

A CURATOR' HANDBOOK

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“经”

L'AVVENTURA & ASSOCIATES
奇遇聯合酒店顾问有限公司

2018

OUR SPIRIT

“SERENDIPITY” IS MEANING OF MAKING DISCOVERIES
DURING JOURNEY, BY ACCIDENTS AND SAGACITY, OF
THINGS THEY WERE NOT IN QUEST OF”

奇遇的精神

“成为有趣的创作灵魂”

OUR PHILOSOPHY

SMALL IS BIG

奇遇的哲学

小即是大

INDEX

- 1, OUR STORY / 奇遇的故事
- 2, WHO WE ARE / 奇遇是谁
- 3, OUR PHYLOSOPHY / 奇遇的哲学和精神
- 4, OUR MISSION / 奇遇的使命
- 5, OUR DESIGN METHODOLOGY / 奇遇的设计“十则”
- 6, OUR HANDBOOK / 奇遇的项目管理手册
- 7, STANDARD TEMPLATE / 奇遇标准化表格
- 8, OUR GLOBAL PARTNERSHIP / 奇遇全球合伙人
- 9, OURWORK FLOW / 奇遇项目管理流程

OUR STORY

Established by designer James Lee, L'Avventura & Associates is a collaborative creative group bringing together designers and curators from around the globe. Its unique philosophy helps clients to realize a personal vision of intelligent design by creating authentic spaces that reveal an inner soul.

Deliberately unconventional, L'Avventura embraces the spirit of serendipity and believes the right creative mindset manifests itself in unpredictable and unique design. We pursue the exceptional by honouring emotion and intelligence, intuition and reflection. Most of all, we believe that extraordinary design should reflect the personality of the user, not the designer.

奇遇的缘

李昱先生的创立的奇遇致力于搭建全球设计师和艺术鉴赏家的平台。发掘每个项目都有独特的灵魂是我们的初衷，并帮助客户实现自我价值。

根治传统，革新未来。每个非同凡响的设计均来自不可预知的探索，情感，睿智，直觉和回顾。

奇遇并非是一种风格，我们是一种精神，一份缘。

WHO WE ARE

We shall not follow conventional standard, keep a low profile, repeat our past all in same way;

We do not toe the line or live by other people's standards shall not remain in a proper sphere, become another me in someone's eyes;

We are full of imagination, hate rules;

We keep growing and reject to be mature;

We believe in intuition, love art, and spirit of adventure;

In between of past and future, we enjoy the best moment of life, we are full of creative soul!

我们是谁

我们不会循规蹈矩，低调行事，千篇一律的重复着过去；

我们不会安分守己，只会努力活成别人眼中的自己；

我们充满想象，痛恨法则；

我们一直成长，拒绝成熟；

我们相信直觉，热爱艺术，充满想象力和冒险精神。

在过去和未来之间，我们享受当下，成为有趣的创作灵魂！

- Growth is important than Success / 成长比成功更重要
- Creation is important than experience Creation is important than experience / 创新比经验更重要
- Art is important than Skills / 艺术比技术更重要
- Intuition is important than Formulation / 直觉比定式更重要
- Imagination is important than process / 想象力比流程重要
- Try is important than staying still / 尝试比守旧更重要
- Sharing is important than Silence / 分享比沉默更重要
- Fun is important than Rule / 有趣比规则更重要
- Influence is important than Follow / 影响力比服从重要
- Discovery is important than seeing / 发现比看见更重要
- Solution is important than Solution / 过程比结果更重要

OUR VALUE

奇遇的价值观

SERENDIPITY

缘来不同

The notion of serendipity lies at the centre of our philosophy — the chance outcome, the happy accident unexpectedly that comes from always engaging the fun creative mindset. We believe it is by bringing together every complementary moment that we achieve the exceptional. We embrace the essentially mysterious aspect of the best design, the unpredictable, the inexplicable, the undefinable and the unknowable.

奇遇的核心价值观：

缘分，皆来自不期而遇的有趣的创作灵魂，我们欣赏个体的不同。

意外的惊喜和卓越的不凡，皆来自每个平凡的瞬间：

不可期待，不可定义，不可预测。

OUR MISSION

奇遇使命

I

Intuition

直觉比定式重要

Our design is a celebration of the interplay between intelligence and emotion, playfulness and reflection. It is the embodiment of freedom and love. Inspired by life, shaped by curiosity, intuitive and ready to embrace the serendipitous moment.

