FL@33 兩個人．設計全世界
Tomli Vollauschk和Agathe Jacquotat他們一個來自德國，一個來自法國，兩個人在藝術設計領域魚龍混湊。設計，是他們彼此的語言，憑著專業的訓練與創意的才華，研究所畢業後，一起去開辦名為“FL@33”的設計公司。設計的靈感與風格，從其他領域的產品到網絡美術，都有豐富的設計經驗，現在也在替帳篷與T-shirt印刷與玩具設計。兩個人，兩種充滿想像力的設計，未來要為更多有趣的創蕊注入我們的生活中，改變世界的想法，也改變自己！

FL@33簡介
Website:
http://www.flat33.com
http://www.stereohype.com
http://www.bzzzpeek.com
E-mail: contact@flat33.com

(FL@33簡介，Tomi Vollauschk/A. Agathe Jacquotat)

T：我和Agathe是在1999年於倫敦皇家藝術學院(RCA)相識的，當時我是在佛羅倫薩(FL@33)學校的學生，我們在2001年於研究所畢業後，就一起去倫敦開設FL@33公司。公司內部組織家庭，從設計、顧客關係、結案到商品的企劃整合，全得一手包辦，再加上我們這家小公司，以平面藝術與時尚單品為主的線上網站“Stereohype”已經開啟新展開的時期，我想這就是我們的試練才對！

A：我們每個人擁有不同的想法，所以在接案的過程中改變風格是一個重要的過程，然後再選擇一個適當的交際。因為各自的不同的專業背景，Tomi從設計當中設計，並且在影像處理上也有專業的手藝，我則從攝影開始做設計，這也幫助我在接案的時候。經過這五年多的時間，我們在彼此身上學到很多東西，一起做設計的事情，雖然在交付方面，可能有一個人某方面技術比較強，但我們仍然合作無間。

Based on your professional backgrounds, how do you create successful projects as a team?

TV：Agathe和我都在倫敦皇家藝術學院(RCA)研究所的通訊藝術與設計系，1999年畢業後，才開設FL@33的。在設計上，我們一直都在改變，同時也在試驗新的設計風格。現在，我們也在思考如何將這些設計應用到實際的產品上，甚至到網路平台上，這都需要我們的設計師及時地跟著市場的需求和趨勢變化來調整。
Could you give us an example?

TV: We were commissioned in 2002 - only eight months or so after we set up FL33 - to create three seasonal Brochure covers and images for posters, brochure dividers and leaflet covers for the Royal Festival Hall Classical Music campaign 2002/03. Their Art Director of
the in-house design studio saw our self-initiated, self-published Architecture, Art and Design publication "trans-form" magazine.

Trans-form is a multi-media celebration with a large scale magazine, an attached cd-rom "trans-it" and the website trans-port.org. Trans-form celebrates the beauty of tower cranes which appear and disappear in our cities. We treated the tower cranes as pieces of art, sculptures really. We interviewed crane operators 30 metres above ground (with our heads in the sky) and created and animated crawling cityscape insects with tower crane legs. The publication includes photography, photomontages, line drawings, typography, animations and lots of information on how tower cranes work, etc. So all this was presented by the Royal Festival Halle's Art Director to their marketing department who needed to be convinced that people who can make tower cranes look exciting and beautiful could do the same to promote classical music... We were really excited about this commission.

Not only did a big client approach us for the first time because they saw another H.A.S project but we could also work in a way we wanted to. Agathe and I were responsible for taking pictures of bizarre medieval instruments with real-time explanations of their own, all kinds of musicians in action and the design itself - the creation of surreal, intriguing and inviting imagery. The images were created in a ping-pong fashion were agathe would start a composition, I would then add elements and agathe would finish it after a few back-and-forths - or the other way around.

