



ASIG Design is an interior and furniture design company with a boutique selling items like dimmable LED lighting, natural scented oils and candles and hand-woven carpets from India.



餐厅 **AD** restaurant

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ASIG Design

Bored of having the same soulless IKEA furniture as everybody else? Enter architect-turned-designer Andrew Sigfrids and his studio, ASIG Design. In celebration of the Surpass Court boutique's first birthday, he has launched a new 110-piece collection of sleek modern furniture. Sigfrids appreciates no-fuss, straight-forward design with an emphasis on elegant, clean lines. We were taken with the unique structure of an elm wood, three-tier magazine rack (RMB3,200) and the sensual curves of a leather sofa with a timber frame (RMB15,000). Sigfrids has grouped the 110 pieces into themes, so happy homemakers can invest in entire matching sets. Best of all, Sigfrids is a LEED-certified designer, in part due to his commitment to using reclaimed woods, like 50- to 150-year-old elm from Shandong. **NM**

// Room 412, Bldg 4, 570 Yongjia Lu, near Yueyang Lu 永嘉路570号4号楼412室, 近岳阳路 (6073 7622, www.asigdesign.com)





设计应该是一种服务

——走进“杰璐设计工作室”

Visit to ASIG DESIGN

■ 文 本刊记者



谈

起旧时的上海法租界，人们会聚在幽静的林荫小道、高大的法国梧桐、特色咖啡馆、欧式酒吧、艺术画廊——如今上海的全景都透露着一股浓浓的时尚艺术气息，一批时尚精品家具的商家、异国风格餐厅、时装设计公司等驻扎在这里，其中有一家温馨的 ASIG Design (杰璐设计工作室) 展厅，陈列着设计师别具一格的家具设计

作品，以及家居的饰品，来到这里就像走进了家里，倍感温暖。老板安杰和宋甜是对异国恋的夫妇，因为对家具设计的热爱而开创了这家家具设计工作室，专门为客人量体裁衣，定制个性设计的家具，这些定制家具可以用于装饰家庭、办公室、酒吧、餐厅，以及独具个性的商业店铺等各种空间。建筑设计师出身的安杰具有北欧血统，出生在美国，因



钟情于北欧简约风格的家具，一直怀揣着一个设计梦。安杰说：“我喜欢与客人面对面地沟通，客人的很多想法会带给我灵感，这对设计师而言，非常的重要。因为在很多客人身上，我能感受到他们对家具的热爱。我也会给他们看很多家具的设计方案，直到让他们满意，做出他们想要的家具产品样式。所以说我的定制家具的诞生源自于顾客之间在家具设计理念上的火花碰撞，每件家具都是独一无二作品。”

在 ASIG Design 的零售厅内，你可以亲手触摸用百年榆木制成的个性家具和风格迥异的精美手工饰品。宋甜提到这些家饰品时，如数家珍，其中有很多饰品的背后还蕴藏着许多的旅行记忆。

在展厅内，似乎看不到同样的家具产品，“个性、唯一”是对 ASIG Design 家具的最好诠释。安杰说设计仅仅是一种服务，并多次为了争取设计领域的荣誉，打响一个属于自己的



的家具品牌，而设计师可贵在于创新，绝不能掉别人的东西。

目前 ASIG Design 走的是中高端市场的路线，相对比较高等档次的其他品牌，它的价格是比较实惠的。未来，ASIG Design 将会从家具定制扩展到家居定制，甚至精油、香薰等一系列与“家”有关的生活产品，并将这些产品发展成一个品牌，ASIG Design 十分看好这个不容小觑的定制家具市场的潜力，决定坚定地立足于自己的一贯性和经营模式。

安杰说：“很多设计师都不大会做生意，我想我也是吧。我喜欢将兴趣当成生意，这样会令我感觉快乐。如果我不做设计师，也许我会选择做音乐。因为在很小的时候我就爱上了画画，所以我认为我可以做家具。大学时期买半做的实木桌子一直沿用至今。虽然设计是我做的工作，但是我却热爱它。因此我不要从知道生意的利润越大越好，而是想要与客户互动，探讨家具，快乐地设计，在爱好中赚钱。”



1. ASIG 的主人安杰是一名建筑设计师，他希望提供给客户包括建筑设计、室内设计、家具设计在内的一系列完整设计服务。
2. 安杰注重环保，可回收材料和制作家具。
3. 除了家具，店里也不乏小摆设。
4. 店铺东北部的整片区域都是家居用品。
5. ASIG 提供设计师家具定制服务。
6. 安杰设计的家具甚少受到完美主义束缚。

