

HC28

现代家具先锋

PIONEER IN CONTEMPORARY FURNISHING

HC28，卓越工艺与穿越时空设计的代名词，诞生之初，即受到国际时尚与家居设计界的推崇。他颠覆了将传统符号简单再现的设计语汇，总是出乎意料，却在情理之中，不断地让我们为之耳目一新，其坐落于伦敦、巴黎、香港、北京、上海、台北等国际大都会的旗舰体验店，一直以来得到世界各地新兴潮流派生活家的持续青睐。早在2008年，就被法国奢侈品协会Firstluxe誉为家具设计的现代先锋。

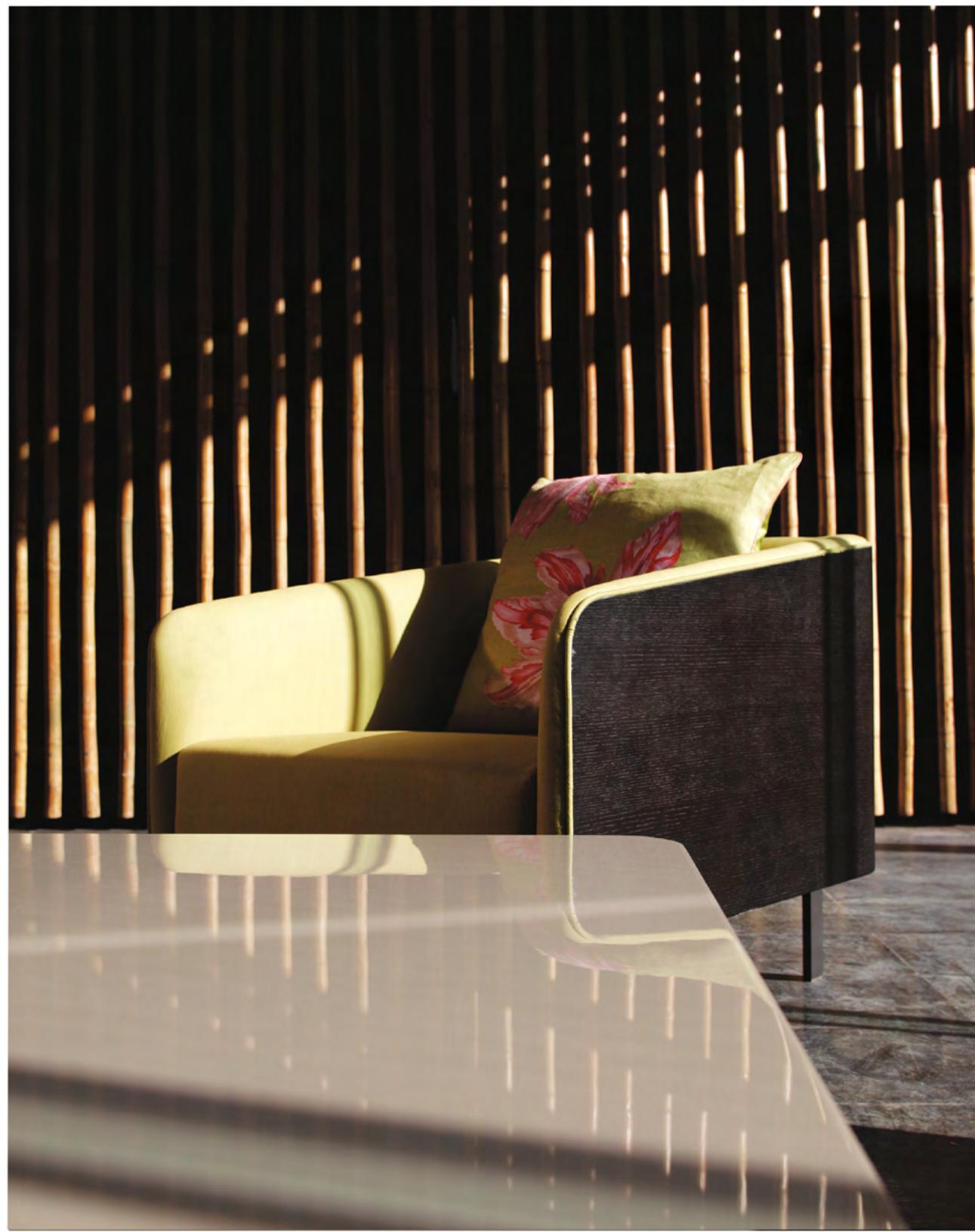
HC28, Excellence in craftsmanship with unique iconic design, already made the name known worldwide on its first debut, and was highly praised by home furnishing design communities across the globe. HC28 has introduced a new writing of the traditional forms and formats with modern day's contemporary design. With flagship stores in metropolitan cities like Manila, Paris, Hong Kong, Beijing, Shanghai, and Taipei, bringing the new trend of lifestyle into homes of these major cities. As already in 2008, HC28 was named as the Pioneer of the New Modern Design in furnishing by the world renowned French luxury org. FIRST LUXE.





在国际化不断演讲的大背景下，HC28代表了东西融汇的主导潮流。如Prada成功推出的水墨印花，Cartier经典的飞鸟图腾，东方意像也是HC28最闪亮的一笔。不同凡响的是，当东方遇到西方，不是对立，也不是简单的罗列，如东方传统的阴阳哲学，圆融贯通。你中有我，我中有你，塑出一个真正深谙东方散淡典雅和西方洗练考究的家具世界。

With the emerging multiculturalism around the globe, HC28 represents the trendy main stream of East meets West. The style arise from East meeting West is so unique and extraordinary that they are bringing the best of each other out, creating a whole new concept in home furnishing.





雕塑感的烤漆坐墩TOY，可兼作茶几，手工漆彩纯净而深厚。它以精细的涂装，成熟的流线，让人在色泽中体会高雅的活力。它以一个顽皮的名字问世，并有着人见人爱的特质。

Hilariously shaped TOY can be used as a stool as well as a sidetable. Matching with HC28's vivid lacquer, sure will bring some amusing moments into the living, dining and children's room.

当我们重新审视古老传统，在现实中体味冷暖人情，HC28带来回归天然、彼此观照的真性情。身处其中，时时处处，温润精致，然而又精致得不让人紧张。因为深入骨骼的考究，至有型于无形之中，让心灵放松，若闲云，不由人散淡如风。家，似兰斯馨。

HC28 is dedicated to provide the highest quality of home furnishing design. Functional, usable and beautiful pieces of furniture can totally revitalize the whole atmospheres, reflecting one's personality to creating environments in unique style.





如今，HC28已经发展成为了以简约与抽象细节而著称的国际化原创品牌，是对现代生活新贵精神的新鲜诠释。其标志性的手工雕塑木做和大胆明快的漆彩，可融入任何现代家居空间，无论是全套配置，还是加入新古典抑或后现代主义风格设计，HC28都可以自然而然地统领风范，或如点睛成为决定格局的传世之作。

Today, HC28 has become internationally known as an original brand of minimalist and abstract design, the new and fresh interpretation of modern days living style. The iconic colors of lacquer and the superb craftsmanship can be the perfect solution for any home design. Whether it's a full house furnishing design or just adding a few accent pieces of our items, HC28 can be the highlight of any home furnishing design.



