



# T-SHIRTS WITH A MESSAGE

## 穿上 | 澳門記憶 |

Macao's history and even its problems are being addressed by a daringly creative clothing company  
弦目設計有限公司憑着獨到的創意，將澳門的歷史甚至是問題，巧妙地反映在其設計當中

The humble T-shirt is being used to promote Macao's rich culture and even to take a swipe at social injustice.

The four founders of Acrca Design and its Oh-Mystore brand have their minds set firmly on delivering meaningful messages through creations with names including Phone Girl, Marionette & Cow and Nit-picker.

Director Antonio Wong says anyone who read local newspapers can read between the lines for the message conveyed by the Phone Girl shirt.

"Marionette & Cow criticises social injustice and fraud, while Nit-picker redefines the relentless pursuit of perfection in a graphic manner," he says.

Acrca Design was founded in 2008 with a view to revisiting native culture on the brink of oblivion through T-shirt prints illustrated by local designers, promoting public awareness of the conservation of Macao's cultural heritage.

隨着娛樂事業大放異彩，澳門亦由一座樸實無華的小城市變成五光十色的花花世界。城市急劇發展為各行各業創造了不少機遇，許多人亦能藉此一展抱負。弦目設計有限公司匯集了數位有志之士，希望憑着各人的專長，把逐漸流失的本土文化、歷史甚至集體回憶融入自家設計的T恤圖案之中，引起更多人對本土文化的重視。

### 產量少 質量高 重構思

幾位志同道合的人士於2008年創立了弦目設計，同時建立了自己的品牌Oh-Mystore，旨在透過設計師所繪的插畫把本土逐漸消失的事物呈現於T恤之上，從而喚起更多人的關注。董事黃碩東說：「在各類服裝中，T恤可謂是最多人選擇的類別，因此我們便以它為主打。Oh-Mystore的T恤顏色大多以黑、白作主色，皆因澳門作為一個聲色璀璨的都市，色彩已經豐富得令人炫目，我們希望用最簡單的色澤，配以充滿寓意的圖案，讓整個設計的對比更為突出」。他補充說，為了保持質素，在挑選T恤布料時須花上不少心思。布料除須為百分百純

**Opposite:** Acrca Design hopes to promote public awareness of the conservation of Macao's cultural heritage through T-shirt prints.

**對頁：**弦目設計希望透過將本土逐漸消失的事物呈現於T恤之上，從而喚起更多人的關注。



**Above:** Oh-Mystore signature product Phone Girl has an avant-garde design. **Right:** Marionette & Cow carries the meaningful message of standing up against injustice.

**上:** Oh-Mystore代表作「Phone Girl」構思大膽前衛，別具一格。**右:**「木偶與牛」寓意深遠，帶有不平則鳴的意思。



"We focus our business on the T-shirt because it is the most popular among all types of apparel," Wong says.

"T-shirts under the Oh-Mystore brand are mainly black and white because Macao itself is already full of hues. We want to accentuate our design through a stark contrast between an austere palette and highly expressive graphics."

The company is extremely particular about fabrics. It uses only 100 per cent cotton with stringent standards of thickness and wear-proof properties. The idea is to provide customers with products that are worth every penny.

Oh-Mystore launches seven or eight new styles in its spring/summer and autumn/winter collection each year. Each design is available in XS, S, M, L and XL sizes, but is limited to about 100 pieces in order to maintain exclusivity.

The T-shirt prints are illustrated by a shareholder who had an overseas education and favours the American style of definitive brushstrokes and creatively daring designs. **M**



**“We focus our business on the T-shirt because it is the most popular among all types of apparel.**

**在各類服裝中，T恤可謂是最多人選擇的類別，因此我們便以它為主打。”**

棉質外，其厚度、耐洗度等均是主要的考慮因素。弦目公司兼顧全面，力求想讓客戶感覺物有所值。

現時，Oh-Mystore每隔半年便會推出七至八個新款式，T恤質料方面則分別適用於春夏及秋冬兩個季節，尺碼分為加細、細、中、大、加大五款，適合不同體型的人士穿着。每款產量大概維持在一百件左右，避免因生產過多而減低產品的獨特性。插畫圖案方面，則由一位曾於國外留學的股東負責，長時間居於外國令他的畫作趨向美式風格，天馬行空的構思、硬朗分明的筆觸令每件產品均別樹一幟。

**融入不同意義 讓客戶產生共鳴**

言談之間發現，對於Oh-Mystore四位創辦者來說，開設這家本土設計公司主要是源於興趣，他們並沒有期望能穩賺大錢，反而注重每件創作所能帶出的意思。黃碩東說：「以我們的代表作『Phone Girl』為例，只要是長於澳門，且天天讀報，看到時都會心領神會，明白設計概念的出處。而『木偶與牛』則流露出對社會上的不公義、欺詐、為謀取利益而不擇手段等行為的批判。至於『雞蛋裏挑骨頭』，則以充滿意象的俗語為設計概念，把負面的原意解讀成一種對完美的追求」。對Oh-Mystore的設計瞭解更多後，便更能理解他們那份可貴的理念及堅持。期望在不久的將來，不但在網購及寄賣店上能看到Oh-Mystore的產品，而且在不同的地域也能發現他們的蹤影。 **M**



**Above:** Nit-picker has an inspiring design that provokes thoughts. **Left:** Antonio Wong, one of the directors of Acrcra Design

**上:**「雞蛋裏挑骨頭」能激發無限聯想，予人思考空間。  
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