

Innovation Through Inspiration

JULIE BURBRIDGE IS MULTIPLE WINNER OF THE BUILDING INDUSTRY ASSOCIATION SALES & MARKETING COUNCIL'S PRESTIGIOUS LAUREL AWARD, AND SHE IS THE RECIPIENT OF SEVERAL MAME AWARDS FOR BEST INTERIOR DESIGN. IN AN EXCLUSIVE INTERVIEW DURING THE OPENING CEREMONY OF STUDIO JULIE B. IN OULE, SHE SHARED HER PASSION FOR DESIGN WITH US.

Julie Burbridge 女士是美国顶级室内设计师。她在科罗拉多州的丹佛开始设计生涯，随后在加州 Laguna Beach 艺术家社区创立了自己的品牌。她是美国建筑协会市场营销委员会权威奖项的多次获得者，同时也是 MAME 最佳室内设计的代表。日前，她在中国的工作室 Studio Julie B. 正式落户欧乐家居，并为您打造专属您的美式家居。

定制经典

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CASA: 是什么促使您从印第安纳大学外语系毕业后来到英国伦敦的维多利亚和阿尔伯特博物馆学习艺术的?能否请您回顾一下当时您在艺术领域的求学经历?

Julie: 我在美国上大学时就一直对艺术,特别是建筑和室内艺术设计抱有浓厚兴趣,所以在毕业后我就打算发展自己在这方面的潜力。作为当代包豪斯设计思想的发祥地,欧洲无疑在这一领域走在世界的前列,而英国设计又在整个欧洲设计行业中具有相当的代表性,因此我选择了伦敦维多利亚和阿尔伯特博物馆——这一结合了艺术理论教育与实践操作的顶尖学术机构——作为我进修艺术的地方。我在维多利亚和阿尔伯特博物馆学习期间创作了一些建筑、室内设计和艺术作品,这些作品对我日后个人设计风格的形成起到很大作用。

CASA: 您拥有一份令人极其羡慕的教育和职业履历,那么作为一名资深的成功设计师您对那些刚刚初出茅庐的年轻设计师都有哪些建议或忠告?

Julie: 恒心与毅力是所有设计师必须具备的素质,但这也是最难的部分。只要自己认定了一个方向或目标就应该坚持不懈地走下去,不要完全被市场的种种趋势所左右,当然这并不是说不要研究客户的需求而是要瞄准并紧盯自己所确定的细分客户群(比如下中国大城市中的年轻新贵),然后将自己的设计理念与市场的个性化要求最大限度地结合起来。年轻设计师应注重从他人的成功经验和案例中学习,了解自己的擅长和不擅长什么,发挥自己的优势并将属于个人风格的东西以灵活巧妙的方式充分展现出来。

CASA: 中国市场的文化环境和客户诉求与西方国家的

截然不同,比如中国人对于家居室内设计的要求可能更加重视“面子”而美国人则注重品质、品味和个性化,那么作为进入中国设计市场的美国设计师您是如何解决这一差异所带来的挑战的?

Julie: 文化差异是每一个设计师所要面对的机遇和挑战。就我本人而言,我认为当前中国客户非常注重产品品质与品牌声望,这一点可以说同美国客户非常相似。另外,也有越来越多的中国客户在向设计师提出项目要求时把张扬个性、回归简约自然、注重环保放在第一位,这表明很多中国消费者尤其是受过良好教育的年轻人的消费意识正趋向理性和成熟。同时我感觉,美国设计文化和其中的优秀基因,如强调个性化、多元化、舒适性和灵活性正成为中国当代建筑和室内设计的标杆。我本人非常愿意将更多优秀美国设计文化和理念介绍到中国方面做更多工作。

CASA: 请介绍一下 Burbridge Design Group 同欧乐家居的合作情况,您针对中国市场又有哪些具体计划?

Julie: 据我了解,欧乐家居是一家拥有自主品牌,在纽约、北京设立双设计中心,专业从事整体美式家居设计、生产、销售的中美合资企业。它一直致力于百年美式生活文化的传承,将经典美式生活文化融入到家居设计中,从而为中国消费者缔造最美的生活方式——新美式生活。目前我和我的团队 Burbridge Design Group 已正式进入欧乐家居,并通过茉莉工作室(Studio Julie B.)为中国客户打造专属于他们的新美式家居。基于我们以往在中国市场成功的项目运作经验——如龙湖滟澜山经典案例,我想我们同欧乐家居的合作将会让众多中国客户实现完美的新美式家居梦想,并且充分体验到美式家居生活文化的魅力。



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julie b.工作室揭牌

CASA: What made you study at the Victoria and Albert Museum in London, England after you graduated from Indiana University as a foreign language major? Would you share with us some of your most unforgettable experience in your academic odyssey of fine arts and design?

Julie: I've been strongly interested at arts, architecture and interior design since I graduated from Indiana University with major in foreign languages. I then made my decision to tap my potentials in arts and design. I chose Victoria and Albert Museum to be the place where I was going to learn arts because Britain was and is still considered as one of the best in terms of arts education. The academic experiences at Victoria and Albert Museum have helped me in laying the foundation for my future design career.



CASA: Boasting of an enviable resume and a proven track record as a professional designer, could you give some advices and suggestions to the young fledgling designers who want to be as successful as you?

Julie: Persistence and patience are the most important qualities for most designers and they are also the hardest things to achieve. When you set a definite and correct target for yourself, you should hang on to it and do not cut corners. Designers can not let themselves be overwhelmed by market forces, they should instead aim at their target segmented customers and investigate their requirements and then meet these needs through their expertise and design talent. Young designers should learn from the experience from successful individuals and cases. They have to know their pros and cons in order to turn their talent into success.

CASA: What's your business plan for the next decade? Any specific projects under planning aimed at the Chinese market?

Julie: As far as I've known, Oule Furniture is a self-owned brand and a Sino-US joint venture company designing, producing and marketing American style household furnishings and decorative items. With two design centers at New York and Beijing, Oule has been committed to the introduction of the classic American life styles and cultures to China and the creation of beautiful American style homes for Chinese clients. Oule Furniture has opened the Studio Julie B. at the showroom of their Beijing headquarter, which is the first regular office for me and my team Burbridge Design Group to work in China. I believe the combination of Oule's brand reputation, production and marketing capability with Burbridge Design Group's design expertise will benefit more Chinese clients in fulfilling their dreams of having their bespoke American houses and interiors.