The designer in his Paris studio, located in the Marais district

“YOU HAVE TO
MAKE
SOMETHING
THAT IS
COOL,
BEAUTIFUL
DIFFERENT.
**SOMETHING
THAT HAS
SOUL.**”

解密传统与时尚

DECRIPTION TRADITION AND FASHION



Francois Champsaur, 法国当代知名设计师，毕业于巴黎国家高等装饰设计学院，早年师从现代设计的标志性大家Liaigre先生。在室内设计和产品设计领域的20年中，他不但是度假酒店和特色酒店的设计专家，而且为多个国际知名品牌设计产品，并被法国奢侈品协会Firstlux誉为家具设计的现代先锋。

传统也时尚
1998年，声誉斐然的TROISGROS餐厅设计，让法国的室内设计界认识了这位清新的设计达人。成名之后的Francois顺风顺水地得到很多优秀项目的眷顾，由于他的设计总能与传统融合，所以无论是KILALI茶艺馆，Mercues酒庄，还是主持Club Med集团的各地酒店设计，Francois显示了自己深入传统的卓越才华。他总是说“设计没有特色会特别空洞，设计总是从传统中来，又有别于传统，而且设计本身就是帮助别人实现一种生活方式。”因此，Francois深信传统特色与设计合一的美才有感人的魅力。

东西融汇
作为跨界于多个设计领域的设计师，Francois还为Nina Ricci品牌设计视觉形象，尤其承担了亚洲各个专卖店的展示设计。他说：“欧洲的节奏是缓和而稳定的，亚洲的节奏是充满激情的，所以应该有新锐的设计让老欧洲的感觉有所突破，让亚洲的激情回味传统。”带着这种理想，Francois在设计中，一直寻

找着东西方知遇的密码。

在法国，设计界不乏提取东方元素和中国符号的设计先例。但是很少法国设计师能够深入东方传统，真正推动东方化设计。Francois Champsaur在这个领域绝对是一个开创者。虽然对于亚洲的认知是从旅游和工作中积累的，但是Francois 却一直致力于融合东西方文化的命题。2006年，Francois Champsaur受邀担任HC28的设计创意总监，他希望引入一些东方的生活方式，全面地展现现代东方的新风格。这一情结，让他的设计逐渐自成派系，引领着HC28呈现出不同于以往的现代风格，既不因概念新颖而显得奇异，也不因样式现代而流露冰冷。因此，HC28的新东方主义总是渗透着历史的内涵和人性的温情，让人感受到传统与现代，东方与西方更新维度的交融。

After having graduated from the Beaux-Arts in Marseille and the Arts Decoratifs in Paris (ESNSAD), Francois Champsaur managed to line up a spectacular series of prestigious commissions, from restaurants, to luxury hotels. He has also worked on numerous private commissions, decoration apartments and houses in Paris and across the world.

TRADITION OF FASHION
At 1998, Francois had totally redesign the famous Maison

Troisgros restaurant in Roanne, France, which had let him be one of the most refreshing designer in the designing field in France. Since then Francois has been very well known in the field and due to his magical success on fusing modern contemporary with traditional designs. Projects like KILALI restaurant, Mercues hotel in Paris, Le Meridien Nice and Club MED hotel chain had appointed him as premier designer for locations in Tignes, Mauritius, and Valdse. Francois had performed his magic touches on these project and revitalized them with spectacular designs. As he been always saying: "The design will be particularly hollow without its own features, design has always come from the tradition, but also been different from the tradition, and the design itself is to help others change a different way of life." Therefore, Francois strongly believes in design should have touches of tradition to brings out the charms from within.

MEETING THE EAST

Being a designer working in various designing fields, Francois was invited by prestigious fashion brand from France, Nina Ricci, as the main designer for all flagship stores in Asia. He says 'The pace of Europea is tender and stable,

while the pace of Asia is full of passion, so some measures should be taken to make old Europea get some breakthrough and Asia responses to tradition. " With this dream in mind, he began to study in lifestyle from the orient and unfold new style of modern oriental comprehensively when creating original ideas for furniture from HC28.

Elements from the Orient as well as Chinese symbols have been used different kind of designs in France. Few of them actually can dig into oriental tradition to really promote orientalized design. Francois Champsaur is one of the few that can do that and definitely is a pioneer in this area. Although the perception of Asia in Francois is accumulated from the travel and work, Francois has been fascinated by the proposition of integration of Eastern and Western cultures

In year 2006, Francois was invited by HC28 as the premier director in design. As with his other works, he has been adding tradition of oriental designs into his work and totally revitalizing the concept of new modern oriental living-style. Because of his believes in tradition, he has written up a brand new page in the designing field, and together taking HC28 to a higher level in style.

你如何看待中国传统的设计，并借鉴到自己的设计中？
Francois Champsaur:
我是通过自己的所见所闻去感受的。我看到故宫等传统的中国建筑非常完美，而且中国传统的家具设计，既精练又简洁，给人印象非常深刻。所以，我希望我的设计里，有这些精神，而非借鉴一些造型的样式。

传统漆器和HC28家具里的漆彩具有何不同？
Francois Champsaur:
HC28里的漆彩工艺让人联想到了漆器。但是传统漆器的工艺十分局限，多用在器具和装饰上。而HC28的漆彩应用扩展到很多功能

家具上，例如，Keen屏风，整个都是紫金色的，也是传统漆器中没有的。我乐于赋予设计新的外形和应用，并带给人们兴趣和新鲜感。

HC28里有哪些设计体现了中式元素？
Francois Champsaur:
直观地说，HC28色系里的红色和黑色，给人强烈的中国印象，但是从设计语言上来说，HC28携带的是以中国文化为代表的东方精神，我认为东方文化里的放松、与自然相和谐的意趣，和精准洗练的设计手法，就是HC28传达的一种精神。HC28也因为这种精神而更现代化，更国际化。

How do you see a traditional Chinese design, and learn to their own design?

Francois Champsaur: I saw and heard to go through their own feelings. I saw the Forbidden City and other traditional Chinese architecture is perfect, and traditional Chinese furniture design, both refined and concise, giving very impressive. So, I hope my design, there is the spirit, rather than learn some form of style.

traditional lacquer ware and furniture in the paint color HC28 furniture different?

Francois Champsaur: HC28 in the paint color process reminiscent of the lacquer. But traditional lacquer process is very limited, is used in appliances and decoration. The HC28's paint color applications to the many features on the furniture, for example, Keen screen, the colors are purple, and it is not in the traditional lacquer ware. I am happy to give shape and design of new applications, and give people the interest and novelty.





自1993年, Christophe Delcourt开始设计家具和灯具, 并涉足私宅和商业空间设计。曾经受Roche Bobois, Tectona, Van Rossum, Baxter等国际品牌邀约出品家具作品, 并为巴黎春天, 北京连卡佛, 东京卡地亚专卖店, 迈阿密圣瑞吉酒店, 以及路易威登在巴黎, 巴塞罗那, 香港等地的商业空间做家具定制或家具陈设。

Christophe Delcourt designs and produces his own collection of furniture since 1993. He also designs exclusive pieces of furniture and lightings for well-known brands such as Roche Bobois, Tectona, Van Rossum, and Baxter and so on. He was commissioned to display furniture for Le Printemps in Paris, Lane Crawford in Beijing, as well as designing furniture for Cartier in Tokyo, Saint Regis Bal Harbour in Miami, and Louis Vuitton office in Paris, Barcelona and Hong Kong.



