



為人生找一個「創意識別碼」

T-shirt 360° X Pedro Guitton 360° 的設計對談

Pedro Guitton (作家、平面設計師、西班牙IED 設計學院講師)

派德羅·吉爾頓 (Pedro Guitton) 是一個非常特別的人，他以「品牌形象塑造者」的身分 (Brand Identity Developer) 做為他個人的專業。巴西出身，現為西班牙公民，大學時代就在行銷領域中專攻平面設計，最近則是在博士班鑽研「個人品牌」(Personal Branding) 的課程，另一方面，Pedro 也在西班牙知名設計學院 IED (Istituto Europeo di Design) 任教，喜愛設計與文化的他，已經出版過許多相關書籍，如 Marca 2000, Logos do Brasil, Logos from North to South America, T-Shirt 360*, DNA Identity, 100% Design Portfolio, Fashion Identity, The Bags。現在的他課餘閒暇的時間，受邀至全球各地演講，探討識別形象、品牌定位、平面設計與城市新興藝術等議題。很多人好奇 Pedro 是如何發展自己的才華，從事自己熱愛的事業，他提到自身對於平面設計的想法和體驗，來自於曾經居住過的幾個大城市，像是巴西的里約熱內盧 (Rio de Janeiro)，是幸福與美感的泉源，美國加州則是風格與夢想的實踐處，西班牙的巴塞隆納是他現在生活的地方，是歷史和藝術的寶庫。此次我們特別邀請他談論 t-shirts 設計的想法，以及他對平面和書籍創作的有趣概念！

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英文簡歷

Pedro Guitton, Brand Identity Developer
A Brazilian-born Spanish citizen. Graphic designer with an MBA in Marketing, currently doing a PhD in "Personal Branding".

He teaches at the IED - Istituto Europeo di Design, is the author of the books Marca 2000, Logos do Brasil, Logos from North to South America, T-Shirt 360*, DNA Identity, 100% Design Portfolio, Fashion Identity, The Bags and has given talks on corporate identity, graphic design and Urban Art throughout the world.

His graphic influences come from a mix of experiences acquired in the places he where has lived, worked and studied: Rio de Janeiro (happiness and beauty), California (style and dream) and Barcelona, his current city (art and history).

dpi: 以你的專業背景，是如何開始創作 T-shirt 360° ?

Pedro: 我之所以有這本書，是和另一位作者 Adriana Jordan 共同討論出來的，她在時尚產業工作多年，而我們兩個對市面上的時尚書籍，有很多想法，卻發現市場上與我們所認知的事物有一段落差，於是便著手想創作一本這樣的書籍。我在創作的時候，通常會和一些專業人士討論，並且在不同的國家做一些實地的探勘與調查；深入研究，是創作上非常重要的基礎與資源。

Based on your background, how you started T-shirt 360° ?

I had the idea of this Book by talking with Adriana Jordan that also is author of it, she works with fashion for many years and talking about new titles we found out a big gap for fashion books. Most of my titles are developed by talking with other professionals and studying the market in different countries. Research is very important.

dpi: 請和我們分享你對於 t-shirts 設計和當代藝術的一些觀察。

Pedro: 最核心的觀察與意見就是「客製化」的服務與趨勢，而我猜測 t-shirts 也是回到這股時尚潮流中；人們是善變的，希望自己與眾不同，你在市場上會看到越是稀有的東西，其價格越高，而這也反映出物以稀為貴的獨一無二的特性，或許我們可以說「新世界已然來臨」，所有的事物正急遽改變中！

Please tell us your observation of t-shirts and contemporary art.

The word is Customization and I guess t-shirts are back focusing in this new fashion trend. People are changing, people want to be different. Less pieces makes prices higher, you can be unique. There is a whole

word of thought about this "new world coming up".

dpi: 當你在收集這些 t-shirts 的時候，有何趣味的發現？

Pedro: 我認為最好玩的地方在於收到來自世界各地的設計好 T，這些從 30 幾個國家而來的 t-shirts，像是日本、美國、巴西與中國等等，都展現出設計師不凡的功力，而且你猜怎麼了？我就算住在西班牙，這股全球風潮也是源源不絕的朝我走來，趨勢就在這裡發生，無論你怎麼看它！

What's the interesting exploration when you collected stylish t-shirts?

The most interesting part is to receive design for t-shirts from the entire world. More than 30 countries like Japan, USA, Brasil, and China. And guess what? Also here we feel the Globalization. Trends are for all believe it or not.

dpi: 什麼樣的 Logos 或圖案讓你眼睛一亮？

Pedro: 只要是 t-shirts 上擁有某些意義與隱藏的訊息，都會讓我愛不釋手。

What sorts of logos or patterns catch your eyes?

The ones which have double meaning or a hidden message. These one are my best ones...





dpi: ‘Fashion Identity’ 這本書指涉到城市文化與審美觀點，你對「時尚」這個名詞有何看法？

Pedro: 時尚，不只是外在的服裝而已，它是一種態度和個性的表現，假如你能在裡面加入國族的幻想，那麼市場就可以越來越大，要記住，人是善變的動物，時尚，是關於人的生活態度。

‘Fashion Identity’ refers to urban culture and aesthetic visions, what is your thought of “fashion”?

Fashion is much more than clothes. It's Attitude and Personality, and if we could join them with Political conceits we would make the fashion market get bigger and bigger each day. People are changing and Fashion is all about people.

dpi: 你有許多書談到LOGO設計，請你和我們談談這方面的探索與發現。

Pedro: Logos是傳播方式上一個精簡扼要的表現，它是無國界的，不用憑藉語言、國家或者宗教力量，因為一張圖片就勝過千萬文字。我自己本身就是logo設計者，也希望透過這樣的方式讓別人驚豔，就我的書籍，每一本都是在創造個性化的符碼，這是我最主要探索的主題，也變成個人標籤。

You have many books about LOGO; please tell us your passion and discovery in it.