AJ: Today we have overall more work and possibly slightly less time on our hands than 5 years ago but at the same time we became more effective and professional I guess. The process itself didn't really change though - we still try to find the most appropriate visual language, technique and - if we have the choice - the medium itself - for each individual project.
200% & 300% Cotton T-shirt 設計

關於 T-shirt 印刷設計，以目前市場來看，有很多空間可以去探索，這也是我們要在網絡上建立“stereohippy.com”，提供人們平面藝術與時尚設計的優質串起、這些串起不但是限量版的，張充滿設計師的創意力。在這個網站上，它就像一個國際化的平台，透過這種模式，藝術家與設計師，透過他們的才華設計出特別的串起；設計比賽與展覽也同時在網站上發表信息，讓更多人知道設計師的作品，和即將崛起的新趨勢為何。

網站在設立，我們正在設計一本書，它是由 Helen Walters 設計的“200% Cotton” T-shirt 作品，並且由 Laurence King 出版銷售至國外。我們自己的第一件 T-shirt 設計也是在這本書中被呈現，因為如此，我們受到很大的鼓勵，去展現自己的設計品牌與網站，這段時間很快地展現出我們自身的設計力量。FL93 網站架構之出眾，使設計家和設計師一樣，都能夠享受不被商業利益所束縛的創意體驗；而我們也門不接公允”Stereohippy.com”其實一個設計家，但在外觀上它就是一個線上網站；就在第一名的揭曉之後，很多媒體朋友讓我們也能在線上推薦「300% Cotton」的 T-shirt 設計作品也在 2009 年秋天開幕了，英超比賽不僅只是設計師與藝術家在 T-shirt 設計領域投入的心血，我們可以預見未來將有更多點子提供給顧客去做挑選。

Could you please comment on the fact that T-shirt graphics become increasingly popular?

T-shirts are the reason why we set up our sister company “stereohippy.com”. Stereohippy.com is an online boutique offering limited editions and rare products. The stereohippy range is focusing on fresh, innovative and inspirational works and expands regularly. Products include exclusively commissioned artworks for stereohippy. Stereohippy.com is a platform for designers and artists around the world. Regular competitions give emerging and established artists, illustrators and designers the chance to promote their talent and to get their artworks produced and featured.

This activity ensures frequent updates and guarantees that the stereohippy range stays appealing to its critical and demanding customers. Compositions and exhibitions are announced via our website, mailing list, international magazines and link portals.

The idea for Stereohippy started when we were working on the book design of “200% Cotton - New T-Shirt Graphics” by Helen Walters and published worldwide by Laurence King Publishing (and their partners) back in early 2004. Our first ever T-shirt designs were also featured in this book and we felt encouraged to create our own label and online shop. Initially we were thinking about an official FL93 shop but quickly decided that it would be more enjoyable for us (and our customers) to create a platform for other designers and artists too. When we came up with the name “Stereohippy.com” - graphic art and fashion boutique - we deliberately chose not to tell everybody that it was a FL93 project.
After a few articles in international magazines though it became clear that we could not and in fact should not keep it a secret anymore. Anyway - get carried away there. The FL333-designed sequel 300% Cotton - More T-Shirt Graphics is due to be released this autumn and is including our stereohype collection 2005/06 besides many international T-shirt gurus. T-shirts do certainly seem to be more popular than ever fueled by the ever increasing amount of independent online shops set up and run by artists and designers themselves who are offering great tee designs to a global customer base.
Design and Designer 033

2004 年 12 月的到 2005 年 1 月，我們在巴黎開設個人雜誌，開幕當天晚上，我們接到巴黎的平面設計 杂誌 “etapes” 的編輯，這本雜誌從 我們開設公司那年就想一直很支持我 們。這本雜誌由 Pyramyd Editions 編 輯，他們做了一些書籍系列：《設計 與設計師》，介紹很多有趣的設計丁 當，一天，他們宣佈要幫我們出版 書籍，是法文版的。我們當然很開心， 但更令人驚喜的是， 他們願意幫我們出版「續集」，如果我 們之後有更新的作品，也會有所謂的 第二集、第三集出現！

Could you tell us something about "Design and Designer033"?