IMU



SUI



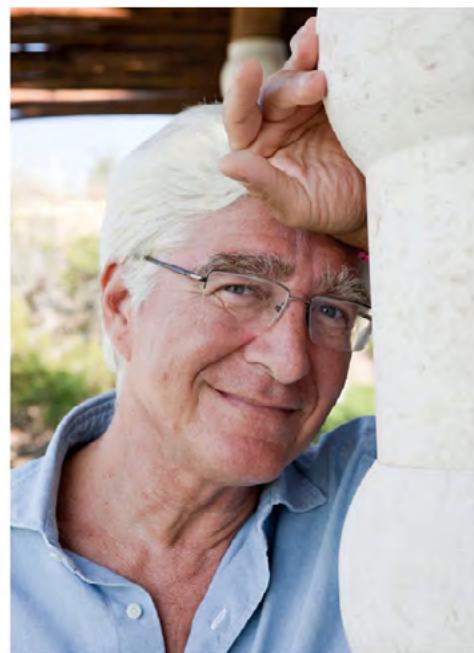
OWI



TUM



OYA



TEATRO



TEATRO



意大利当代设计与建筑领域最杰出的人物之一—Luca Scacchetti，领导和参与了多个国际建筑、室内及工程项目如米兰的Buonarroti广场，上海世博会园区规划，米兰Litta Palace酒店，UNA设计酒店等。他曾在多所院校执教，包括米兰理工学院、布雷拉美术学院和欧洲设计学院并撰写了大量论文和文章，内容涵盖建筑史、建筑设计方法学以及建筑学与工业设计之间的关系。在产品设计领域，他为Tecno, Poltrona Frau, Matteo Grassi等著名意大利家具品牌设计家具。

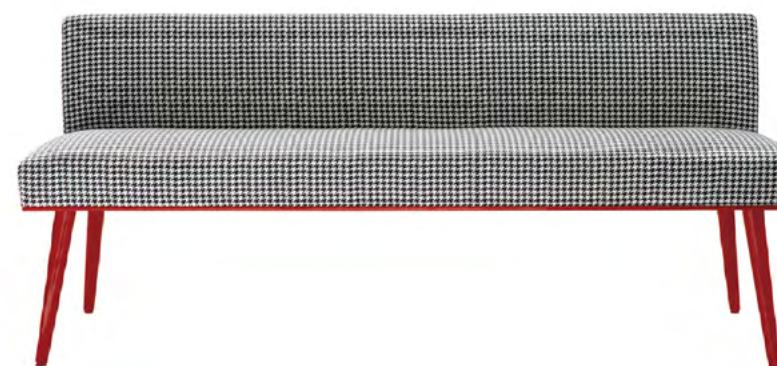
As one of the outstanding Italian architects and designers, his expertise ranges from urban planning to architectural projects, from internal architecture to single objects. In product design field, he cooperates with the leading Italian and worldwide manufacturers like Tecno, Poltrona Frau, Matteo Grassi to design furniture, lighting, office ware, bath ware, coatings and gifts.

TEATRO





Pascal Allaman, 法国室内设计师和产品设计师,也是奢侈品牌的形象专家,曾为爱马仕做法国总部的翻新设计,也为名表宝珀设计概念店,并主持swatch集团机场零售的连锁系统设计。Pascal Allaman的设计追求现代,精致和高雅,他的另一代表作——香榭丽舍大街的万豪酒店就是最好的说明。2013年,Pascal Allaman用最精炼的元素为HC28设计了Greenwich椅子,Domino灯具和Iris条案,他用现代奢华的视角来解读HC28的新现代时尚。



GREENWICH



DOMINO



IRIS



GREENWICH



西班牙设计师Santiago Sevillano Sebastia受雕塑艺术熏陶而多才多艺，涉猎家具灯具，餐具，厨具，器皿等多种设计。

A talented Spanish designer, Santiago Sevillano Sebastia, is versatile in designs of furniture, lighting, flatware, glassware and porcelain.

BEAR



DIAMOND





黑川雅之，世界著名的建筑与工业设计师，被誉为开创日本建筑和工业设计新时代的代表性人物。他成功地将东西方审美理念融为一体，形成优雅的艺术风格。他的作品曾获得每日设计奖、德国IF奖、G标志金奖等多个奖项，现为享誉全球的设计大师之一。著名的美国纽约近代美术馆、纽约大都会美术馆、丹佛美术馆等都将他的作品列为重点馆藏。工业设计新时代的代表性人物。他成功地将东西方审美理念融为一体，形成优雅的艺术风格。他的作品曾获得每日设计奖、德国IF奖、G标志金奖等多个奖项，现为享誉全球的设计大师之一。著名的美国纽约近代美术馆、纽约大都会美术馆、丹佛美术馆等都将他的作品列为重点馆藏。

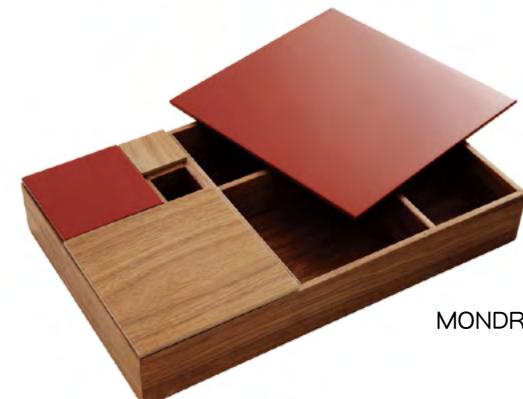
One of the best known architects and industrial designers
Creating a new era in Japanese architecture and industrial design field
Successfully blending Eastern and Western aesthetic concepts
Winning design awards like IF Award, G Mark Gold etc.



MANDALA



ZODIAC



MONDRIAN



PANDORA



TRAY



杨尊杰，台湾新锐设计师，英国伦敦都会大学建筑与室内设计硕士。曾担任英国UCL，LONDON MET 建筑系客座讲师，Urban Future Organization在华代表，从事实验性建筑教育研究及推广工作，并主持国际建筑设计和高端室内设计项目。在家居设计、饰品设计领域，Jackie关注东方美学在作品中的表现手法，并于2009年成为HC28品牌签约设计师。

Master Degree in Architecture and interior Design from London Metropolitan University in 2004
Guest Lecturer in University College London and London Metropolitan University
Chief Representative of Urban Future Organization in China
Chief Designer for high-end architecture and interior projects
HC28 Designer since 2009



