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INGENUITY

NEW CROSSOVER IDEAS

跨界新思维 / 洛可可工业设计

LKK
INDUSTRIAL DESIGN

Lkk Industrial Design, as one of the pioneers of industry design in China, is always trying to put this concept, which is very important to our society, into the very young market. During all the hard attempts, how far has Chinese industry design forwarded?

洛可可工业设计等诸多中国工业设计的开拓者们, 不断努力着把这样一个对现代社会发展至关重要的理念注入到中国这样一个稚嫩的市场中。在不断努力中, 中国的工业设计走了多远?



TO MAKE DREAMS COME TRUE EVERY DAY

每天实现梦想

DING3000 DiNG3000工作室

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CORE POWER 核心动力

INDUSTRY DESIGN / 工业设计

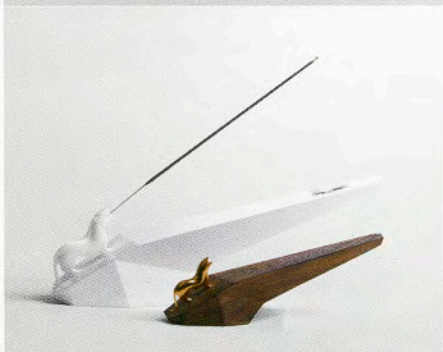
TO MAKE DREAMS COME
TRUE EVERY DAY / DING3000

每天实现梦想 _ DING3000工作室



NEW CROSSOVER IDEAS /
LKK INDUSTRIAL DESIGN

跨界新思维 _ 洛可可工业设计



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ARCHITECTURE SPACE DESIGN / 建筑空间设计

TO UNDERTAKE THE MISSION
OF MODERNISM / STUDIO Mk27

传承现代主义的使命 _ Mk27工作室



GRAPHIC DESIGN / 平面设计

SURPRISING INSPIRATION

奇异的灵感 _ SARAH GOTTLIEB

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TO MAKE DREAMS COME TRUE EVERY DAY

每天实现梦想

DING3000

DING3000工作室



— CARSTEN SCHELLING

— SVEN RUDOLPH

— RALF WEBERMANN

SVEN RUDOLPH

- 1978 Born in Kassel, Germany
- 1998 Internship, OGC (packaging design company), Johannesburg, South Africa
- 1999 Studied Product Design at Fachhochschule Hannover (University of Applied Sciences and Arts)
- 2002 Product Design project at University of Hefei, China
- 2002-2003 Studied Product Design at HFG Karlsruhe, Germany
- 2002-2004 Internship, Vogt+Weizenegger, Berlin
- 2005 Diploma - Product Design, Fachhochschule Hannover (University of Applied Sciences and Arts)
- 1978 生于德国卡萨尔
- 1998 在南非约翰内斯堡OGC实习
- 1999 在卢森应用科技与艺术大学学习产品设计
- 2002 在中国合肥大学学习产品设计
- 2002-2003 在德国HFG学习产品设计
- 2002-2004 实习, Vogt+Weizenegger, 柏林
- 2005 获得应用科技与艺术大学产品设计文凭

CARSTEN SCHELLING

- 1972 Born in Westerstede, Germany
- 1998 Worked as cabinet-maker foreman
- 2002 Product Design project at University of Hefei, China
- 2004 Diploma - Product Design, Fachhochschule Hannover (University of Applied Sciences and Arts)
- 1972 生于德国的韦斯特施泰德
- 1998 Worked as cabinet-maker foreman担任细木工领班
- 2002 在中国合肥大学学习产品设计
- 2004 获得应用科技与艺术大学产品设计文凭