ASIG
地址：上海永嘉路170号4号楼412室
网址：www.asigdesign.com

BUT HUMAN NATURE FEELS. IT WAITS UPON THE LAWN, IT SHOWS THE FURTHEST TREE

发现 DESTINATION



A COLOR STANDS A FIELDS THAT SCIENCE



ASIG

杰雷设计工作室 (ASIG design) 的设计师兼创办人安杰来自美国，在上海工作和生活了四年多。安杰曾是一名建筑设计师，他希望从空间开始，提供给顾客包括建筑设计、室内设计、家具设计在内的一系列完整设计服务。

ASIG 展示了安杰设计的众多设计家具，家具大多采用回收的老榆木制作，注重环保，考虑到物料的可持续使用。门口是卡莫泰沙发 (Kamal Tai)，沙发的灵感来自安杰的印度之旅，他由泰国随风扇而产生这款沙发。沙发由不同组件构成，可调整结构和大小。沙发前搭配了艾美妮 (Ernie) 咖啡桌，得名于安杰的宠物猫艾美妮。沙发背后，有利用老榆木制作的长餐桌和 Apex 餐椅，餐椅同样采用回收的榆木材料制作，搭配顶级牛皮，款式简单大方。安杰特别推荐了采用重竹材料制作的另一把餐椅。重竹材料强度高，硬度高，制作的家具能够适应用户内外不同需求，竹子生长周期短，是环保家具的最佳原料。

考虑到上海的现实情况，现代都市的发展推进了小户型空间，人们更希望在小空间内采用体量更小、组合更灵活的家具。安杰设计的斯泰克书柜 (Stack)，可以由单个组件累计而成，每一单元结构独立。

安杰希望提供给顾客一个完整的居家情景，除了家具，这里还有印度手织毯、Chez Lu 记事本和镜框、薰油香味蜡烛等。店铺东北部的整片区域都是家居饰品，陈列着来自泰国的餐具、手工皂，来自丹麦的 Aartrix 托盘，来自法国的 Aartrix Sense 香薰产品，当然还有中国的瓷瓶。





伊尼龙米色地毯 RMB 2200 (KARTELL)
 小圆凳 RMB 2400 (Larablat)
 烛台 RMB 480 (Moment 东西)
 米色地毯 RMB 49.9 (HOLA 特力耀)
 米色抱枕 RMB 840 (ASIG DESIGN)
 安吉特林耶地毯 RMB 99 (IKEA)
 靠垫 (红) RMB 499 (MISSONI HOME)

民族感强烈的手编挂毯，此刻变身为一席桌旗，搭配红色金属烛台，就有了节日的气氛。



米色地毯 (多款) RMB 145 (ASIG DES)
 米色地毯 (多款) RMB 840 (ASIG DES)
 米色地毯 RMB 30 (HOLA 特力耀)
 伊尼龙米色地毯 RMB 2200 (KARTELL)



乐活LOHAS
 DECEMBER 2010

By Tom Mangione

Wandering east on Yongjia Road from Wulumuqi Road South, you'll come across a new courtyard lined in slick, gray slate with garlands of manicured ivy rolling over the walls. A cast-iron sign complete with an insignia reminiscent of an illuminated manuscript tells passers-by its name: Surpass Court (Yongjia Ting). Of particular note among this first wave of occupants are several shops specializing in boutique furnishings and homeware. Custom furniture, imported kitchen accessories, French-themed knickknacks and handmade porcelains were some of the items that the Global Times found when it stopped in to smell the roses.

Haute furniture

At the back of the courtyard you'll find ASIG Design, a show space displaying contemporary furniture. Andrew Sigfrids, the designer-owner specializes in custom-designed furniture, made-to-order for all his clients. Using a system of consultation whereby clients can see their furniture designed in real time on a screen in front of them, Sigfrids can work from a picture the client brings or try to coax an idea out of them. "Most customers only have thoughts in their heads. So design becomes more of an in-depth process where I have to extract what people want," he said.

One of the more intriguing aspects of the furniture designed at ASIG is that 95 percent of the materials are salvaged from demolished Chinese buildings, mostly hardwoods such as elm or rosewood. Sigfrids noted: "It's not an uncommon practice to use these kinds of materials. Lots of people are doing it. The difference is that I'm using them to make modern-styled furniture."

