

陳雨新 Alix Chen

Education

Domus Academy, i - design 2009

University of Wales, Art 2009

YZU. Information Communication 2004

YZU, Mechanical Engineering 2000

Working Experience

Manager of Interaction Design, PEGA D&E

Internship, Tinker it (Arduino)

Researcher of Robotic System, TTRI

Exhibition

Vitra Design Muzeum 2013

Salone Internazionale del Mobile 2013

Maison & Object 2012

TWDDW 2010-2012

Salone Internazionale del Mobile 2011

Taipei World Design EXPO 2011

Press

Designboom

Mocoloco

Engadget.de

CTV.tw

ETTV.tw

Appledaily.tw

Stuff.tw





PEGA D&E

76

Designers

Taipei • Shanghai

Established in 2008, PEGA D&E is not only Pegatron's in-house design team but also acts as an independent design consultancy. PEGA D&E provides dynamic and cutting-edge designs for clients across diverse industries.



360° Expertise

Design Audit

- User, Market & Competitor Analysis
- Product Analysis

Color & Material Forecasting

- Trend Forecasting
- Material R&D, Implementation

Interaction Design

- Interaction Design Research
- Interface Design

Industrial Design

- Advanced Concept Design
- Product Development

Multimedia

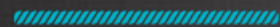
- Motion / Video / Visualization
- Website / Internet / Network

Visual Communication

- Communication Plan
- Graphic / Exhibition / Packaging



Design for What?

 Mostly : 解決生活中的不便



永和九年，歲在癸丑，暮春之初，會于會稽山陰之蘭亭脩禊事也。群賢畢至，少長咸集。此地有崇山峻領，茂林脩竹；又有清流激湍，映帶左右，引以為流觴曲水，列坐其次。雖無絲竹管弦之盛，一觴一詠，亦足以暢敘幽情。是日也，天朗氣清，惠風和暢，仰觀宇宙之大，俯察品類之盛，所以遊目騁懷，足以極視聽之娛，信可樂也。夫人之相與，俯仰一世，或取諸懷抱，悟言一室之內，或因寄所託，放浪形骸之外，雖趣舍萬殊，靜躁不同，當其欣於所遇，暫得於己，快然自足，不知老之將至，及其所之既倦，情隨事遷，感慨係之矣，向之所欣，俛仰之間，以為陳跡，猶不能不以之興懷。

這是一個關於派對的故事。



Industrial Revolution - 1759

Bauhaus - 1919

Network - 1973

WWW -1989

iPhone - 2007

王羲之 (年 - 年)

字逸少，原籍琅邪臨沂（今屬山東），後遷居山陰（今浙江紹興），中國東晉書法家，有書聖之稱，後官拜右軍將軍，人稱王右軍。其書法師承衛夫人、鍾繇。

王羲之無真蹟傳世。著名的《蘭亭集序》等



Industrial Revolution - 1759

Bauhaus - 1919

Network - 1973

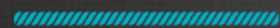
WWW -1989

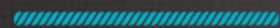
iPhone - 2007

王羲之 (303年 - 361年)

