

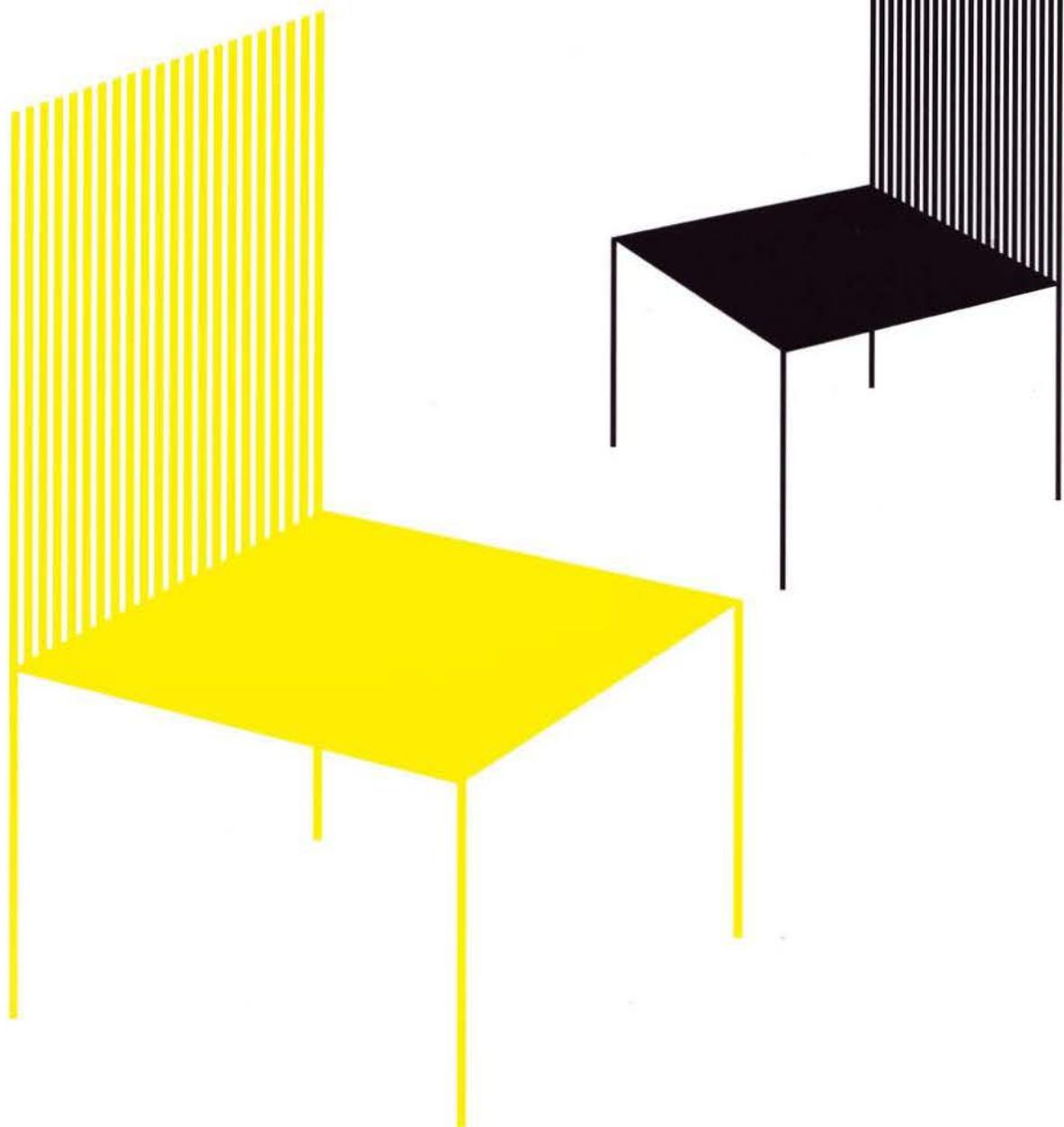
DESIGN AND DIALOGUE

INTERVIEW WITH
127 INTERIOR DESIGNERS

设计与对话

127位室内设计师访谈录

本书编辑组 编





Coen van Ham

Coen van Ham (1971) is a Dutch conceptual designer, architectural designer and source of creative inspiration. He has studied at Sint Lucas in Bostel as well as at the renowned Design Academy in Eindhoven. His design agency COEN! is one of the leading agencies in the Netherlands due to its innovative concepts, much talked about designs and inspiring workshops. COEN! shapes and guards over your most important possession: the identity of your enterprise. The designs for your corporate identity, product and interior are all based on one consistent and powerful concept. COEN! designs the identity of 3FM, Remco Claassen, GGZ, City of Eindhoven, HVC, the Dutch Army, KRO, the Media Academy, the Public Broadcasting System, RTL Nederland, Travelcenter Vacansoleil, The Waalres Museum.

Coen van Ham (1971), 是荷兰概念设计师、建筑设计师，充满创造力。就读于巴克斯特的圣卢卡斯，同时在设计学院获得了良好的声誉。由于其创新的理念，他的COEN!设计事务所是荷兰最好的设计事务所之一。COEN!帮助塑造并维护企业的重要财产：企业的形象。企业的形象及产品和室内设计全都建立在一个统一并充满的力量理念上。COEN!为3FM, Remco Claassen, GGZ, City of Eindhoven, HVC, 荷兰陆军, 学院传媒, 公共广播公司, 荷兰RTL, Travelcenter Vacansoleil, The Waalres 博物馆等设计形象概念。

1. "Crossover" is very popular in different design areas nowadays, and what is your view towards this and is there such design elements in your works?

Over the years I noticed that a lot of clients searched for their identity. When companies find their unique DNA, then a designer can create an identity that is powerful and consistent. Sometimes companies have to reflect to regain their soul in this hasty world.

