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设计·旅游 IDT

08
2012

ROOSEVELT UNIVERSITY ACADEMIC
STUDENT LIFE
RESIDENCE CENTER

罗斯福大学学术, 学生生活居住中心

BRUNNER SALONE MILAN 2012

2012 米兰布纳纳家具展

GERMAN FILM MUSEUM,
FRANKFURT AM MAIN

德意志电影博物馆, 法兰克福



88元
USD14

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GERN DANKE BITTE

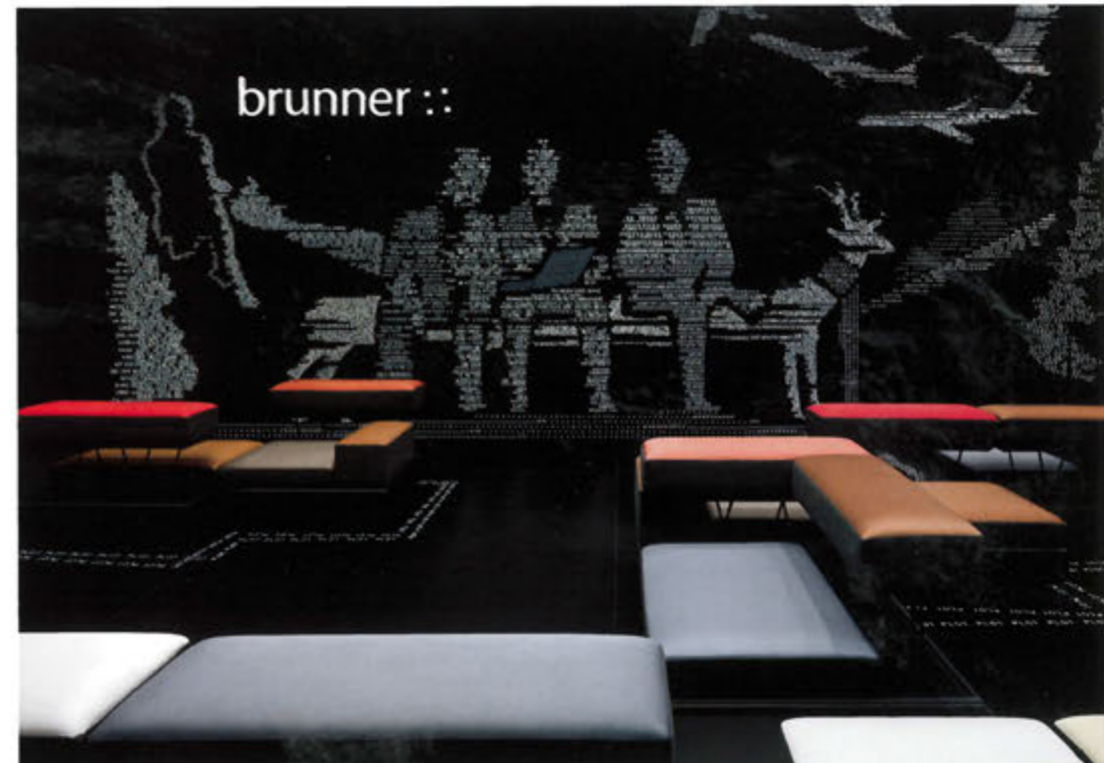
NG BITTE!
HERR
TAG!
IHNEN
SIE

KOMMT
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NON ESISTE COSA PIÙ
BELLA CHE
SEDESI AL
SOLE DONDO-
LE GAM-
THERE'S
NOTHING
FINER THAN
SITTING
SUN AND
TING YOUR
DANG-
ES GIBT
SCHÖ-
MERES
ALS IN
ZU SITZEN UND DIE BEINE
MELN ZU LASSEN, NON ESISTE COSA
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ALSOLE EDDH- SOMME
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FINER THAN SITTING
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DANGLE ES GIBT NICHTS COSA PIU
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LASSEN NON ESISTE SITTING
PIU BELLA CHE ES GIBT
SEDESI AL SOLE E DER
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NOTHING RE LE GAMBE, THERE'S
FINER THAN SITTING LE-

