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设计论坛
FURNITURE & INTERIOR DESIGN



美国设计师琪拉·克鲁姆访谈录

——来自于100%设计上海展“意大利公寓”的报道

Interview of American Designer KIRA Krümm Reported from Italy Apartment

■王周 Wang Zhou

“意大利公寓”作为100%设计上海展(100% Design Shanghai)的重头戏,在成功举办三届之后,今年再度亮相“100%设计上海展”;本届“意大利公寓”主题展由概念原创公司:越唐传媒与主办机构联手打造,并特别邀请国际奖项得主、美国知名室内设计师琪拉·克鲁姆(Kira Krümm)女士和中国知名设计师朱小杰先生担纲创意,用他们独特的方式展示来自意大利的高端家居品牌设计作品;两位设计师将中西设计艺术有机结合,在运用全球顶级设计理念表现意大利纯正风格的同时,将意大利生活方式做了优雅而纯正的经典呈现。

在100%设计上海展的论坛上,笔者有幸聆听了琪拉·克鲁姆女士对本届“意大利公寓”主题馆的推介和诠释,得益于越唐传媒公司江旭敏小姐的悉心安排和引荐,琪拉女士愉快地接受了我的采访要求,我预定的采访问题是:

1. 琪拉·克鲁姆(Kira Krümm)女士与朱小杰先生的合作是否成功,愉快?
2. 对中国文化艺术是否感兴趣?从中是否有所启示?
3. 如何看待“中西合璧”?

但在实际访问中我们却一见如故,轻松而愉快;丝毫没有半点拘谨与隔阂,采访亦围绕预定话题演绎成如下访谈实录。

1 是什么原因让你十年前到中国?

“我的创作灵感核心源自于自身不断的追求生活里以及工作上的和谐,我总是被有着平衡、安宁、或对特质的人和事物深深吸引,这三点也是构成我设计美感的主要特征,我对东方哲学的热爱是牵引着我在这过去十年间一直回到中国的原因,我也在这里结识了

许多朋友并获得许多机会,我也有幸在中国参与多个设计项目,目前,我正致力于发展我的产品线——“琪拉克鲁姆”系列,为上海北京、温州、大连的居家设计市场与项目展示软质的居家装饰,包括奢华顶级的床单和床上用品。”——琪拉·克鲁姆

2 请简介您的意大利公寓项目概念

“2012意大利公寓”的概念乃是从我的合作伙伴,同时也是知名中国家具设计师朱小杰身上得到的灵感,十年前,我第一次到中



Interview with American Designer Kira Krümm:

“Italian Apartment” at 100% Design Shanghai

BY MR. WANG ZHOU

INTRO: [“Italian Apartment”, the main event of 100% Design Shanghai, was successfully launched again this year by 3rd Floor Public Relations and 100% Design organizers. They invited international award-winning American interior designer, Ms. Kira Krümm, and well-known designer of China, Mr. Zhu Xiaojie, to be the creative directors in order to showcase the Italian high-end home design product through their unique collaboration. They not only integrated their Eastern and Western design aesthetic, but also successfully demonstrated the elegance of classic Italian life style. I am very lucky to have this opportunity to interview Ms. Kira Krümm in order to gain more insight and detail about Italian Apartment. I would like to thank Ms. Jiang from 3rd Floor Public Relations for arranging this interview; Ms. Krümm gladly accepted my request for an interview.

Below are three prescheduled interview questions:

- 1) How was your cooperation with Mr. Zhu Xiaojie? Was it successful and enjoyable?
- 2) Are you interested in Chinese culture and arts and ever inspired by them?
- 3 What's your point of view regarding "East meets West"?

We really had a relaxing and pleasant interview. There is no stiff conversation or estrangement during the interview. The interview also surrounded with the above three topics which were developed and edited as the 7 Q&A below.]



琪拉·克鲁姆(Kira Krümm) & 朱小杰(Zhu Xiaojie)



■ 琪拉·克鲁姆 Kira Krümm

琪拉·克鲁姆女士作为室内设计公司负责人前席室内设计师，来自美国，是全球久负盛名的室内设计师。克鲁姆女士活跃于国际级的豪华设计领域，并积累了超过20年以上的经验。克鲁姆女士为许多眼光敏锐、品味独到的客户创造了一个个经典隽永的居家环境。

琪拉·克鲁姆国际室内设计公司以豪华精致的居家设计风格闻名。凭借其超前的创作才能，对客户诚信与专业精神，该公司获得了多个奖项的肯定。“精致优雅”是克鲁姆女士作品的标志，彰显了她的国际视野以及对艺术设计的热情。她独特的创作观点以及美感，总是能美妙地在和谐空间中呈现优雅、飘逸与空灵。



