

# 設計 · 創意 · 找樂子 ·

## -Ben Loiz & Carolina Chaves Urruzmendi

影像資料來源：Ben Loiz 撰文：巫世遠 美術編輯：楊千千



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### 1 個 團體 or 2個人

我的成長時光在三個地方渡過，分別是在加州(California)、康乃迪克(Connecticut)和亞特蘭大(Atlanta)。我對藝術開始產生興趣，是因為在早期的時候接觸了滑板運動、石壁藝術和舞蹈文化。這些使得我在往後的日子裡沉浸在DIY的觀念之中，並且將我與決定性的方向緊緊相連。1997年，在我就讀亞特蘭大藝術學院 (Atlanta College of Art) 的後一年，我開始當一個自由工作者，並在2000年在亞特蘭大開了第一間屬於我的工作室，在2003年我移居到洛杉磯(Los

Angeles)；我的工作夥伴Carolina Chaves Urruzmendi在美國出生，而在南美的烏拉圭(Uruguay)長大，現在則居住在洛杉磯。她於1996年的時候在喬治亞州立大學(Georgia State University)中，研讀藝術史與新聞學，一直到2002年畢業於亞特蘭大的廣告設計學院(Portfolio Center)。

### 設計 好好玩

我們兩個是同在亞特蘭大居住時相遇的，並且在2002年開始一起工作。我們有各自不同的客戶群，並且發展出許多特別的案子，從產品到包裝印製等等都

有。我們在大量的書籍和書報出版物上曝光，並且在國際場合中以個人或團體的方式展示我們的作品。由於我們意識到可以發展的方面很多，所以就策略性的挑選作品類性來做，了解外界的訊息與自我想傳達的訊息，並依此製作產品。在4年前，我和我的妻子Renee建立了一條生產線—NeeNoon。自從這條生產線成立之後，我們工作室就開始製作限量版的產品。從網印和T-shirt製作到各種袋子和DIY美術成套用品等等。這條生產線主要是以玩味且誠實的方法來做設計。

### 設計，樂在其中

做設計給予我們許多機會去創造作品，可以用一種正面積極的方式來影響我們的文化，我們非常講究我們的作品類型、我們所傳遞的訊息與製造的產品。身為設計師的我們不只創作，而且在這個過程中也影響了我們對事物觀察的不同看法。那些一般人們忽略或屏棄的東西都有可能成為新的創意。我們喜歡並享受在有概念的創作當中，好玩且有想法是我們的創作理念。我們的方式就是為每一個案子創造出一些新奇且獨特的產品。我們總是在尋找新的方式來勝過原本的設計，讓獨特的創意引人會心一笑。



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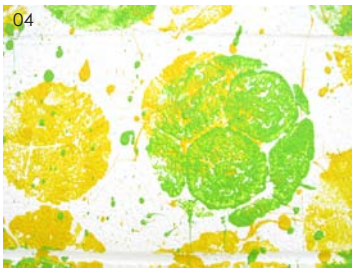


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**NeeNoon**

會創立NeeNoon是因為在替客戶設計作品之外，為了有一個我們自己設計的東西而成立的。在經過幾年替我們自己、朋友還有因展覽來設計作品之後，我們於2003年決定成立NeeNoon網路商店。我們想要讓更多對我們設計的作品有興趣的人，都能及時的看到實體的樣子。我們創作的靈感來自四面八方，而生活是最大的來源，往往生活上發生的小事會讓我們充滿許多想法，了解人群、彼此對話、觀察孩童和大自然，這些總是能讓我們靈思湧現。

**教育 大滿足**

幫孩童上課對我們來說是印象非常深刻的一件事。能夠影響我們的學生，打破刻板的美術界線，讓他們以一個舒適輕鬆的方式來畫畫，是一件非常令人高興的事。當然有些藝術家和設計師，像是 Sister Corita、Alan Fletcher 和 Bruno Munari，他們藉由使用自身的作品來達到教育的目的，也讓我們極為受用。



**歡喜築夢**

我們喜歡下廚、畫畫、溜滑板、拍照、跳capoeira舞、閱讀、健行、工作，還有和喜愛的人在一起。我們未來的夢想是能繼續從事喜歡的工作，並且認真誠實地過生活，組成家庭並且記得一些簡單卻重要的事。

