

獨特創意融入本土文化 打造設計品牌 Todot integrates local culture with design

同點設計策劃有限公司由來自澳門、內地、香港共四位設計達人合夥成立。這群志同道合的夥伴深信，凡事由一個「點」開始，「把所有事物與其起源相互連繫，由第一個點出發，進而邁向更好的設計」就是他們一直以來的設計宗旨。

同點設計策劃有限公司設計總監李浩強在介紹公司時表示，他期望同點設計能成為象徵澳門未來的一個前瞻品牌。「譬如說，『無印良品』的簡約主義體現出日本人的生活態度，而『宜家家具』的精巧細節展現出瑞典設計的小聰明；同樣地，我們設計的產品就是以注入本地文化為原則，讓設計呈現出澳門風格、澳門精神。」

同點設計的業務主軸為開發產品及提供設計服務，以獨特、能引起廣大回響的好設計、好產品為社會注入正能量。目前，同點設計旗下的自家品牌包括於2014年創立的Ultraworks及於2016年創立的潮流品牌Faith& Fearless；前者主要創作多個系列的獨特腕錶及文具，而後者則著重設計時尚飾品及潮流手袋。

自成立後的短短兩年間，Ultraworks已經在香港、中國及台灣榮獲多項設計大獎。在2017年，Ultraworks更獲得意大利A'國際設計大獎，同年亦得到了日本優良設計獎，而較為近期的獎項則有2018年中國設計紅星獎。

打破刻板印象

Ultraworks 品牌 001 系列腕錶獲獎無數，是該品牌的最暢銷產品。001 系列設計落落大方，錶面上配以兩圈分別代表時鐘和分鐘的刻度轉盤，一反手錶的傳統外觀。

001 系列腕錶的設計靈感源自速度計，配上簡潔的外觀、刻有不規則排列的逆時針數字轉盤，以及單支固定的報時針，取代了一般手錶都有的時針和分針。

「想知道時間的時候，我們只需看着固定的單支指針便可以了。」李浩強表示，此系列破格獨到的錶面設計啟發自中國歷古流傳下來的「逆水行舟」精神——逆水划船時，若不力爭上游，便會不進則退。眼

TODOT Design is the brainchild of four design masterminds from Macao, Hong Kong and Mainland China, who created the company based on the belief that everything starts with a dot. Their philosophy is to “link everything back to its origin and start out from that very first dot to ever better design.”

Bob Lei, Design Director for Todot Design & Planning Ltd., said he hopes that when people think of Macao in future, they will think of Todot Design. “For example, Muji reflects the minimalism of Japanese lifestyle and Ikea is synonymous with Sweden for its clever designs of home pieces. In a similar way, we hope to outlive the artistic genes from within our local culture through our products,” Mr Lei tells *Macao Image*.

Inventing new products and providing

customised designs are the company's main areas of business. Their goal is to influence society in a positive way through distinctive designs. Todot Design also has two sub-brands: Ultraworks and Faith& Fearless. Ultraworks, founded in 2014, develops watches and stationary products while Faith& Fearless founded in 2016, is focused on fashion and trendy handbags.

After just two years in business, the Ultraworks products began to receive a number of prestigious design awards from Hong Kong, China and Taiwan. In 2017, Ultraworks received the Platinum A' Design Award from Italy. The same year, the Good Design Award from Japan also recognised Ultraworks with the G-mark. Most recently in 2018, China awarded Ultraworks with the Red Star Design Award.



同點設計001系列手錶屢獲殊榮，為該公司最受歡迎的代表作
Todot's award-winning 001 timepieces are the company's most popular products



見當下社會不少人和事都過份安於現狀，缺少了遇難而上的精神，因此，李浩强希望能透過一反常態的逆時針現代感錶面，鼓勵用家凡事要勇於冒險創新、逆流而上。

細心看看，001 系列手錶匠心獨運的細節還不單只是其運轉的方向。在代表分鐘的轉盤上，18 這個數字默默地刻印在 10 和 25 兩個數字之間，而非慣常的 15 和 20。其實，這個玄妙的 18 是設計師自身的一個情意結。

「當人生有所經歷後，18 歲對我而言，是人生中非常重要的一年。」李浩强表示，

Breaking the mould

The award-winning Ultratime 001 Watch, which features a sleek design with two rotating circular discs representing the “hour” and “minute”, is Ultraworks’ best-selling product.

Drawing inspiration from the speedometer and applying a minimalist design, the Ultratime 001 watch features an irregular arrangement of numerals that move in a counter-clockwise direction, and just one

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同點設計策劃有限公司設計總監李浩强
Bob Lei, Design Director, Todot Design & Planning Limited

fixed pointer instead of two clockwise pointers found on a traditional watch.

