

ALTERNATE FRIDAYS
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LUXE FOCUS

APPLE'S *disciples*

Steve Jobs inspired designers with his relentless pursuit of tasteful quality. *Eunice Chu* reports

STEVE JOBS SET THE BENCHMARK FOR MANY DESIGNERS. HIS PRODUCTS WERE SIMPLE AND INNOVATIVE. PHOTO: REUTERS

喬布斯產品的簡約而創新，為許多設計師寫下設計的準繩綱領

一切從 蘋果開始

喬布斯以他的努力不懈追求高質品味，
啟發無限家居創意 *Eunice Chu*

As the world remembers Apple founder Steve Jobs, so do many interior designers, and some believe the brand has inspired their creativity.

"Apple is like a bowl of rice – simple but essential," says Ken Fung, design director at APAC Workshop, describing what Apple means to interior design.

"The bowl of rice is accompanied by a variety of dishes prepared by designers all over the world. Apple is a major inspiration for the world's product design and interior design."

For example, French designer Philippe Starck has designed speakers for the iPod and iPhone, while glass tables have been created to match the lightness and slenderness of the MacBook Air.

Behind the sleek, modern design,

蘋果創辦人喬布斯的離去，令全球追憶蘋果帶給我們的影響與改變，而室內設計亦不例外。

蘋果的電腦與產品是如斯地「接近我們，歷久不衰，猶如桌上一碗白飯。」伯一建築設計有限公司設計總監馮健文以桌上一碗香噴噴的白飯，簡單而必須，來形容蘋果與設計師的關係。

「圍繞著這碗白飯的，正是設計師們精心炮製的小菜。」他說：「蘋果對產品設計以至室內設計都帶來很大刺激，它能成功地佔據了餐桌上最接近我們的位置，並歷久不衰。」



PARROT SPEAKER DESIGNED BY PHILIPPE STARCK FOR APPLE'S IPOD

法國設計師Philippe Starck為蘋果iPod設計的喇叭Parrot

Apple is like a bowl of rice – simple but essential. The rice is accompanied by dishes prepared by designers all over the world
 蘋果產品就像一碗香噴噴的白飯——簡單而必須，
 全球設計師均為這碗白飯精心炮製小菜



INTERIOR DESIGN BY KEN FUNG, WHO SAYS HE WAS INSPIRED BY APPLE
 馮健文的室內設計作品，同樣受蘋果影響

Fung says, Apple is all about the pursuit of quality and taste. Products developed by Jobs were simple, innovative, user-friendly and immaculate in their lines, colours, materials, down to the last detail.

He says Jobs could have been a follower of the German pioneer of modern architecture, Ludwig Mies van der Rohe, who advocated the principles of "less is more" and "God is in the details".

Interior designer Richard Ng has been another long-time Apple fan and collector ever since he discovered the first-generation Macintosh.

"He inspired designers, who in turn came up with designs complementing his. The colourful design and translucent materials of the iMac in the 1980s, for example, revolutionised the design of furniture and home appliances. The 2002 iMac [flat panel] was just as influential, especially in terms of its lines, simplicity, colour and the three-in-one concept," Ng says. The sunflower-looking desktop computer wowed the industry when it was introduced.

"I will always remember Jobs," Ng says. "He gave an entirely new dimension to home products."

因蘋果而帶出的家居創作靈感很多，他舉例說：「例如法國設計師Philippe Starck為配置iPod和iPhone而特別設計的喇叭，又例如為配合MacBook Air的輕薄外型而設計的玻璃桌。」

他說，除了擁有裝飾家居的動人外型外，更重要是蘋果產品投射出用家對家居生活的講究及追求，無論線條、顏色、物料，都貫徹簡約創新、基本及易用，細節一絲不苟。

馮建文引用現代主義建築設計巨匠密斯凡德羅提倡的兩個原則，'Less is more' 及 'God is in the details'，他相信喬布斯亦以此方針設計產品。

另一位室內設計師Richard Ng，自小就是標準果粉，由發現喬布斯第一代六吋屏幕的Macintosh開始，他就是蘋果收藏迷。他說：「迷上蘋果，是喬布斯的出現，每一件作品都能啟發其他設計師，再帶動一系列產品的誕生；八十年代，iMac的出現就帶動半透明素材風潮，半透明的家電、半透明的茶几與椅子；跟着2002年的iMac (Flat panel)，也同樣對家居設計影響很大，尤其是線條、色系及其三合一的概念方面。」Flat panel面世時，電腦界嘩然，怎麼竟是一座如向日葵花的座枱電腦。

他懷念喬布斯說：「他帶動日常家居產品，更多元化、更方便。」

