

28 interview 名人專訪

# MAN ABOUT TOWN

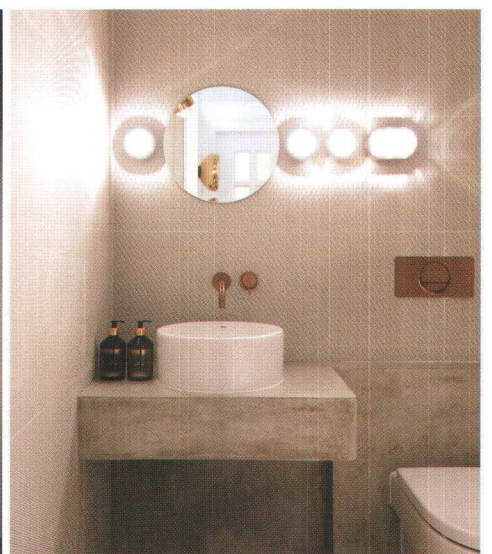
## 設計達人

Following a swank bar and panoramic restaurant, Tom Dixon opens a flagship shop curated with his favourite things on Central's Hollywood Road.

繼一家奢華酒吧及全景餐廳後，Tom Dixon在中環荷里活道開設旗艦店，展示心愛作品。

Text: Rebecca Lo  
Photos: Prime Asia





If my father met Tom Dixon, he would immediately nickname the London-based designer 'baby face'. With his mop of curly locks, tall lanky frame and self-deprecating sense of humour, Dixon epitomises the youthful energy of an emerging talent.

Instead, the 58-year-old self-taught creator, who dropped out of Chelsea School of Art to play bass in Funkapolitan during late 70s London, has a long list of accolades. Collaborations with some of Italy's best known furniture houses including his S chair for Cappellini? Check. A decade of experience heading up Sir Terence Conran's curated lifestyle shop Habitat? Check. Hung out with the Queen when he received his OBE in 2001? Check. Products displayed in the world's most famous museums including the V&A, MoMA and Pompidou? Check, check, check.

Naturally, Dixon is no stranger to Hong Kong. "The city is a hub for Asia," he professes while in town during the launch of his flagship shop on Hollywood Road; he collaborated with Joanne Chow of BoConcept on the retail venture. "There is a big international community here. Joanne picked the location; this used to be a Ralph Lauren shop. Everyone knows about Hollywood Road. We aren't in a shopping mall; we are at the nexus of five different roads and threads, if you include the Mid-levels escalators nearby. Here, we have several overlapping businesses on the go."

With glam nightclub Tazmanian Ballroom designed for party guru Gilbert Yeung established in 2010 and slick steak house Alto for Dining Concepts opening last year, design-savvy Hongkongers already consider Dixon a household name. It helps that Lane Crawford has a dedicated section for his products in its home department.

**親**身見過英國設計師Tom Dixon，一定被他的「娃娃臉」騙倒，一頭髻髮、高瘦身材、喜歡自嘲的Dixon具備了新晉設計師應有的年青朝氣。

但事實上他已經58歲了，這位無師自通的設計師，於70年代末輟學，離開倫敦的切爾西藝術學校（Chelsea School of Art），在Funkapolitan樂隊擔任低音結他手，時至今日，他的成就令人刮目相看。他曾與意大利知名家具公司合作，包括為Cappellini設計S座椅；統領Sir Terence Conran主理的生活精品店Habitat逾十年；在2001年獲頒OBE勳銜後與英女皇結伴出席聚會；全球最著名的博物館包括維多利亞與亞伯特博物館、紐約現代藝術博物館及巴黎龐畢度藝術中心，均展出他的作品。



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After the May opening of his own standalone shop, Dixon feels that he can now showcase his designs in the proper context. "I was nervous at first—did I have a broad enough range of products to justify my own retail shop? The success of our Manhattan shop gave me confidence that with the right location and the right team in place, we can do the same in Hong Kong. It is important to show products in context, and with narratives that reinforce my concepts. Lighting, for example, was difficult to show previously at Lane Crawford."