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 現在，讓我們閉上眼睛。

 自認比王羲之快樂的，請舉手。



君不見黃河之水天上来奔流到海不复回
君不見高堂明镜悲白发

朝如青丝暮成雪
人生得意须尽欢莫使金樽空对月

天生我才必有用

千金散尽还复来

烹羊宰牛且为乐

会须一饮三百杯

岑夫子丹丘生

将进酒杯莫停

与君歌一曲

请君为我倾耳听

钟鼓馔玉不足贵

但使愿无违

古来圣贤皆寂寞

惟有饮者留其名

陈王昔时宴平乐

斗酒十千恣欢谑

主人何为言少钱

径须沽取对君酌

五花马

千金裘

呼儿将出换美酒

与尔同销万古愁

此诗为李白所作

时年李白在长安

时年李白在长安

时年李白在长安

时年李白在长安

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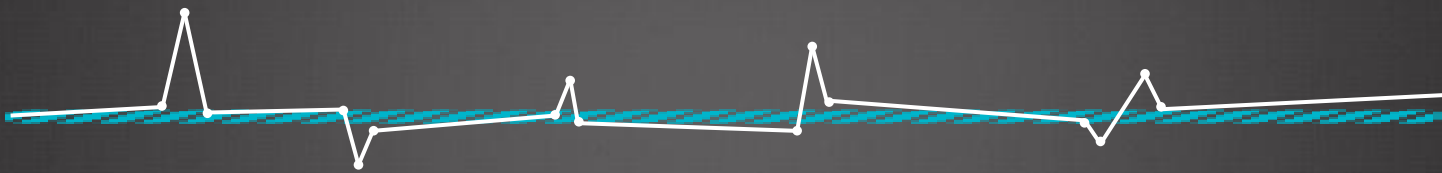
时年李白在长安

