

**Learning Booklet**

**學習手冊**

**DAI FUJIIWARA THE ROAD OF  
MY CYBER  
PHYSICAL  
HANDS**

# DAI FUJIWARA THE ROAD OF 29.01.2021 - 28.03.2021 MY CYBER 手尋未來 · 藤原大設計展 PHYSICAL HANDS



Exhibition Website  
展覽專屬網站

📍📷 hkdi.gallery  
www.hkdi.edu.hk/hkdi\_gallery

**29.01.2021 – 28.03.2021**

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

新界景嶺路3號香港知專設計學院 HKDI Gallery  
免費入場 / 10am – 8pm (逢星期二休館)

## COLOUR VOCABULARY 色彩詞彙

“If massive amount of information swarming in our information society could be connected with colour, I sense that it would bring new meanings and roles to information.”

「如果我們這個社會中的海量資訊，可與色彩連結起來，我感到這將會賦予資訊新的價值和角色。」

- Dai Fujiwara 藤原大 (2013)

Our optic nerve is highly sensitive to colour, which is a major component of human vision. In Dai Fujiwara’s design philosophy, colour is as much like a living creature as sound and scent: something into which people can pour emotions and moods. “If words (=information) used in statistics were linked with colour, that would open paths to the world of the Colour Vocabulary,” said Dai Fujiwara (2013).

So, what would your Colour Vocabulary look like?

色彩是人類視覺的主要組成部分，我們的視覺神經對顏色高度敏感。在藤原大的設計哲學中，色彩就如同聲音和氣味，是活生生的：人們可將情感和情緒傾注其中。藤原大說：「如果將統計學使用的詞彙（資訊）與色彩扣連起來，那將打開通往色彩詞彙天地的道路」。

那麼，你的色彩詞彙是怎樣的？

Let's create! 創作吧!

My Colour Vocabulary 我的色彩詞彙

Begin to establish your own Colour Vocabulary by associating the words below with colours. Explain your colour matches and compare your answers with those of others.

請透過下面的詞語與顏色之間作出聯想，並建立你自己的色彩詞彙。試解釋你的色彩配搭，並與其他人的答案作比對。

Feelings and Emotions 感覺和情緒

Joyful 快樂 Sad 悲傷

Upbeat 樂觀 Nervous 緊張

Calm 平靜

Sweet 甜蜜

Contented 知足 Angry 憤怒

Scary 可怕 Neutral 中立

Character and Traits 性格和特質

Messy 凌亂

Humble 謙虛

Creative 富創造力

Passionate 熱情 Hard-working 勤奮

Taste and Flavours 味道和口感

Salty 鹹 Juicy 多汁

Sweet 甜 Spicy 辣

Creamy 濃滑

Refreshing 清爽 Sour 酸

Crunchy 香脆

Bitter 苦 Delicious 美味

Sound and Feel 聲音和觸覺

Thud 重擊

Sticky 黏稠

Silent 寂靜

Melodic 悅耳 Sharp 鋒利

Heavy 沉重

Noise 嘈雜 Silky 絲滑

Tapping 輕敲 Fluffy 毛茸茸

Curious 好奇 Timid 害羞

Adventurous 大膽

Intelligent 聰穎 Talkative 健談

### Think further! 思考問題!

- From *Enoshima Electric Railway and Information Train* to *Skin Colour Glasses*, you may see that many of Dai Fujiwara's design pieces begin with colour. If you were a designer who was about to begin a design project, what elements would you start with? Concept? Functionality? Form? Or colour? Explain your answer.

從《江之島電鐵資訊傳播列車》，到《膚色眼鏡》，你會看到藤原大許多設計作品都是始於色彩。如果你是設計師，即將開展一個新的設計項目，你將從什麼元素開始？概念？功能性？形狀？還是顏色？試解釋你的答案。

- Imagine a world in which words are replaced by colours. How would that affect our daily lives? 試想像世界上所有詞語都被色彩所取代，我們的日常生活會有什麼變化？

### Extended Activity 延伸活動

What colour would you use to describe yourself and how does that colour reflect your appearance and personality? Ask around your family and friends too!

你會用什麼顏色來描述自己？該顏色如何反映你的外表和個性？也問問你的家人和朋友吧！

# COLOUR-HUNTING

## 色彩狩獵

**“Today, the things that we call ‘design’ has transcended to a life skill of great social influence; an indispensable cornerstone that enriches our lives. In that belief, I set out to create universal design concepts and actions; starting from colour was one such example.”**

「今天，我們稱之為『設計』的這件事，已經成為一種具有巨大社會影響力的生活技能，也是豐富我們生活不可或缺的元素。帶著這個信念，我著手創建通用的設計概念和企劃。色彩正是一例。」

**- Dai Fujiwara 藤原大 (2013)**

From his early works created by physical hands alone, to his latest pieces which use a drone as his cyber-physical hands, the hand has always been a driving force in Dai Fujiwara's designs. He is also a designer who loves to work with natural materials, including animal hair and debris, as well as something that exists everywhere in nature - colour.

