

實踐大學 104 學年度日間部碩士班招生考試試題

所 別：工業產品設計學系碩士班

200 分鐘

科 目：文獻解讀與創意思考

共一頁第一頁

➔ 備註：請在答案卷上作答，於本試題紙上作答者一律不予計分。

一、請您先將此段英文「翻譯」為中文，並提出您的解讀感想。(50%)

Perhaps the divide between art and design is not as sharp as is sometimes suggested. Whether it was acknowledged or not, design has always been about more than immediate utility. And this other aspect has come closer to the surface again since Ettore Sottsass's creation of the Memphis movement at the start of the 1980s brought postmodernism to furniture.

For Sottsass, there was more than one kind of utility – the emotional variety, as well as the functional. What is new since then is a huge increase in the size of the market for what might be called gallery design. New money is pouring in to buy Arad, Newson, Sottsass, Ross Lovegrove and Zaha Hadid. Money demands attention. But if this was design as a form of art, then what were the criteria to judge it by? It was obviously 'bad' design measured against the old criteria. But how could anyone tell if it was 'good' art?

The utilitarian argument for design intended for the gallery is to understand it as sharing the theatricality of runway fashion, Flamboyant, unwearable fashion has a symbiotic relationship with the mainstream of the clothing industry and function-free design can be an investment in research and innovation, in the way that the car industry uses concept cars and Formula One to explore new techniques and materials that can later be applied to mass production. Ron Arad is capable of exploiting industrial production to produce brilliantly conceived mass-made objects at the same time as working on spectacular pieces for the gallery system.

~摘自 Sudjic, Deyan. 2008. *The Language of Things*. London: Penguin Books Ltd. pp.177-180

上文提到的設計師，其作品舉隅如下：



圖 1. Ettore Sottsass, 1981, Calton 圖 2. Ron Arad, 1986, Well-tempered Chair

圖 3. Marc Newson, 1986, Lockheed Lounge 圖 4. Zaha Hadid, 2005, Vortexx Chandelier

圖 5. Ross Lovegrove, 2010, Andromeda hanging light

二、基於您的解讀感想和創意思考，請您「設計」一件家具或燈具。設計案，請以「圖繪和文字」說明其創意特色和存在意義。設計的表達要點包括：創意概念、思考過程、構想草圖、完成立體圖，及其相關的功能、材料、技術、使用訴求和美學特徵...等。(50%)