

“批评态度” 设计的立场 / 北京流水论坛

主题：
批评态度

时间：
2010年4月27日 - 29日

地点：
清华大学美术学院
A-301学术报告厅

主办：
荷兰建筑学会
清华大学美术学院

学术主持人：
杭间
李德庚

也许我们不得不承认，我们生存的社会体系运行于政治和商业交织的权力结构中。但我们也同样可以清晰地看到，独立于权力与利益之外的自主精神是必不可少的一一比如在科学研究和艺术创作中。否则，科学研究无法指向真理，艺术创作无法指向内心一一这个世界将完全沉没在谎言与假象中。

如果我们把设计仅仅理解为解决问题的工具，我们就会发现其中蕴藏着同样的危险。当问题被某种不适当的权力或利益所控制的话，设计所提供的答案将会是有限的、盲目的、甚至是有害的。如果我们认定设计的存在是为了让世界变得更好的话，我们需要先检查一下，设计的航向是否是正确的。

今天，在中国，设计呈现出过分恭顺的态度。这使得设计失去了立场，几乎可以被划归为服务业了。如果缺乏批评态度和自主精神，设计师就不再胜任知识分子的角色，设计就不再具有改善社会的远见与力量。

参加这次展览和论坛的设计师和建筑师都拥有独立的批评意识，并以此为源点展开自己的工作。建筑师都市实践声称城市空间中需要注入文化；而库哈斯甚至对整个建筑学提出了质疑；服装设计师马可和Alexander van Slobbe的作品中不约而同地表达了对“奢侈”的反思；艺术家艾未未借用了中国人习以为常的传统器物，却表达出独特而辛辣的观点……

“CRITICAL ATTITUDE” TAKING A STANCE Beijing Forum

Topic:
Critical Attitude

Dates:
27 - 29 April 2010

Venue:
A-301,
Academy of Arts and Design,
Tsinghua University

Organizer:
NAi
Academy of Arts and Design,
Tsinghua University

Moderator:
Hang Jian
Li Degeng

Perhaps we should admit to living in a social system dominated by political and commercial power structures. And if this is the case, now, more than ever, the spirit of self reliance – in scientific research and artistic creation – independent of outside forces and interests, is absolutely crucial. Without challenging conventions, without innovation, scientific research cannot arrive at the truth and artistic creation cannot nurture the heart. Leaving us to struggle in a world lost in lies and illusions.

However, treating design as a problem-solving tool holds the same risks. If commercial or political interests dominate the problem, design will come up with a solution that is restricted, blind and even harmful. If we truly believe that design exists to improve the world we live in, it is crucial to steer design in the right direction.

Today, in China, design has become excessively subservient. As a result, design has lost its position and become more or less a service. Without a critical and independent spirit, designers forfeit the role of intellectual and design loses the foresight and power for social enrichment.

The designers and architects taking part in the exhibition and forum operate from a standpoint of critical awareness, which also shapes their design practice. The Urbanus architects argue for injecting culture into urban space; OMA questions the entire practice of architecture; the work by Ma Ke and Alexander van Slobbe, both fashion designers, reflects on "luxury"; borrowing from traditional Chinese artifacts; artist Ai Weiwei voices unique and challenging views.

4月27日
19:00 - 21:00

演讲嘉宾: Ole Bouman
对话嘉宾: 姜珺

4月28日
14:00 - 16:00

演讲嘉宾: 马可
对话嘉宾: 肖文陵

18:00 - 20:00
演讲嘉宾: Michael Rock
对话嘉宾: Ole Bouman

4月29日
9:30 - 11:30
演讲嘉宾: Irma Boom
对话嘉宾: 吕敬人

14:00 - 16:00
演讲嘉宾: Max Bruinsma
对话嘉宾: 海军

18:00 - 20:00
演讲嘉宾: David Gianotten
对话嘉宾: 方晓风



Ole Bouman
Ole Bouman 是荷兰建筑协会(NAI)总监。在此之前任建筑期刊《体量》(Volume)的主编。Bouman是Manifesta 3 欧洲当代艺术双年展和Van Beuningen美术馆的策展人。他的文字出现于Artforum, Domus 等知名的设计艺术刊物中。Bouman曾在世界各地的学院讲学。现为美国麻省理工学院讲师。
Ole Bouman has been director of the Netherlands Architecture Institute (NAI) since April 2007. Prior to that he was editor-in-chief of the periodical Volume. He has curated exhibitions for the Milan Triennale, Manifesta 3 and Boijmans Van Beuningen Museum. His articles have appeared in such periodicals as Artforum, Domus etc. Bouman regularly lectures at internationally acclaimed universities and cultural institutions.



