

ENG\_CHI

# *Stan Chan*

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THE ART OF CHINESE GARDEN

**B7PLAB**  
WALL COVERING

“I have always been fascinated by the relationship between East and West and, in particular, how they come together to create something unique” | ALAN CHAN |





## OUR DESIGN SIGNATURE

ALAN CHAN

Being the founder of Alan Chan Design Company, Alan Chan is a designer, a brand consultant and an artist who has won more than 600 design awards locally and internationally in the past 52 years. His 'Oriental Passion Western Harmony' design philosophy has been well-recognised by the international design scene and has brought immense influence to young designers. Through strategic market analysis, he and his team has developed a total branding service that provides end-to-end focus on branding, product innovation, interior design and art programme. A wide portfolio is built with over 1,000 brands including Coca-Cola, Walt Disney, Four Seasons, Mandarin Oriental, Louis Vuitton, Bernardaud, Salvatore Ferragamo and Alessi. Since 2000, Alan has ventured into the new arena of fine arts besides commercial design. His works of art and design have been collected by institutions and private collectors worldwide.

集设计师、品牌顾问及艺术家于一身的陈幼坚，过去52年广告及设计生涯中，带领公司荣获本地及国际设计奖项超过600多个。他独特的「东情西韵」设计风格鲜明，深受国际设计界推崇，为年轻一代设计师带来深远影响。以策略性市场分析，开展集平面、室内空间、产品开发及艺术顾问的全方位品牌包装，奠定往后更多元的业务方向。先后参与品牌设计项目逾1,000个多元化品牌，当中包括众多国内外知名品牌如可口可乐、迪士尼、四季酒店、文华东方酒店、路易威登、Bernardaud、Salvatore Ferragamo及Alessi。自2000年起，陈幼坚不断在创作领域上作出新的尝试，从商业设计走向艺术领域。其作品获世界各地博物馆及私人藏家收藏。

*Alan Chan*



...once upon a time in China



## THE ART OF CHINESE GARDEN

### DESIGN CONCEPT

The Chinese garden has a long history in China and is full of aesthetic ideas and traditional cultural symbolism. With the earliest mention in the Book of Songs (Shi Jing) in Zhou dynasty (circa 1050-771 BC), Chinese garden has evolved and become a preferred spot for contemplation, literary gathering, entertainment and celebrations among emperors, upper classes and scholars, families and lovers.

As a living art form which draws from Confucianism, Daoism and Buddhism, the classical Chinese garden incorporates the traditional yin-yang conceptualization of the universe: harmony between light and dark, void and mass, still and moving. It is meant to be a microcosm of the natural world and the harmonious connection between man and nature.

Wandering inside a garden is a sensual delight and also the discovery of artistic inspirations. Together with Alan, we explore beyond the art of Chinese garden and embrace the true beauty from our within.

中国园林发展源远流长，富有独特的美学观念及传统文化象征意义。最早的文献记载可以追溯到周朝（约公元前1050至771年）的《诗经》，中国园林该逐渐发展成为皇帝、达官贵人、文人学士、以及家庭及情人之间的休闲、雅聚、娱乐和节庆的不二之选。

中国古典园林不单是积淀文化的生活艺术，更与传统儒家、道家和佛教文化有著不可分割的联系。园林设计融合传统宇宙阴阳的概念，达致光与暗、虚与实、静与动等的和谐，亦展现出人与自然之间的和谐相处的一种状态。

在中国园林中自由穿梭是一种感官享受，更可发现无限的艺术灵感，请与陈幼坚一起探索中国园林之艺术，拥抱由内而发的真善美。



洞门或洞窗为中国园林建筑不可或缺的装饰元素。通过框景引入外部景观以加深层次并达到点景之用。洞门或洞窗由无数种吉祥如意的图案样式，同时寓意人间与天间的连接。例如，葫芦象征著长寿健康、花瓶象征著平安顺利。

A patterned opening in a garden wall or a passageway is a common architectural feature inside a Chinese garden. It creates a framed view and layers upon layers by introducing the external views. Connecting the earthly world to the heavenly world, it has a variety of form with auspicious meanings. For instance, the gourd symbolizes longevity, good health and abundance of blessings. The flower vase represents peace and tranquility.