RALF WEBERMANN

- 1977 Born in Stuttgart, Germany
- 1999 Studied Product Design at Fachhochschule Hannover (University of Applied Sciences and Arts)
- 2002 Product Design project at University of Hefei, China
- Project cooperation with ESAD Reims, France
- 2003 Studied Product Design and Typography at the University of Technology, Sydney, Australia
- 2003-2004 Internship, Marcel Wanders Studio, Amsterdam, The Netherlands
- 2005 Diploma - Product Design, Fachhochschule Hannover (University of Applied Sciences and Arts)
- 2005-2006 Designer, Marcel Wanders Studio, Amsterdam, The Netherlands
- 1977 生于德国斯图加特
- 1999 在卢森应用科技与艺术大学学习产品设计
- 2002 在中国合肥大学学习产品设计
- 2003 在澳大利亚悉尼科技大学学习产品设计
- 2003-2004 在荷兰阿姆斯特丹Marcel Wanders Studio实习
- 2005 获得应用科技与艺术大学产品设计文凭
- 2005-2006 在荷兰阿姆斯特丹Marcel Wanders Studio做设计师

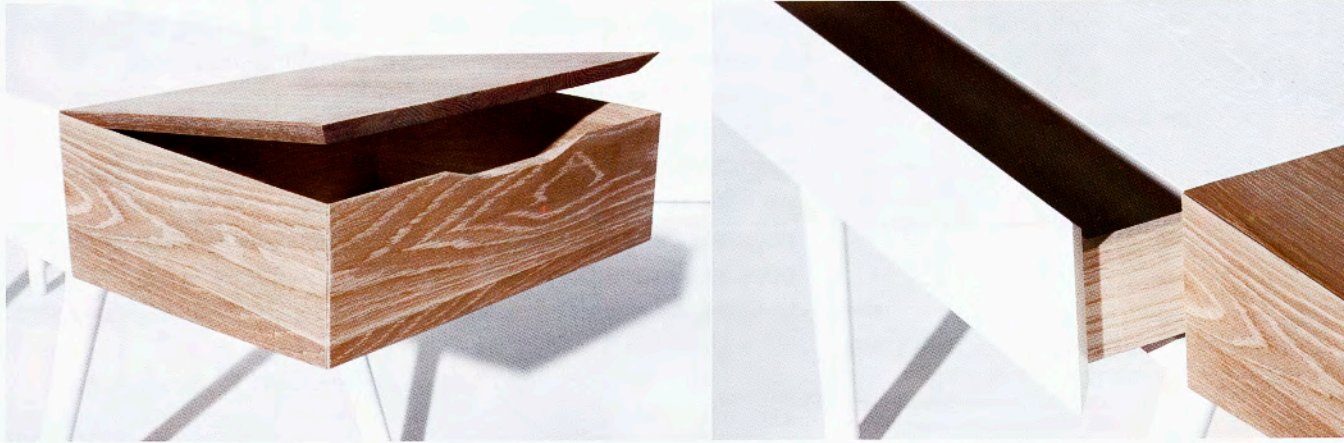
Ding3000 is a team of three young designers who got to know each other during their studies in Hanover. After working for different studios such as Vogt&Weizenegger and Marcel Wanders the designers Sven Rudolph, Carsten Schelling and Ralf Webermann started the design studio in 2005. It is both a challenge and a delight to make wishes, dreams and ideas come true every day."

"Our design philosophy cannot be described by a dogma or an 'ism'. The designs come about through a situation, product and customer-oriented design process, which takes place somewhere in-between method and magic. The way to the product lies in the search for a new, better, different, unjustly forgotten, humorous idea. Our work is evidence of the pleasure we take in challenging materials, products and not least people's behavior. Often we question available solutions and popular assumptions and proceed in a way that is contradictory to them. As a result, we continually make wonderful discoveries off the beaten track.

