Learning Booklet
學習手冊

Design Does*

***For better and for worse**

做吧！設計*

***不論好與壞**

Online Exhibition
Experience Interactive Journey
線上展覽體驗旅程

hkdi.gallery
www.hkdi.edu.hk/hkdi_gallery

05.11.2020–10.01.2021

HKDI Gallery at Hong Kong Design Institute
3 King Ling Road, Tseung Kwan O, NT
Free Admission / 10am–8pm
(Closed on Tuesdays, 06.12.2020, 13.12.2020 and 20.12.2020)

新界景嶺路3號香港知專設計學院HKDI Gallery
免費入場 / 10am–8pm（逢星期二、06.12.2020、13.12.2020及20.12.2020休館）

Can we live without plastic?
沒有塑膠我們能活下去嗎？

What came first, flags or identity?
先有旗幟，還是先有身份？

Where do things come from?
物件從何來？

Do all cultures consume in the same way?
不同的生活方式、相同的消費模式？

How can we join together what industry separates?
由工業生產分隔的事物，如何重新連結？

Where do data come from?
數據從何來？

Can we measure creativity?
如何量度創意？

How can we feed 10 billion people?
如何餵飽百億人？

WHAT SHOULD DESIGN DO?
設計應該做什麼？

What is Design?
設計是什麼?

What does "design" mean to you? Circle your answers!
你認為「設計」是什麼?把你的答案圈起來!

People
人

Art
藝術

Science and technology
科學與科技

Problem-solving
解難

Function
功能

Form
形式

Process
過程

Creation
創造

Tangible
有形的

Intangible
無形的

Design is:
設計是: _____

What do master designers say about "design"?
設計大師怎樣看「設計」?

"Products inside any space make a big impact on the space, in terms of atmosphere, organisation and function, of course, identity."
Konstantin Grcic

"Good design, like good painting, cooking, architecture or whatever you like, is a manifestation of the capacity of the human spirit to transcend its limitations."
George Nelson

"Design is relationships. Design is a relationship between form and content."
Paul Rand

「設計的功能在於傳意。」
石漢瑞 (Henry Steiner)

「設計是有目的性的創造。」
王無邪

「設計不只是外觀和感受,
而是關乎產品的運作方式。」
史提夫·喬布斯 (Steve Jobs)

It may or may not be meaningful, but, above all,

Design Does*

無論有沒有意義,最重要的是,

做吧!設計*

Let's create! 活動!

At marathons in the United Kingdom, *Ooho* edible water containers have been given out instead of plastic water bottles. Can you think of other occasions where *Ooho* could be used? Take two minutes to draw or write down possible uses of *Ooho*.

英國的馬拉松比賽已開始使用《噢吼球》來取代塑膠樽裝水。你能想到其他令《噢吼球》派上用場的地方嗎？試在兩分鐘內，畫出或寫出各種可能性。

Think further! 思考問題!

- Have you ever read news of plastic being mistakenly consumed by sea turtles? How did you feel?
  你讀過關於海龜誤吃塑膠的新聞嗎？有何感受？
- Have you ever been aware of encountering good design or bad design?
  你遇過好的設計和壞的設計嗎？
- What is the role of a designer in the face of today's environmental and sustainability issues?
  面對今天的環境與可持續發展議題，設計師的角色是什麼？

Want to learn more? 想了解更多？

Idea 意念	Zero waste philosophy. 零廢物理念
Book 書籍	*Zero Waste Home: The Ultimate Guide to Simplifying Your Life by Reducing Your Waste*, by Bea Johnson 《我家沒垃圾：一個加州媽媽的零廢棄生活革命，重新找回更健康、富足、美好的人生》，Bea Johnson著
Project 計劃	An Ecosystem of Excess, by Pineda Yoldas. 《一個消耗過度的生態系統》，Pineda Yoldas
Enterprise 企業	Hong Kong based start-up *Distinctive Action* introduced water-soluble plastic bag *#INVISIBLEBAG* to replace conventional plastic packaging. 香港初創企業Distinctive Action 研發出水溶性膠袋 *#INVISIBLEBAG*，以取代慣常的塑膠包裝。

Ooho 噢吼球 Skipping Rocks Lab, 2017

Refugee Nation Flag

Think further! 思考問題!