Logos is a resume of the communication. It's universal and it doesn't depend of language, culture or religion. One image is worth more than 1000 words. I've been trying to surprise people and one of the things I do is create personalize code bar for each book, always related with the theme. It can be one of my signatures.

dpi: ‘The Bags’ 是另一本有趣的創作，談的是女人世界與時尚定位的關聯，談到「包包」，對你而言最大的意義在哪？

Pedro: 我想包包就是一個時尚配件的重要單品，它反映出你整個人的品味，在包包裡有你自己內心的世界，而包包的外型又可以看出你的個性。

‘The Bags’ seems to represent women's world and accessories designs features, is it related ‘Fashion Identity’? For you, what's the meaning of bags?

I think that Bags are one of the fashion accessories that better represent a person. You have the world inside a bag and out side you can find a bit of the personality of the person.

dpi: 里約熱內盧、加州、和巴塞隆納是你居住過的城市，請談談他們對你的啟發。

Pedro: 這些城市都是我自願要去居住的地方，認識我的人都知道，過去我生活的所在影響我非常深遠，從個性、想法和生活型態，透露出我本身來自於這些城市的蛛絲馬跡，這三大都會，讓我變成一個非常有創意的人，使我體驗到所謂的「夢想」絕對不需要「花費」太多！

Please talk about some experiences in Rio de Janeiro, California and Barcelona? (All the cities seem so sunny!)

They are the places that I decide to live. People that know these places will find out something about my personality, attitude, and lifestyle. Living in these cities I became a more creative person and always believing that to dream doesn't cost much.

dpi: 有無欣賞的設計師與藝術家？

Pedro: David Carson是一位非常厲害的平面設計師，他在實驗性與商業設計之間取得絕佳平衡，是我在這領域中看過最優秀的設計師，而達利 (Salvador Dali) 作為一個藝術家，是我最重要的啟發者，他的藝術充滿創意能量。

Other designers or artists you admire?

David Carson as a designer in which got to equalize the experimental, the corporate and the commercial part in this field. Salvador Dali as an artist. For me, Dali reminds my inspiration. He created very creative arts.

dpi: 什麼樣的事物讓你的日常生活過得很愉快？

Pedro: 我想應該是透過我的創作，讓那些傑出的設計人才可以展現自己的作品，以及平常我在大學教書，可以和很多學生與教授們齊聚一堂，更重要的是，我有超過250位學生和我個人的未來工作計劃息息相關，這些組成我生活的重心，讓我感到很愉快！

What objects or things make you feel good in daily life?

The possibility of giving designer a way to expose their works, the development of and library and reference for many students and professionals. And I think more than these things, my almost 250 students, future plans and my mind working. That's how I like to live.



dpi: 未來的計畫是什麼呢？

Pedro: 持續的發展自己的創作事業，以平面設計和城市文化為主軸，另一個有趣的project則是設計自己的「字型」，那會是很酷的企劃！然後呢，我準備要籌建一個非營利的組織，以此支援我的設計學院學生，讓他們朝書籍設計這方面的project發表作品。

Please tell us your plan for future.

Continuing developing creative books related to graphic design and urban culture. A specific project that I'm planning to develop in sort term is creating my own font. That would be cool! Another plan is to develop a non profit organization that would support future students designers with there book-projects.

dpi: 可以給年輕的設計師和藝術家一點建言嗎？

Pedro: 不要去想自己有多好，而是要思考你想成為哪種傑出的人，我想這就是轉動你人生最重要的力量了！

Could you give some advices to young designers and artists?

It's not how good you are; it is how good you want to be I guess that resume what life is all about.

更多的書籍資訊

I would like to invite you all to join my next books. For more information take a look on the links below:

◆ **Brochure from north to south America**

<http://www.pedroguilton.com/brochure/>

◆ **Hungry Design**

(anything related with food or beverage)

http://www.pedroguilton.com/hungry_design/

◆ **Packaging Identity**

http://www.pedroguilton.com/packaging_identity/

◆ **Celebrity Logos** (the special one)

http://www.pedroguilton.com/celebrity_logos/html/celebrity_logos.htm

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The book will have 500 pages, full color, hard cover, english and japanese version and we sell to over 50 countries. Waiting for your works!

PS.: It will be a special book, we will be celebrating Index Book's 15 years.

Please email me to: guitton@indexbook.com **dpi**

01-04 T-Shirt 360° book

International designers, fresh design, innovating illustrations, the newest and coolest t-shirts around the world. 20 countries. 50 designers, 600 t-shirts designs.

05 城市的啟發 Boarder San Diego, California – Tijuana, Mexico

06 城市的啟發 I took this picture, my favorite!

07 Portrait of Pedro Guitton

08 喜歡的LOGO與圖案 Cover of Logos from north to south America book

Logos from North to South America proposes exactly that by giving us an insight into recent trends, the unusual and the different. It has been put together with plenty of creativity and with the aim of breaking away from familiar concepts.

09 喜歡的LOGO與圖案 INTERIOR PAGES

10 Cover of Fashion Identity book

11 It's my "new signature", always related to the theme of the book.

12 Cover of The Bags book

Next books

Everybody still can join us by sending your works!

13 Cover of Packaging Identity book

14 Cover of Hungry Design book

15 Cover of Celebrity Logos book