"With its drafts ding3000 has so far received 22 design prizes including several times the internationally renowned iF Product Design Award, the Good Design Award, the RedDot Design Award and the Design Plus Award. In the meantime ding3000 works for different companies like Authentics, Konstantin Slawinski, Skitsch, Magazin, Troika and Side by Side. In 2009 more than two dozens of designs are available in stores throughout the world making ding3000 one of the most productive young design studios in Germany.

ding3000由Sven Rudolph, Carsten Schelling和Ralf Webermann三个相识于在汉诺威求学期间的年轻设计师组成。他们之前为不同的工作室工作，如Vogt&Weizenegger和Marcel Wanders。在2005年创建了ding3000。

Ding3000的理念不能简单概括成“某某主义”。设计通向产品的方法在于寻找新的、更好的、不同的、不易遗忘且幽默的创意，最终产品由此而来的形式和功能的完美也都在于这些创意。Ding3000的工作就是快乐的证明，他们会质疑当前可行的解决方法和流行的设想并使用一个与之不同的方式，而得到的结果就是ding3000会创新出摆脱常规、令人惊奇的作品。迄今为止ding3000已获得多达22个奖项，包括数次国际奖项，如红点产品设计奖，日本优良设计大奖，红点设计奖和Design Plus Award奖。同时ding3000也为数家公司工作，如Authentics, Konstantin Slawinski, Skitsch, Magazin, Troika and Side by Side。2009年ding3000有20多个设计出现在世界各地的市面上，这也使得他们成为德国最多产的年轻设计团队之一。



DESCRIPTION

NOT-AT-ALL-STUBBORN MULE

倔强的骡子

Carries almost everything without a moan! The sideboard muli is inspired by a mule. The body is made out of solid oak and houses a big drawer and a shed which is accessible from the top. The angled legs leave the impression of the sideboard being “walking” .

不吭一声的驮运一切！Muli餐具柜灵感来源于骡子。主体由坚实的橡木做成，内含一个大抽屉和一个能从顶部打开的盖子。从不同方向倾斜的腿给人一种在前行中的感觉。





DESCRIPTION

ELEGANT AFGHAN HOUND

优雅的猎犬

Floats swiftly through every living room! The sofa tazi is inspired by an afghan hound. A curtain of white fringes covers substructure and legs. Only the seat remains visible. Due to this design-trick the sofa seems to "float" above the floor.

在起居室里急速漂行！Tazi沙发的灵感源于猎犬。白色的流苏覆盖着下部结构和腿，只有坐的区域才能看见。由此，整个沙发好像在地板上漂浮一样。

ANIMAL TALES 动物传说





ANIMAL TALES 动物传说

SHY GIRAFFE

害羞的长颈鹿

Being all bright, it hides in the lampshade! Characteristic feature of the floor lamp jirafa is the construction of the lamp's base. The three legs differ in length and are attached to each other following a mathematic algorithm. Despite this technical design principle the lamp has a natural appearance and offers different impressions when looking at it from varying angles. The design is inspired by a giraffe.

隐藏于灯罩后的明亮，jirafa 落地灯的特色在底座的构造。三只脚长短不一，按数学法则以独特的形式连在一起。除了这个技术性的设计，此灯还有一个很自然的外观：从不同的角度看，它有不同的面貌。灵感源于长颈鹿。

GREEDY CHICK

贪婪的小鸡

Always hungry for fresh flowers! The cuco vase is a sphere with a beak-shaped opening glazed in copper and taking in the flowers. This design is inspired by the image of a hungry cuckoo chick.

对鲜花永无止境的渴望。Cuco 花瓶是一个球体，瓶口是一个鸟嘴的形状。灵感源于布谷鸟饥饿的形象。



The folks from ding3000 thought to themselves: “Mother Nature is still the best designer in the world”. That’s why they started copying her most fascinating creations.

Ding3000认为
大自然母亲是世界上最好的设计师
正因为如此
他们试着模仿她最美的创作

ANIMAL TALES 动物传说





Photo: Philipp Nemenz



DESCRIPTION

MULTISTAR

多用烛台

As a single or in a formation: Multistar always cuts a fine figure! The candleholder can be arranged in different geometrical patterns to fit all sizes and shapes of tables.