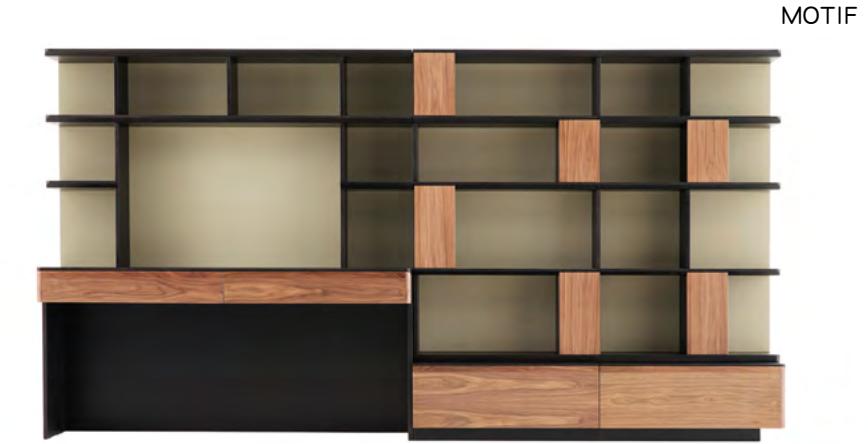
NAGA



MANJONG



MAGIC

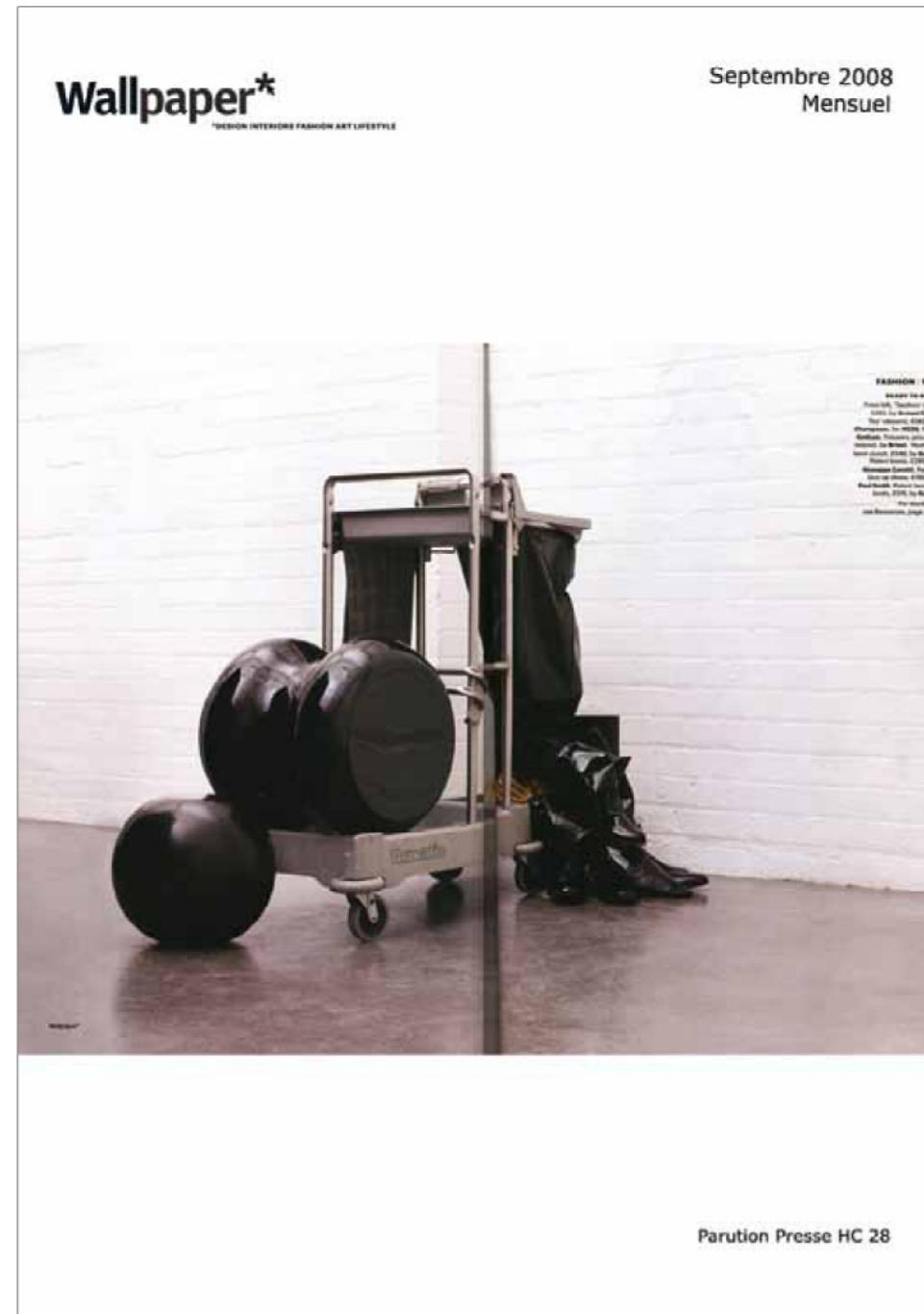


MOTIF



聚焦 FOCUS

WALL PAPER



ARCHITECTURAL DIGEST



ELLE DECO



HC28自创立之初，就受到国际知名媒体的广泛关注与系列报道。

Upon its first exposure to public attention, HC28 gained notoriety.

安邸AD

家居廊
DECORATION

居 CASE DA ABITARE



落户马赛别墅

主人是一对医生夫妇加三个孩子，他们从离世的父母那里继承了这套建于高地，面向环山碧海的山间别墅。作为度假宝地，主人要求房子既有度假的闲适，又有创意的风尚。

设计师Francois Champsaur，重新审视了每个房间的功能。首先拓宽门窗，把光线和自然景色都纳入空间，构造一个“自然与设计”合一的环境。然后重新规划墙体，把很多功能空间做出隔而不断的的效果：书室和餐厨间相通，又与壁炉区相望；客厅通向露台，又与休闲室相连……最后，改造的重点落在了花园，错落的景致打破了原来浓密环绕的单调，从柚木露台主人可以直接到达露天泳池。由于泳池正对着海景，不但视野开阔而且无比怡人。

然而这些改动都是在塑造空间，面对主人期待的独特气息——Francois尝试在空间里融合一些东方色彩和手工情怀，让现代变得温润而新鲜，让宁静不失浓郁和激情，并以精致和细节摒弃那些太过松散的乡土感。于是，他和主人开始一起挑选经典的物件，First Time的橙色落地灯，HC28的沙发和坐椅，Eames的圆几和Babeth Montagnier的摄影……眼看这个环山临海的别墅，一点点充满了现代而优雅的格调。

瑞丽家居设计
casavivaPERFORMANCE
IN VILLA MARSEILLE

The owner is a family of five with three kids, which inherited this uphill summer house with spectacular sea view, from their parents. Located in a famous vacation resort in southern France, the owner wanted his villa their property to be simple, elegant but also chic, colorful and exciting for his children.

Premier designer Francois Champsaur has shown his magic touches which changed the style complicated. Fusing nature with his design, he'd widen almost all the windows within the property to let more natural sunlight into the house. Then restructured walls to create multi-functional rooms: study room connected to the kitchen and facing the wall with fireplace; living and family room connected to each other and have direct access to the balcony; at last the main focus was at the outdoor garden, teak wood flooring was used on the balcony and can be easily access to the outdoor swimming pool.

All these changes are specially made for the owner's desire to have more open space—Francois used vivid colors from the Orient's with finest craftsmanship, adding passion and excitement to modify the usual country style. Therefore, helping the owner on adding more modern classical items into the room like, floor lamp from First Time, sofa and chairs from HC28, stool from Eames and after all superb photography from Babeth Montagnier. Created a whole new modern and exciting atmosphere for this exquisite sea view vacation home.

HC28的明星坐席
——奥运NBC采访演播厅

在精彩的奥运时刻，无论是奢侈品纷纷推出中国式纪念品，还是北京街头巷尾彰显的中国文化，都在书写着“北京2008奥运”这一举世瞩目的国际盛事。HC28作为现代东方风格的旗帜，其家具设计中独特的中国元素和文化底蕴，被很多媒体和国内外人士所关注。而HC28的Palm Beach座椅和Kube沙发更被美国全国广播公司NBC选为奥运采访大厅的荣誉座席。

HC 28- STAR SEATING

During the 2008 Beijing Olympics, luxury brands were all out to introduce souvenirs for celebrating this ancient event in one of the most historical cities in the world. Streets of Beijing were all filled with flags of “Beijing 2008 Olympics” to their passion and excitement for these games. Medias from all around the world were all at this ancient city for broadcasting the event as well as showing the Chinese culture to the rest of globe. HC28's PALM BEACH chairs and KUBE sofa was appointed by one of the biggest broadcast station in the world, the NBC from USA with viewers all over the continent of North America, as their exclusive seating during interviews with athletes and delegates.

HC28——现代东方的时尚

随着张曼玉，章子怡这些华人美女在国际演艺圈大行其道，让本来渐行渐强的东方风格，一下有了流行的气候。就像被Prada看中的周迅和董洁，被Louis Vuitton看中的杜鹃，并不在于她们有古典美女的面孔，而是因为她们代表着现代东方的审美。

《非常完美》，作为东方版的都市时尚剧，不但集合了炙手可热的几位偶像女星，而且让章子怡，第一次身兼制片人，创新地打破了“武侠+古装”的传统题材，向大家展示新型时尚喜剧。于是，一些知名品牌也纷纷加入，首席赞助是Mercedes-Benz，服装赞助是Armani，家具赞助是HC28。

HC 28- MODERN ORIENTAL

Fashion opinion leaders such as Maggie Cheung, Zhang Ziyi from Chinese entertainment industry, and Zhou Xun chosen by Prada, Du Juan chosen by Louis Vuitton, have identified the oriental modern beauty with HC28. Their popularity is to represent the fusion trends in Fashion industry.

In the blockbuster movie “Sophie's Revenge” staring with Zhang Ziyi, Fan Bingbing, Ruby Lin and Peter Ho. HC28 was the main sponsor for home furnishing, along with Mercedes-Benz and Armani as costume design.