时年李白在长安

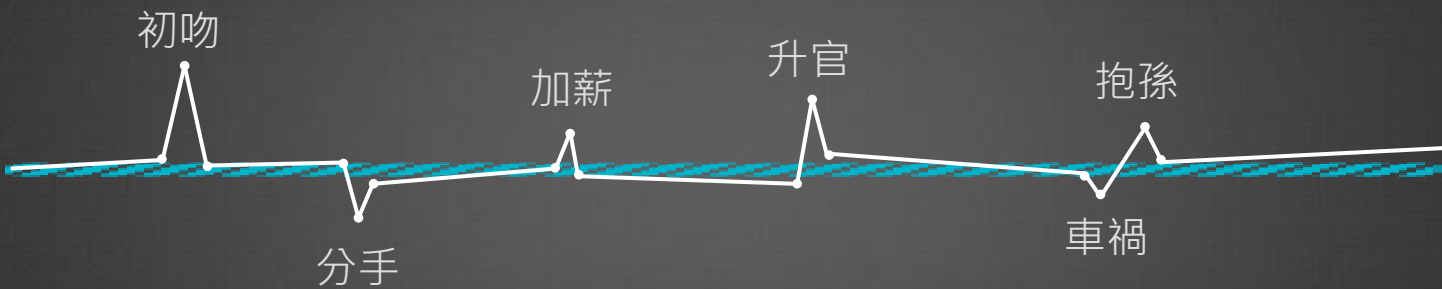
时年李白在长安



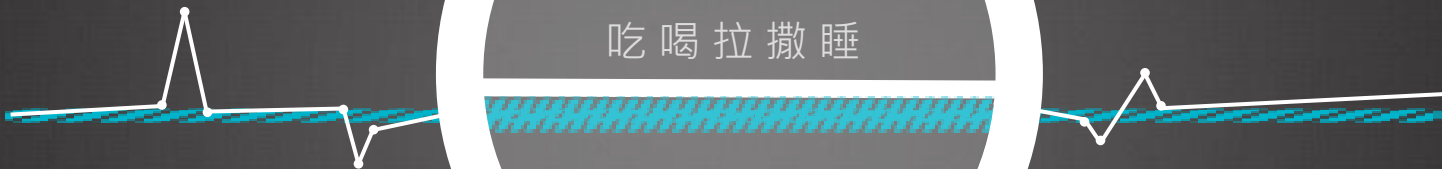




生命

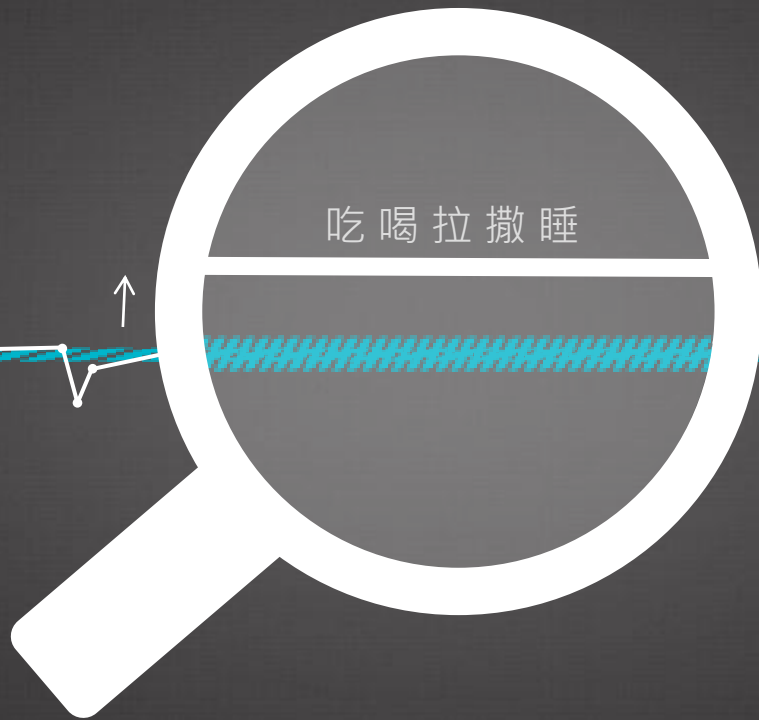
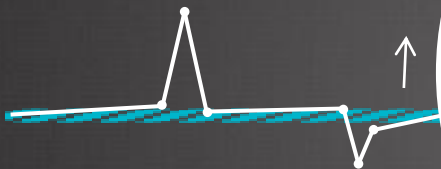




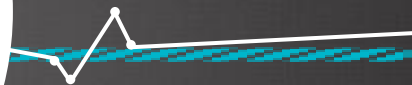


吃喝拉撒睡





吃喝拉撒睡



小确幸

日本著名作家村上春树发明了一个词小确幸，即微小而确实的幸福。村上说他自己选购内裤，把洗得干干净净的柔软内裤一个个卷起来，像寿司卷那样整整齐齐地放在抽屉里，内心会有一种满足感，这就是一种小确幸。





Design for What?



Pleasure for sure
為喜悅而設計

People would ~~pay a lot~~ do everything for it.



or





or





or





or





or



 Not all about money, but business.







Crease Light



Color Up



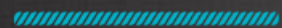
Tap Dance



Friendship
Machine



Windup Chair



Crease Light

Origami lamp

olds.

Reverse folds.

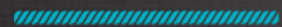
Outside
crease. F
turning
9 show

Fold behind.

11

10





Color Up

sample colors from the real world










Tap Dance

With the popularity of smartphones, touch has become a major action to trigger things in our life. What if this action could also apply to our daily objects, for example, a lamp?