- What are the functions of signs, graphics and colour in the design? How would you interpret “signifier” and “signified”?
  設計中的符號、圖案和顏色有何功能？你如何解讀當中的能指(Signifier)及所指(Signified)？
- Can you design a flag for the elderly, teenagers or children?
  你可以分別為長者、年輕人、小童設計屬於他們的旗幟嗎？

Want to learn more? 想了解更多？

International Platform 國際平台	What Design Can Do. 設計可以做什麼？
Initiative 倡議	Makers Unite. 製作者聯盟
Project 計劃	Me&EU, by Nathan Smith and Sam Smith 《我和歐盟》，Nathan Smith和Sam Smith.
Organisation 企業	Harmony Ilunga, a fashion model and refugee, established a Hong Kong-based fashion and art social enterprise named Harmony HK. She organised the first ever refugee-curated fashion show in Hong Kong. 難民出身的模特兒Harmony Ilunga在香港創辦時裝及藝術社企Harmony HK，並舉辦了香港首個由難民策劃的時裝展。

Refugee Nation Flag 難民國旗幟
Yara Said in collaboration with The Refugee Nation / Amnesty International, 2016
Yara Said 和 The Refugee Nation / 國際特赦組織, 2016

Let's create! 活動!

Christien Meindertsma has produced work based not only on pigs but also on sheep and plants. Adhering to the principle of animal-friendly consumption, can you draw an *empathy map* for animals, consumers and manufacturers respectively?

Christien Meindertsma的研究對象除了豬，還有羊和植物等。請你嘗試以「動物友善消費」原則為前提，分別為動物、消費者、生產商畫一幅同理心地圖。

Pig 05049

Think further! 思考問題！

- Through *Pig 05049*, Dutch designer Christien Meindertsma shed new light on the workings of modern industrial societies. Of the 185 products in the book, which one impressed you the most?
  荷蘭設計師Christien Meindertsma透過《Pig 05049》向大眾闡釋現代工業化社會的運作方式。書中185件產品中，哪一件令你印象最深刻？

- *"In taking good care of the Earth, basically, the first step is knowing where our things come from,"* said Christien Meindertsma. Can you think of reasons why consumers are placed in both an active and a passive position in today's consumer society?
  Christien Meindertsma 說過：「為了更好地照顧地球，第一步要做的就是去了解我們所使用的東西從何而來。」你知道為何消費者在現代消費模式中會同時被置於主動及被動的處境嗎？

- How does consumerism affect the environment?
  消費主義如何影響生態環境？

Want to learn more? 想了解更多？

Exhibition 展覽	*Forensic Architecture*, by MACBA. 《法醫建築》，巴塞隆拿當代藝術博物館
Idea 意念	Traceability. 有迹可尋
Project 計劃	One Sheep Sweater, by Christien Meindertsma. 《出自同一隻羊身上的毛衣》，Christien Meindertsma
Project 計劃	Through her vending machine *0.9 Grams of Brass*, the Dutch-based Hong Kong designer Adelaide Lala Tam drew our attention to the value of life within the meat industry by revealing the hidden production process behind a paper clip. 駐荷蘭香港設計師譚君妍設計出萬字夾販賣機 《0.9克黃銅》，透過展示萬字夾的「前世今生」，讓人反思肉類製品工業中生命的價值。
Project 計劃	Spanish Food designer Marti Guixe transformed decoration into information by decorating a cake with a pie-chart showing the ratio of ingredients being used. 西班牙食物設計師Marti Guixe把一個蛋糕裝飾成圓形圖，展示出所用材料的成分比例，讓「裝飾」變為「資訊」。

Pig 05049 Christien Meindertsma, 2008

#現代化生產

#消費主義

#動物友善消費

#traceability

#datavisualisation

#designthinking

Love me tinder

Think further! 思考問題!

- "Design brings people together." Do you agree?
  「設計拉近人與人的關係」，你同意嗎？
- Is "good design" the same as "design that meets everyone's needs"?
  「好設計」等於「滿足每個人需要的設計」？
- What are the advantages and disadvantages of standardised designs?
  標準化的設計模式有什麼利與弊？

Want to learn more? 想了解更多？

Film 電影	*Her.* 《觸不到的她》
Article 文章	*First Evidence That Online Dating Is Changing the Nature of Society*, by MIT. 《網上情緣正在改變社會本質的初步證據》，麻省理工學院著
Book 書籍	*How Users Matter. The Co-Construction of Users and Technology*, by Nelly Oudshoorn and Trevor Pinch. 《用戶為何重要：用戶與科技的共同建構》，Nelly Oudshoorn 及 Trevor Pinch著

Love me tinder 火熱配對
Domestic Data Streamers, 2018

#網上社交平台

#人際關係

#social media

#HumanCentredApproach

#標準化與多元文化

Let's create! 活動!

