

Shashi Caan: beyond fashion with a

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[Pacific Home Network design channel] she served as President of two international architects and interior designers Union, former executive chairman of the International Design Alliance and current board member, has also served as the Department of Interior Design at Parsons School of Design Department; her Design conferences and universities around the world, are bits popular speakers; named her studio "The Shashi Caan Collective", to provide customers with architecture, interior design, product design and branding, and many other Innovative solutions she is she is the design leader, educator, writer in one of the outstanding representatives of the design community, she called Shashi Caan.



Shashi Caan

[Introduction] Shashi Caan

Shashi Caan is an internationally recognized master of avant-garde design, the design community has over 25 years of leadership experience, she, as well as the design community developed three inter-linked direction: practice, education, and

unite the global design community. She has been in the research, theory, applications, and other design influence, to find ways to harmony their works and ideas, and constantly for a variety of innovative experiments in her studio The Collective. This international workshop is good at a unique way, and cooperation with other units to solve various challenges. She worked in Skidmore Owings and Merrill, Gensler and other large enterprises play a management role, and therefore has a very rich experience in corporate design.

Shashi Caan lofty status in the design world, has twice served as President of the International Interior Architects and Designers Alliance, former executive chairman of the International Design Alliance and the incumbent Board members. In 2004 she was elected Designer of the Year for the United States, and won the 2012 China Gold Cup holder architect award. And in 2013, she has been appointed as the Ambassador of Japan JDP design, Honorary Fellow of the Australian Academy of Design. In addition, her famous "Rethinking Design and Interiors: Human Beings in the Built Environment" has been critically acclaimed, and often in order to design guru status four speeches.

[Interview]

Design, rich immersive things

Shashi's father was very fond of the transformation of a building architect, his father at an early age she entered the construction of the cell, the design work can be described as monasteries. Looked at the empty or abandoned houses, small Shashi likes ramble be imagined: "I will observe these places, try to listen to the voice of the wall, guess who lived in this place once, the story of what happened "Now, in doing architectural design, Shashi always to capture people very dynamic side, through the design guide people to live happy, insist on rebuilding some excellent old building became her biggest challenge. Shashi believe that fashion is fleeting, architects should go in the fashion front, beyond the pace of fashion, but also thoughtful, take into account the human living environment, lifestyle and quality of life, the design should be forward-looking.

Architectural design techniques profound impact Shashi, was her reference to interior design: "We use the drawing methods are the same, such as construction methodology planes, height, cross-section, the model, we need to develop our language explore commonalities. "Shashi like to design some" rich immersive things, "such as people diorama immersive. She believes that the way interior designers presenting works need to be a big change, such as the use of existing technology to allow customers to have a sense of immersive, and thus become more attractive.



Shashi Caan

Education and cooperation to find a mentor

In addition to designer status, Shashi is also an excellent educator. "Today's young people are too quick success, if there is not enough experience, is bound to make mistakes", Shashi truthfully say, "I encourage young people to cooperate, although not very formal cooperation does not matter in the process of cooperation to be humble, ask problems through cooperation to find their mentor. "Shashi wants her students to learn in addition to professional skills, but also have the ability to judge. "20 to age feels that he has learned a lot of things, it is because very young. But with age, you will find a lot to ask a question, it is necessary to abandon the impatient."

Once when participating in "Donghia Designer-in-Residence" project, Shashi she led 14 students to do a brief overview after you let them go free to play. Although this is only an experimental test program, but it comes to product design, interior design, architectural design, urban planning and other categories, very large, complex and open, every student involved and did a lot of investigation reports, hard but actively to the end, was a big success, Shashi for students and proud of this project. Young people can always provide some new ideas, and the courage to try, Shashi proposal, said: "enjoy to enjoy what you do, and come up with the most enthusiasm to do it!" She stressed that the best projects are often made Many people of different ages collaboration, those who have 5, 10, 15, 20, 30, 40 years of experience, will be reflected in their different values.



