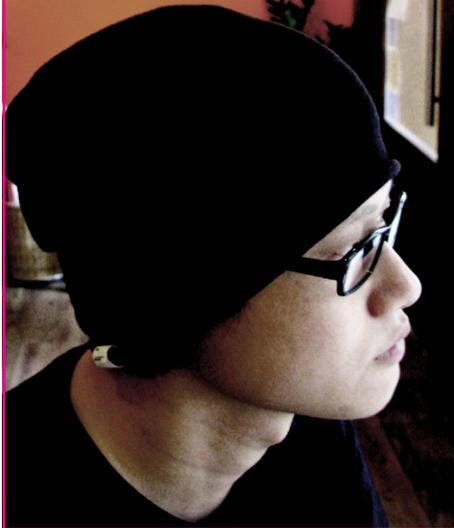


Rockie Blockie
Product Design

楊德賢 Toby Yeung



Rockie Blockie 生長於 Block space, 他們與生俱來便擁有純白的身體和純潔的心靈。偶然下他們發現了地球上擁有著色彩繽紛的環境和各式裝扮的人物, 因此他們就偷偷跑到地球來旅遊。在旅途中運用他們的特殊能力, 將所接觸到的人和物品的色彩投射到自己的身體之上, 變成色彩繽紛, 造形多變的Rockie Blockie!

我們以RockieBlockie的形像, 設計了一系列紙玩具並加上了坐枱月 的功用, 此套設於2013年榮獲香港印製大獎—紙製品印刷組別的冠軍。從此便發展出多款不同設計的Rockie Blockie。

另外, Rockie Blockie 多彩多變的型像, 亦令它受到杏花新城及屯門海趣坊的邀請, 於復活節期間製成立體佈置供遊客拍照留念, 亦有安排紙玩具DIY製作坊及預備了大量精品給顧客換購。

2013年是楊德賢踏入設計行業的第十五個年頭, 為此他將過往作品重新整理並籌辦了一個十五周年回顧展, 於2013年9月至11月期間於廣州及汕頭舉行展覽。

他精心挑選了最具代表性的設計作品、原創人物和產品於展覽中展示, 以多年作品的演化讓受眾感受到他在設計道路上的體驗和轉變, 每件展品都訴說著一些事兒, 關於社會、關於環境、關於愛, 關於智慧和生活。

隨著社會越來越富裕, 很多物品未有充份利用就已經被捨棄。但由於壽命並未走到盡頭, 因此它們的靈魂就從身體走出來變成了小精靈並一起繼續生活, 而這些精靈就被統稱為ANGELHOOD。ANGELHOOD們都有一顆善良的心, 喜歡親近人類, 希望大家學懂珍惜身邊的一切, 包括環境、用品以及人。

你有多久沒有親手寫信給你的家人和朋友? 手的筆跡其實除了文字, 還傳達你的感情在其中! ANGELHOOD greeting mascot 是為了幫助你將重要的傳息傳遞給重要的人而生。它有不同款色和配飾可供配搭, 快設計屬於你的獨一無二的款式吧。

Steamer 有著香港人的傳統特質和精神, 他敢於面對困難, 總是勤奮和靈活的頭腦去解決面前的挑戰。蒸籠是中國的傳統用品, 具有濃厚的東方色彩, 而蒸籠打開時水蒸氣冒出一刻亦令人有充滿力量和溫暖的感覺。我們希望別人看到Steamer 時, 人們都會有相同的感覺。在2012年, Steamer 與雅虎香港合作, 為倫敦奧運會作宣傳, 以充滿能量的形象配合各種運動的姿態, 展示出運動員的不屈不撓精神。

Rockie Blockie grown in Block space, they have pure white body and purity heart when born. By chance they found the Earth got a colorful environment and a variety of dress up characters, so they secretly travel to the Earth. With their special abilities, Rockie Blockie change into whatever projected onto them when contact with people and objects!

We created a series of paper toy and table-top calendar with Rockie Blockie and they won the championship in Hong Kong Print Awards 2013 — Paper Product Printing group. The family of Rockie Blockie is growing bigger and bigger.

Rockie Blockie is playful and joyful. In 2014, Rockie Blockie was invited to visit the Paradise Mall and the Ocean Walk to celebrate Easter. There was lucky draw and paper-toy-making workshop for the kids and it was so much fun!!

Tobyhk Fifteen Anniversary Art Exhibition

It was the fifteenth year of Toby's career and to celebrate, Tobyhk organised an exhibition in two main cities of China in September to November 2013.

Tobyhk picked the most representing art pieces, original characters and products to present in the exhibition. The creations are the essence of experience, encounters and thoughts of Toby in different stage of his career. Every pieces of the artwork tells a story, about the society, about environment, about love, intelligence and about life.



Angelhood Greeting Mascots — lovely messengers are here to delight hearts

As society becomes more prosperous, items are discarded wastefully before being fully utilized. Abandoned before its time, their souls escape from their bodies and continue their lives as little spirits called ANGELHOOD. ANGELHOODs are kind of heart and enjoy the company of humans. They hope to inspire humans to treasure their surroundings, including the environment, articles as well as people.

How long have you not writing something to your family and friends? Your handwriting indeed says something about you and your affection! ANGELHOOD greeting mascot is ready to pass your message to your dearest one. Inspired by the Russian nesting doll, ANGELHOOD greeting mascot comes with fascinating outfit and accessories. How would you like your ANGELHOOD looks like?

Steamer

Steamer carries the traditional characteristics and spirit of Hong Kong people. Whenever he faces challenges, he diligently attempts to solve problems and quickly comes up with solutions. In fact, a steamer is a traditional Chinese utensil of oriental style. When it open, the rising steam makes people feel warm and energetic. We hope that people will feel the same when seeing steamer.

Back in 2012 steamer crossovered with yahoo for the London Olympic game. With the positive image of steamer, many Hong Kong people are delighted and motivated.