Multistar烛台 可以单独用、也可以组合起来用。它总是以很好的面貌呈现在您眼前，该烛台可以组合成不同的几何样式，以满足桌子不同大小和形状的需求。

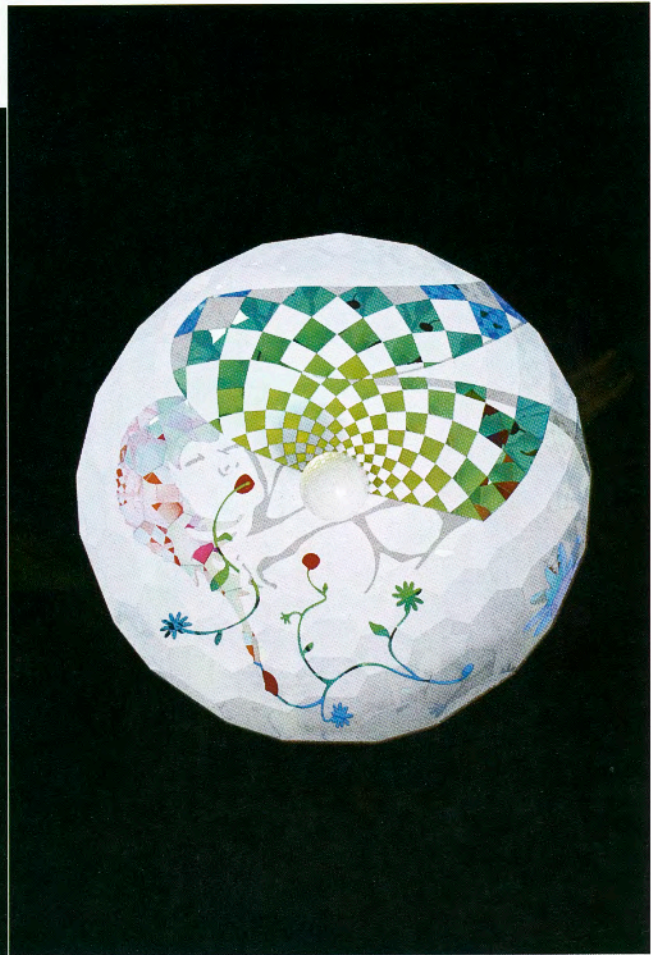


TIFFANY FLOWERS

蒂凡尼花朵

For more than 100 years Tiffany-lamps have never really changed neither in shape nor in pattern. With “Tiffany Flowers” ding3000 lines up to reanimate this old-fashioned Tiffany-subject by means of contemporary shapes and materials. “Tiffany Flowers” is made out of more than 500 laser cut acrylic glass pieces, which are simply joined by an environmental friendly PU-coating. The motive is inspired by an unknown internet-beauty called “Tiffany” .

一个多世纪来，蒂凡尼吊灯无论从体积或风格上都没有什么改变。而“蒂凡尼花朵”吊灯通过现代时尚的外观和材质，给传统的吊灯注入了新的活力。蒂凡尼吊灯是用超过500块激光切割的丙烯酸玻璃、通过环保PU涂层连接构成。灵感源于某网络丽人“蒂凡尼”。





DESCRIPTION

TEHERAN LIGHT

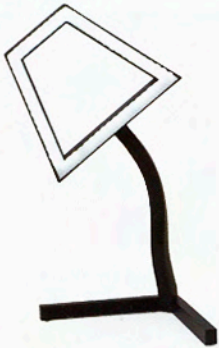
德黑兰台灯

Turning-lamps are usually working with romantic themes. They cause a quiet and gentle mood by their loudless, steady and endless movement. By contrast the turning-lamp TEHERAN is inspired by the helpless certainty about the early return of those night-vision images, which are supposed to explain us the war on TV: The characteristic green and blurred lightnings behind the silhouettes of doomed towns. Which one comes next?