Shashi Caan

Life will never plan •

Turning to the future working arrangements, Shashi said that it will be more things to think strategically, more with people, hope to establish appropriate community ideal for people with a number of different ways to bring a positive impact. But the deals personal life, she address him: “! Never have planned, because life is to grasp at the moment,” nothing else, she likes a man walk in the river city, or sitting in the glass floor look past the cafe crowd. She is passionate about human thinking, and like to do things in the future, “My inspiration often comes from these things, they make me think of a lot”, Shashi said with a smile, “if we did not design, I could become an anthropologist or psychology, because of human thinking is very meaningful. ”

Born in India, Reading University in the UK, to work in the USA, there are eight time often travel in Asia and Europe diverse cultural blend brings good at thinking of Shashi more inspiration. Since last year, she served as the Hong Kong Design Centre organized the “Asia’s most influential design award” review, reform and progress in Asia designed to make her feel excited. Her gratitude: “I spent a lot of time to do the things they are interested in, and get rewarded, I think I am the luckiest person in the world!”



Shashi Caan

[Interview Record]

[PChouse] In your opinion, "Design" What is? What kind of design most likely to impress you, and why?

[Shashi Caan] I like to design some rich immersive things, such as perspective drawing, it allows you to have a sense of immersive. Construction sector has developed very formal, but the interior design is different. We learn a lot of practice building methods, so we use the drawing methods are the same, such as construction methodology planes, height, cross-section, the model, we need to develop our language, to explore commonalities.

I think it works the way interior designer presents a great need for change, and thus become more attractive. Although the interior design and architecture is very different, we can use design technology now allow customers to have a sense of immersive. After all, the interior designer if it is to gain experience and work, then the accumulation of these experiences is subtle, not what we can see, especially in the client fully understand their case, the accumulation of experience will be more effective.



Shashi Caan

[PChouse] as a cross prolific designer, your design inspiration comes from where? There any way to make yourself strong creative force to continue?

[Shashi Caan] My father was an architect, he liked the transformation of the building. He enters as the developer community, I am 10 years old when he visited the place. I will observe these places, trying to imagine who once lived here, and sometimes I'll wander in some empty, black or abandoned places. I will try to listen to the voice inside walls, this place had to guess how the story took place. Now, insist on rebuilding some good building is the biggest challenge for me, so this is part of my actual work, rather than verbal expression. I need to capture people's side and a very dynamic place in which they live, to do these things just have a privilege - I spent a lot of time to do the things they are interested in, and get a return, I think I is the luckiest person in the world.

I am keen to think humans in the future, as well as some of the things I like to do. So many times my inspiration comes from these things, they make me think a lot. Design should consider the future things go according to when, should have a forward-looking. Each time, no matter what skills you have, you need to consider the economic, technology, the future development of the population.

[PChouse] Which of your works of numerous works best represents your own? Please tell us about the creative concept or story behind it.

[Shashi Caan] Donghia Designer-in-Residence this project, I am honored to participate. Different from the past to allow students to analyze a design, and this time I was 14 students first made a brief overview, and let them form a group to a project of their own design. This is a very complex and open. This project is large, so I do not have a specific answer. Although this is only an experiment to test what we can do at present, but in the end, this project was a great success. The students do a lot of investigation, everyone involved in the project. The significance of this project is large, it relates to product design, engineering, interior design, urban planning, architecture. I know we persevere, I am proud of this work.

[PChouse] design education is more time and effort you put in a field on the current design of education do you have anything to say?

[Shashi Caan] biggest trap is impatient. Today's young people are too quick success, if you do not have enough experience, is bound to make mistakes. You need to learn how to judge and learn some professional knowledge, which will allow you to benefit. I encourage young people to cooperate, although not very formal cooperation does not matter. By working to find their own mentor, so humble, ask questions. When you're 20 years old, I think you've learned a lot of things, this is your younger performance. But older, you'll find more to ask questions.

Young people can always provide some new ideas, and the courage to try, but there are experienced people may not want to try. My advice is to try to enjoy what you do, and come up with the most enthusiasm to do it. The best projects are often older people from many different collaboration of - those who have 5, 10, 15, 20, 30, 40 years of experience, will be reflected in their different values.



