



Yonoh Estudio Creativo

对话Yonoh

采访：晓书 图片：Yonoh

Yonoh设计工作室成立于2006年，由一个多学科的专业团队组成，其使命是从根本上改变及改善现状。他们的主要目标在于增强他们身边的企业、用户和对象之间的关系，并为企业提高产品和服务质量。

你们在形成设计思路和创造具体产品的过程中所遵循的基本原则是什么？

我们一直寻找的风格是设计上的极简，但同时也明白细节才是决定品种的砝码。我们希望通过简洁的设计来让人们获得最多的感触，通过对手工制成品的改进后再将其投入到工业使用中，最后得到令人惊叹的效果。我们喜欢新的材料，然后探寻它能达到什么样的效果，同时也会对传统材料通过不同方式进行重新解构。在使用材料方面我们会更加精心，从而让他们达到最好的设计感。





你们认为寻找到设计灵感和市场成功之间的平衡点是否很难？

我们的设计总是会首先考虑到市场成功方面的因素。我们的设计一定要有市场，我们是为工业发展服务的，这个观点至关重要。尽管我们会考虑许多实实在在的问题，但也会用一种前瞻性的眼光来评估我们的设计。当然，我们不能只局限于商业视角，我们需要做的是现在或是几年内将设计推向市场。

我们的设计从不跟风，也会为我们所服务的公司做出最好的作品，但是我们的宗旨和原则也是需要坚持的。

什么人或事对你们的设计风格产生过重要影响？

斯堪的纳维亚和日本的设计对我们的影响比较大。还有我们在西班牙的时候，周围有这么一大群经验丰富并且产量巨大的制造商，他们对我们的影响也很大，也能够引起我们足够的重视。

但是，对于当下对我们最有影响的是信息获取手段，有太多的通道可以直接搜索到信息，这对世界各地的手工艺者和设计师们来说真是太重要了。任何一间小公司或年轻设计师都能对我们产生影响，这是一种非常棒的经历。

当然，事情总是有它的两面性，有时也会进入一种误区，因为受到其他影响而设计出没什么创新含量的作品。这也是为什么我们要尝试在设计中增添个人的元素表现我们设计中的地中海风格。

你们认为当前对家居和家具设计行业产生影响的最重要趋势有哪些？

我们认为这个领域的市场非常巨大，所以有影响力的趋势不可能只有一个。我们需要做的是让每个项目都有其独有的特色。我们可以将不同的趋势结合在一起，比如原生派，复古派，技术流，手工艺等，然后再创造出一种新的趋势。在这里我们需要做的是紧跟我们所服务的市场中的关注点，以他们的所需和品位为基础。这样处理才能让所有的项目具备各自的优势来适合各自的市场。

目前对你们产生影响最深的人或事是什么？

在过去的几年里我们去过世界许多地方旅行，这种经历帮助我们对许多不同文化下的模式和风格

有了更多的了解，以及他们是怎样理解设计的。不同民族的人对设计有不同的认识。正是思维方式的差异性大大地激励着我们，让我们想把差异引进到其他文化氛围中去。

你们认为西班牙设计在未来的发展方向是怎样的？

西班牙过去诞生过许多伟大的设计师，现在又有更多有设计天赋的年轻人出现。我们认为在未来全世界都能听得我们的声音，看到我们的身影。我们如此努力的工作就是希望未来可以在设计世界中占有一席之地，我们也相信我们的目标已经快要实现了。

对于中国你们有多少了解？作为设计师，你们希望未来能在中国实现一些什么呢？

中国是世界最重要的生产国之一，也是增长最为迅速的国际之一。过去几年的世界市场需求量大增令设计根本不可能被顾及到。

对于中国来说，设计曾经并不是市场的首要因素，但是现在市场在转变中，也变得越来越艰难，工业需求方面不仅需要变化还要求品质，而这又体现在生产和设计两个方面。

我们希望可以帮助中国的公司来达到目前新的世界标准，并达到世界领先水平，不只是为了生产更是为了提供更好更有品质的产品。为他们提供产品设计服务和品牌领域的设计服务，将整体形象提高一个档次。





What are the fundamental principles of your approach to design, and hence, the design that you create?

In Yonoh we always search for the simplicity of our designs without forgetting that the details make the difference. We like to get the most with the less, to revise craft production processes to be able to use it in the industry and make a turn on that to achieve different and amazing results. We love to try new materials and see how they work, but also recover traditional materials to use it on a different way. We use it with care and getting the best of them to arrive to the best design.

Who or what has had major influences on your design style?

The Scandinavian and Japanese design has always been a reference for us. We can't also forget that around us in Spain there's a huge and experienced manufacturing network that has taught us a lot.

But the most important thing nowadays is the incredible access to information that we have

for all manufacturers and designers around the world. We can be influenced for every little company or designer, and that's great!

That has also a negative part, we can fall into the trap to design the same than all the designers in rest of the world, that's why we always try to give a personal touch in our designs and show our Mediterranean character.

Do you find it difficult balancing commercial awareness with your own inspiration?

We always design thinking in the commercial side. Our designs must be sold, we work for industry and that's the most important thing. But for being differentiated we need to look a step forward and think about the future and the things we can implement. We can't only be influenced for the commercial view because we need to create what is going to be sold in the next years, not now.

We try to design without following tendencies and looking for the best product for the companies we are working for, but always trying to follow our spirit and essence.



What are the most important trends currently affecting the interior/furniture design sector?

We think that the market is so huge that it's impossible to have only one trend. At last what we have to do is to make projects that have its own style, different from the others. We can mix a lot of different tendencies, raw, vintage, and technological, craft... and create a new one. The most important thing is to focus in the market we are working for and design based on their needs and tastes. In the end all project and trend has its market if it's well properly.

Who or what is inspiring you most right now?

In the past years we travelled a lot around the world and that helps to understand how other cultures work and how they understand design. Different people from different folks

understand design in different ways. All these different ways of thinking inspires us a lot trying to introduce these thoughts in other cultures.

Where do you see the future of Spanish design heading to?

Even if there have been great designers in Spain in the past years, now in Spain there's a huge source of new talents in design. We think in the future all the world will hear up and loud about us. We work hard to make us a place in the design world, and we think we are getting there.

What do you know about China and what would you like to achieve here?

China is one of the most important producers in the world that has grown really quickly. The

needs of the world market in the past years have been huge and the industry has grown so fast that design didn't have the time to be able to get involved.

Design has not been one of the priorities for China but now the market is changing. The market is getting the more and more tougher and the industry needs to get differentiated and offer something with quality not only in production but also in design.

Our intention is to help the Chinese companies to arrive to the world new standards and be at the top of the world, not only producing but offering good quality products, offering them design services in product and branding areas to get to the rest of the world with the best image and products they can offer.