We had a solo exhibition in Paris from December 2004 until January 2005. During the opening night we (finally) met a journalist from Paris-based graphic design magazine etapes - a FLÅ33 collaborator and supporter since 2001. The magazine is published by Pyramyd Editions who also produce the monograph series 'design & designer'. During that opening night they suggested that it would be a good time to release a FLÅ33 book which was then released 7 months later in summer 2005. The Design & Designer series is a highly collectible collection of monographs, hand-picked by French Pyramyd Editions. And we were amazed to hear that we would not only be given the chance to publish a selection of our work but also to be given the extraordinary opportunity to re-publish the book with updated content somewhere in the future using the exact same series number with the straight-forward addition: v2 or v3 (to indicate the version). When we visited the Pyramyd Headquarters in Paris shortly after our exhibition we were told that the most likely series number we might get would be number 34 if we were not to hurry to secure number 33. Well - as you can imagine we worked extra hard to make sure everything would be ready by our given deadlines to secure the most appropriate series number for FLÅ33... It’s a nice little book. It’s great to be able to give a copy of the book and possibly also one of the remaining copies of our trans-form magazine to family, friends and of course potential clients. The FLÅ33 book is also a fantastic way for us to put our first projects aside, get it out of the system and move on.

Bzzzpeek

蒐集全世界和的聲音

Bzzzpeek.com is presenting an online collection of ‘onomatopoeia’ from around the world using sound recordings from native speakers imitating the sounds of main animals and vehicles. This project focuses on the pronunciation and comparison of these sounds by presenting them side by side as each language expresses them differently. Bzzzpeek.com is an interactive experience inviting everybody to contribute by submitting missing languages. We launched the project in 2002 as a little side project and didn’t in our wildest dreams anticipate the huge interest we could possibly generate with this website. Since its launch we won numerous international awards for it, on and offline, had several radio interviews and had major articles in design and even more surprising non-design related books, magazines and newspapers around the world.

A New York Times article back in June 2005 for instance catapulted our daily visitors to bzzzpeek.com from approximately 2,000 to 10,000 every single day. We very much enjoy that complete strangers read our call for sound submissions and send us their kids’ voices as mp3 files via email. It also amazes us that so many schools approached us who are now using the site for teaching purposes.

The power of the internet became very quickly crystal clear to us and bzzzpeek.com is probably one of the reasons why we launched our graphic art and fashion boutique - stereohype.com about 2 years later. We set up Stereohype as a possibility to sell our very own FL833 products such as transform magazine or our kit cat qee directly to customers around the world. Our second clothing range (mostly t-shirts) has recently been launched and we have now increasingly added other peoples work too - an idea we were toying with from the very beginning. Stereohype is now - a bit over 2 years after its launch - a quickly growing platform for numerous, international and emerging talents and more established artists, designers, illustrators and collectives. Our design initiative B.L.O. (by invitation only) button badge series for instance includes works by Vaughn Oliver, Deanne Cheuk, Michael C. Place, 123klan, Megumu Kasuga, Delaware, David Foldvari and of course FL833 besides many others. We are also organizing design competitions and encourage students to enter their works for possible selection and of course nice prizes.
倫敦，相遇的城市

A：我的德文雖然是聽透了，而 Tomi的法文也不夠好，我們的共同語言是英文，而且我們是在倫敦相遇的，在這裡一起經營事業，建立工作室，所以我從小就習慣在這個多元文化的都市。

T：1998 與 1999 這兩年對我們來說印象深刻，我們看到人們對於設計比賽，有著比德國與法國更多的興趣，就順理在倫敦藝術學院的畢業展上，有 40,000 人來參觀我們的展覽，這是我們從來不曾體會的事情，但在倫敦它卻如此自然地呈現眼前！

What do you think about London as a city and creative location? What appeals to you the most?

A：Tomi's French is not good enough yet to even think about moving to Paris. Our common language is English. London is where we met and set up our studio and last but not least we simply love to live and work in this multi-cultural, vibrant metropolis.

TV：We certainly were impressed when we came to London in 1998/99. The general public seems to have a much more evolved design awareness than anything we experienced in France or Germany. We had approximately 40,000 visitors at our first year show at the RCA. People were actually queuing in their hundreds to get in during our private view. We've never even heard of anything like that before coming to London.

What are your future plans and dreams?

We will try hard to maintain our healthy balance between commissioned works and self-initiated projects. Our FL@33 clients and our Stereohype.com customers seem to appreciate the fresh approach this balance helps to maintain. In the next years we will very slowly have to expand our team though, something we always postponed so far. But the time seems right...