BRUNNER SALONE MILAN 2012

IPPOLITO FLEITZ GROUP - IDENTITY ARCHITECTS



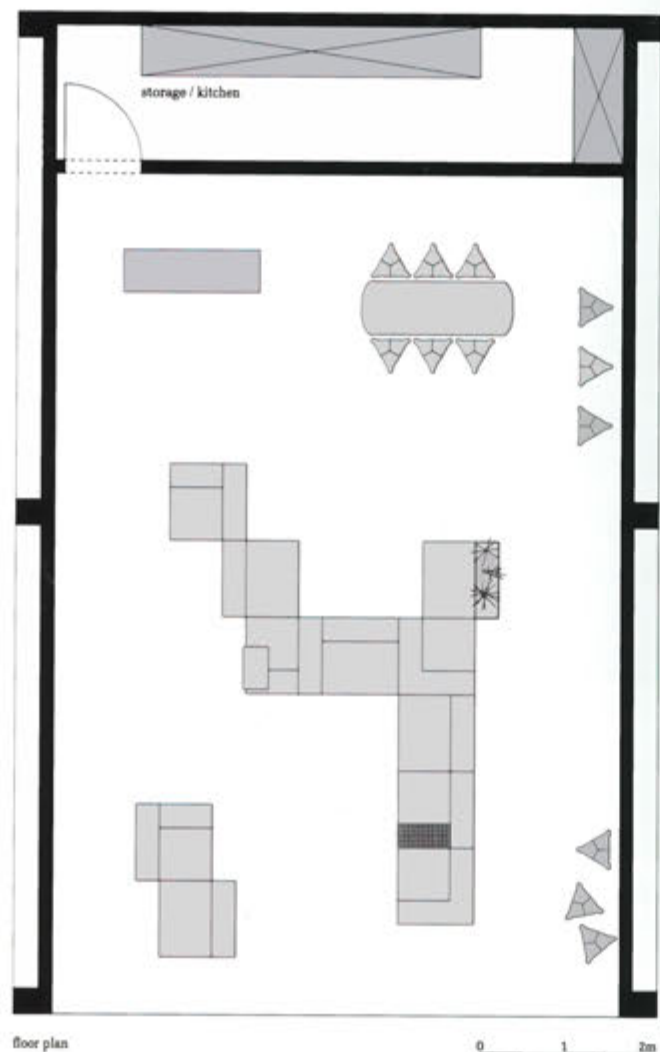
米兰布伦纳家具展 2012 伊波利托福来茨集团

Client: Brunner GmbH
Location: Milan, Italy
Area: 90 m²
Year: April 2012
Photography: Francesco Di Loreto

客户: Brunner GmbH
地点: 意大利米兰
面积: 90 平方米
时间: 2012 年 04 月
摄影: Francesco Di Loreto

Brunner uses the occasion of the 2012 Milan Furniture Fair to present two new products: its 'hoc' stool and its 'plot' modular seating system. Ippolito Fleitz Group was commissioned once again to create a setting resembling an installation, an intense spatial experience in which to showcase Brunner's new products. From a distance, the strictly black and white backdrop takes a back seat to the colourful seating objects, which draw visitors in to try them out. At closer look, the black and white backdrop transforms itself into a textual world, taking visitors on a poetic voyage of discovery, inspiring them to stop and tarry awhile.

The 'plot' system provided the inspiration for the design. Different combinations of colour, geometry and height form personalised seating landscapes, thus freeing up the seating experience entirely. It becomes spontaneous, unrestrained and almost limitless, just like the thoughts and ideas that arise during the contemplative act of sitting.



布伦纳利用2012米兰家具展的机会呈现了两件新产品：特设的凳子及“情节化”的模块座椅系统。伊波利托福来茨集团受布伦纳的委托，再次创建一个装置类型的背景，一个强烈的空间经验来展示布伦纳的新产品。从远处看，强烈的黑色和白色背景与彩色的座椅形成鲜明的对比，吸引着参观者去试一试。当靠近了仔细看看时，黑色和白色背景转化成一个文字的世界，让参观者开启诗意的发现之旅，吸引着他们停下来多呆一会儿。

“情节化”的模块座椅系统为此次设计的亮点。不同颜色，几何图形和个性化场景中的座椅高度组合使整个座椅体验自由化。这样的体验是随心所欲的、无拘无束的、没有限制的，正如坐着沉思自由飞翔的思绪。



这些珍贵的时刻和情感很准确地反映在围墙上。简单的矩形空间由54,000个塑料字母覆盖，这可能会唤起你对老信息板的记忆，而现在的酒店大堂、意大利酒吧、机场、火车站和会议设施已没有了这些信息板。白色的塑料字母设置在黑色的背景上，创造了美妙丰富的人物和场景，开启了一个全新的知识世界。有些主题是指公司的基地在美丽的黑森林，其他主题则与坐相关。当你靠近了看的时候，那些图像分解成德语、英语、意大利语的文字——吸引参观者回顾写作诗歌的美好。在细读文字时，你会看到产品的描述、序列的对话、抒情歌曲、名言警句，所有的这一切都与主题紧密相连。其中一个产品的名称是具有讽刺意味的戴着围巾的雄鹿，另一个是上帝之手。文字一直流到地板，地板的空间则由展品主宰。明亮的云状轮廓的纺织材质的隔板悬挂在整个场景上方，创造出精彩的思想世界，将新产品体验的展览会转变成了一个可以沉思放松的时刻。

翻译 / 江慧



It is precisely these precious moments in time and elicited feelings that are mirrored on the enclosing walls. The simple rectangular space is completely covered in an installation of 54,000 plastic letters, as you might remember from good old information boards that have all but vanished from hotel lobbies, Italian bars, airports, railway stations and conference facilities. White, plastic letters set in a black, grooved background create fascinating associative figures and scenarios, opening up whole intellectual worlds. Some of the motifs refer to the company's base in the Black Forest, others relate to the theme of sitting. Once you get closer, the images dissolve into lines of text in German, English and Italian - recalling the writing of poetry itself. On perusing the lines of text, you will come across product descriptions of the two seating objects, as well as sequences of dialogue, song lyrics, quotations and meditations that all have something to do with the theme of sitting. One product name emerges ironically from a scarf worn by a stag, another the hand of God. The stream of words spills over onto the floor, where it delineates the objects on display. A brightly illuminated, cloudy sky of contoured textile fins is suspended above the whole scene, conjuring up fantastic worlds of the mind, and transforming the experience of testing a new product at an exhibition into a contemplative moment of relaxation.