旋转台灯通常都和浪漫的主题有关。它们通过无声、稳定和持续的旋转产生一种安静柔和的气氛。Teheran台灯的装饰性图案能反射并引起使用者的注意，使其感觉或捕捉到当前最热烈的主题。用伊朗首都被美国轰炸得起伏不平的地平线取代了花朵和花环图案的传统元素。丝网印刷的PVC薄膜给予此台灯两个面貌：打开时和关闭时分别不同。打开后，飞跃的导弹和爆炸的炮弹让绚丽的色彩演绎得无比耀眼。TEHERAN是一个具有激情的台灯，也是一个同类设计中的典范，结合了政治与设计，创意与道德。

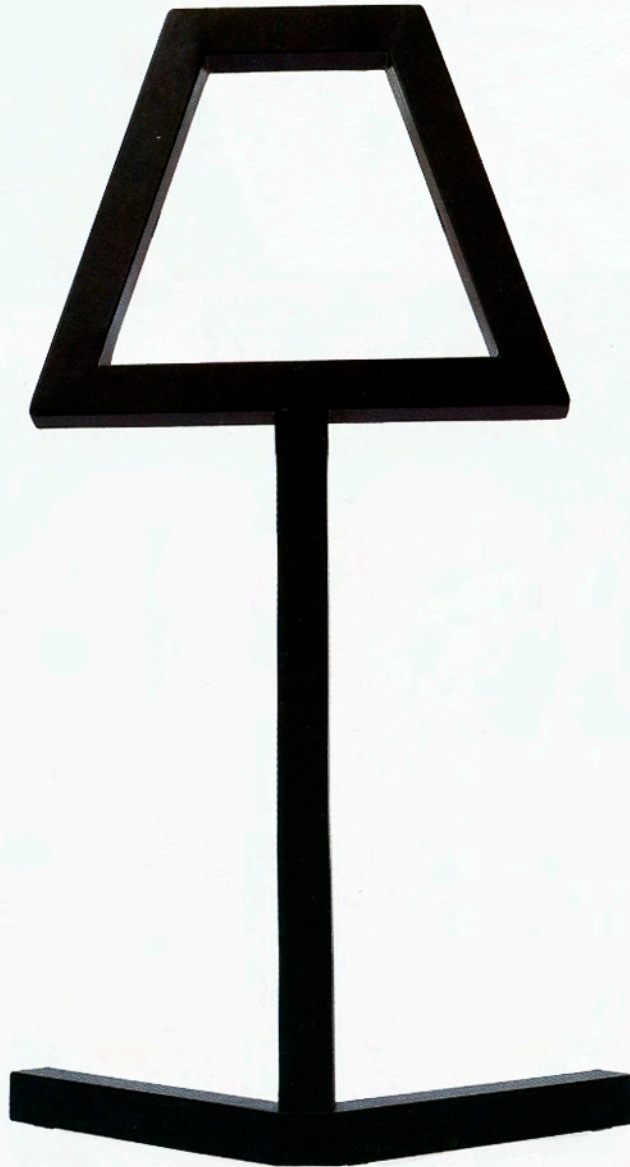
2D LED

2D LED台灯



The quick hand sketch of an archetypal lamp was the inspiration for “2D LED”. By means of modern LED technology it is possible to keep the body of the lamp as thin as possible, which gives the luminaire the appearance of a sketched line. The sheathed metal hose within the foot provides an adjustable hood. “2D LED” is available as table or floor lamp.

“2D LED”的灵感源于典型的台灯手绘图。通过现代LED技术，可以将灯的身体做的尽可能瘦，从而使得光源产生一个简洁的外形。支脚内带护套的金属软管可以随意调节。该灯具具有台灯或落地灯两种。





DESCRIPTION

SCHAUMLEUCHTDING

泡沫台灯

An aesthetically charming material with a new function: lampshades made from foam-material.