AD



ELLE CODE

人物 PEOPLE

1.设计师François Champsaur从阳光明媚的法国南部走来，带领HC28创作令人耳目一新的东方风格家具。2.Fine Tune三人位沙发并没有刻意的中国元素，反倒透露出东方古典的美。3.François为HC28最新设计的Fine Tune单人沙发，线条简洁、色彩明快。



重构东方 FRANÇOIS CHAMPSAUR

HC28创意艺术总监François Champsaur悉心解码东方元素，但并不止步于此。他用无国界的设计语言重新编码，构建出全新的东方风格，此处无形胜有形。

造型/朱隽 肖像摄影/唐晓毅 采编/李君 图片提供/HC28

自 1990年从巴黎国家高等装饰设计学院毕业后，François Champsaur一度师从法国著名室内和家具设计大师Christian Liaigre，直到1994年自立门户。多年来他一直以设计度假村和特色酒店闻名。2007年，他再次白手起家，带领全球首家代表东方气质的家具品牌HC28投身家具设计。

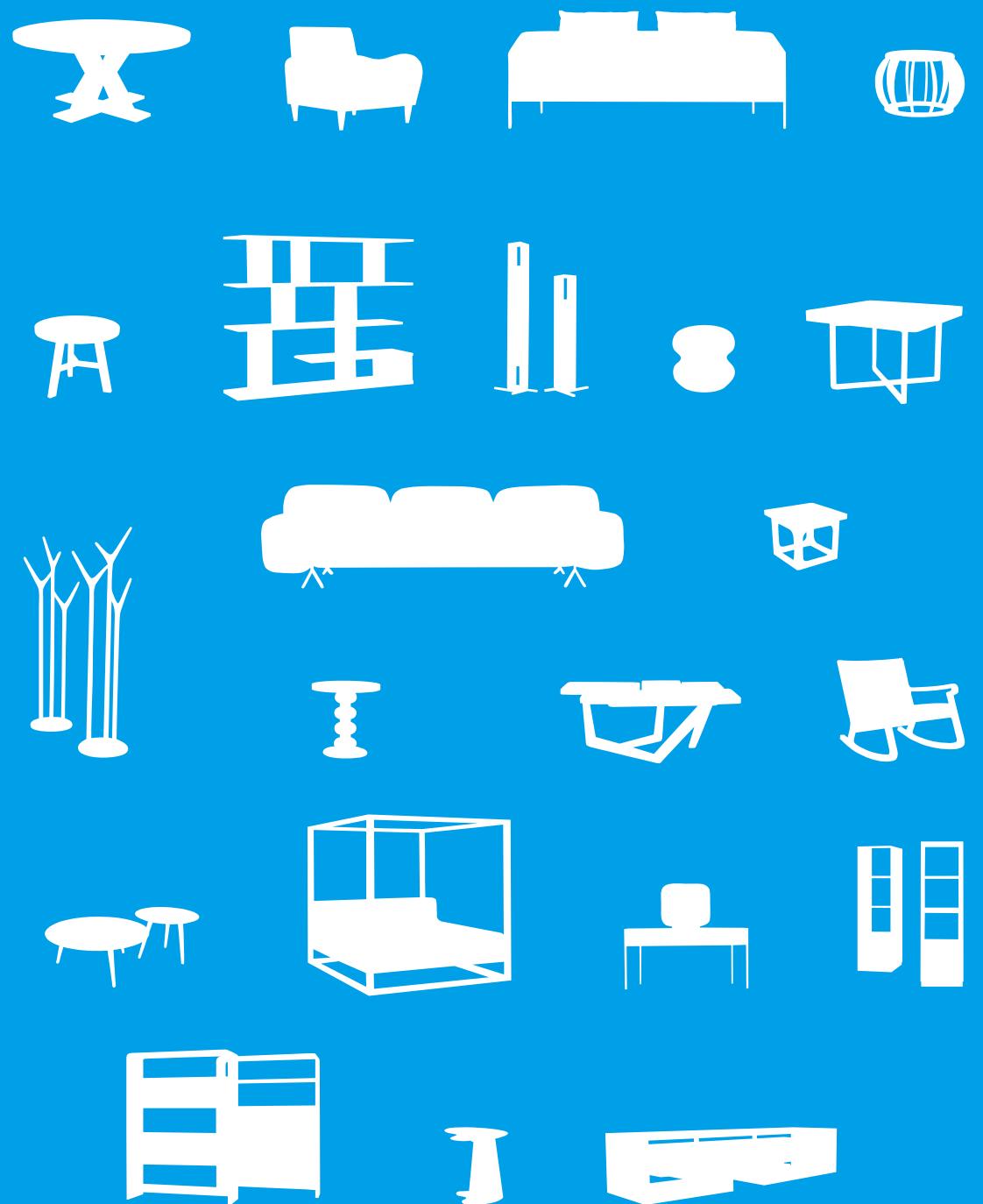
你常年在法国生活、工作，中国家具市场对你来说很不一样吧？的确如此。在法国，几乎没人不爱古旧家具，没人不会新旧混搭。但在中国很少有人这样。大家都爱买新的、成套的家具，而且不会用很久。我们需要时间等待中国消费者成长起来。就好像法国人刚接触时装时，会买整套衣服，全身上下穿一个品牌。后来对品牌有了自己的理解，才开始混搭。同样的变化在中国也会发生。

那么你掌舵HC28，是想将它打造成充满东方气息、便于混搭的品牌吗？不全然是。HC28应当有东方韵味，但绝非东方元素的堆砌。我不想把中国设计符号化，希望从细节上让人感受到作品里的东方气息。说到混搭，我不想设计过于刺眼的家具，会很难和其它家具搭配。好的设计应当让人们的生活更容易，令人无形中感到设计的精妙。

好的设计需要时间吧？那一定是的。而且我们很多家具都是手工制作的。比如我们的漆彩作品，需要在无尘车间里喷涂6、7遍，再上一遍保护层，和机器量产的烤漆家具相比，手感更润泽，上色也有更多选择。此外，这些家具不是在紫外线下加热烘干的，而是在40多度环境下自然干燥。这样费时做出来的漆彩家具，同一件作品在不同光线强度下，从深到浅，从亮到暗，会随着光影自然变化。

但中国市场有很多人追求量产、甚至会拷贝别人的品牌，你不着急吗？拷贝别人可能一开始做得不错，但容易丧失创新能力。坚持原创是一个自我学习和教育市场的过程。无论成功失败，都是积累经验。我们并不是只做一两件产品，而是要打造一个不流于表面造型的东方设计品牌。我们关注的是原创，以及如何将原创的产品推向市场，做这样的事情需要30年甚至更久，我们并不着急。DECO





Fargo Group was founded in 1980, with headquarters in Hong Kong. Till now, Fargo Group has developed into a comprehensive company with operations in trading, manufacturing, marketing and so on and made outstanding contributions to the trade and communication between Europe and the Asian-Pacific region.

In 2004, Fargo Group initiated a new investment. By establishing Fargo Industrial (Beijing) Co., Ltd, it pioneers a high-end furniture manufacturing field that serves China's market and overseas market. This investment drives the development of China's high-end furniture field and meets the requirements from the rest of the world for China's high-end furniture. Fargo Industrial (Beijing) Co., Ltd. occupies an area of 30,000 square meters with more than 300 senior and middle-level technicians with rich experience, and has introduced advanced management experience from France to strictly monitor production processes and the quality of the products.

In 2006, Fargo Industrial (Beijing) Co., Ltd. established a modern furniture brand-HC28 which attracts a number of famous designers from France, Italy, Spain, Japan, Taiwan and so on. So far, HC28 has become an elegant, modern and international brand with the combination of western and eastern culture, and has showed its remarkable vitality in all the rising and fashionable cities in the world.

