



2021 紅點概念設計獎—與獎盃獎狀合照
2021 Red Dot Design Award/Product Design -
Designer with the trophy and certificate

Best of the Best

2021 紅點設計獎工設系洪允昀榮獲產品設計類最佳設計獎

洪允昀

設計靈感來自生活—與咖啡的相遇

LA ESPRESSO 義式濃縮咖啡旅行組的設計發想，來自於我父母對咖啡的喜好，早上叫我起床的甚至是老爸磨豆的咖啡香，咖啡迷的他平日喝、假日喝、上班休閒時刻都在悠哉泡咖啡，而咖啡也成為他與同事和朋友之間的聯繫，並藉此擴展交友圈。

人們常說設計靈感始終來自生活周遭，「咖啡」不只聯繫家人之間的感情，更連結與其他人的情誼，因此成為了我畢業製作题目的發想。ESPRESSO 從磨豆到手沖都有著優雅浪漫的動作，期望我的設計可以展現不一樣的咖啡情懷，跳脫以往 ESPRESSO 帶不出門的窘境，讓旅行時也能攜帶著濃縮咖啡與人增加彼此的交流，放在家也是融入家中擺飾。而咖啡這個题目在大二產品設計課—「職人」作品就有做過相關的延伸產品設計，因為有了之前的經驗，幫助我可以更快構想出設計藍圖，並規劃自己要的設計風格。

挫折

但設計不是那麼容易，在發想與評圖的過程中，我不斷遇到挫折、碰壁，自己的想法一直搖擺不定，設計想法與手法過於發散收不回來。經歷很多次提案與打掉重練的循環，開始與時間賽跑的我甚至覺得自己要完蛋了，到製作產品模型階段，還因為產品體積小零件多，跑了很多家 CNC 銑床金屬加工工廠，都被拒絕接案，因此在製作模型時，思考用其他材質代替，並反覆測試達到最好的仿金屬陽極的質感效果。

我認為在這樣最徬徨的時刻，好好的冷靜下來，重新整理思緒，重新審視自己的設計問題，以找到最好的辦法，如果一味漫無目的地做下去只是徒勞無功。我的指導老師陳禧冠老師曾說過：「你們可以做好的吧？我相信你們。」

果實

能得到這樣的榮譽真的是自己完全沒有想到過的，很開心自己得到了設計界的肯定，為大學生活畫下完美的句點。雖然我的畢業製作經歷很多風風雨雨，甚至因為疫情取消了新一代設計展、畢業展出國領獎等等，但經歷困難後獲得的果實最香甜。正處在水深火熱中的學弟妹們，你們未來可能會遇到困難、挫折所帶來的壓力，千萬不要被擊垮。請整理思緒務必重新站起來，你們可以做得比我更好，相信你們自己！



家中常用的咖啡機器

Common coffee making equipment at home



得獎作品—主視覺

Red Dot Design Award winner - Product key visual



red dot award 2021
best of the best

得獎作品—使用情境

Red Dot Design Award winner - Product in context



Hung Yun-Yun from the Department of Industrial Design Won the 2021 Red Dot Design Award (Best of the Best)

Hung Yun-Yun (洪允昀)

Finding inspiration in everyday life: a personal story with coffee

The inspiration for the LA ESPRESSO portable travel coffee maker came from my coffee-loving parents. Every day, I get woken up by the smell of coffee as my father grinds the beans. As a coffee aficionado, he drinks coffee every day, whether he is at work or during his leisure time. Coffee has also become a hobby he shares with his colleagues and friends.

It is often said that design inspiration always comes from everyday life. As coffee is what connects me with my family and other people, I decided to choose coffee as the topic for my graduation project. From grinding the coffee to pulling the shot, making an espresso is an elegant process. I hope to bring out a different side of coffee-making in my design. Making an espresso is no longer something you can only enjoy at home as the travel coffee maker makes it possible for you to share a shot of espresso with people wherever you go. The equipment itself is also a perfect decorative piece at home. I had a similar design project in a course during the sophomore year and this experience helped me speed up the design process and find my own style.

Setbacks

Design is never an easy process. During the ideation stage and open jury, I encountered many setbacks. I couldn't focus on an idea. My thoughts and methods were too random to find a focus to work on. At one point, I struggled with the never-ending cycle of proposal and rejection. With time ticking down faster each day, I thought I was never going to make it. When it came to model making, many CNC milling factories refused to take my job because there were too many small components in my product. I was forced to use other materials to replace metal and create the best metallic texture through countless tests.



大二時期「職人」作品—旋轉磨豆機
“Artisan” work from sophomore year - the rotating coffee grinder

I believe that when one is at a complete loss, the best approach is to calm down, regroup one's thoughts and look at one's design with fresh eyes. To keep working without a strategy is not going to lead you anywhere. My supervisor Chen Shi-Kuan (陳禧冠) once told us, “Can you pull this off? I have faith in you.”

Achievement

It never occurred to me that I would receive this award. I'm very happy to be recognized by the industry. It is a perfect ending to my days at university. There were ups and downs during the process of producing this project. The COVID-19 pandemic forced the design exhibition to be canceled and I didn't get to travel abroad



to receive the honor. Despite all this, the fruits of my hard work have never been sweeter. For students who are currently struggling with your design, do not give up in the face of challenges and setbacks. Regroup your thoughts and get on your feet. You can do better than I did. Have trust in yourselves!



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1. 得獎作品—產品分件
Red Dot Design Award winner - Product components
2. 得獎作品—產品APP
Red Dot Design Award winner - Product APP