# SCHOLAR'S ROCK

太湖石以奇特造型及万千姿态在中国备受推崇及钟爱。其千奇百态的孔洞、边角及缝隙由数百年侵蚀所形成。太湖石展现出的抽象形态，常被想像为各式各样的山景、动物、鸟类、人物或神兽，亦体现出中国文人墨客对天人合一的与回归自然的追求与联想。

Scholar's rock is highly prized in China for its dramatic forms, texture surfaces and unusual asymmetry. Its distinctive holes, nooks and crannies are formed when the limestone is eroded over hundreds of years. The abstract forms are admired for the resemblance to mountain landscapes, animals, birds, human figures or mythical creatures. It reflects the literati scholars' ideals of connecting to nature and to one's natural state.











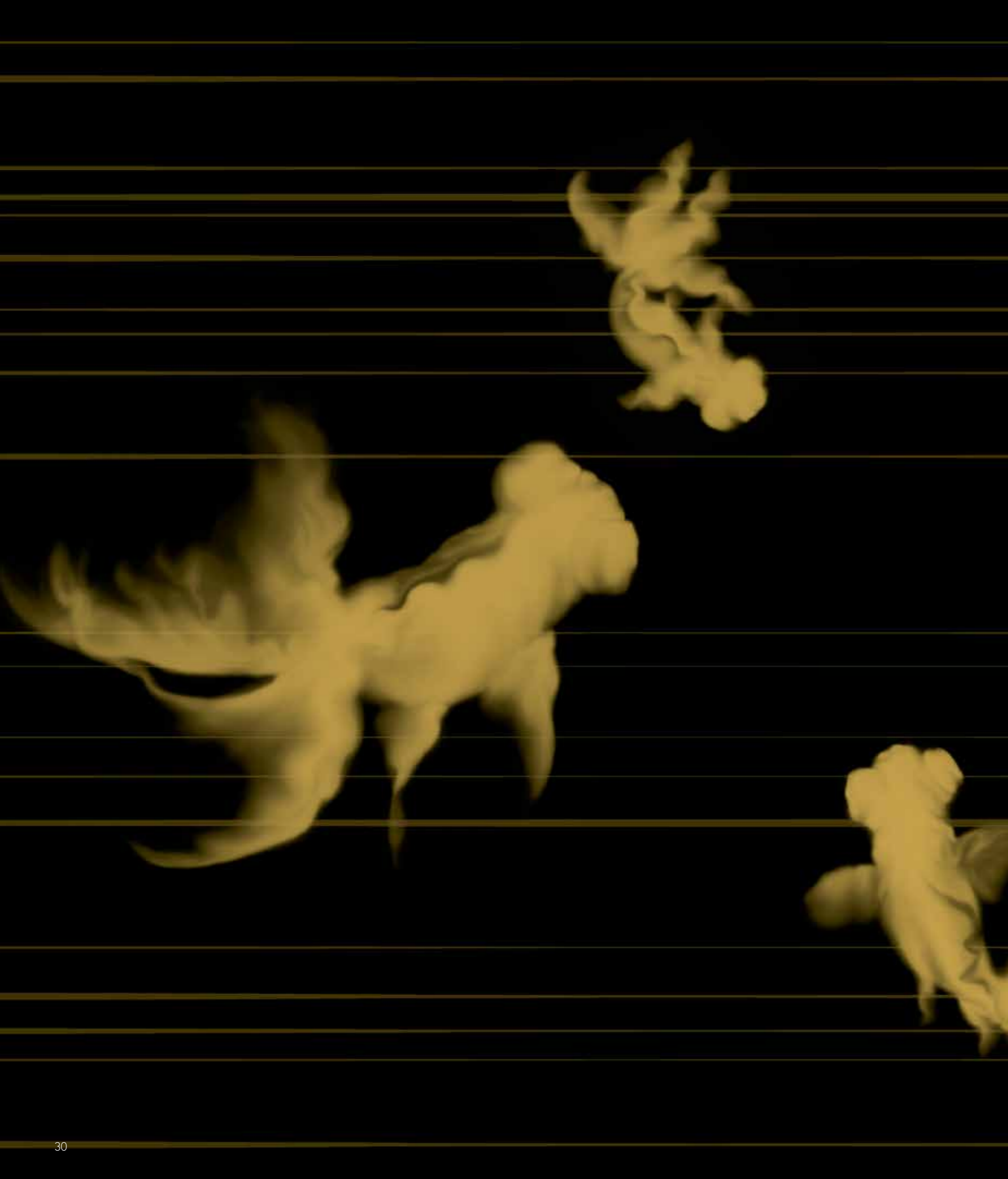
# GOLDFISH

金鱼于清代中期开始在中国皇家园林中盛行，在中国文化中蕴含丰富的吉祥意义。取自普通话发音与金及玉相似，代表金玉满堂、丰盛及长寿。金鱼喜爱成群结对而游，因此与团结及忠诚有所联系，而文人亦视其为优雅的追求。

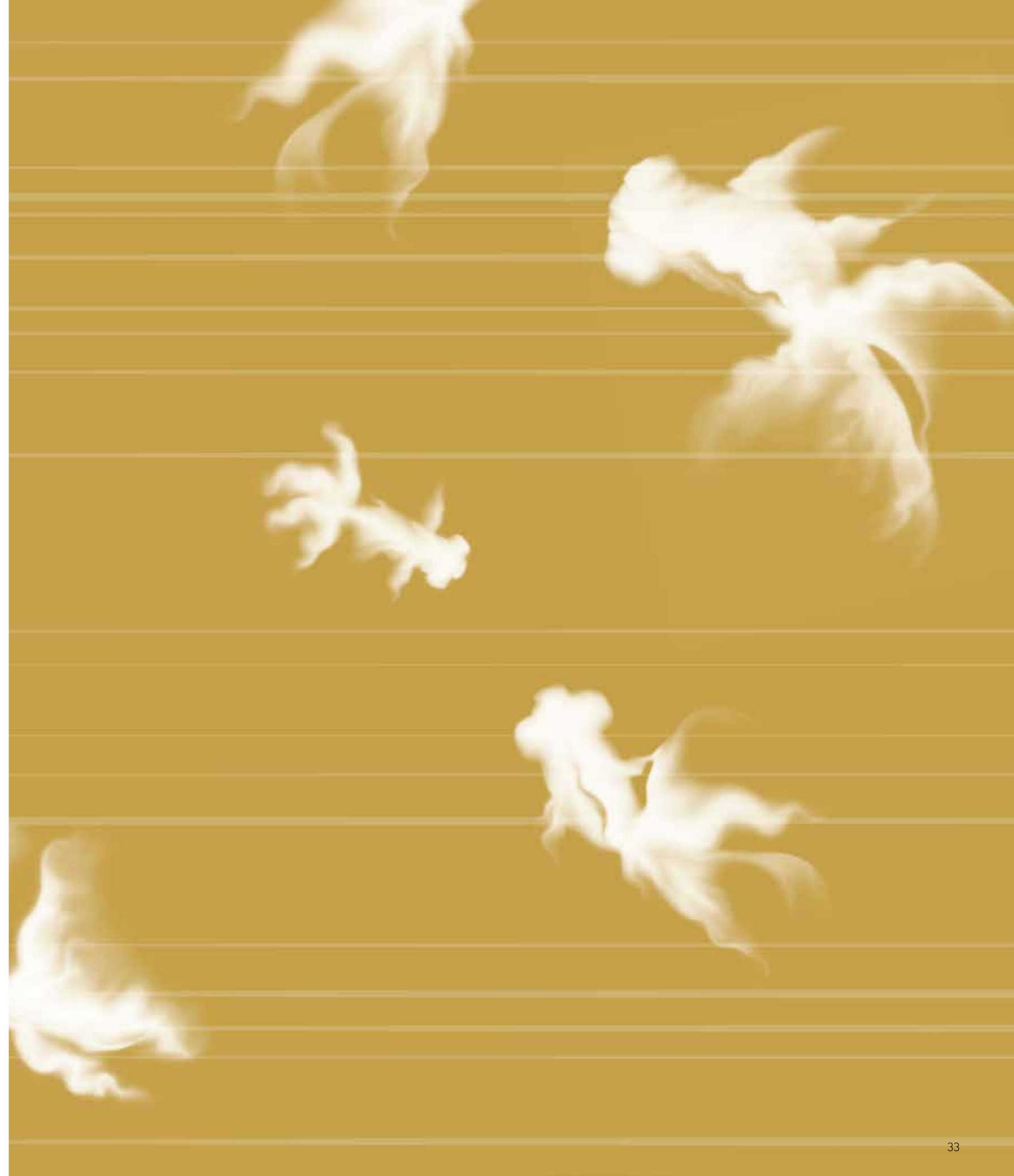
Goldfish in Chinese gardens became popular among imperial family during mid-Qing dynasty. It has many positive connotations in Chinese culture. Its mandarin pronunciation jinyu suggests gold and jade respectively, thus representing abundance, wealth and longevity. The behaviour of swimming in pairs leads to the connection of unity and loyalty. And in literati circles, it also represents the pursuit of elegance.