法国远建集团创立于1980年，总公司办公室设立于香港，发展到今天，远建集团已经成为一个涉足贸易、制造、销售等多个领域的综合集团，并为欧洲和亚太地区的贸易和交流做出杰出的贡献。

2004年，法国远建集团启动了最新一轮的投资，通过创立远建家具（北京）有限公司，开创满足中国当地市场和出口市场发展的高档家具制造业，这项投资推动并满足了世界各国对中国制造的高端家具产品的需求。远建家具（北京）有限公司占地30,000平米，拥有300余名经验丰富的高、中级技师，并引进了法国先进的管理经验，对生产质量进行严格的监控。

2006年，远建家具（北京）有限公司创立了现代家具品牌HC28，吸引了法国、意大利、西班牙、日本和台湾等各地设计名师加入。发展至今，HC28已成为东西合璧、优雅现代的国际化品牌，在世界各地的新兴潮流城市展现出非凡的活力。





法籍厂长

Merlin Jean Francois 生于法国家具世家，40 多年的从业生涯中担任欧洲多个家具企业技术总监，与蓬皮杜的设计者 Renzo Piano 在内的众多著名设计师有过合作，亦曾服务于迪奥、爱马仕等时尚品牌，现任 HC28 工厂技术厂长。



问：您看过欧洲许多家具生产工厂，HC28 与之相比有何异同？

M: 相对于欧洲，中国的工厂有几大优势：劳动力资源丰富、手工技术传承相对完整、人工成本不高、而且直接面向巨大的市场。唯一的缺陷就是工业化程度相比欧洲还有些不足，毕竟中国的工业化刚刚开始几十年，而欧洲从十八世纪就开始工业革命了，但是 HC28 的优势很突出，比如精湛的手工烤漆工艺，这是欧洲没有的。HC28 的工人非常勤劳聪明，而且热爱自己的工厂，这和欧洲工人工作态度很不同。

问：您对“中国制造”有何看法？

M: 中国的品牌和产品在世界上面临两大痛苦，一是工业化进程的欠缺，二是产品品质不被国际认可，这是以往“中国制造”给西方国家的印象。但我坚信“品质”不是欧洲所独有，世界上任何地方都能生产出高品质的产品，只要在工艺、材质、组织上下功夫，就能做到这一点。我的父亲、祖父、曾祖父都曾从事家具制造工作，我的家族工厂有 70 多年的历史，几乎和欧洲所有的著名设计师都有合作，包括蓬皮杜的设计者 Renzo Piano，除此之外，我们也曾经为爱马仕、迪奥等时尚品牌的其他项目服务。我已经把我 40 年来所有的经验和技术都带到了 HC28 工厂，相信世界会通过 HC28 来认识具有国际品质的中国制造。

问：HC28 一直把“欧洲设计，国际品质”作为品牌准绳，那“国际品质”有哪些标准，又如何把控呢？

M: 产品在形态和结构上符合设计师的标准；制作从选材到工艺要无可挑剔；在商业价值之外，对客户仍有情感价值，这是我心里对“品质”的标准。然而所有的努力都需要投资，这决定了回报。所以，根据品牌定位和客户的评价来分析自己的产品，把每个部件、材料、工艺、流程的要求都非常具体地规定起来，建立起一套完整的质量标准体系，这是唯一的途径。

问：在工艺方面，HC28 追求中国传统手工艺与现代工艺的结合，您认为这是难事还是趣事？

M: 在欧洲，拥有精湛手工技术的工人已经越来越少，加上成本的压力和来自中国以及亚洲的竞争，使西方的产品越来越工业化，变得没有灵性，而 HC28 的产品则充满温情和个性，在国际市场非常有竞争力。比如像 HC28 如此纯粹精致的手工烤漆工艺在欧洲几乎是不存在的。当然，手工技艺和工业生产肯定是有矛盾的，关键是找到很好的契合点，更好地融合，不能因为手工而影响效率，HC28 一直在尝试，这也是 HC28 的价值。

问：您最喜欢 HC28 的哪件产品，为什么？

M: 都喜欢，烤漆和木质结合的作品很有魅力，尤其 XIANG 书桌和 HO 座椅，我会把它们摆在家里，非常现代而温情，有种无法抗拒的吸引力。在欧洲，像 HO 座椅这样的手工烤漆作品我们根本生产不出来，即使勉强生产也会比现在高出 10 倍的成本，在我刚进入 HC28 的时候，就惊讶于烤漆工艺的考究，非常有领先性，在欧洲非常有市场。



Merlin Jean Francois

Born in a family of French furniture maker, François Merlin has served as a technical director in several European furniture enterprises, cooperated with many famous designers including Renzo Piano, the designer of the Pompidou museum in Paris, and also served fashion brands such as Dior, Hermes, etc. during his career of more than 40 years. He is now working as a technical director of the HC28 Factory.



Q: Since you have visited many European furniture manufacturing factories, what are the similarities and differences between HC28 and them?

M: With respect to Europe, China's factory enjoys several advantages including abundant labor resources, relatively intact manual technology inheritance, moderate labor costs, and availability of a huge local market. The only disadvantage is that there are some deficiencies in the degree of industrialization compared to Europe because there have been only a few decades after all since the beginning of China's industrialization. However, HC28 enjoys two prominent advantages. One is that China has exquisite manual lacquering technology, which Europe does not have. The other is that the workers in HC28 are both industrious and clever and they love their factory very much, which is quite different from the common attitude of European workers.

Q: What do you think of "Made in China"?

M: China's brands and product are facing two major problems in the world. One is that China is short of the industrialization process and the other is that China's product quality is not internationally recognized, which is due to the impression "Made in China" made on western countries in the past. But I firmly believe that "quality" is not unique to Europe and anywhere in the world can produce high-quality products as long as the efforts can be made on technology, material and organization. My father, grandfather and great-grandfather all had engaged in the furniture manufacturing work, and my family factory has enjoyed a history of more than 70 years and cooperated with almost all the famous European designers including Renzo Piano, the designer of Pompidou. In addition, we also worked for other projects of the fashion brands such as Hermes, Dior, etc. I've brought all my 40 years' experience and technology to the HC28 Factory, and I believe that the world will come to recognize "Made in China" of international quality by HC28.

Q: Since HC28 has always regarded "European Design & International Quality" as a brand criterion, what are the standards of "international quality" and how does HC28 control the standards?

M: The form and structure of products meet the designer's standards; the production should be impeccable from material selection to technology; the product should be of sentimental value to customers in addition to the commercial value. These are the standards of "Quality" in my mind. However, all the efforts require investment, which determines the return. Therefore, HC28 analyzes products according to the brand positioning and the customer evaluation, makes specific requirements on each component, material, technology and process, and establishes a complete quality standard system, which is the only way to control the quality standards.

Q: In term of technology, HC28 pursues the combination of Chinese traditional handicraft and modern technology. Do you think it is difficult or interesting?

M: In Europe, workers with exquisite craftsmanship are on the decrease. Besides, the pressure from costs and the competition from China and Asia have made the western products become increasingly industrialized without spirituality. On the contrary, HC28 products are full of warmth and personality, so they are very competitive in the international market. For example, the pure exquisite manual lacquering technology of HC28 is almost non-existent in Europe. Of course, craftsmanship and industrial production are certainly contradictory and the key to the contradiction is to find a good conjunction point to better integrate them so that the efficiency can not be affected due to the handwork. This is what HC28 has been trying to do, and this is also where the value of the HC28 lies.

Q: Which is your favorite product of HC28, and why?

M: The products of HC28 are all my favorites. The works combining lacquering with wood is attractive, especially XIANG desk and Ho chair. I put them in my home, and then my home became very modern and warm since they have a kind of irresistible attraction. In Europe, we can not produce such lacquering works as HO chair, and the cost may be ten times higher than it is now even if we manage to produce such works, so I was amazed at the leading exquisite lacquering technology when I first entered the HC28.

Service 远建服务

设计

拥有高端酒店规划背景的国际设计团队，为您提供整体配套方案。

Design

An international design team with a high-end hotel planning background to provide you with an overall supporting plan.

