

BEYOND

ALWAYS SOMEWHAT
HIGHER THAN REALITY

Always somewhat higher than reality——Creativity is being boundlessly fanciful? Not really. Here, no castle in the air is accepted. Based on but beyond real life, is our understanding of being creative. What we display here, is not only a work, but also the brainstorm sparking thoughts of a designer trying to look for innovate basing on the reality.

永远比现实高一点点——创意即天马行空？不尽然。这里，拒绝漫无边际的空中楼阁。源于生活而又突破当下，是我们对创意的解读。在此展示的，不仅是一项作品，更是设计师头脑中一种寻求创新与立足现实短兵相接所迸发的思维。

Marine Light

Designer: Nir Meiri Photo credit: Shay Ben Efrayim, Aviram Ohad Year: 2013
设计师：Nir Meiri 摄影师：Shay Ben Efrayim, Aviram Ohad 年份：2013 年



© Nir Meiri

This project is inspired by the sea. Through the unconventional use of seaweed as a main material for a domestic environment, the product plays on the tension between the artistic and the commercial. Ancient cultures have appreciated and utilized seaweeds for different uses. Today, seaweeds are cultivated and harvested on a commercial scale, as a result of a growing interest driven by environmental concerns. The Marine Light lamp combines a

metal base and a structure of thin metal strings for the lamp-shade. The seaweeds are applied on the metal strings while still fresh. As they dry, they shrink and obtain the form of the lamp-shade. A mixture of preserving material is applied to preserve them. The light reflected through the seaweeds and the morphology of the lamp induce underwater images. Furthermore, the use of seaweeds, borrowed from other disciplines into the world of design, might inspire new thinking in the field.

这个项目的灵感来自大海。

突破传统以海藻作为家居设计的主要材料，彰显了艺术与商业的张力。海藻为古人所喜爱，并有许多用途。今天，处于环保考虑，海藻栽培已形成商业规模。海洋之光的灯罩由金属底座和薄金属线组成。用新鲜的海藻铺在金属线上，晾干，海藻收缩形成灯罩。然后处理海藻使其可长久保存。透过海藻的灯光和灯的形态让人联想到海底的景象，海藻通常并不为设计所用，此次尝试可能会引发设计新思维。



Nir Meiri

Nir Meiri is a Designer. He offers an out-of-the ordinary approach to everyday objects: Carefully selected materials – often raw and wild – are shaped into unique clean-cut forms, creating innovative products that play on the tension between the domesticated and the untamed. Nir is the director of Nir Meiri Design Studio. The Studio provides design services for local and international companies in various disciplines, with strong emphasis on quality and high aesthetic standards. Nir's own unique designs are sold in limited editions or one-off pieces, with an eye towards production in large scale by leading manufacturers.

Nir Meiri 是一个设计师。用不同寻常的方式设计最平常的物件：精心挑选材料——大部分是原生态材料，创造独特、轮廓鲜明的产品，在人类文化与原始生态之间平衡并游刃有余。Nir 是 Nir Meiri 设计工作室总监。工作室为国内、国际公司提供跨领域设计服务，强调产品品质和高审美标准。Nir 独特的设计产品限量或单个产品出售，同时着眼于一流制造商的批量生产。

Nir Meiri Design Studio
www.nirmeiri.com

DESIGN SHOULD
PROVOKE THOUGHTS
ABOUT DESIGN ITSELF

融合行业专业和学术专业的决心

A person who has a bright smile must have a lot of sunshine in his or her heart. With his bright smile and deep love for nature, Nir Meiri creates refreshing products which do refresh both the eyes and the mind. 一个笑容灿烂的人心中想必充满阳光。Nir 本着心中的阳光及对大自然的热爱，创造了许多原始味道的作品。

Pro. Design: Do you always want to be a designer? What inspired you to get into design?
Nir Meiri (Nir for short): Actually, when I was young: I wanted to be a nature researcher. But I was always also into the arts. So, at the end, when I had to decide I choose the design field as a ground to express my art.

Pro. Design: Is there any milestone in your career?
Nir: The major milestone in my career, besides the academic studies, is the point when I established my own design studio and since then everything I did (exhibitions, product design etc..) was very important for my career.

Pro. Design: Can you still recall your first project?
Nir: The first time I did a project when I created new "material", the desert storm project, was also a very important part in my development as a designer.

Pro. Design: What preparations do you make before working?
Nir: Usually before working I like to get inspiration from nature. I usually go to the river side or to the sea to get inspiration before I start working on a new project.

Pro. Design: How do you manage the pressure from work?
Nir: I try to work in defined schedule and make things on time so it will not be so stressful.

Pro. Design: You use raw and wild material in your design. How do the ideas come from? Is it part of your style?
Nir: Usually when I start working with new "raw and wild" material I try at the beginning to experiment with the material not knowing what product it will be at the end. The "getting to know" the material is an important part of the developing of new design. When I find something interesting in the material I start to think how to make the best product out of this revelation. About my style...I think it verifies from one design to another...I guess you can find similarities but I tend not to define it.

Pro. Design: What do you enjoy most in your work?



Nir: I enjoy the fact that I have the freedom to design what I believe in.