Designed by F.A.T. Lab and Sy-Lab, the *Free Universal Construction Kit* enables users to download kit pieces, free of charge, which allow interoperability between different construction toys. Now pick any of the following items and create a *Forced Connection*. Draw in the space provided and suggest a new function for your creation!

F.A.T. Lab 及Sy-Lab設計的《自由通用組合套件》，可供使用者免費下載，讓人連接起不同制式的組合式玩具。你現在可以運用下列任何組件，進行隨機組合及聯想。在空白位置畫下你的作品，並賦予它一項新功能。

tableware
餐具

cotton
棉花

pencil
鉛筆

facial mask
口罩

teacup
茶杯

phone charger
電話充電器

jacket
外套

hair dryer
風筒

chair
椅子

balloon
氣球

Free Universal Construction Kit

Think further! 思考問題！

- "It's better when it's shared." Open-source is an emerging concept. Can you think of its advantages and disadvantages to designers and users respectively?
  「開源共享，讓世界更好。」設計開源 (Open-Source) 成為新興概念，對設計師和使用者來說，有什麼利弊？
- Do you agree that the concept of intellectual property hinders the development of the creative industries?
  你認為知識產權概念會窒礙創意產業發展嗎？
- Does "open-source" necessarily mean "free resource"? What is the impact of "open-source" on design as a profession?
  「設計開源」等於免費資源？你認為對設計這個專業有什麼影響？

Want to learn more? 想了解更多？

Book 書籍	*Free Culture: The Nature and Future of Creativity*, by Lawrence Lessig. 《自由文化：創意的本質與未來》，Lawrence Lessig著
Article 文章	*Interfaces: Standardization or Standard-Action?*, by Jorge Luis Marzo. 《界面：標準化或標準行為？》，Jorge Luis Marzo著
Book 書籍	*The Politics of Design*, by Ruben Pater. 《設計政治學：視覺影像背後的政治意義、文化背景與全球趨勢》，Ruben Pater 著
Organisation 組織	Hong Kong jurisdiction of the new international system of intellectual property rights system – "Creative Commons Hong Kong" 新型知識產權國際制度香港成員—「香港共享創意」(Creative Commons Hong Kong)

Free Universal Construction Kit 自由通用組合套件
Golan Levin (F.A.T. Lab) and Shawn Sims (Sy-Lab), 2012
Golan Levin (F.A.T. Lab) 與 Shawn Sims (Sy-Lab), 2012

#freeculturemovement

©Golan Levin (F.A.T. Lab) and Shawn Sims (Sy-Lab)

#共享設計

#版權意識

#opensource

Smart Citizen Kit

Think further! 思考問題！

- In promoting the human-centric smart city, what are the roles of different stakeholders (e.g. citizens, the government, innovative & technical designers, companies & organisations, non-governmental organisations)?
  市民、政府、創科設計家、企業機構和民間組織等不同持份者，在推動「以人為本」的智慧城市扮演什麼角色？
- If you owned a *Smart Citizen Kit*, what would you do with it and the data it collected?
  假如你擁有《智慧市民工具套件》，你會怎樣利用它？收集得來的數據又有什麼用途？

Want to learn more? 想了解更多？

Book 書籍	*Design, When Everybody Designs*, by Ezio Manzini. 《設計：在人人設計的年代》，Ezio Manzini著
Project 計劃	Fixperts. 《修理達人》
Initiative 倡議	Desis Network. 社會創新與可持續設計聯盟
Publication 出版	*Smart Digital City 3.0 research*, Google, 2019 《智慧數碼城市白皮書》最終版，Google, 2019

Smart Citizen Kit 智慧市民工具套件
FABLAB Barcelona, 2012
巴塞隆拿 FABLAB, 2012

Let's create! 活動!

Aquapioneers Ecosystem allows users to print, assemble and modify their own mini aquaponics systems free of charge. With the aid of drawings provided by the designer, can you create a new *Aquapioneers Ecosystem* for the following places? (Hint: You may consider factors such as volume, use of materials, shape, method of assembly)

《生態系統水先鋒》讓用戶免費列印、自行組裝及修改他們自己的小型「魚菜共生」系統。以設計師提供的設計圖紙輔助，試為以下地點製作全新的「生態系統水先鋒」！（提示：可從它的體積、物料、外形和裝嵌方式等出發）