定制

风格适配—高兼容度的产品组合，匹配不同风格酒店需要。

材质适配—进口顶级到国内优质，多种材质及面料选择。

尺寸适配—量身定制适合工程规格的产品尺寸。

特殊功能适配—提供产品概念、功能、造型等设计的前期配合。

Customization

Style adaptation - product mix with a high degree of compatibility to match the needs of different styles of hotel.

Material adaptation - imported top-level materials and domestic high-quality materials. A variety of materials and fabrics for selection.

Size adaptation - custom-made product size suitable for engineering specifications.

Special function adaptation - provide early design cooperation such as product concept, function, shape, etc.

品质

生产制造的每一个环节都受到法国管理体系的监控与跟踪，确保全流程达到国际标准。

Quality

Each link of manufacturing is monitored and tracked by France's management system to make sure the entire process reaches the international standards.

使用规范

使用手册提供全面的产品使用及维护说明。

Usage Specification

User Manual provides comprehensive instructions for product use and maintenance.

物流安装

严密的包装标准和全球物流快捷办理，保障产品无损抵达。

专业团队提供安装服务，保证产品精准装配。

Logistics & Installation

Strict packaging standards and fast transaction of global logistics to ensure the arrival of lossless products.

A professional team to provide installation services to ensure the precise assembly of products.

售后服务

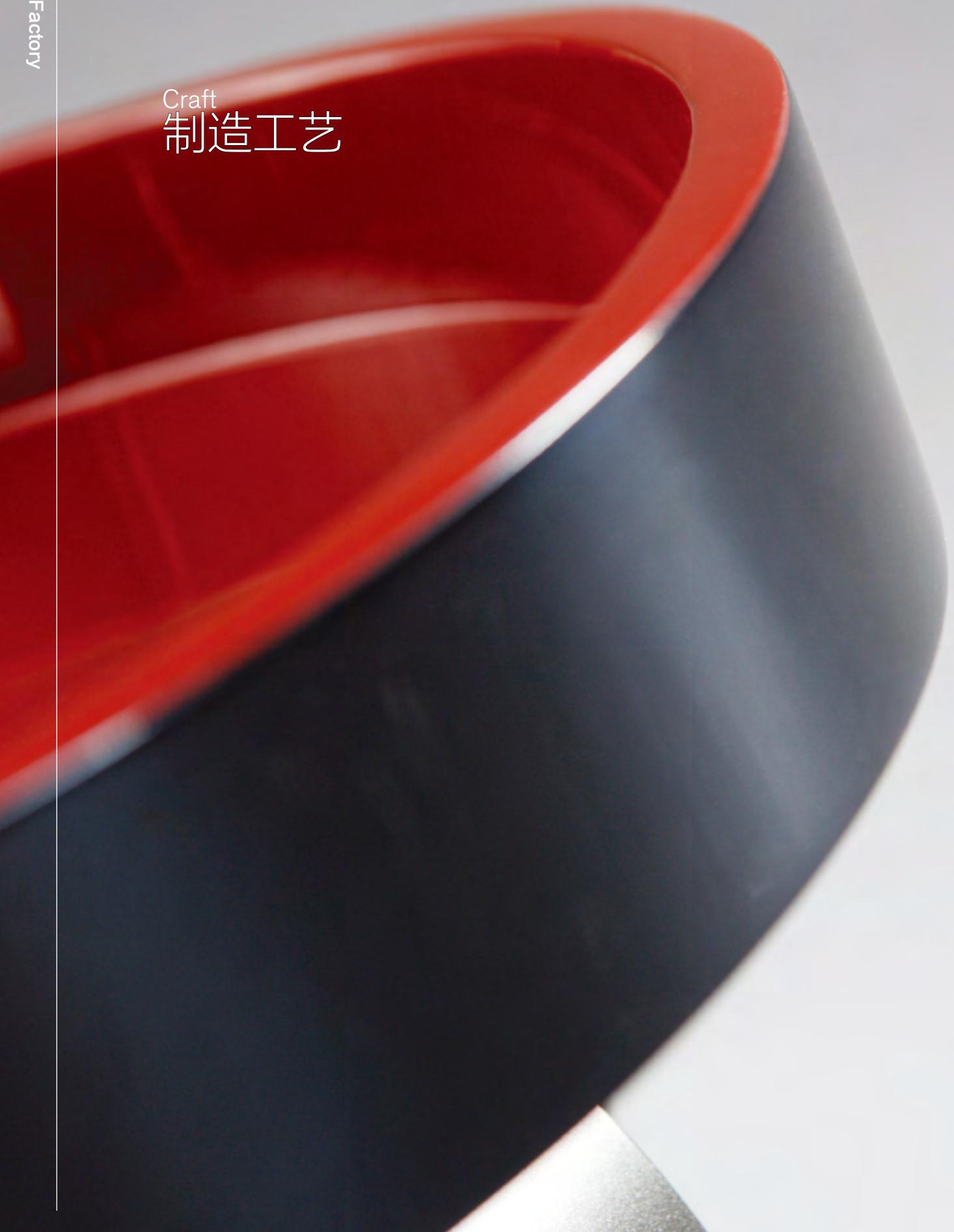
品牌商品一经售出，终身维护服务。

After-sales Service

To provide careful maintenance services for products sold.



Craft
制造工艺



烤漆
Lacquer

不同于中国古老的大漆，HC28 改良了传统配方和常规处理手法，创造出独树一帜的现代烤漆技艺：数十遍的手工打磨，无尘车间的控色喷涂，严格恒温环境的自然干燥，这些过程交叠反复，最终完成丝绸光感的烤漆效果呈现。精准的色彩控制、自由弯曲的弧面处理以及高难度分色细节，使 HC28 烤漆作品为每位用户提供高端奢侈品级的享受。

Different from the ancient Chinese lacquer, HC28 improves traditional recipes and conventional processing techniques to create a unique modern lacquering technology. The processes including dozens of times of manual polishing, color control spraying in a clean room and natural drying in an strictly constant temperature environment overlap over and over again, finally presenting a lacquering effect of a silk like feeling. Precise color control, free curved arc surface treatment and difficult color separation details make lacquering works of HC28 provide enjoyment of a high-end luxury level for each user.