GOLDFISH | 503\_005





梅兰菊竹合称为「四君子」，寓意圣人高尚的品德，当中菊花象征著高贵和长寿。菊花为中国原生植物，3000多年前栽培为开花草本植物。菊花在寒冷刺骨的秋风中绽放，姿态优美，色彩鲜艳，代表著面对逆境时不屈不挠的风骨。设计灵感源自陈幼坚在京都购买及收藏，于明治时期1893年由长谷川惠华于出版的木版画册《<<契华百菊>>。

Plum, orchid, chrysanthemum and bamboo, are highly regarded as the Four Noble Plants in Chinese culture. Symbolizing nobility and longevity, Chrysanthemum is native to China and cultivated in China over 3000 years ago as a flowering herb. Its flowers bloom in the cold weather in graceful shapes and bright colours which suggests the virtue to withstand all adversities. The pattern is inspired by One Hundred Chrysanthemums, an original book featuring woodblock prints of 100 flowers by Hasegawa Keika, published in 1893 during Meiji period, which Alan bought in Kyoto.





FLOWER 504\_004















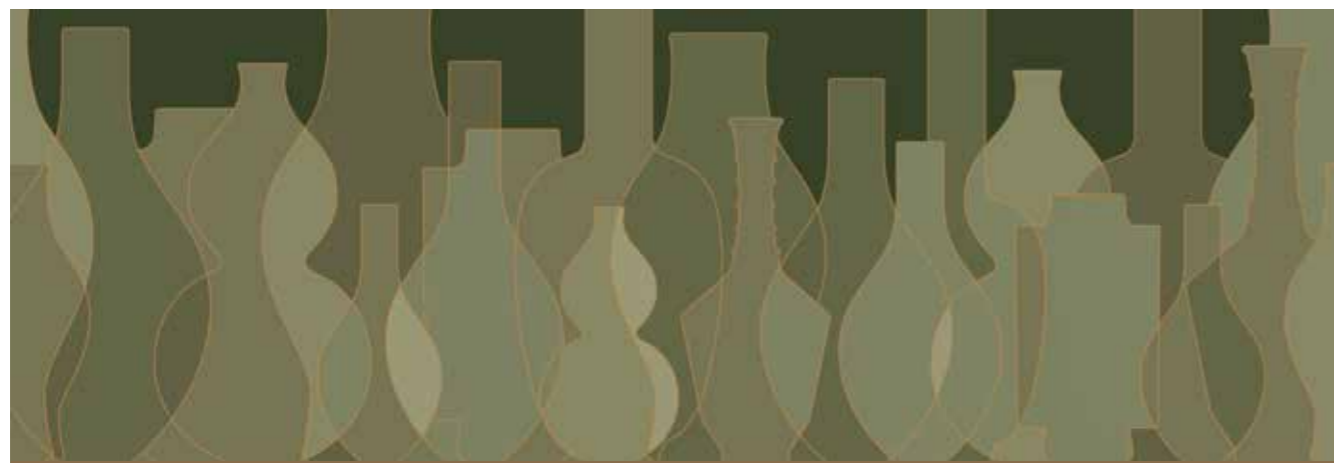
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ARCHITECTURE | 501\_005