**Los Angeles, Heavenly!**

洛杉磯的天氣整年如天堂一般美好。如果你喜歡去設計精品店看看，那你一定不能錯過在銀湖 (Silver Lake) 的A+R、Tortoise in Venice 還有 Busy-Being.com。有一些戶外的景點是我們很喜歡去的，尤其是瓦特塔(Watts Towers)、格里菲斯公園(Griffith Park)和蓋提博物館 (The Getty Museum)。如果你在卡爾弗市 (Culver City)，你一定要去 Capoeira Batuque



Cultural Center 看看，而且記得一定要在Café Brazil吃午餐喔！

01 Ben Loiz & Carolina Chaves Urruzmendi (photo by Peter Rentz)  
 02, 03 Prints- Some of our prints...The one Ben is holding is entitled 'EAR'. It is an 18x24" one color silkscreen print. The two that Carolina is holding are entitled 'Morphs'. It is an 16x20" one color silkscreen print.  
 04-08 NIKE Mural-Joga Bonito by Ben Loiz & Friends (Client: NIKE): Ben was asked to create a mural representing team Brasil for NIKE's Joga Bonito campaign in Los Angeles, CA April 2006. The mural was created by covering soccer balls with paint in Brasil's team colors and then kicking and throwing them off the wall to make a larger circular form. Because team is such an important part of the game, he asked friends to come out and play which made the end result a community effort.  
 09 Slip mats - These are DJ turntable slip mats that we collaborated on for PLUSePLUS. They were designed and hand silk screened by us for a worldwide touring art exhibition called 'A Nice Set' and are also being manufactured as limited artist edition DJ turntable slip mats. (Client: PLUSePLUS)

**T-shirts:**  
 10 Growtee - Grow is a nursery specializing in rare and unusual plants. They asked Ben to create a t-shirt design as part of an artist series that is being produced in limited editions of 50 for their California shop. Inspired by hand labeled plant tags, the shirt lists 10 succulent species in 10 different styles of lettering. (Client: Grow Nursery)  
 11 Kayontee - This shirt entitled "Close To You" was designed for Kayon R.O.A., a design-based charity project that has been created to provide the means for us to better focus our helpful energies in order to take steps toward real, positive change in this world. Kayon R.O.A. will promote awareness of global crises and raise money that will go to support the charities set up to help various causes. (Client: Kayon R.O.A.)  
 12,13 Drawings- These are simply photographs of our everyday drawings and sketches. The one listed 'ben\_drawings.jpg' are some of Ben's drawings and the one listed 'carolina\_drawings.jpg' are Carolina's. The medium is pen on newsprint.  
 14,15 Paintings- GIVE LARGE was a group exhibition in Los Angeles, CA. For the exhibition we collaborated on a series of sketches and paintings entitled "Faces in Places" based on masks and face painting in different cultures. The show proceeds directly benefited Reaching To Embrace The Arts (RITEA), a non-profit organization that supports art education and endeavors in public schools. The event took place at the Hollywood & Highland Center and was curated by Truant Media. (Exhibit: GIVE LARGE, Painting series title: "Faces in Places")  
 16,17 A+R Store- Logo design and storefront signage for the A+R Store in Silver Lake, CA. We started designing and developing the art direction and branding for the A+R Store in Los Angeles, CA in 2005. The work included logo design, print identity, store front signage and an e-commerce website. The logo reflects the relationship between owners Andy and Rose. Using negative space to create the + sign, each letter is dependant on the other to finish the mark and create one whole.  
 18-25 Teaching- Do U See What I See?: We were asked to create a 7 day experimental art and learning workshop for the 1st grade students of Aspire Public School in South L.A. The workshop is called "Do U See What I See?" and deals with drawing, painting, music, poetry, printmaking, photography, the concepts of abstract art and composition. It culminates with a student art exhibition at the end of the program showing the growth of the class.



Ben Loiz & Carolina Chaves Studio網站  
<http://www.benloiz.com>  
<http://www.carolinachaves.com>  
 NeeNoon網站  
<http://www.neenoon.com>