An ordinary living room of a Hong Kong family
普通香港家庭的客廳

In a semi-outdoor corner of a campus
校園的半戶外角落

Outside a café in a mall
商場咖啡店門外

Ecosistema Aquapioneers

Think further! 思考問題！

- What are the differences between the *Aquapioneers Ecosystem* and an ordinary fish tank?
  生態系統水先鋒與普通魚缸有何分別？
- Imagine you lived a self-sufficient lifestyle. What changes would it bring to your daily life?
  試想像你過著自給自足的生活，你的日常生活產生了什麼變化？
- Aquaponics is an up-and-coming agricultural concept. What is the impact of such sustainable technology on agricultural development in Hong Kong?
  「魚菜共生」系統是近年備受追捧的農業概念，這項可持續技術對香港農業發展帶來什麼影響？
- What are the obstacles to implementing organic farming in Hong Kong?
  在香港推行有機耕種有何困難？

Want to learn more? 想了解更多？

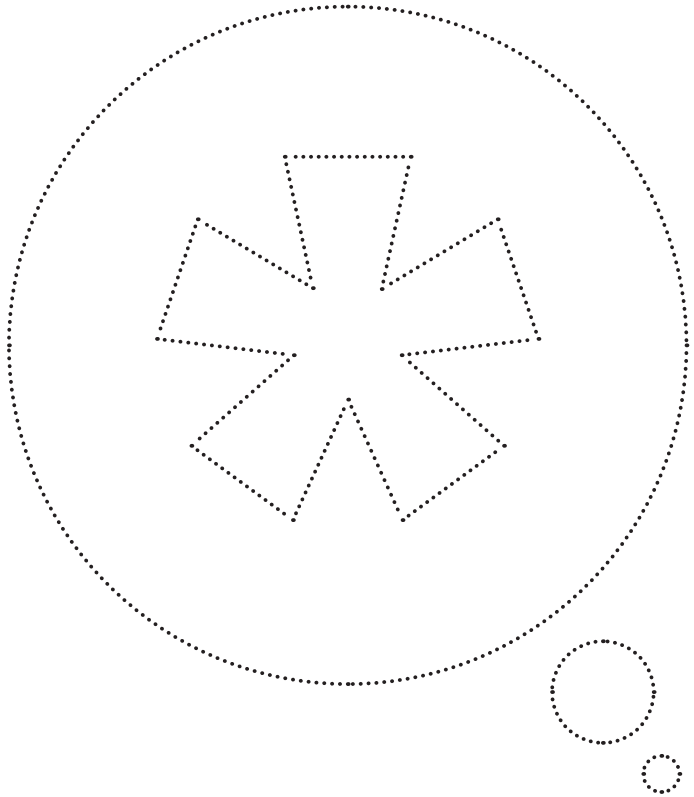
Project 計劃	Urban indoor gardening, by Ikea. 《都市室內園藝》，宜家家居
Article 文章	*Spread Co Japanese factory that will produce around 30.000 lettuces a day with almost no human intervention · (Esta fábrica es el terror de los agricultores: cultivará medio millón de lechugas al día de forma automática)* by Javier Penalva 《日本生產商Spread Co在沒有人工介入下，平均每天生產3萬顆生菜》，Javier Penalva著
Project 計劃	Deutsch Design Meet Farm - Food Storage. 《德國設計遇上農場 — 由食物倉庫》
Talk 演講	*TED "A plant's-eye view"*, by Michael Pollan 《TED：以植物角度看世界》，Michael Pollan主講
Project 計劃	MoVertical Farm, a Hong Kong-based farm, up-cycles shipping containers and introduces mobile vertical farming in Kam Tin. It is an aquaponics farm with an annual production of up to 50,000 fish and 300,000 vegetables. 香港MoVertical Farm利用二手貨櫃，於錦田建立可移動的垂直農場，並實行魚菜共生模式，年產逾5萬條魚及30萬棵菜。

Ecosistema Aquapioneers 生態系統水先鋒
Aquapioneers, 2018

HKDI Gallery

Affiliated to the Hong Kong Design Institute (HKDI), HKDI Gallery is a dynamic exhibition space with unique vision. We engaged with parties at home and abroad, including internationally acclaimed museums, designers and curators. With contemporary design as the cornerstone, we present a series of top-notch exhibitions every year ranging on graphic design, architecture, fashion, product design, multimedia and so on. Conjoining the design expertise of Hong Kong Design Institute, HKDI Gallery inspires tomorrow's creative talents and promotes design education & creativity to everyone by staging museum-standard exhibitions and education workshops.