Shashi Caan

[PChouse] You are the times as "Asia's most influential design award" review the? As a designer from the United States, participate in the selection of Asian works from different cultural backgrounds, the greatest feelings and experiences is what?

[Shashi Caan] This is the second time as a review of the award. I live in New York, but I was born in Asia, graduating in British universities, working in the United States, there are frequent travelers to Asia for eight years, so involved in the design of the main awards ceremony in Asia. Asia For me, it is at heart. This is a mature and ancient place, and I feel their presence here, too, there are many humanistic design. Let this feeling into the design, so I think there is a bigger challenge, richer experience.

It is wonderful to see so many Asian design, see the Asian design of reform and progress. In particular, the award, which provides a platform for Asian culture as a whole, which also makes me understand more. Human consciousness, focus on some of the artifacts, some historical stuff, and some stuff to protect the earth and urban

concepts. Asia's rapid development and multicultural let my source of inspiration and more.

[PChouse] It is said that a good designer should go before the fashion, fashion guide. You also an avant-garde designer, can talk about your understanding of fashion and tradition?

[Shashi Caan] I do not believe that fashion, I think that tradition is reflected in people's lifestyle is very important design element. Fashion is fleeting, fashion jewelry and costume design for, it is one of the essential factors in their thinking; If you are an architect, but also to go in the fashion front, beyond the pace of fashion, but also must be considered comprehensive, taking into account the human living environment, human life, the quality of human life. Of course, the tradition is very important, is a reflection of life history.

What [PChouse] your future plans? And if not designed, what kind of job you want, and why?

[Shashi Caan] work for the next 10 years, may be something to think strategically, and more people to get along, not only allow them to focus together, but also to establish a community for them, and we want to use a number of different Methods for everyone impact. Personally, never have planned, because life is to grasp at the moment.

If you do not do design, I could become an anthropologist or a psychologist. Because of human thinking is very meaningful, both of which are human-related, I can learn can learn more humanistic things.

[Portfolio]

Item one: Evolution House

Customer: The Edinburgh College of Art (Edinburgh College of Art)

Address: Edinburgh, Scotland

Design Notes: Evolution House, Edinburgh College of Art is the main positions of management and teaching, this architecture is designed to put those companies hire multiple offices together in an innovative power of college.

The Evolution House is the main administration and prime teaching facility For the ECA. The project aimed to transform a multi-tenant corporate space into a window into the creative world of the college.



Evolution House

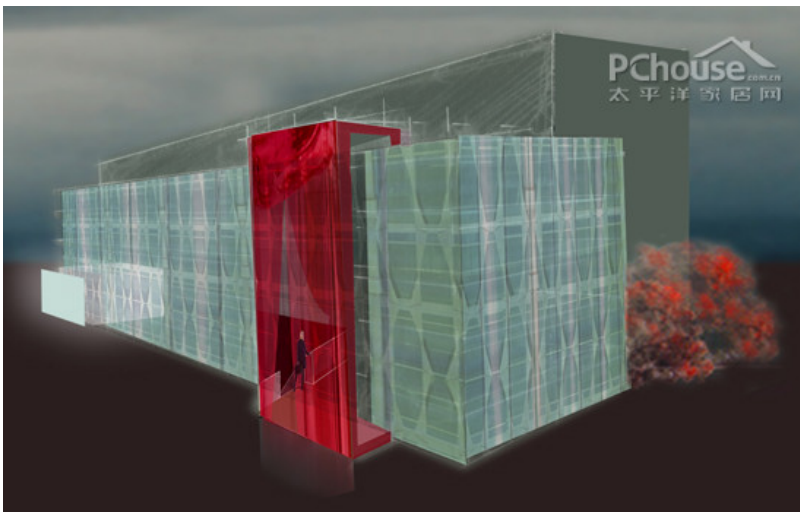
Item two: Boys & Girls Harbor

Client: Port of Education and Children's Art Center

Address: New York, USA

Design Notes: Exploring experiential learning and the most advanced experimental / elastic classroom design, the building is designed to use natural light, wide space in the building to create the best learning environment for the city.