姜珺 Jiang Jun
设计师、编辑与评论家。广州美术学院副教授。长期进行都市调查和实验研究，探索设计现象与都市变化的互相关系。2003年成立下划线工作室。2004年起任《城市中国》主编。2009年《城市中国》在美国纽约、洛杉矶和芝加哥的三家博物馆展出。
Jiang Jun is designer, editor, critic and associate professor in Guangzhou Academy of Fine Arts. He has been working on urban research and experimental study, exploring the interrelationship between design phenomenon and urban dynamic. He founded Underline Office in 2003 and has been the editor-in-chief of *Urban China* Magazine since 2004.

马可 Ma Ke
马可于1996年创办了“例外”品牌。并于前年发布了新个人品牌“无用”。其“无用之土地”系列作品不仅入选“国际年度设计大奖”，还在伦敦V&A博物馆、巴黎小皇宫画廊展出。并在去年获得克劳斯王子基金奖后获邀于荷兰阿姆斯特丹展示该系列作品。
Ma Ke founded the fashion design label EXCEPTION de MIXMIND in 1996 and presented her new brand "Wuyong" in 2007. The "Wuyong/the earth" series was exhibited in the V&A Museum in London and JOYCE Gallery Palais Royal. The series was also named one of the laureates of the annual Prince Claus Awards in the Netherlands last year.



肖文陵 Xiao Wenling
清华大学美术学院染织服装艺术设计系主任、副教授，中国美术家协会服装艺术设计委员会秘书长。毕业于中央工艺美术学院服装系。2000年，就读于香港理工大学，攻读服装设计专业研究生，获硕士学位。1999年至今在清华大学美术学院任教。
Associate Professor at the Academy of Arts and Design, Tsinghua University, Dean of the Department of Textile and Fashion Design. Xiao graduated from Central Academy of Art and Design and got Masters degree in fashion design in Hong Kong Polytechnic University. Since 1999, he has been teaching at Tsinghua University.



Michael Rock
Michael Rock 是纽约设计跨学科设计工作室2x4的创始人和创意总监。在他的带领下，该工作室承接了一系列文化、商业项目，客户包括耐克、MTV、Prada、Vitra、CCTV等。他同时也是哥伦比亚大学建筑、规划与保护学院图形建筑项目的负责人。
Michael Rock is a founding partner and creative director of the multi-disciplinary design studio 2x4, New York City where he leads a wide range of projects, both cultural and commercial, for Nike, MTV, Prada, Vitra, CCTV and many others. He is also Director of the Graphic Architecture Project at the Columbia University Graduate School of Architecture, Planning and Preservation.



Irma Boom
伊玛·布是荷兰阿姆斯特丹的平面设计师，专攻书籍设计。1991年，她创立了伊玛·布工作室。她的客户包括纽约现代艺术博物馆、克劳斯亲王基金会、法拉利、联合国、OMA/雷姆·库哈斯。自1992年起，伊玛·布在美国耶鲁大学任教。并因自己的原创作品成为谷登堡奖的最年轻的获奖者。
Irma Boom is an Amsterdam-based designer specialised in book making. In 1991 she founded Irma Boom Office. Her clients include the Museum of Modern Art New York, Prince Claus Fund, Ferrari, United Nations, OMA/Rem Koolhaas. Since 1992 Boom has been a critic at Yale University in the US. She was the youngest ever laureate to receive the Gutenberg prize for her complete oeuvre.