When this DNA is found, COEN! shapes and guards over it's most important possession: identity.

All of COEN!'s designs for corporate identity, product and interior are based on one consistent and powerful concept.

So for me crossover is not a popular thing from this era but the only way of consistent and powerful working.

1. 对于目前很多行业都在争相追赶的“跨界设计”您怎么看，在您的作品中是否也存在跨界的元素？

从事这个行业很多年以来发现许多客户一直在寻找自己的形象身份。当公司找到了自己独一无二的DNA，然后设计师可以帮助他们设计一个充满力量并恒久不变的独特形象。在这个速食时代，有时候一个企业不得不重新回头寻找自己的企业灵魂。

当一个公司找到了DNA时，COEN!帮助塑造并维护企业的重要财产：企业的形象。企业的形象及产品和室内设计全都建立在一个统一并充满的力量理念上。

所以对我来说，跨界，并不是在这个时代的流行物，而是一种使设计恒久不变和充满力量的工作方式。

2. Environmentally friendly and advanced materials are very popular today. Are these materials largely applied in the interior design? What is the common idea of most people towards this?

Social conscience and caring for the environment is an issue for everybody, not specific for a designer.

Because of the immense number of impulses a day things are going faster than ever. Also design has a shorter life cycle. My way of working is more related to slow living: high quality designs, perfect use of type, materials and sometimes a complete identity that grows and improves over the years, like good wine. I don't believe in interiors that you can use for only a few years just because they are trendy now.

2. 目前室内设计中环保与新型科技材料的运用与人们对这些概念的认识和接受的情况是怎样的？

不仅仅对于设计师而言，社会责任感和对环境的关怀是我们每个人都要面对的问题。

由于每天无限的压力，社会节奏前所未有地加快。同时设计的周期也在缩短。而我的设计方式却更多的和慢节奏的生活方式靠近，高品质的设计，将材料完美地应用。一个完整的形象是长年累月形成的，就像好酒。我决不相信仅仅是因为潮

流或流行，一个室内设计作品就只能存在几年。

3. Would you please talk about the fashionable elements applied in the interior design? And how do you use these to express your creative design ideas?