The SCHAUMLEUCHTDING is shaped in the form of an archetypical lampshade. When pushed over a regular lightbulb fitting, the foam-body clamps around it without the need of any other device. The light through the foam emphasises the foam's structure. The shade brings about a beautiful light and shadow effect on the surrounding objects and walls.

用充满美术感的材料产生新的功能：用泡沫材料做成的灯罩。Schaumleuchtding做成常见的灯罩形式，推它一下，泡沫灯罩就会自动地包住灯座。灯光穿过泡沫、强化了泡沫的结构。影子给周围的物体和墙壁带来一种很美的光感和阴影效果。

DESCRIPTION

MARIA HELLWIG

玛利亚轮辋

The guiding principle “form follows function” is insignificant for the design of alloy rims, due to the fact that nearly every shape can master their constructive requirements. How come all the alloy rims look the same? We saw a discrepancy there and decided to design a rim which searches its inspiration beyond the automotive context.

“Maria Hellwig” is an ornamental style rim which is inspired by rustic furniture and stucco work.



该设计充分体现“形式服务于功能”这个原则。为什么所有的轮辋看起来都要一样呢？我们从中发现了契机，于是决定设计一款与众不同的轮辋。Maria hellwig是一款装饰风格的轮辋，灵感源于乡村风格家具和灰泥粉饰。



ODERDA TABLE

ODERDA桌子

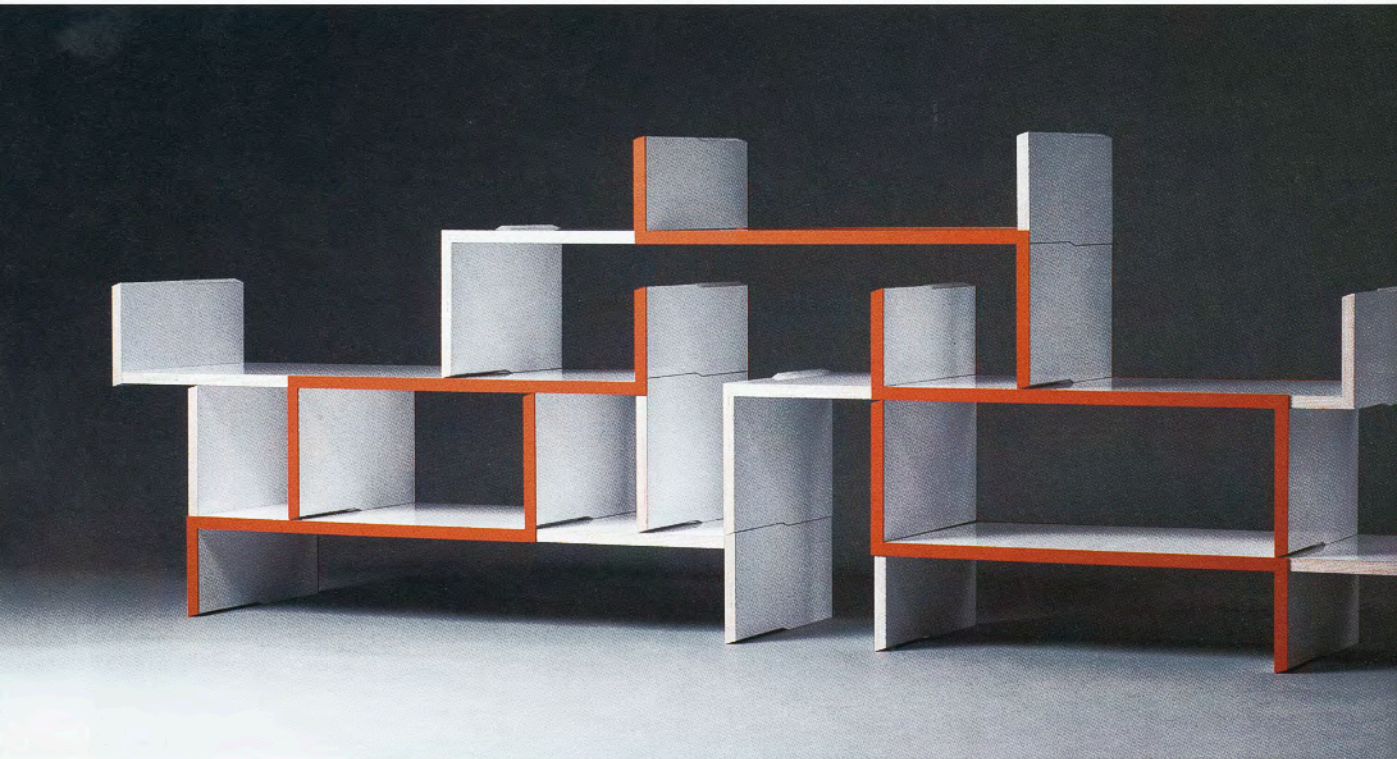
The characteristic feature of the OderDa table is an embedded joint in the edge of the table top. Any add-on component - ranging from table-legs to a drawer-box and to paper and pencil files - can be slotted into this joint in the spot desired.