吕敬人 Lü Jingren
书籍设计师、插图画家、清华大学美术学院教授、国际平面设计师联盟AGI成员、中国版协书籍设计艺委会副主任、敬人设计工作室艺术总监。2007年由台湾《天下》杂志评为亚洲十大设计师之一。2009年《中国记忆》获德国莱比锡“世界最美的书”奖。
Book Designer, Professor at the Academy of Arts and Design, Tsinghua University. Member of AGI. Art Director of Jingren Art and Design. [2007] One of the Top 10 Asian Designers—*Common Wealth Magazine*, Taiwan; [2009] *The Chinese Memory*, Winner of Appreciation Honor, the Most Beautiful Book In the World 2009.



Max Bruinsma
Max Bruinsma是荷兰阿姆斯特丹的独立设计批评家、编辑、策展人、编辑设计师。他现任荷兰设计期刊Items的总编。他的批评文字见于荷兰与国际艺术、设计期刊，包括Metropolis M、Eye、Idea和ID。2005年，他获得了荷兰 Pierre Bayle设计批评奖。
Max Bruinsma is an independent design critic, editor, curator and editorial designer from Amsterdam, the Netherlands. He is currently editor-in-chief of *Items*, the Dutch review of design. His critical writings have featured in major Dutch and international art and design publications like *Metropolis M*, *Eye*, *Idea* and *ID*. In 2005 he received the Dutch Pierre Bayle Award for design criticism.



海军 Hai Jun
清华大学美术学院本科、硕士，中央美术学院博士，香港理工大学博士后。现任教于中央美术学院设计学院，《设计管理》杂志主编。出版著作《视觉的诗学：平面设计符号学向度》、《中国时尚60年：1949-1978》、《中国时尚60年：1979-2009》、《设计交锋》、《失控的设计》等。从事设计管理、服务设计、设计史论研究与教学。同时专注于中国公共生活、经济、文化问题的写作与讨论。
Hai Jun received his PhD from China Central Academy of Fine Arts, where he has been teaching since. He also started a post-doctoral research project at the Hong Kong Polytechnic University in 2010. Dr. Hai carried out a series of design projects with government and corporations in China in product design and design policy-making. He has published five books and a series of journal papers, among which are *The Semiotics Research of Graphic Design*, *China Fashion 60 years:1949-1978*, *China Fashion 60 years:1979-2009*, *Design at Edges*, *Uncontrolled Design*.



David Gianotten
David Gianotten是OMA亚洲的总经理及建筑师。他负责包括香港西九龙文化区、台北艺术中心、泰国Mahanakhon大楼、深圳证交所总部大楼等项目的概念规划设计和管理工作。他加入OMA以前在阿姆斯特丹的SeARCH任执行总监及建筑师。
David Gianotten is the General Manager – Architect of OMA Asia. Amongst other projects, he is in charge of the design and management of the making of the Conceptual Plan for the West Kowloon Cultural District in Hong Kong, the Taipei Performing Arts Centre in Taipei, the Mahanakhon Building in Bangkok etc.



方晓风 Fang Xiaofeng
清华大学美术学院环境艺术设计系副教授。清华大学美术学院《装饰》杂志主编。他的工作主要围绕从文化的角度出发研究建筑现象，曾出版《中国园林艺术——历史技艺名园赏析》和《建筑风语》。
Associate professor of the Academy of Art & Design, Tsinghua University, Chief Editor of *Zhuang Shi* magazine. Fang's main body of work deals with architectural phenomenon from the side of culture. Fang Xiaofeng has written several books on architecture and design, including *Chinese Gardening Art—Appreciation of Historical Gardens*, *Architecture Talk by Feng*.

27 April
19:00 - 21:00
Speaker: Ole Bouman
Dialogue with: Jiang Jun

28 April
14:00 - 16:00
Speaker: Ma Ke
Dialogue with: Xiao Wenling

18:00 - 20:00
Speaker: Michael Rock
Dialogue with: Ole Bouman

29 April
9:30 - 11:30
Speaker: Irma Boom
Dialogue with: Lü Jingren

14:00 - 16:00
Speaker: Max Bruinsma
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