Depending largely on the types of materials used and the size of the item, prices for most pieces of furniture are around \$1,000. It's a price that Sigfrids thinks most customers are willing to pay: "To get furniture made like this in America the price would be much more. China has a unique market right now - affordable manufacturing and a developing market for high-end furniture."

Add: Unit 412, Building 4, 570 Yongjia Road
Tel: 6073-7622



A kitchen lover's spatula

Situated just to the right as you walk into the courtyard, Yi Pin overwhelms the eyes from the moment you walk in. Every surface of the shop is packed with an immense array of kitchen accessories - ladles, cookie



► Furnishings that surpass your run of the mill homewares

In every dream home ...



(Counterclockwise from left) **Kitchenwares galore at Yi Pin. Napkins for Noel. Old wood with a modern twist.**
Photos: Tom Mangione
Photo: Courtesy of ASIG Design



cutters, whisks, spatulas, salt and pepper shakers, frying pans, rolling pins, wine decanters and aprons to name a few. Those getting ready for holiday entertaining should be sure to stop by. Sales staff indicated that holiday-themed items were their bestsellers so far. Packages of cupcake sleeves and napkins in a variety of holiday patterns were available for 15 yuan (\$2.30) and 25 yuan respectively. If you're looking to whip up the batter for all

those cakes, you'll find batter stirrers (20 yuan) with brightly colored plastic blades. Those looking to throw back a drink or two after a long meal should be sure to check out the sturdy Italian bottle opener (36 yuan) with rigid handle detailed in red and white.

Internationally quaint

Atelier et moi is the product of a Shanghaiese designer with an eye for quaint countryside chic with a French flair. Besides the French name and the presence of Eiffel tower statuettes, you'll find French slogans on many items in the shop. Reproduction posters feature signs from different Paris locales. You'll find small stickers of reproductions of the labels from antique French medicines for "enhancing the growth of young women" or "aiding the digestion."

Aside from the French influence, you'll find Japanese notebooks and a touch of Americana as well. If you find yourself taken with one of the pieces of furniture on which the items are displayed, all the furniture in the shop is also available for sale.

Add: Unit 213, Building 2, 570 Yongjia Road
Tel: 6073-7572

Unique ceramics

For those who have never been to Jingdezhen, China's ancient home for ceramics, a trip to Don Han is a good way to get a sample of some of the variety of functional, ceramic art. You won't find perfectly



round or uniform teacups here. In fact, no tea set is the same. One of the designers, Dong Hang said, "Someone from the Russian consulate bought one of our tea sets as a gift, and wanted more just like it."

We had to tell him that we didn't have any. A tea set is meant to be a personal thing, unique to each person."

As you look at the other works, you'll find idiosyncrasies in all the products. Glazes run. Folds and bends appear in the edges. Colors splash along the surfaces. A set of two square sugar and salt containers in white are accented by red and blue colors which seem to seep out of the cracks and in the symbols stamped throughout. Another pair of teacups, glazed with a light jade green with red flower accents are curved in a way to allow them to fit together.

Add: Unit 216, Building 2, 570 Yongjia Road
Tel: 137-0166-0582

Send your story ideas, press releases, review copies and invitations to editor-sh@globaltimes.com.cn or call 6195462

➔ Shopping

SHOPPING



Modern Fusion

Scandinavian blue meets Asian red at **ASIG Design**

▶ Don't get us wrong, we think antique Chinese furniture is great. But when the city becomes overrun with heaps of the same old stuff, we can't help but wish there were a place that offered something refreshing and original. American architect and interior designer Andrew Sigfrids has been fascinated with the simplicity and functionality of Scandinavian interior design since he was a little boy. After a trip to Asia, he fell in love with the beauty of Oriental culture and decided to design his own line of contemporary furniture, inspired by both Scandinavia and the Orient. At ASIG Design, his showroom in newly

-opened Yongjia Court, almost every single piece of furniture is designed in a practical, modern way but with a chic twist of the East. Customers can also design their own furniture with the help of the shop's computer. Our favorite piece is the Kamal Taj sofa set (¥21,000), an impressively multifunctional five-piece couch / bookshelf / stool / lounge chair / dining chair, that's perfect for a cramped Shanghai living space. The shop also offers a large collection of décor pieces that Sigfrids and his partner hand-picked from all around Asia.