设计的成功来自于智慧和情感的交织，产生有趣的共鸣。自由和热爱，一切缘于生活。直觉和好奇心塑造，拥抱意外惊喜的瞬间。

THE MISSION

奇遇使命

II

Right People

对的人

We believe that realizing a creative vision begins with choosing the right people to help each other express that dream. Work with the right people and you will achieve your vision.

我们相信非凡的伟大，在于选对的人，相互支持去完成共同的梦想。

THE MISSION

奇遇使命

III

Soul

创作即是不朽

The ultimate purpose of design is to take the breath away. We believe that emotion lies at the centre of design. We believe in every design lies a soul. We believe in design informed by you.

设计的真正意义在于空间里总是藏着不朽的创作灵魂。

THE MISSION

奇遇使命

IV

Invisible is Visible

不只是看见

More western is more eastern. Within complexity lies simplicity, within the shadows lies light, in the future we see the past, in chaos, we find serenity. Our designs are invisible. Our role is to unveil the creative expression hidden within the layers of life. We succeed when you can't see what we've done. We may unearth the story but we let it tell itself. True meaning of life is the invisible.

愈东方，愈西方；愈复杂，愈简单；愈模糊，愈清晰；给未来一次回首，给过去一次预见。万物充满了矛盾，却藏于宁静。真正的故事不用去别人讲述，他自己会诉说。生活的真正意义在于发现，不只是看见。

THE MISSION

奇遇使命

V

Diversity

独特即是多样

We think of ourselves as a filter, refining ideas and pooling creative talent in the pursuit of realising true expression. We celebrate authenticity and uniqueness. We embrace diversity and believe that in difference lies strength.

奇遇尊重每个设计师的独特性，欣赏其个性真实的表达。我们是一个净化器，帮助客户去发现设计师的真实与独特。我们相信独特且多样性是我们的特色。

THE MISSION

奇遇使命

VI

Memory

触觉即是记忆

Our most precious memories are the tactile experiences that shaped and framed us. The feel of wood, marble and stone informed our earliest experiences. Our bodies and minds respond to the physical and emotional sensations aroused by familiar materials and fabrics. We believe in allowing these memories to speak and to express themselves through the design.

保留对于不同材质敏锐的感知：木的谦和，石材的高贵，布的私密，皆来自触觉的珍贵记忆。空间里的每个材料都可以自我表达，并成为使用者的物质和情感的追忆。

THE MISSION

奇遇使命

VII

Time is Timeless

时间即是经典

Our designs look back from the future they will inhabit and forward from the past, shaped by imagination. We lie in between, caught in a moment, a snapshot of time. We believe the timeless is hidden in the fragility of the instant, the suspended moment. We believe in allowing the character of the design to reveal itself. Unhurried, quiet, hidden in space.

预见过去和回首未来同样重要，成为想象力的宠儿。我们享受过去和未来从未有经历过的当下。永恒在于每个短暂而精彩的瞬间。时间，才是经典。

THE MISSION

奇遇使命

VIII

Identity

冒险即是规则

We have an unconventional approach to design and believe that accepting risks and making bold choices are crucial to the creative process. We believe in producing something unique and personal. We engage with the possible and are influenced by “could” rather than “should”. Above all, we believe extraordinary design should reflect the personality of the user, not the designer.

所有的不凡都来自冒险的天性和的正确直觉。特立独行的个性，指引我们可以预见未来的可能。所谓自由，从来不是设计师的自由，是使用者的自由。

THE MISSION

奇遇使命

VIII

Simplicity in Complexity

简藏于繁

We found the simplicity hiding inside of complexity, approaching to purity and simplicity needs to experience complicated solutions. The true meaning of simplicity is to exceed complicity.

我喜欢简单却不被一眼看穿的东西。想成为看似简单的归一，其实是需要经过复杂的过程。这个过程即是发现问题和解决问题，设计师如果回避或者绕过这个过程，就很难达到真正意义上的简。