Pro. Design: What do you think is the most important quality of a designer?
Nir: The most important quality, besides being talented, is to be consistent.

Pro. Design: Designers are quite mysterious to ordinary people. Could you share something less known to us about designers?
Nir: I think designers are very adventures and willing to take chances when other does not.

Pro. Design: What are the aspects of design you consider important?
Nir: For my opinion the important aspect of design is to design good products, in high quality that tell an interesting story.

Pro. Design: What do you think of the current situation of product design?
Nir: I think, like in art, that design should provoke more people to feel and rethink about what they consider as design. I do not think that design is about trends. I believe that you should design what you believe is not relevant to what the trends are.

Pro. Design: Where did you grow up?
Nir: I grow up in Holon, city on the southern border of Tel Aviv.

Pro. Design: Do you have any religious faith?
Nir: I do not have a religious faith. I believe in freedom and in humanity.

Pro. Design: How do you see the difference between work and life? How do you balance them?
Nir: There is not much difference, I think that everything is weaved together and there is no defined border between the two.

Pro. Design: What kind of lifestyle do you prefer?
Nir: I like the good life. I enjoy beauty and high standards in any way it comes: food, fashion, culture etc.

Pro. Design: What do you love to do when you are not designing?
Nir: I love to go to the sea and to travel, in Israel and around the world.

Pro. Design: Tell us about your favorite music and books?
Nir: My taste in music and book changes. Now I read a book about the Korean culture and I listen to an Israeli singer called Assaf Avidan.

Pro. Design: Do you like travelling? What is the most impressive journey you've ever had?
Nir: I love traveling. I had travel to Africa: Kenya and Tanzania that was an amazing and unexpected adventure.

Pro. Design: What kind of people would you like to make friends with?
Nir: I love open minded people that smile a lot. All my friends are like that.

Pro. Design: You always want to be a designer? What inspired you to get into design?
Nir Meiri (以下简称 Nir): 我年轻时想成为一个自然研究员。当时我也有接触艺术类的工作。最后我选择用设计来表达我的艺术构思。

Pro. Design: 你的工作生涯中有里程碑的事发生吗？
Nir: 创立自己的设计工作室吧。之后创作的项目都挺重要的。

Pro. Design: 你还能回想起自己的第一个项目吗？
Nir: 我第一次用不一样的材料创作了“沙漠风暴”的项目。

Pro. Design: 你设计工作开始之前做什么准备吗？
Nir: 我喜欢从自然获取灵感。开始新项目时，通常去海边或河岸走走。

Pro. Design: 你如何处理工作中的压力？
Nir: 我会仔细做行程表，按时完成，让自己没那么大的压力。

Pro. Design: 你用很原始的材料创作项目。怎么会有这样的想法的？是你设计风格的一种吗？
Nir: 通常我开始用原始的材料时，我并不知道自己要做什么。了解这种材料是探索新设计的一个重要环节。如果我发现了这种材料是很有趣的东西时，就会触发一些新的创作灵感。关于我的风格……我想不同的作品会有不一样的风格，也许你能发现一些共同点，但我尽量不去界定自己的风格。

Pro. Design: 工作中你最享受什么？
Nir: 我可以有设计的自由。

Pro. Design: 你认为，设计师最重要的品质是什么？
Nir: 天赋，除此之外，还需要坚持。

Pro. Design: 设计师相对来说挺神秘的，能跟我们说说设计师比较不为人知的一面吗？
Nir: 我想，设计师比较愿意冒险和尝试。

Pro. Design: 你认为设计的哪些方面比较重要？
Nir: 设计的产品必须有好的品质以及诉说一个有趣的故事。

Pro. Design: 对于产品设计的现状你有什么看法？
Nir: 正如艺术，设计应该能激发人们对何谓设计的感受和思考。我不认为设计有什么趋势。应该设计你真正想设计的而非顺应趋势。

Pro. Design: 你在哪里长大的？
Nir: 我在霍隆长大，在特拉维夫的南边。

Pro. Design: 你有宗教信仰吗？
Nir: 我没有宗教信仰。我相信自由和人性。

Pro. Design: 你如何看待工作和生活的不同之处？如何平衡这两者？
Nir: 工作和生活没什么不同。我觉得两者是交织在一起的。



Pro. Design: 你喜欢什么样的生活方式？
Nir: 我喜欢美好的生活。我享受美以及好的食物、服饰和文化等。

Pro. Design: 你不做设计的时候喜欢做什么？
Nir: 我喜欢到海边，以及到以色列和全世界旅行。

Pro. Design: 跟我们说说你喜爱的音乐和书吧。
Nir: 对于音乐和书，我的喜好经常不一样。现在我正在读有关韩国文化的书，我听以色列歌手 Assaf Avidan 的歌。

Pro. Design: 你喜欢旅行吗？最难忘的旅程是哪一次？
Nir: 我热爱旅行。有一次我去非洲旅行，去肯尼亚和坦桑尼亚，是很美妙和不寻常的一次旅程。

Pro. Design: 你喜欢交什么样的朋友？
Nir: 我喜欢思维开阔、经常笑的人。



Desert Storm lamp – Lamps made of desert sand.

沙漠风暴之灯——用沙漠沙做的灯