Find it: Rm. 412, Bldg. 4, 570 Yongjia Lu 永嘉路570号4号楼412室, Tel: 159-0190-4476 www.asigdesign.com



Empire State

Still riding high from New York fashion week, American designer Charlotte Ronson said she

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城市周报 CITY WEEKEND
NOVEMBER 2010



Gwen Design

- 1. Banzai Lamp
Price: ¥3,072
- 2. Brush Chair
Price: ¥46,800
- 3. Ceramic Pillows
Price: ¥425
- 4. Yuan Bao Seat
Price: ¥2,588
- 5. Dynasty Chair
Price: ¥1,920 (antique black, American oak wood)
- 6. Learn Chinese Pillow
Price: ¥465
- 7. Learn Chinese Tray
Price: ¥525

Find it: No. 483-3 Shaanxi Nan Lu 陕西南路438-3号
Tel: 6466-5871

Design Republic

- 8. JIA Family Bowl set (5 pcs)
Price: ¥1080
- 9. Moooi Delft Blue Vase no.9 set
Price: ¥10,020
- 10. Bd Barcelona Design Showtime Chair
Price: ¥9,800-19,900

Find it: 88 Yuqing Lu 余庆路88号
Tel: 6082-3882

IKEA

- 11. Alseda Stool
Price: ¥179
- 12. Ektorp Sofa-bed (Idemo Blue)
Price: ¥3,399
- 13. Ektorp Sofa-bed (Svanby Green)
Price: ¥4,599
- 14. Leran Pendant lamp
Price: ¥299
- 15. Dragor Rug
Price: ¥299
- 16. Birgitrand Cushion
Price: ¥129

Find it: 126 Caoxi Lu 漕溪路126号
Tel: 5425-6060

ASIG Design

- 17. Benja Armchair
Price: ¥7,200
- 18. Fabi Tea Table
Price: ¥2,900

Find it: Rm. 412, Bldg 4, 570 Yongjia Lu 永嘉路570号4号楼412室
Tel: 159-0190-4476





Furniture at Your Fingertips

The word 'Emea' perhaps evokes images of a pretty girl, a yoga position, or even a kind of cheese. In fact it's the rather elegant name for a simple coffee table. Furniture designer Andy Sigfrids explains the story behind the name: 'You know when you're sitting on the couch with your laptop or something, and you just want to prop your feet up on the coffee table, but it's hard and uncomfortable? One day I was doing some work, and I wished I could just put my cat on top of the table and use her as a cushion. That's when I got the inspiration to design this table with removable cushions, and I named it after my cat, Emea.'

A coffee table named after a cat, a couch named after a hotel near the Taj Mahal, and a bookshelf named after an unpleasant acquaintance are only some of the pieces displayed in ASIG, Sigfrids' new store located in the former French Concession. While IKEA may be a household name for standard contemporary furniture and decor, ASIG offers customized products in a comparable modern style and promises customers 'your furniture – the way you want it.'

ASIG furniture captures the Scandinavian spirit of simplicity desired by many modern customers, but the value of Sigfrids' store lies mostly in its unique service. Sigfrids eliminates the time and hassle of stressful city-wide scavenger hunting by providing face-to-face interaction in the process of design. Using computer graphics, Sigfrid can conjure instant images of the furniture desired, so customers can immediately visualize his work and alter the design according to their exact requirements.

When asked if the designer himself is getting what he wants, he replies, 'Of course! The world of design is intricate and complicated, full of innovation and crazy invention, but I just want to deliver furniture to people.' A former architect in America, Sigfrids knew that he wanted to escape the industry rat race and
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spend time backpacking through Asia. When he finally wanted to settle down in China, he initially taught English at an elementary school, but soon rediscovered his drive to design in a rapidly prospering country. 'Basically, there's a gap in the Chinese market for what I offer at ASIG. Sure, if people want copies of furniture they see, there are any number of places they can go to get it made very cheaply. But what I have here is simple furniture, exactly the way a customer wants it, and the quality of the materials is high. I'm not here to compete though; I just want to design furniture for people,' he reiterates with a modest blush.

However bashful the young Sigfrids may be, future customers will immediately recognize the native Midwestern friendliness that accompanies his creative energy and will be able to appreciate the innovation of his service, as well as his designs. Today, business is quiet and Sigfrids is patiently awaiting a group of Estonian designers who are coming to visit his new store, but he hopes that eventually Shanghai's burgeoning middle class will also acquire an enthusiasm for the treasure of independent design.



ASIG Design Furniture Design Home Decor

570 Yongjia Lu, Bldg 4, Rm 412 徐汇区永嘉路 570号永嘉庭 4号楼412室



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