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50 HOT PRODUCTS
五十流行家品圖鑑



01

GREECE IS FOR LOVERS

Greece Is For Lovers... it sure isn't for hard workers, but for those who know the art of living and have a lust for life

Greece Is For Lovers是屬於享樂主義者的感性生活態度

When and how was Greece Is For Lovers started.

Our company was officially formed in 2006 but we have been working together since 2005.

What's your mission?

Exploring areas widely considered as an anathema, or plain kitsch, we comfortably retrieve aesthetic value and inspiration in order to design our products.

How many designers are on your team and how do they work?

We are three. We brainstorm and generate ideas together and then we delegate tasks in order to develop them.

Can you describe the style of Greece Is For Lovers?

Inspired by the stereotypical notion of what is widely held to be 'Greek' (or otherwise to be 'a Greek'), our designs comment on habitual activities and behavioural patterns both of the past and the present. Our work refers more to a concept rather than a direct reference to the 'old' or the 'retro'.

When and where do you have a chance to get the best ideas?

Ideas come anywhere and anytime: walking in the centre

of Athens, observing people's habits, manipulating stereotypes, deconstructing notions of 'greekness'. We also try to keep up with what's going on in the international design scene.

What is the best product Greece Is For Lovers has ever designed, or that you like the most, and what's so special about it?

We all have different favourite products: Thanos likes 'Donkeyboy' because of its reference to street culture; Vasso likes the 'Build Your Myth' dumbbells because they are an extra reason to work out. Christina prefers 'Ridden in Stone', the marble skateboard because of its unique material.

What kind of, or whose flat that you are dying to see your products in?

Michael Jackson, Elton John and Jeff Koons' flat — if they lived together.

What is the most impressive reaction from the people who saw your products?

Actually buying them!

Finally, what is something that you wanted to, but have not designed yet? A Greece Is For Lovers caravan.



02

Greece Is For Lovers在何時及怎樣成立?

公司在2006年正式成立，不過我們在05年已開始一起工作。

你們有什麼使命嗎?

我們探索那些被大眾排斥的、被視為沒有美學價值的粗俗作品，毫無拘束地從中找出它們的美態和靈感，用來設計產品。

你的設計團隊有多少設計師？你們如何合作？

我們有三位設計師，大家一起構思，然後分派工作研製產品。

形容Greece Is For Lovers的風格。

受到大眾對希臘（或希臘人）的既定形象所啟發，我們的設計是對現今和過去的慣常活動和行為模式作出評論。我們著重的是作品所表達的概念，而非著眼於設計「懷舊」和「復古」的產品。

什麼時候和地方最能啟發出絕佳點子？

創作靈感隨時隨地都有，例如在雅典市中心走路的時候，觀察旁人的習慣，在舊板框內點點點，解構「希臘」的既定涵義等。我們也會盡量結合國際設計潮流。

Greece Is For Lovers創立以來的最佳／你們最喜愛作品，及其特別之處。

我們各自有自己最喜歡的作品：如Thanos喜歡充滿街頭文化的Donkeyboy；Vasso愛Build Your Myth啞鈴，因為它提供多一個做運動的原因；至於Christina則選Ridden in Stone雲石滑板，只因物料與特別。

最想見到你們的作品在怎樣的房子／誰的屋子內？

米高積遜、艾頓莊和Jeff Koons的家，如果他們住在一起。

當人們看到你們的產品時，有什麼反應？

購買！

最後，有沒有你們一直渴望而未曾設計的東西？

Greece is for Lovers的有鑲頂大車。



03

BUILD YOUR MYTH

04

- 01 | From left: Vasso Demkio, Thanos Karampazos and Christina Kotsilekou
- 02 | If you really want to burn down some ancient stuff, try this — 'Hermaphroditis'
- 03 | 'Ingrid & Stavros', an underwater wine cooler made from a sexy bikini to celebrate the Greek beach culture
- 04 | Rip through your credit cards statement or tax payment form with the 'Zeus'. A letter knife that will actually make you feel better doing such trivial, mortal tasks. It's for both the left or right handed — very considerate and simply divine

What is it? 這是什麼?

Dumbbells by Greece Is For Lovers.
Greece Is For Lovers出品的啞鈴。

What's so special about it? 它有什麼特別之處?

These dumbbells can build your muscle more effectively than others as it is very possible that, despite of their weight, you will want to carry them around and show them off to your friends, colleagues or even just passers-by. 使用這對啞鈴，會比用一般啞鈴令你更快成為大隻佬 — 你極有可能會不辭勞苦地帶著它們向親友、同事，甚至只是路人炫耀一番。

Where can we get it? 何處有售?

www.greeceisforlovers.com