從藤原大早期的手作作品，到最新使用無人機作為他的「數碼有形之手」進行創作，「手」一直推動著他的設計。他亦是喜歡使用天然材料進行設計，包括動物毛髮和碎片，以及自然界中無處不在的——色彩。

讓我們跟隨藤原大的腳步，挽起衣袖，著手展開一場色彩狩獵之旅吧！

Let us follow in the footsteps of Dai Fujiwara. Pull your sleeves up and get your HANDS ready for a Colour-Hunting journey!

Let's create! 創作吧!

Colour of Different Corners of the World 世界不同角落的色彩

In an interview, Dai Fujiwara once said that "each place has its own colours." In his eyes, the colours of Hong Kong are very different from those of Kamakura. From your point of view, what are the colours of these landmarks? Try and "hunt" their colour(s), and show your answers below. (Tip: make use of the coloured stickers provided in this booklet.)

在一次採訪中，藤原大曾說過：「每個地方都有自己的顏色。」在他眼中，香港的色彩與鎌倉的色彩截然不同。依你所見，下列地標的顏色是什麼？嘗試採集他們的色彩，並在下面展示你的答案。（提示：可使用本冊子中提供的顏色貼紙。）



Christ the Redeemer  
救世基督像



St. Basil's Cathedral  
聖巴素大教堂



Mount Fuji  
富士山



The Sydney Opera House  
悉尼歌劇院

Think further! 思考問題!

The meaning of colour varies from culture to culture. Adhering to the concept of Colour Symbolism, explain your colour choices above.

顏色的含義因文化而異。遵從色彩象徵主義的概念，你會將哪些顏色與上述地標聯想起來？



Big Ben  
大笨鐘



Las Vegas  
拉斯維加斯



Times Square, New York  
紐約時代廣場



The Great Pyramid of Giza  
吉薩大金字塔



The Northern Lights  
北極光



The Eiffel Tower  
艾菲爾鐵塔



# FOLLOW DAI FUJIWARA AND “HUNT” COLOUR!

## 跟藤原大去狩獵色彩！

“To take colour – collect colour, photograph colour, record colour,  
and capture colour... I call this ‘colour-hunting’ ...”

「擷取色彩 —— 蒐集顏色、拍攝顏色、記錄顏色和捕捉顏色……」

我稱之為「色彩狩獵」……」

- Dai Fujiwara 藤原大 (2013)



### < STEP 1 第一步 >

Pick a scene or an object. It could be anywhere that you have a connection with or feeling for.  
選取任何一個與你有關聯或引起你興趣的場景或對象。



### < STEP 2 第二步 >

Mix and match colours and paint the “hunted” colour on a blank colour strip. (Tip: trust both your hands and eyes. Do not be afraid of trial and error!)  
混配顏色，將採集到的色彩繪在白色紙條上。（提示：信任你的手和眼。即管嘗試吧！）



### < STEP 3 第三步 >

Match the colour strip with the scene or object. Repeat the above steps until all the colours have been hunted. That is it!  
將紙條與場景或對象作比對。重複上述步驟，直至採集所有顏色。完成啦！

© DAIFUJIWARA AND COMPANY

## Let's create! 創作吧!

### Colour-Hunting @Neighbourhood

Why don't you try Colour-Hunting, starting in your neighbourhood? Making use of watercolours and coloured stickers, capture and “hunt” at least five colours in the scene from the window of a building. (It could be your home or school.) Put the colours on the blank paper strips provided inside the booklet.  
Suggested tools: blank paper strips, watercolours, palette, brushes, coloured stickers  
為何不從你的鄰里社區中開始嘗試「色彩狩獵」？利用水彩和顏色貼紙，透過建築物（可以是你的家或學校）的窗外景色進行捕捉，採集至少五種顏色，並將色彩繪畫在小冊子內的白色紙條上。  
建議工具：白色紙條、水彩顏料、調色板、畫筆、顏色貼紙

## Extended Activity 延伸活動

### The Colour-Hunting @Neighbourhood Campaign

With reference to the image taken by Dai Fujiwara, take pictures of your scene together with the colours you have hunted. Share your work and Colour-Hunting experience with us by uploading your creation to your social media!

參考藤原大拍攝的相片，將你採集到的色彩放在所對應的場景拍一張照片，再將照片和你的色彩採集經驗上載到社交媒體，與我們分享！



Hashtags: #hkdgallery #daifujiwara #colourhuntingwithHKDI #connectwithcolours #colouratneighbourhood

# WANT TO LEARN MORE?

## 想了解更多？



### Reference 參考資料

Fujiwara, D & 21\_21 DESIGN SIGHT (2013). In. T.Harada (Ed.), *Color-Hunting 色からはじめるデザイン* (pp. 21-87). True Ring.