ARCHITECTURE | 501\_004



ARCHITECTURE | 501\_003

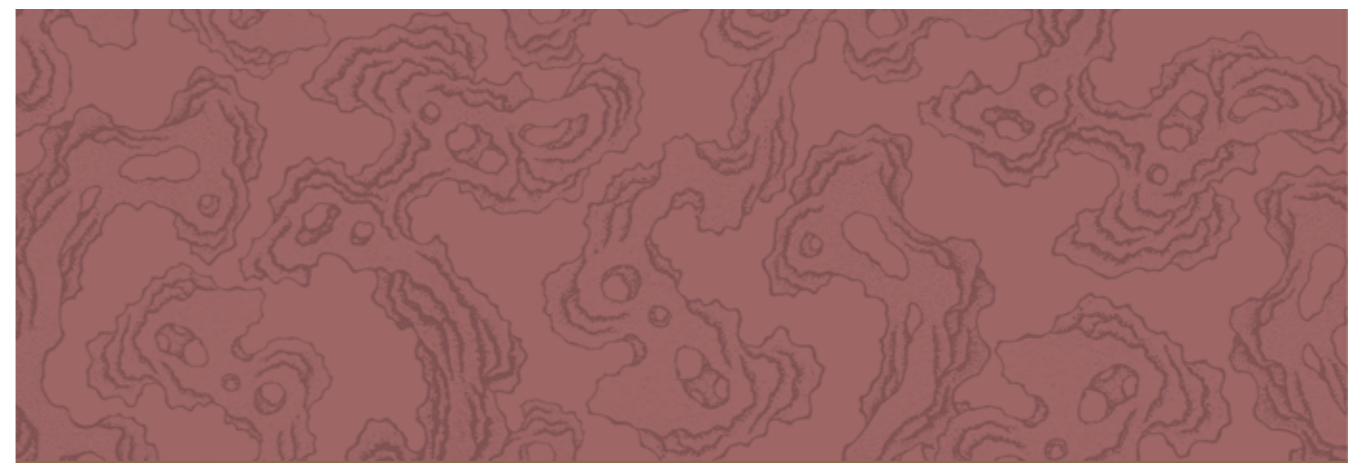
# SCHOLAR'S ROCK



SCHOLAR'S ROCK | 502\_005



SCHOLAR'S ROCK | 502\_003

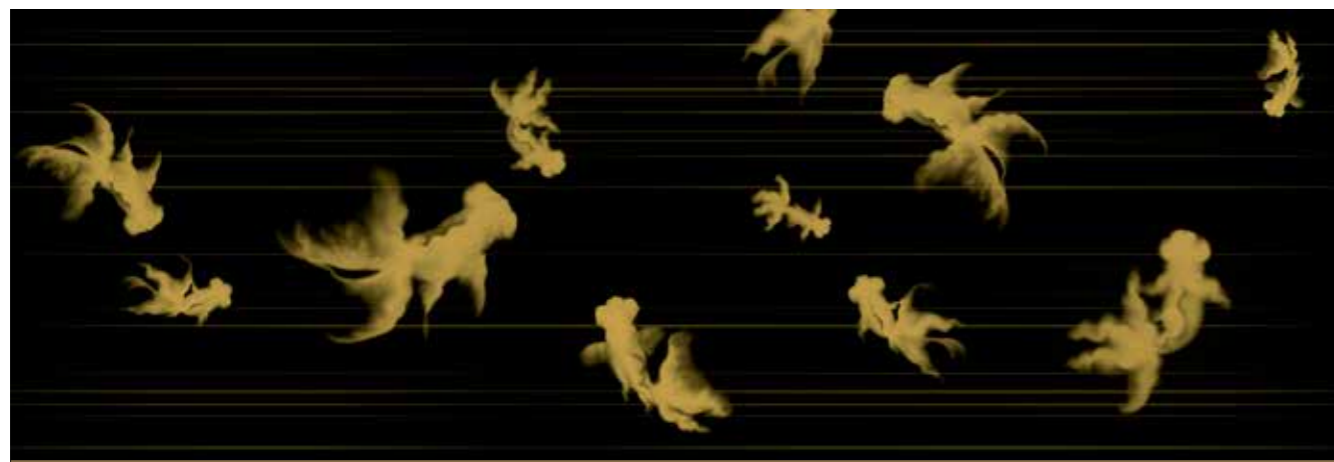


SCHOLAR'S ROCK | 502\_004

# GOLDFISH



GOLDFISH | 503\_001



GOLDFISH | 503\_005



GOLDFISH | 503\_003

# FLOWER



FLOWER | 504\_004