隸屬香港知專設計學院(HKDI)，HKDI Gallery為一充滿活力及視野的展覽場地。每年我們均會與海內外不同單位，如國際知名博物館、設計師、策展人等合作，以當代設計為議題，舉辦涵蓋平面設計、建築、時裝、產品設計及多媒體等類別的一系列頂尖展覽。我們結合學院於設計教育的專長及優勢，秉承著向廣大市民推廣設計的重任，以展覽及工作坊形式，拓闊大眾及學界的視野，刺激設計思維。



Tell us what you think
告訴我們你的想法

***Did you like this exhibition?**
你喜歡這個展覽嗎？

***Which project(s) made you reflect the most and why?**
哪個作品最能引發你的反思？為什麼？

***Which project(s) would you recommend to your family and friends?**
你會向家人和朋友推薦哪個作品？

***Which part(s) of the exhibition impressed you the most?**
展覽哪部分令你印象最深刻？

***Has this exhibition changed your perspective towards design?**
這個展覽能改變你對設計的看法嗎？

***Has this booklet helped you understand the exhibition?**
這本學習手冊能幫助你了解這個展覽嗎？

***What exhibition(s) would you like to see at HKDI Gallery?**
你希望HKDI Gallery將來舉辦什麼展覽？

***I am a... 我是...**

- ○ **Primary School Student 小學生**
- ○ **Secondary School Student 中學生**
- ○ **Tertiary / University Student 大專/大學學生**

Name of Institution 院校: _____

Faculty 學系: _____

***How many HKDI Gallery exhibitions have you ever visited?**
你曾參觀過多少次HKDI Gallery 的展覽?

- ○ **This is my first time 這是第一次**
- ○ **2-3 exhibitions 2–3次**
- ○ **4-5 exhibitions 4–5次**
- ○ **More than 6 exhibitions 6次或以上**

***Get our latest news by leaving your email address below:**
請留下電郵地址以接收我們最新的展覽資訊:

Email address 電郵地址: _____

Hong Kong Design Institute

Hong Kong Design Institute (HKDI) is a member of the VTC Group. HKDI was established in 2007 with the mission to be a leading provider of design education and lifelong learning, including design foundation studies, communication design and digital media, fashion and image design and architecture, interior and product design. With a view to providing professional designers for the creative industries, it promotes the “think and do” approach and encourages interdisciplinary thinking in its broad range of design programmes. HKDI maintains a strong network with the industry and provides its students with essential practical experience enriched with cultural sensitivities and sustainability. Overseas exchanges are actively arranged for students to broaden their international perspective.
Website: www.hkdi.edu.hk

香港知專設計學院 (HKDI)

香港知專設計學院 (HKDI) 為 VTC 機構成員。 HKDI 於2007年成立，旨在成為卓越的設計院校，提供具國際水平的設計教育及持續進修課程，包括基礎設計、傳意設計和數碼媒體、時裝及形象設計、以及建築、室內及產品設計，為創意工業培育優秀的設計人才。學院採取「思考與實踐」的教學理念，透過多元化的設計課程，加強學生對文化及環保的觸覺，促進跨學科的融匯交流，以啟發學生的創作思考。學院與業界保持緊密聯繫，透過與設計業界合辦的項目及實習計劃，讓學生獲取工作經驗，同時積極為學生提供海外交流的機會，拓闊國際視野。網址：www.hkdi.edu.hk

The Hong Kong Institute of Vocational Education

The Hong Kong Institute of Vocational Education (IVE) is a member of the VTC Group. The 9 IVE campuses are located across the territory. Together they provide vocational education for secondary graduates as well as people in employment. IVE courses leading to the award of higher diploma and foundation diploma cover various academic disciplines including Applied Science; Business Administration; Childcare, Elderly and Community Services; Design; Information Technology; Engineering; as well as Hospitality.
Website: www.ive.edu.hk

香港專業教育學院 (IVE)

香港專業教育學院 (IVE) 為 VTC機構成員，屬下設 9 間院校，分布港九新界，為中學畢業生及在職人士提供專業教育進修途徑。 IVE開辦多元化課程，涵蓋多個專業學科，包括應用科學；工商管理；幼兒、長者及社會服務；設計；資訊科技；工程；酒店及旅遊。課程種類包括高級文憑和基礎課程文憑。
網址：www.ive.edu.hk

HKDI GALLERY

Design Does*

***For better and for worse**

做吧！設計*

***不論好與壞**

Organiser 主辦

Members of VTC Group VTC 機構成員

IVE 唐

Co-organiser and
Co-curator 協辦及聯合策展

ELISAVA

Co-curator
聯合策展

DOMESTIC
DATA
STREAMERS

Co-producer
聯合製作

Museu del Disseny
de Barcelona