The flagship shop also includes the Tom Dixon office headed by general manager Antti Hirvonen, which was relocated from its former quarters in PMQ. Dixon admits that despite being on a highly visible corner shop with two storeys to play with, the shop only showcases roughly 50 percent of his entire range. "It is an edited version," Dixon notes. "With space at a premium here, it's difficult to put everything in."

On the ground level, a prominent shop front displays key furniture pieces in a styled setting, while one side shows his wide range of lifestyle accessories including Eclectic, a new range of fragrant tea-scented candles with white marble stands. A large table behind the central staircase helps to facilitate informal meetings, client presentations or private lunches and dinners. Upstairs, larger pieces and lighting are set off by the high ceilings; a large coffee bar takes up a corner of the space and offers barista-quality coffee by local brand Nodi. "The bar lets people slow down over a cup of really good coffee," explains Dixon. The second level can also double as an event space for future collaborations with the area's many art galleries and boutiques.

"Hong Kong is a mature, cosmopolitan market with an Anglophile nature," Dixon believes. "Like New York or London, it has the critical mass. It has finance, trade and fashion, and is at unique crossroads. It is an epicentre. That is why our office for the region is here." 📍

香港人不會對Dixon感陌生，他與BoConcept的Joanne Chow合作，在荷里活道開設零售店，來港出席開幕儀式時，Dixon稱：「香港是亞洲之都，有來自不同國家的群體。Joanne負責挑選店址，荷里活道名聞遐邇，店的前身是Ralph Lauren。我們不是在購物中心內，若計及半山扶手電梯的話，我們處於五條街道和兩條步行徑之間，附近亦有不少同類型商店。」

懂得鑑賞設計的香港人，一定聽過Dixon的名字，他為專門籌辦大型派對的楊其龍，設計了瑰麗無比的Tazmanian Ballroom酒吧，並於2010年開業；去年，他為Dining Concepts設計了時尚型格的牛排屋Alto。連卡佛亦在家具部中開設Dixon產品專區。零售店在五月開業，Dixon覺得有了合適環境展示他的作品：「最初我很緊張，不知道自己有沒有足夠產品系列去開設專門店，但曼克頓店的成功增強了我的信心，只要有合適的地點和團隊，便可套用同一模式在港大展拳腳。能在合適的環境下展示產品十分重要，也需要有恰當的說明去突顯設計概念。比如燈飾設計，在連卡佛的專區就難以展示其效果。」

Tom Dixon品牌總經理Antti Hirvonen的辦公室亦由元創坊搬到新店內，Dixon表示雖然專門店位於街角，佔地兩層，十分搶眼，但只可擺放約半數的設計產品。他說：「這裡寸金尺土，產品要經過篩選，不能陳列全部系列。」位於地下的櫥窗，設計精巧，展示主要的家具產品，另一邊則陳列多個生活精品系列，包括散發陣陣茶香的Eclectic香薰蠟燭連白色雲石燭台。店中央樓梯後方是一張大檯，可用作主辦簡短會議、客戶簡報會，甚或私人午宴及晚宴。二樓樓底高，可展示大型家具及燈飾；一個大型的咖啡吧設在角落，由本地品牌Nodi烘焙大師級咖啡。Dixon解釋：「一杯味道香濃的咖啡，可以令人放鬆心情。」二樓空間亦可用作與同區藝廊或精品店合辦活動。

Dixon相信：「香港是一個成熟及包羅萬有的市場，展現英式特質，猶如紐約及倫敦，擁有重要的客群。香港又是金融及貿易中心，雲集多個時裝品牌，獨特的位置成為主要交匯點，活動及盛事多不勝數，所以我們的亞洲區辦事處亦設在香港。」 📍