In the 'identity layer' I always submit to every interior design, items can be changed easier than in the interior itself. The foundation of the interior must be strong and has to be timeless. I also believe this is the case in all design: graphic, product, media: a good logotype for example can also last for years.

I don't have specific persons or fashions that inspire me. I try to create what I have to create. I follow my own path. Of course there are a lot of designs, people and designers I appreciate, but my work is more influenced by life, people, cities and nature. Interesting people that I meet on the street or the power of a summer evening in the woods, or sometimes a busy morning rush in New York, for example.. By keeping my mind open, I'm influenced and inspired 24 hours a day. Result is my work: sober, colourful, consistent and clear, always with content.

3. 请您谈谈当前室内设计的流行元素，您怎样利用这些元素来表达自己的创作意图的？

我总是服从这条原则，即规则的变化比室内设计本身变化要快。室内设计的基础必须是坚固而且经得起考验的。我相信这也适用于所有的设计：平面设计、产品设计，媒体设计：比如一个好的logo设计就可以深入人心好多年。

我并不能列举出来一个激励我的具体的人或时尚元素。我致力于创造我要创造的东西。我遵循自己的路线。当然有很多设计、设计师是我非常欣赏的，但更多激励我的是生活、人、城市和自然。

我在街上遇到的有趣的行人，夏日夜晚的森林，或是在纽约一个匆忙的早晨……保持思路开阔，一天24小时我的灵感都被激发着。我的创作总是这样的：冷静、色彩丰富、统一和清晰，而且总是带有满足感。

4. Detailed design usually determine the overall effect, and what is your attitude towards this?

Actually I don't agree with this. My designs are based on powerful concepts. I create a powerful base which transmits a strong and consistent image that communicates. Of course I like a good detailed design. And my work is also perfectly detailed. But you need more for a good design than only details. The experience of the whole is much more important than an architectural insiders detail.

The only thing you really need is to combine emotion, function and communication. And those invisible things I'm adding to my designs. Feel the space, smell it, hear it and remember it.

4. 对细节的构思和处理往往决定设计的整体效果，您在这方面有哪些体会？

实际上我不同意这种说法。我的设计是在建立在强大理念的基础上的。我先创造一个坚实的基础，在这之上传递出一种和谐的讯息。当然我喜欢有美好细节的设计。我的作品也是这样。不过一个好的设计不仅仅需要细节。整体感远远比一个建筑细部重要。

你需要做的是，把情绪、功能和交流融合在一起。当然我还在设计中加入一些无形的元素，感受空间，运用嗅觉、听觉，并记住它。

5. How can you balance the practical and artistic feature of the interior space?

All clients that I work for are perfect clients and give me artistic freedom. When there is no match between me and the company I work for, it's impossible to create a good design. You have to convince the client of the quality of good design. Then there are of course always practical issues. But when the overall design is powerful, the concept will be also good when for example a material has to be changed. The look and feel of the environment has to be perfect, and when people that I work with and for are together with me happy with the result: then my mission is accomplished.

5. 在处理室内空间的实用性与艺术性的关系时，您通常要考虑哪些方面？

所有和我合作的客户都会给我艺术上的自由。当我和我工作的公司之间没有竞赛的时候，是很难创作出好的作品的。你必须用好的设计来说服你的客户。当然总是会存在一些实际问题。但当所有的设计充满力量感的时候，即使材料要有所调整，设计理念仍然精彩的。整体环境从视觉和感觉上都必须是完美的，当我和一起工作的人或者我为之工作的人和我一起为努力的结果感到满意的时候，我的任务就完成了。

6. How can you deal with the different opinions between your design and your client's demand?

Everyone is unique. COEN! has the expertise needed to translate this uniqueness into a consistent and powerful corporate identity which fits like a glove. That's why I started workshops to let clients themselves discover their unique identity. This makes it for me easier to create afterwards an identity that reflects the soul of the company. So this identity lasts longer and communicates stronger. And, more important, the company creates an identity inside out instead of outside in.