“One can read the time by taking a quick glance at the fixed pointer,” Mr Lei says. There is an old Chinese saying: ‘If you stop moving forward while rowing a boat upstream, you will fall back.’ This phrase motivated Ultraworks to create this revolutionary design of the counter-clockwise discs. Most people today don’t want to step out of their comfort zones and take risks. This cutting-edge design is a reflection of just the opposite: a willingness to move forward and step outside the box.

If you look closely at the face of the watch, you will notice another distinctive detail in the minimalist design of the timepiece. On the circular minute disc, 18 is marked between the number 10 and 25, instead of 15 or 20. The number 18 is a very special number for the designer.

“When I reflect back on when I was 18, that was the most important year of my life,” Mr Lei says. “It was a year full of passion and hope. We hope the number 18 can remind people of the good old days and to move forward in their lives with the same, upbeat spirit.”

Developing a new product requires meticulous planning so that every single detail falls in line seamlessly. From ideas to designs, sampling to production, every stage

「18 歲代表着理想與抱負，我們希望大家勿忘初心，所以便特意在設計中留下 18 的印記，喻意時刻要記得 18 歲那年的自己，並以同樣的態度和心境面對當下。」

開發一項新產品需要各方面的配合與付出，只有一絲不苟，才能讓成品如理想般呈現。由思維、設計、打版、生產，每一個階段都可能需要面臨及應對不同層面的考驗與挑戰。

為了創造出各款產品，李浩強及其團隊一路以來邊學邊做，把各方面的知識融匯貫通。「要將一件產品由無變有，絕對是要在各方面花上很多功夫的。」李浩強繼續表示，「就生產手錶而言，我們最初嘗試聯絡世界各地的不同廠房，但最終只有一間被我們的設計理念吸引。每一件新產品都是得來不易，我們慢慢嘗試、了解各項細節，才能累積經驗，開發其他具潛質的商品。」

Ultraworks 001 系列成功得到廣大用戶的青睞，2018 年，這個系列的腕錶銷量突破至 3,000 枚。

個性玩味，拓展商機

時下年青人喜歡透過風格前衛、出眾的服飾展示出各自的生活態度，「潮牌效應」亦因而風靡全球。看準了這方面的發展前景，同點設計便於 2016 年 9 月創立了潮牌 Faith& Fearless。

「我們的品牌代表不同的核心價值。」李浩強表示，「透過自己的產品，我們希望為社會帶來正能量。」

「忠於自己，無畏無懼做自己」，就是這個品牌的理念。Faith& Fearless 時尚、前衛的設計主要採用塑料及尼龍等玩味感較重的物料製作而成，用色方面亦十分大膽鮮明。配合適中親民的價格及高效網路宣傳，Faith& Fearless 各個手袋款式已在海內外的潮流文化中漸露頭角，成為不少年輕女士們的新寵。

對於潮流時尚，李浩強時刻保持敏銳的觸覺；而對於同點設計的未來，李浩強亦樂意與我們分享公司的發展方向。

「下一步，Faith& Fearless 方面，我們將與更多品牌聯手推出產品。」他表示，「我們目前已取得幾名藝術家的同意，並將會利用他們獨有的元素融入至 Faith& Fearless 的產品裏。至於 Ultraworks 方面，我們將繼續以現有的設計為基礎，着力開拓女款腕錶的市場，期待透過製作一系列細錶面的設計豐富原有的產品目錄。」



同點設計主力打造玩味十足和潮流時尚的產品
Todot Design's products are intended to be playful and fashionable

undergoes a different set of challenges.

For Mr Lei and his team, their company's development was a positive learning curve from day one, entailing the need to integrate knowledge in different domains. "Creating something from scratch requires a great deal of effort," notes Mr Lei. "Take watch production as an example. I reached out to a lot of factories from around the world at the start, but only one of them was interested in our design concept. Every product is the result of many trials and thoughtful planning, and through this experience, we can now start to foresee our next move."

With the success of the Ultratime 001 Watch series, Ultraworks set a new record of 3,000 pieces sold in 2018.

Business opportunities in style

Today's youth like to make a statement through fashion and are known as "hypebeasts". Seeing the potential in this young demographic, Todot Design decided to start up their own trendy brand known as Faith& Fearless in September 2016.

"Our brands represent certain core values," Mr Lei explains. "We hope to inject positive energy into society through our products."

"Be true to yourself, dare to be different," is the concept of the brand.

The designs of each product are playful and fashionable, and are made of edgy materials, such as PVC and nylon with strikingly bold colours. Thanks to an effective pricing and marketing strategy and online promotions, a number of handbags are considered to be very trendy and are well-liked by many young women both inside and outside China.

Mr Lei always keeps an eye on evolving trends and was happy to give Macao Image a window into Todot Design's future.

"Our next goal for Faith& Fearless is to produce 'crossover products' with other brands," he says. "At the moment, we have confirmed agreements with several artists to incorporate their unique design elements into Faith& Fearless's products. As for Ultraworks, the focus will be on watches designed exclusively for women. We hope to broaden our selection of women's watches with a series of timepieces that feature smaller watch surfaces."