FLOWER | 504\_003



FLOWER | 504\_001

# FLOWER



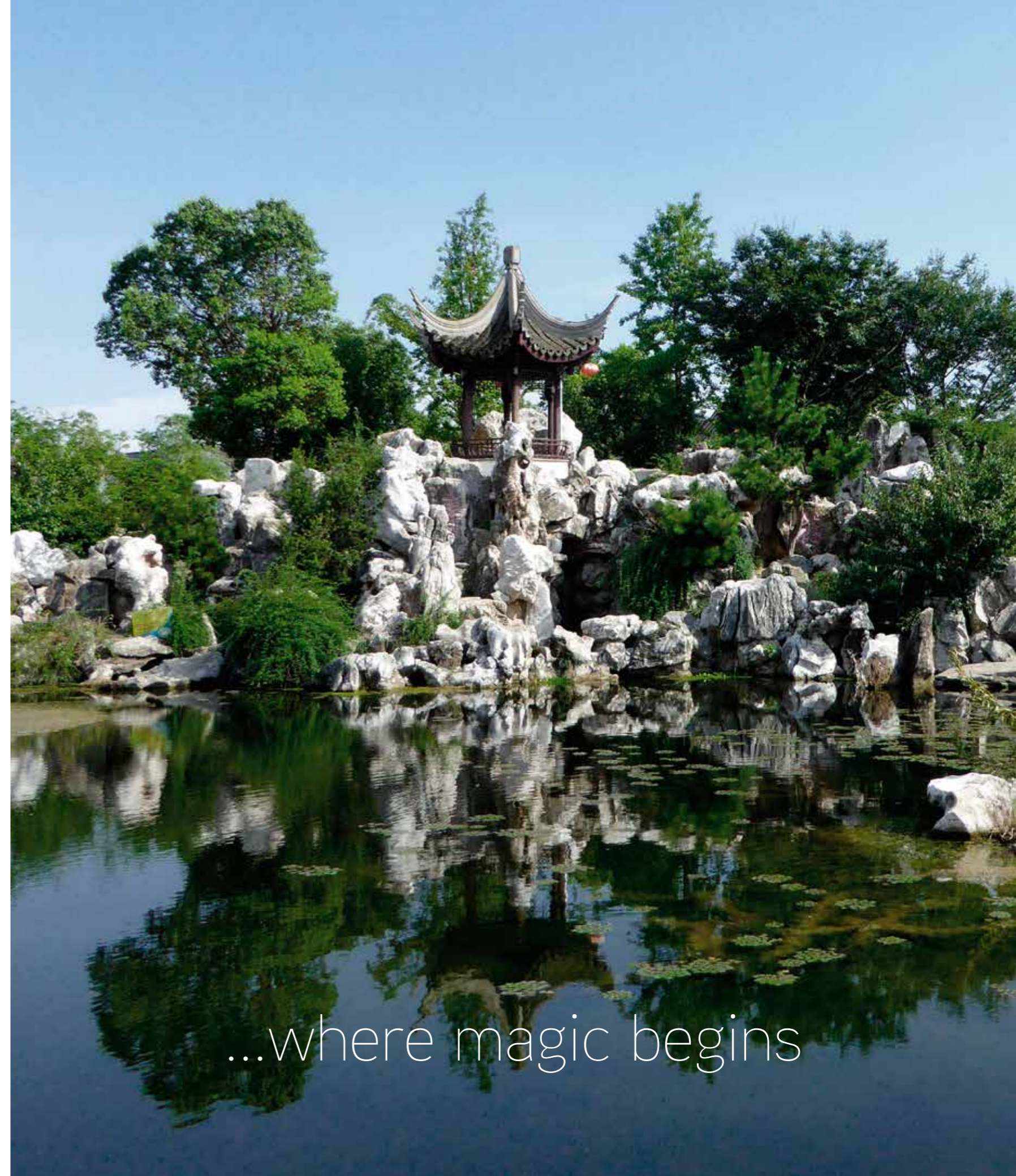
FLOWER | 505\_002



FLOWER | 505\_003



FLOWER | 505\_005



...where magic begins

*Alan Chan*

THE ART OF CHINESE GARDEN

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“A Chinese  
garden is  
where all the  
arts come  
together”

| ALAN CHAN |