6. 当客户的要求与您的设计理念存在矛盾时，您是怎样处理的？

每个人都是独一无二的。COEN!会把客户的需求转化为一种和谐有力的合作身份，就像手和手套那样契合。这就是为什么我先让客户自己发现他们独一无二的形象。这也就使我更容易地通过设计反映出这个公司的灵魂。所以这个形象也就会更持久，传递

出更丰富的信息。同时，更重要的是，这个公司的形象是要把内在通过外在表达出来，而不是本末倒置。

7. As a successful designer, in your opinion, what professional quality is a must?

It's not important whether I am a good or successful designer. My designs communicate. That is important. I create designs based on powerful concepts. This powerful base transmits a strong and consistent image. The target group of the company I work for should immediately know what it is selling and what it's strong point is.

I learned how to develop my qualities and to keep a focus on what I really want. After school I learned a lot by private study and workshops for the things I didn't learn at school. Nowadays I educate these skills like personal development, creative thinking.

7. 您认为成功的室内设计师应该具备哪些职业和业务素质？

我是否是一个成功的设计师并不重要。我的设计是有交流感的。这才最重要。我的设计建立在有力的理念之上。这种有力的基础传递出和谐的讯息。我所服务的公司的目标客户应该立刻感知到卖点在哪里，重点又在哪里。

我学到了如何培养我的能力并且把精力集中在我真正想要的东西上。毕业之后通过自学和工作室的经验我学到了许多在学校无法学到的东西。目前我把这些技巧用于个人发展和创造性思考上。

8. What do you think is your most satisfying work among your recent creations? What aspects have you paid more attention to?

At the moment the interior and artwork 'Testbeeld' (Test Picture), made for Nederlandse Publieke Omroep (the Netherlands Broadcasting Corporation).

The challenge in doing this project was to make a whole from three different buildings of this media corp. Keeping in mind safety measures yet providing an open environment was equally important. The next was to ensure the colours and design did not appear dull and monotonous. That the media branch heads were progressive in their thinking helped Coen in getting adventurous with his design ideas.

8. 在您近期创作的作品里，最满意的作品是哪一个？您更多的关注了哪些问题？

目前我对“测验图片”最满意。这是荷兰广播公司的室内设计艺术品。

这个项目最大的挑战是如何把广播公司三个不同的建筑统一。在我的脑海中稍微保守的（保持原建筑统一）策略和设计一个开放的环境是同样重要的。下一步就是确定色彩和设计不要呈现出迟钝和单调感。广播公司积极向上的想法也帮助我们实现自己的冒险精神。

City Apartment

This luxurious city apartment is designed by COEN! to create a harmonious whole. A perfect combination of robust, warm and pure materials like wood, stone, glass and marmoleum. The use of sober colors with colorful accents make it a timeless and stylish residential.

If there was a piece of furniture not exactly suitable for this place, Coen made a design and had it produced. For example the grey furniture in the studio, bed, the bamboo bathroom furniture and the high gloss white cupboards in the living are designs by COEN! Special about this project is that the apartment is designed 'upside down': the design studio is placed on the ground floor, the sleeping rooms on the first stock and the living with a beautiful view on top of this.

由COEN!设计的豪华公寓营造了一种和谐的氛围。设计师用了一些暖色和天然的材料，如木材、石材、玻璃和淡色蛇纹石。这些材料的色彩和另外一些色彩丰富的元素融合在一起，营造出一种永恒、时尚的感觉。

公寓的特点之处在于，设计师制造了一种“混乱感”，将工作室在一楼，然后是卧室，而起居室在顶层，可以欣赏到顶层的美景。

如果在公寓中有一件家具不符合整体气氛，设计师都会重新设计。比如工作室中的灰色家具，床，竹制浴室和起居室中光亮的壁炉都是由COEN!公寓特别打造的。