Each item can be assigned to an individual position. Thus, the number of additional components increases the table's orderlines even though it appears less tidy.

OderDa桌子的特色是桌面边缘的嵌入式接缝。其他元件从桌腿到抽屉及文件架都可以嵌入这个缝里。因此，尽管看起来不那么整洁，但是其他元件的数量提高了桌子的容量。









DESCRIPTION

ODERSO

ODERSO架子

OderSo is a shelf-system consisting of a single module. The geometry of this base-module in combination with the making of the edges renders the possibility of a multidimensionally modifiable and thus extremely variable assembly: by simple piling equal modules can be assembled to sideboards, shelves or room dividers. According to the way of assembly the furniture's impression varies from orderly to unorderedly.

OderSo是一组可以将单个模块自由组合的架子。运用几何学将基本模块与独具匠心的边缘连接起来，演化出多种组合的可能，变化多端。可以组合成餐具柜，货架或房间隔板。根据房间的不同构造格局，可以变化出不同的样式。



PIMP MY BILLY

比利架子

35 million units have been sold worldwide of the IKEA shelf BILLY – making it the world’s biggest seller when it comes to shelves. Following the slogan PIMP MY BILLY Sven Rudolph, Carsten Schelling and Ralf Webermann from the design studio ding3000 have devoted their creativity to this classic IKEA piece. Books and notepads somehow tend to topple down in the shelves – STUETZE is the answer to this problem. STUETZE is a small plate jacking up the BILLY shelf on its sides. Thus, books, binders and even single pages can be stored upright in the shelf, making bookends no longer necessary. STUETZE fits all variants of BILLY and can be attached to the existing mounting on both sides of the shelf.

宜家BILLY架子已在全球卖出3500万套，成为全球同类产品的畅销品。依照PIMP MY BILLY Sven Rudolph的口号，ding3000的三位设计师在这件作品中充分地融入了他们的创造性。书架上的书籍、记事本等容易倾倒，STUETZE就解决了这个难题。STUETZE是一个小小的垫板，抱在BILLY书架一边。由此，书籍甚至是散页的纸张也不会乱倒。也就不需要书夹了。STUETZE可以安在任何BILLY架子上。

PIMP MY BILLY / BILLY WILDER

比利架子 / 宽比利

Billy wilder meets one’s primary expectation of a shelf—to put everything in order. It is meant as a playful approach to the subject “our daily mess” and shall serve as an interim storage place for unsorted books, magazines and newspapers. The wildly growing rack makes BILLY “wilder” .

BILLY WILDER能满足每个人对书架的个性化要求：将每个事物摆放整齐，分门别类。对主题“我们日常生活中的混乱”是一种呼应，可以为没有分类的书籍杂志和报纸提供一个储存的场所。这个奇特的造型使得BILLY更加“独特”。