Kentaro, I (2017). *NO67 Dai Fujiwara The colors of streets and the process of making things*. Roppongi Future Conference.  
<https://6mirai.tokyo-midtown.com/en/interview/67/>

Jeremy, G (2019). *Visual Color Symbolism Chart by Culture*. Lifewire.com.  
<https://www.lifewire.com/visual-color-symbolism-chart-by-culture-4062177>

### Related Ideas 相關概念

#### Connecting Colours and Words 連結色彩與詞語

During the 21\_21 DESIGN SIGHT Exhibition *Color-Hunting* in 2013, Dai Fujiwara chose 12 words to be associated with each part of the exhibition. A total of 204 words were generated. He conducted a survey of 222 female students at art colleges in the Tokyo and Kanagawa areas and asked what colours came to their minds when they heard these words. The results were shown on a scatter diagram to illustrate the relationship between the words and colours using statistical methodology. To Dai Fujiwara, we may have a future in which people can communicate through colours instead of words.

2013年在21\_21 DESIGN SIGHT展覽《色彩狩獵》中，藤原大選擇了12個詞語來連繫展覽的不同部分，繼而衍生出204個詞語。他對222位來自東京和神奈川地區藝術學院的女生進行了一項調查，詢問她們聽到這些詞語時，在腦海浮現的顏色。他將結果運用統計學的散點圖來呈現，勾勒出詞語和顏色之間的關係。對於藤原大來說，或許在將來，人們可以透過顏色而非字詞來進行溝通。

#### Colour Psychology 色彩心理學

Colour psychology refers to the study of the relationship between colour and human behaviour, as well as how colours affect people's moods, perceptions and decisions. It is widely applied in design, art, art therapy, branding and marketing.

色彩心理學是研究顏色與人類行為的關係，以及顏色如何影響情緒、感知和決策。它被廣泛應用於設計、藝術、藝術治療、品牌建立和市場行銷之上。

#### Colour Symbolism 色彩象徵主義

In art and anthropology, colour symbolism is the ability of different colours to signify meanings and symbols to different individuals, religions and cultures. To learn more about the meanings of each colour in different cultures, please refer to *Visual Colour Symbolism Chart by Culture* by Jeremy Girard. 在藝術和人類學中，色彩象徵主義是指在不同個體、宗教和文化之中，顏色所指涉的意義和符號。若想進一步了解不同文化中顏色的含義，請參閱Jeremy Girard撰寫的《Visual Colour Symbolism Chart by Culture》。

# HKDI Gallery

Affiliated to the Hong Kong Design Institute (HKDI), HKDI Gallery is a dynamic exhibition space with unique vision, with a track record of engaging with parties at home and abroad, including internationally acclaimed museums, designers and curators. With contemporary design as the cornerstone, HKDI Gallery presents a series of top-notch exhibitions every year ranging on graphic design, architecture, fashion, product design, multimedia and so on, including the retrospective for the Pritzker Prize-winning Spanish architect Rafael Moneo, the solo exhibition for the Oscar-winning artist Tim Yip, the retrospective for Hong Kong design legacy KAN Tai-Keung, the Asian debut largest solo exhibition for one of the most influential German industrial designer Konstantin Grcic, the exhibition of Japanese posters in 20th century, etc. 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。例如西班牙國寶級建築師 Rafael Moneo 回顧展、奧斯卡得獎者葉錦添個展、香港著名設計師靳埭強個展、德國工業設計師 Konstantin Grcic 及日本 20 世紀平面海報展等。我們結合學院於設計教育的專長及優勢，以展覽及工作坊形式，拓闊大眾及學界的设计視野，激發設計思維。

## 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...

- 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: \_\_\_\_\_

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

HKDI  
Gallery

For Colour-Hunting 色彩狩獵

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

DAI FUJIWARA  
THE ROAD OF MY CYBER PHYSICAL HANDS

## Hong Kong Design Institute

The Hong Kong Design Institute (HKDI) is a member of VTC Group. HKDI was established in 2007 with the mission to be a leading provider of design education and lifelong learning, including foundation design, communication design, digital media, fashion and image design and architectural, 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 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](http://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 nine IVE campuses provide vocational and professional education and training for secondary graduates as well as people in employment. IVE programmes leading to the award of Higher Diploma and Diploma of Foundation Studies cover various academic disciplines including Health and Life Sciences; Business; Childcare, Elderly and Community Services; Design; Information Technology; Engineering, as well as Hospitality. Interdisciplinary Programmes are also offered to nurture a diversity of talent with professional knowledge. Website: [www.ive.edu.hk](http://www.ive.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、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](http://www.hkdi.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，為中學畢業生及在職人士提供職業專才教育進修途徑。IVE 開辦多元化課程，涵蓋多個專業學科，包括健康及生命科學；商業；幼兒、長者及社會服務；設計；資訊科技；工程；酒店及旅遊，亦提供跨學科課程，培育多元知識人才。課程種類包括高級文憑和基礎課程文憑。網址：[www.ive.edu.hk](http://www.ive.edu.hk)

HKDI GALLERY

DAI FUJIWARA THE ROAD OF  
MY CYBER

29.01.2021 - 28.03.2021

PHYSICAL  
HANDS

手尋未來 · 藤原大設計展

Organiser 主辦

Co-organiser 協辦

Members of VTC Group VTC 機構成員