Exploring experiential learning methodologies and state of the art and experimental / flexible classrooms, the project utilizes natural light, space and architecture to promote optimal learning in the urban city context.



Boys & Girls Harbor

Item three: The Mohawk Group Flagship Showroom

Customer: Mohawk Group's flagship store

Address: New York, USA

Design Notes: Mohawk Group's first flagship store, designed to showcase seven core brand carpets and floor tiles, display connected between the hall with curtains, meaning seven brands indivisible.

A first for Mohawk, this flagship showroom was designed to host seven significant and distinct carpet and flooring brands, connected (functionally and metaphorically) by a curtain, weaving through all carpet brands.



The Mohawk Group Flagship Showroom

Item four: Inver House Distillers

Customer: Mathias distillery

Address: Airdrie Scotland

Design Description: This building dedicated to the promotion of international expansion goals winery increasingly promoted, while maintaining Scottish distillery symbolic identity and status by obtaining awards. Company building buildings restructuring users, help bring together corporate, so that the use of space in this building is more rational and more efficient.

The project focused on reaching their growing international ambitions while maintaining their award winning Scottish identity. The re-organization of the building users into the logical core groups helped to group business occupants together, making the building's spatial use more rational and effective.



Inver House Distillers

Item five: E-motion

Customer: Carnegie Science Center

Address: Pittsburgh, Pennsylvania

Design Notes: With the integration of art and science, "E-motion" is an interactive sculptural installation designed to 'mark' the science museum. The sculpture actively changes from day to night. E-Motion has become a commanding symbol for the Carnegie Science Center in the city of Pittsburgh.



E-motion

Item six: ECA Master Plan and Connector Bridge

Customer: The Edinburgh College of Art (ECA)

Address :: Edinburgh, Scotland, UK

Design Notes: ECA Connector Bridge - As part of the new master plan for the ECA, a "connector bridge" was required to link the new Evolution House to the ECA's main building and Art College. Surrounded by views of historic context, the connector

lightly. inserts itself into the overall campus, framing views of the surrounding campus and city.



ECA Master Plan and Connector Bridge

ITEM SEVEN: Spatial Color

Address: Architectural Digest Home Design Show, New York

Design Notes: Bridging Art with Science, Spatial Color was an exciting project which obtained comprehensive color knowledge in the built environment. This three room installation experiment documented behavioral reactions through the observational recording of visceral and the physiological human response as measured through empirical means. Studying three color immersions simultaneously, a comparative analysis of the colors relative to each other was also carefully conducted.



Spatial Color

About Asia's most influential design awards:

"Asia's most influential design award" now in its twelfth year. First held since 2003, attracts every year around the world, design professionals and businesses sign up to compete, and to consolidate Hong Kong's position as an international design capital of Asia. The design award sponsored by Create Hong Kong, aims to encourage people-oriented design, to promote social and cultural values and sustainable development in Asia and technology, in recognition of outstanding design solutions and outcomes to solve problems in Asia, commendation help enhance people's quality of life in Asia Su design elements.

The jury based on the selection criteria for each of the four designs for review, including its overall excellence, technology application, the Asian influence, and achievements in business and society. The jury will be combined in the four areas apparel design, communications design, product and industrial design, and environmental design groups a total of 18 design, the selection of outstanding works, in recognition of the excellent level design. Organized by the Hong Kong Design Centre "2014 Asia's most influential design award" Global Call for Entries activity has ended. Event that much attention of the design industry and the business community in Asia annual design, this session were received from 23 countries and regions worldwide, totaling more than 1,000 works.

As the power of convergence and promote Asian design platform, the Hong Kong Design Centre invites local and overseas professional designers and industry composition of "Asia's most influential design award" international jury annually. This year's jury on behalf of more than 20, were from mainland China, Hong Kong, Japan, Korea, Malaysia, the United Kingdom and the United States design community leaders, The Collective US / UK founding chairman Shashi CAAN also reviewed one of them.

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