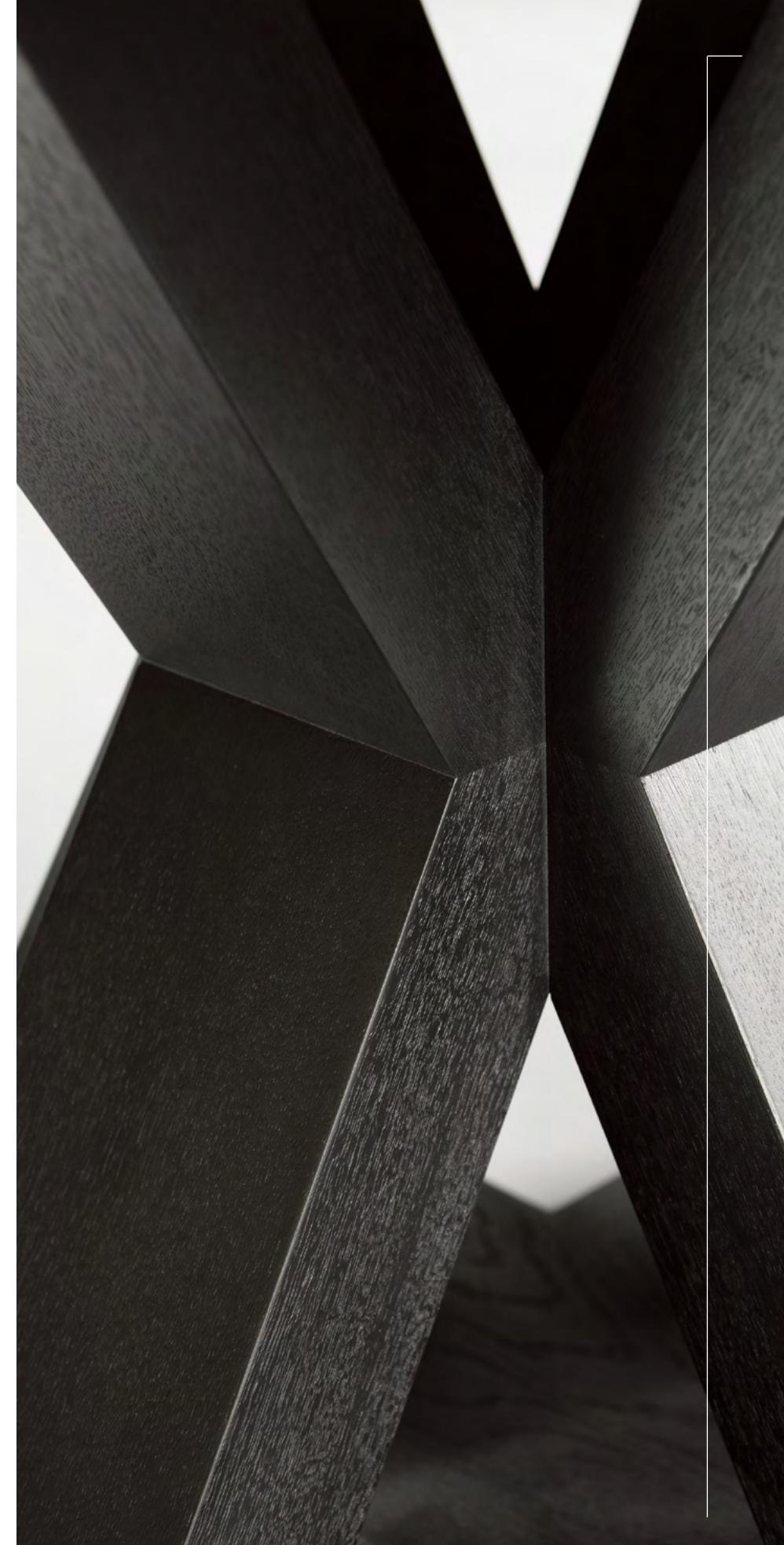




木艺 Wood

工业化板式加工工艺与细腻的实木手工工艺相辅相成，制造出充满温情的家具产品。在木质的加工上，实木与弯曲木工艺完美结合，使木质作品平正方直、对称交圈、缝路均匀、机关灵活，而人工处理木纹方向与拼接效果，则为家具赋予了典雅的艺术气质。

Combination of industrialized processing technology and delicate solid wood craftsmanship makes the furniture full of warmth. In terms of wood processing, solid wood and bending wood technologies achieve a perfect combination to make wood works even, straight and symmetrical and to make its seams evenly and its organs flexible, while the grain direction processed manually and the splicing effect give an elegant artistic temperament to the furniture.

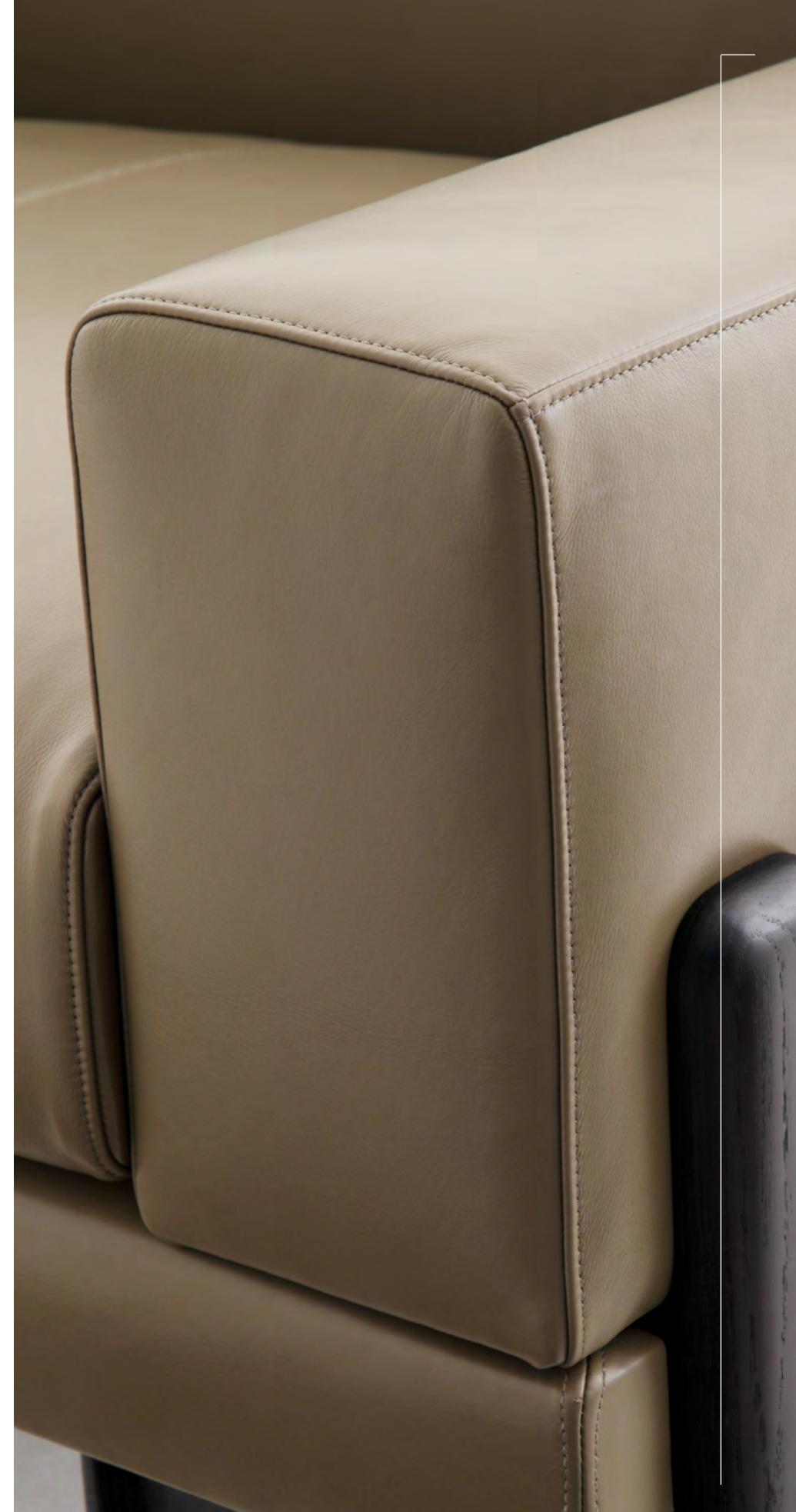




软包 Upholstery

极致优化的内框结构是软体家具高稳定性的保障;“三明治”结构的坐垫回弹性极强,加入羽绒材质升级舒适坐感;而国际水准的包制工艺完美封装,使软体形态精准而细节无暇。自内而外三重结构无缝对接,成就现代软体沙发的典范。

The extremely optimized frame structure is the guarantee for the high stability of upholstered furniture; the cushion of "sandwich" structure enjoys strong rebound resilience, and the seat feeling is upgraded to comfort after the down feather materials are added; the perfect upholstery technology of international standards realizes the form of soft body precise and the details of it flawless.





金属 Metal

醇熟的表面处理工艺，使金属部件呈现出丰富的色调与肌理变化，金属的高端质感成为家具主体之外最精致的细节呈现；独特的结构锻压技术，创造性实现金属交叉处零焊接点，使金属结构在牢固耐用之余，独具现代美感。

Skilled surface treatment technology makes the metal parts show the rich changes in color and texture. High-end quality of metal becomes the most delicate detail for presentation in addition to the main body of furniture. Unique structural forging & stamping technologies creatively achieve the zero welding point at the metal intersections, which makes metal structures enjoy a unique modern aesthetic feeling in addition to being solid and durable.