国时便认识了他。我们彼此间分享着一种特殊的设计协力，各自代表着东方与西方、阴与阳等等两种不同的文化以及美学观点。我希望在“意大利公寓”项目里展现和谐的国际概念，两个互补的板块逐渐的在中心点融合，也象征着透过设计活动的活络而融合的地球村。”——琪拉·克鲁姆

3 请介绍意大利公寓中的三个区域

■ “光明区(展场左侧区域)” 此区呈现出柔软、如梦似幻的环境，有着明快的白色表

面，飘逸的白色的帘幕，充满阳光，挑高的空间，令人联想起我的女性视角。

■ “朗暗区(展场右侧区域)” 此区呈现出有活力、生动的生活空间，带有圆润的线条，坚硬的表面，深黑的色彩以及戏剧性的照明效果，象征朱小杰的男性视角。

■ “和谐区(展场中央区域)” 做为展场入口以及两区的交会点，此区象征的是普世和谐。这个多媒体空间用来展示富有鲜艳色彩的的产品与家具。”——琪拉·克鲁姆。

4 东方/西方、阴/阳是截然不同的，

它们怎么相遇?

“我与美国印地安人一样，都相信多样性的力量。在自然界中，反向的力量总是自然而然地会被吸引到其他力量以达平衡与和谐。这法则通常只适用于科学或宇宙间，但不可否认，人与人之间的互动与文化发展不也是如此。”——琪拉·克鲁姆。

5 请简述你和朱小杰的合作

“遇见小杰，是在我第一次中国之旅的时候。我首先接触的是他的作品，便立刻被



“意大利公寓”主题馆印象 (2012设计上海展)

Kira Krümm is a globally acclaimed American interior designer with over 20 years of experience in the luxury international design industry, creating timeless environments for the world's most discerning clientele. Renowned for exceptional talent, integrity and professionalism, her award-winning design firm, Kira Krümm International Design, encompasses residential interior design, fine furnishings, and home décor for luxury lifestyles. Synonymous with global sophistication, Ms. Krümm's unique creative perspective beautifully balances the elegant and ethereal in a timeless, transitional aesthetic that reflects her international lifestyle and passion for art & design.

Why did you come to China 10 years ago?

“The core of my creative inspiration comes from my constant quest for harmony in my life and work. I am drawn to people, places, and things that represent duality, balance, and tranquility which are all key characteristics of my aesthetic.

I have found particular fascination in **Eastern philosophy** which has led to my travels throughout China over the past decade, where I have developed many wonderful friendships and opportunities. I have had the privilege of working on various design projects throughout the country. My current focus is on my product line, **The Kira Krümm Kollection** which showcases soft décor such as luxury linens and bedding for the residential market and interior design projects in Shanghai, Beijing, Wenzhou and Dalian.” Kira Krümm

Briefly explain your concept for the Italian Apartment

“The concept for the 2012 Italian Apartment was inspired by my creative collaboration with renowned Chinese furniture designer, **Zhu Xiaojie**, whom I met on my first visit to China over a decade ago. We share a unique creative synergy, though representing two very different cultural and aesthetic perspectives. East/WestYin/ Yang. For Italian Apartment, I wanted to present a harmonious international showcase concept where two complementary dwelling zones converged in a central area, to signify the movement towards a united global community inspired by design.” Kira Krümm

设计论坛
DESIGN FORUM



琪拉·克鲁姆上海套房样板间(Kira Krümm Shanghai Showroom)

他的设计迷住了，于是我非常希望与创造出这样独特作品的艺术家见面。我想这就是我们的默契。虽然我们说着不同的语言，但见面后他立刻邀请我到他在温州的设计工作室，而之后我也时常拜访此处。我非常尊重小杰做为一位伟大的艺术家以及我们之间珍贵的友谊。朱小杰曾说，我们的相遇便是中国人所说

的命中注定。我是他一直以来寻找的“阴”，他总是教我去做“能让自己快乐的事”。对艺术设计的热爱与欣赏就是我与朱小杰之间无须言语的联结。持续激励我们跨国界的企业合作”——琪拉·克鲁姆

我的核心设计概念与美学理念在于：通

过永恒、普世的元素达到我们在人生中不断追求的平衡、成对以及宁静的境界。这是我在中国发现的一种非常特别的力量，让我总是有股特殊的和谐感，这也对我的创作视角产生深远的影响。

多年前朱小杰给我的意见，也许早就为这个问题下了最好的结论。他问我“做什么能



琪拉·克鲁姆上海套房床上用品(Kira Krümm Shanghai Bedding)



Briefly describe 3 areas the Italian Apartment

The Light Zone (left side area) represents a soft, dreamlike environment, bright white surfaces, flowing white fabric panels, flooded with light, tall in scale reminiscent of my more feminine perspective.,

The Shadow Zone (right side area) is the active living environment representing the more masculine perspective of Zhu Xiaojie, with sleek lines, hard surfaces, deep dark colors and dramatic lighting.

