

瑞 YOUNG

士 SWISS

DESIGN 新

锐 设计

KALEIDO-

展 SCOPE

Young Swiss  
Design Kaleidoscope 2013  
瑞士新锐设计展

This exhibition reflects some of the best of Swiss contemporary designers' approaches, and solutions reflecting Swiss tradition. Ranging from conceptual to commercialized, and inclusive of gallery works, there are both common and luxury products. Disciplines reflected include communication design, graphic and digital design, industrial design, furniture and product design including fashion accessories. Discover an eclectic representative selection of some of the very best Swiss designers.

本次展览将展示最优秀的瑞士当代设计师的设计作品，包括概念性的、商业性的以及一些画廊作品，从日常品到奢华的设计品，门类涵盖了视觉传达设计（平面、数字）、家具设计、工业设计以及产品设计（时装配饰等）。这些作品都在围绕着“瑞士传统”进行思考，并将其最独特的一面挖掘出来。

Content  
内容

3

Pierre Keller  
& Michel Hueter  
Curators

5

What's up? A short  
baseline study on Swiss Design  
by Ariana Pradal  
浅谈瑞士设计

8-33

Designers  
设计师

35-38

Designers in China  
在中国的设计师

40-65

Designers  
设计师

67-68

Shapes for every day -  
100 years of Swiss Design  
by Renate Menzi  
日常品的塑造 -  
百年瑞士设计

69-70

Swiss Design  
Map  
瑞士设计地图

72

Colophon

## Alex Hochstrasser



Alex Hochstrasser was born in 1973. He studied industrial design at the University of Art and Design in Zürich and worked for well-known design firms in Barcelona, San Francisco, New York and Tokyo. In 2001, he launched Bilibo, his first toy. The open-ended play object won several international awards and was recently featured in an exhibition at the MoMA, New York. In 2011, he founded his own toy company, MOLUK, along with his architect sister.

Alex Hochstrasser (生于1973年)毕业于苏黎世艺术设计大学工业设计系,随后在巴塞罗那、旧金山、纽约和东京的知名设计公司工作。2001年他设计了第一款玩具Bilibo,该玩具荣获多项大奖并获得了在纽约现代美术馆(MoMA)展出的机会。2011年他与其建筑师姐姐共同成立了玩具公司MOLUK。

### Work 作品

MOLUK Toys – Bilibo & Pluï

1 Pluï™ Green

2 Bilibo® orange

3 Bilibo® Game Box

Producer 制作公司

MOLUK GmbH

Studio 工作室

Alex Hochstrasser / MOLUK

www.moluk.com

Photos 照片 Alex Hochstrasser

What does MOLUK mean?

MOLUK is a fantasy name, but there are some associations I have with the word. When I founded the company, I had just returned from a wonderful diving trip to the Maluku Islands in Indonesia. There is also the word "mollusc" which describes a large group of invertebrate animals like octopus, sea shells or snails, and I have been fascinated by them since my childhood. The MOLUK logo, with its two antennae or tentacles, are intended to convey that spirit of curiosity and a childlike urge to explore the world and its wonders.



1

Why did you set up your own toy company?

I wanted to be completely free to pursue my vision of creating toys, only doing what I'm really passionate about.

What is special about MOLUK toys?

Our toys are very simple. They don't need any rules or instructions. They usually have neither a predetermined function nor a single way to be used. They are designed to engage the child's imagination and senses. Children will find countless ways to play with these objects in an active, creative way. Through this play, they could learn many basic skills.

What do you like about designing toys?

Playing is an essential part of what makes us human. I think people, even grown-ups, should play more. While design is often mainly about style or short-lived fashions, I feel that by designing good, meaningful toys you can really make a difference.

Have you had any experience working with China?

We have had manufacturing partners in China, both at my previous job and now with MOLUK. So I've visited Hong Kong and the factories around the Shenzhen area several times. We work closely with our partners, starting with the first prototypes and up until production. I'm always impressed by the speed and professionalism of our Chinese partners.

How would you describe the Chinese design philosophy?

I think the design philosophy of our toys is very different from mainstream Chinese products for children. In Chinese culture, you learn by repeating what your teacher tells you until you reach a

level of perfection. In our culture, and especially with the toys MOLUK is creating, we emphasize creativity and encourage kids to be independent thinkers who will be able to find new solutions for the problems they might encounter.

MOLUK是什么意思?

MOLUK是一个带有梦幻色彩的名字,但字母本身也有一些特殊含义。我成立自己的公司时,刚刚从印尼的摩鹿加群岛潜水回来。软体动物(mollusc)这个词是指一系列无脊椎动物,例如章鱼、贝壳、蜗牛等,我从小就对这些动物十分着迷。MOLUK的logo上的两个触角,就是在传递一种童年时对新鲜事物充满期待和好奇的精神。

你为何成立了自己的玩具公司?

我想完全自由的去设计我心中的玩具,我只做能让我充满热情的事。

MOLUK的玩具与众不同的地方是什么?

我们的玩具非常简单,没有任何使用规则和说明书。它们既没有预先设定的功能,又没有一种单一的使用方法,需完全依靠孩子们自己的想象力和感觉。孩子们能用无数方式去玩它。在玩的过程中,他们会学会许多基本技能。

你为什么喜欢设计玩具?

人一生中最重要的事情就是玩。我认为人,即便是成年人,也应该更多的玩。通常人们认为设计总是和风格或时尚有关,但我认为设计真正有意义的好玩具则完全不同。



2

你有没有和中国的合作经验?

我们在中国有很多制造商,曾经的工作和现在MOLUK都有。因此我会经常到访香港和深圳的工厂。我们和制造商的合作很密切,从最初的模型到生产。我很欣赏中国制造商的生产速度和专业态度。

你如何理解中国设计哲学?

我们的玩具设计理念和玩具制造商的理念是完全不同的。在中国,你要遵循老师教给你的,并把它做到完美。而MOLUK,我们强调创造,并鼓励孩子们独立思考,让他们自己去解决可能遇到的问题。

