

# AXIS

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concepts on the horizon

特集「デザインは企業を救うか？」

表紙インタビュー：川崎和男

トピックス：続・中国設計之未来、米国MBDC社の超プラス思考エコロジー

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川崎和男

な世界を繰り広げていた。写真は「Tokyo-pop」の原型である紙製の「Honey-pop」。

Tokuji Yoshioka

da Triade displayed numerous new works by Yoshioka. Chairs lined up on snow worked with the classic landscape of the site to unveil a new world of aesthetics.

ディープデザイン/ラファエラ・マンジアーロッチェとマッテオ・バッツィカルポの男女2人組のデザイナー。グループに属せず、単独で積極的に海外企業にアプローチする姿勢を打ち出し、家具やインテリアに止まらない製品をサローネ本会場内の若手の展示セクション、サテリテ展で発表。英国のウィール社によるコンセプト的な洗濯機プロジェクトや、マンダリナダックで製作したステーションリーやキッチンツールなどを展示した。

deepdesign

Design team Raffaella Mangiarotti and Mateo Bazzicalupo set up a booth at the *Salone Satellite* exhibit at the site, where they displayed a conceptual washing machine project by Whirlpool of England and products manufactured by Mandarina Duck.



"I define a good product as one that sells. Ultimately, what decides a good design isn't the critics, it's the general public."

### What comes after the *Salone* is the important part

The Bombo stool by Giovannoni, handled by Magis, is the longest-selling item at the company, with the highest profit ratio. We asked Eugenio Perazza, president of Magis, for his reaction to Giovannoni's statement.

"All of the prototypes displayed by Magis at the *Salone* will be on the market next year. As an administrator, I recognize the importance of the market, and am constantly exploring ways to improve products that aren't selling well. I'm very devoted to that aspect of the business."

So what are his thoughts on trends among Italy's young designers? "Compared with Italy, countries like England and the Netherlands produce far more outstanding designers than we do, perhaps because of their educational systems. But in the future, I think many people who studied in genres other than design and art will be drawn to design. People who will see our overall lifestyles, for example, not through the architect's eye, but from the standpoint of sociology. People who don't just daydream about life 50 years from now, they have a vision of it."

If the *Salone* were merely a display of new products, would it draw this many people to Milan? One charm of the *Salone* is that people can see the installations of creators gathered in one place. Truthfully speaking, Alessi's exhibit featuring the work of Giovannoni was a superb display.

The *Salone* keeps people's interest focused on one new work after another. Given the number of designs that appear and then vanish, we tend to lose sight of the quintessential meaning of design. The *Salone* embraces a wide variety of designers and companies, but the really important part perhaps starts after the show has been dismantled, when the designs are reviewed and moved to the next stage. The chance to talk about the present with one eye on the future is what people really look for in the *Salone*. ❁



デザインアカデミー/リー・エデルコート率いるオランダのデザイン大学が、昨年度の卒業生の中から10人を選抜し、「Improvisare (即興)」というテーマのもと、何も持たずにミラノへ上陸。限られた時間内で、エキシビションのデザインを試みた。資金はなくても、人をもてなすことはできると室内でピクニックを敢行。ホームレスの生活からヒントを得たという、廃物のペットボトルのコップは、リサイクルというテーマを越えて、美しく機能的。下手をすれば、見るに耐えないデザインになるリスクを負いながらも、十分に来場者を楽しませたのは、デザイナーひとりひとりの能力が優れていたからに違いない。

Design Academy

Ten designers selected from among last year's graduates arrived in Milan from the Netherlands empty-handed and set about designing, as theme, the *Improvisare* in a very limited amount of time. The indoor picnic led viewers to consider what design really is, at the fundamental level.





## Germany / Berlin

# 未来の洗濯はこう変わる ワールプール社のプロジェクトF

Changing the face of laundry in the future—Project F at Whirlpool Co.


「グッド・ライフのために」をモットーに、世界の家庭用電化製品メーカーがベルリンに勢揃いして新しい国際見本市「ホームテック」を開催した(2月27日～3月3日)。小型製品がインテリア・オブジェクト化してデザインも親しみやすくなったのに対し、大型製品はまだ時代と消費者のニーズに遅れて「白い直方体」から脱していない。そんな現状で今回見本市を訪れた約6万人の関心は、ワールプール・ヨーロッパ社の「プロジェクトF:未来のファブリック・ケア」展に注がれた。ソットサス・アソシエイツやIDEOポストンで多彩な経験を積んだリチャード・エイゼンマンをマネー

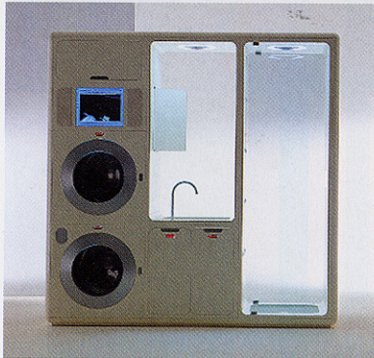
ジャーに迎えて、デザイン実験にも意欲的に乗り出したワールプール・ヨーロッパが提案する「新しい洗濯のかたち」である。

展示されたのは「白い大きな箱」を克服し、機能の面でも造形の面でもよりヒューマンな洗濯機のビジョン、同社のグローバル・コンシューマー・デザイン部門が昨年欧米から3つのデザイン事務所を招待して実施したワークショップにおける個性的なプロトタイプである。

「ボディボックス」は身体と衣服の両方のケアを行うという提案。機器内に植物を配した「バイオロジック」は、洗濯という行為が家庭生活のオーガニック・プロセスの一部になる

というコンセプトで、洗濯機というよりは繊維素材をエコロジカルにリフレッシュし、生活そのものを快適にするためのインテリア・オブジェクトといえる。また、「パルス」は手洗いの良さやハイテクを合体させ、「クリーンスケープ」はかつて人々が川辺や井戸端に集まって洗濯したという社会的機能をアイデアの原点にしていたり、昔懐かしい洗濯の光景をリフレックスしているのも興味深い。

この「プロジェクトF」はベルリンの次はミラノ・サローネにも巡回し、インテリアの邪魔物という洗濯機の汚名をも洗い流してしまったようだ。(文/小町英恵) 



Body Box



Cleaenscape



Under the banner of "for a good life," makers of household electrical appliances from all over the world gathered for the international HomeTech fair held from February 27 to March 3 in Berlin. Approximately 60,000 people attended the fair. The focal point of interest seemed to be the Project F: Fabric Care Futures by Whirlpool Europe. Under the direction of Manager Richard Eisenmann, who has acquired a diverse range of experience at Sottsass Associates and IDEO Boston, the Project F by Whirlpool Europe is the result of enthusiastic design testing and presents a whole new approach to laundry in the future.

Large White Box, displayed at the fair, is a vision of a more humanistic washing machine in terms of both function and modeling. The highly individualistic prototype was developed by inviting three design offices to workshops held last year in Europe and the U.S.

Body Box is a proposal that encompasses both the body and clothing. BioLogic, with plant life placed inside the machine, proposes that the action of doing laundry is part of an organic process in our daily lives, and that rather than clothes being laundered, the process involves an ecological refreshing of textiles, and the washing machine is an interior object designed to make life more pleasant.

Pulse fuses the benefits of hand washing with high-tech, while Clean Scape is based on the formerly social aspect of washing clothes, when people gathered at rivers or by wells to do their washing, and is interesting in its nostalgic reflection back on doing laundry as part of the overall landscape.

Following its display in Berlin, Project F will be moving to the Milan Salone, giving the washing machine, which has always been considered a mundane nuisance, a clean name. (Text by Hanae Komachi)