The Harmony Zone (center area) is the entrance and common ground representing universal harmony. This multi-media space introduces products & furnishings with vibrant colors .” Kira Krümm

East/West Yin/Yang are so different - how can they meet?

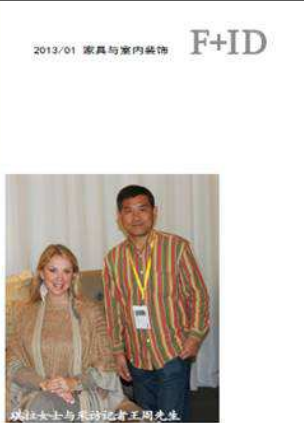
“I believe as the Native American Indians that there is strength in diversity. Opposite forces are, by nature, drawn to one another in pursuit of balance and harmony. This is a universal law that we generally apply to science or the “cosmos” but we cannot deny that it is also true among human interactions and cultural development. ” Kira Krümm

Elaborate on your collaboration with Zhu Xiaojie

“I met **Zhu Xiaojie** on my first trip to China, after discovering his work. I was mesmerized by his design and wanted to meet the artist behind this unique creative vision. We had instant synergy, though we did not speak the same language, and he invited me to **his design studio in Wenzhou** where I have since visited numerous times. I respect him as a great artist of our times and value our friendship. Zhu Xiaojie refers to our meeting as fate, that I was the “yin” he was searching for, and has taught me always to “do what makes you happy”. We certainly share an unspoken bond - an appreciation and love for design - that transcends borders and continues to inspire our ventures together.” Kira Krümm



八卦之韵 “奇闻”艺术品(Kira Krümm Yin-Chinese Vignette)



双社女士与本刊记者王周先生

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让你感到快乐了”。对我来说，能够继续回到中国探索各种艺术便是我的快乐。近些年来，中国以其迅猛的发展和不断拓展新视野的求新意识，已经成为影响全球发展的重要开拓者。这一点，从其在国际当代艺术活动中的活跃度便不难看出。中国已成为众多艺术家展示自我风采的理想舞台，因为它不仅为艺术家们提供了展示个性的机会，而且，通过中国蓬勃发

展的艺术市场，促进了艺术家们相互交流，为共同营造和谐奋进的艺术氛围提供了帮助。

7 针对中国市场，你的计划与活动是？

“我目前致力于发展自有奢侈家居品牌：The Kira Krümm精品系列，已在美国上市销售，即将在亚洲区域上市，包含奢侈品家具、家装、饰品、艺术品及软装产品如枕头、床

品等。

在我多年的旅行中，我有幸结识许多才华洋溢并在设计领域上极具影响力的人物，也有幸能够在中国许多著名的设计合作项目中有所贡献。我也期待着2013年能在上海成立一家设计工作室。”——琪拉·克鲁姆

(责任编辑：方舟)



“八卦之韵” 房间主人套房样板间(Kira Krümm Yin-Chinese)

What are the Chinese influences on your design?

The core elements of my design aesthetic are based on timeless, universal elements of balance, duality, and tranquility which we all strive to achieve in all aspects of our lives. There is a special energy that I have found only in China, which fills me with a particular sense of harmony and has had a profound influence on my creative perspective.

Xiaojie may have summed it up with one very special token of advice he gave me years ago, “Do what makes you happy”. For me, that continues to lead me back to China to explore various artistic avenues.

In very recent years, it has been apparent to the global community that China is vastly expanding its horizons and exploring new frontiers, with particular regard to its current influence on the international market. As a result, China provides immense opportunities through its thriving luxury design community but it also helps to promote necessary exchange of opportunities based on harmony and respect.

What are your plans/activities regarding the Chinese Market?

My primary focus is on developing my **luxury bedding line though my brand, The Kira Krümm Kollektion**, which is currently sold in the US and launching soon in Asia, and includes luxury home décor, furnishings, accessories, fine art and luxury soft goods such as pillows and bedding.

I have met various talented, influential people in the design industry on my travels and have been fortunate to contribute on prestigious design collaborations throughout China. I look forward to opening a design studio in Shanghai in 2013.