Tap Dance is a touch lamp allowing familiar finger movements to control

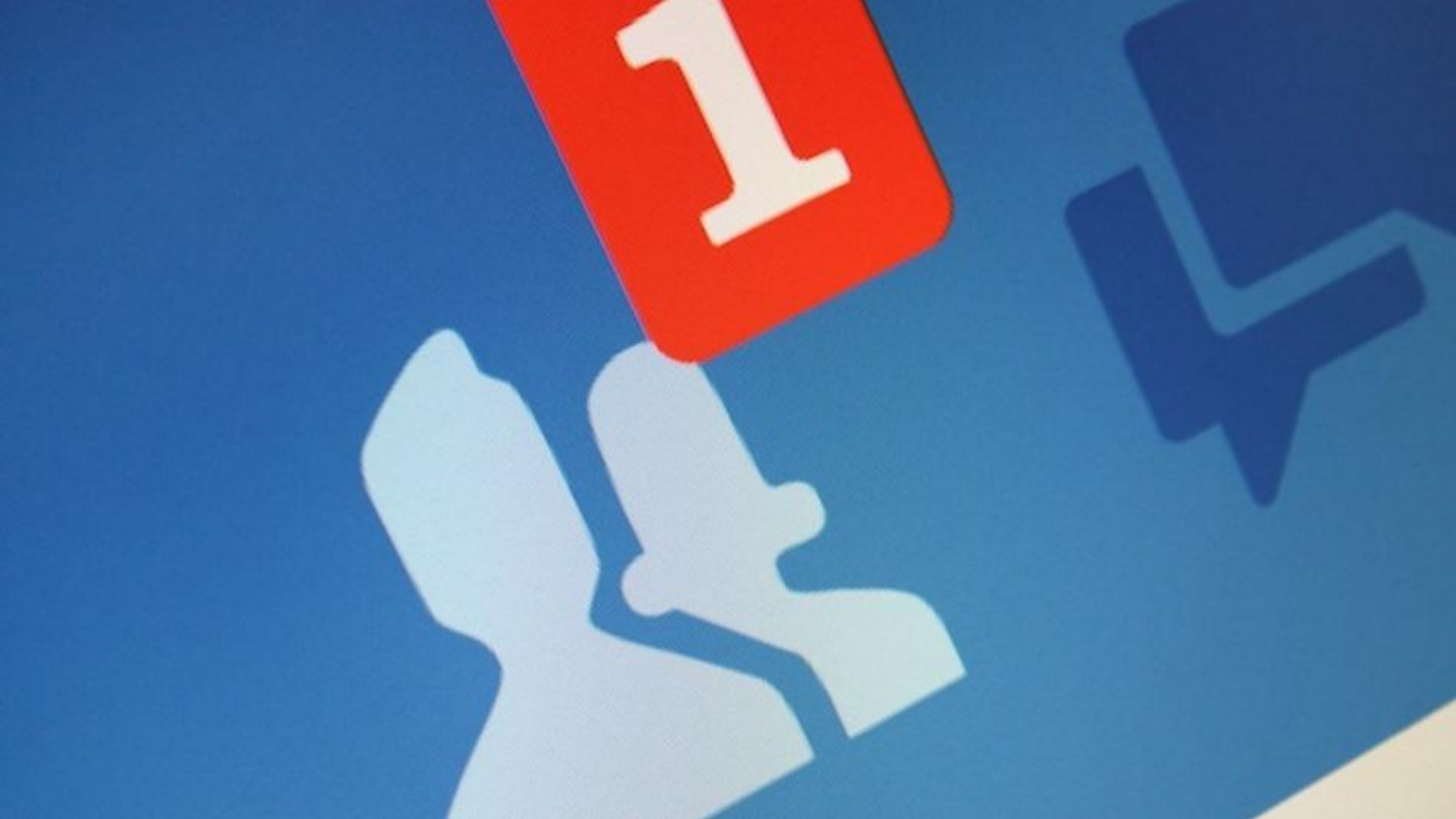
now
NOW AND NEW





Friendship Machine

How we used to make friends is to do something together. However, as technology advances, now we can meet new people easily through internet. Friendship Machine is a vending machine that you can make new friends efficiently by providing your personal information in return.





FRIENDSHIP MACHINE

PEGA BEHAVIOR STUDIES LAB
PEGA



NO LONGER FEEL SHY OR ISOLATED!

Photography



41

Table Tennis



1049

Night Club



763

Fishing



584

Guitar



Cooking



Travel



FACEBOARD
面 板 兒

這中文就叫做面板兒

PEGA
RELATIONSHIPS
L B

人際關係研究社



HOW AND NEW

WindUp

WindUp is a sweet wooden chair allowing your smartphones charged, as long as you don't mind to do some clockwork. The extra size clockwork implies people to contribute physical efforts for their hardworking smart devices.

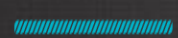


NOV NOW AND NEW



文化，來自於對生活的關注。

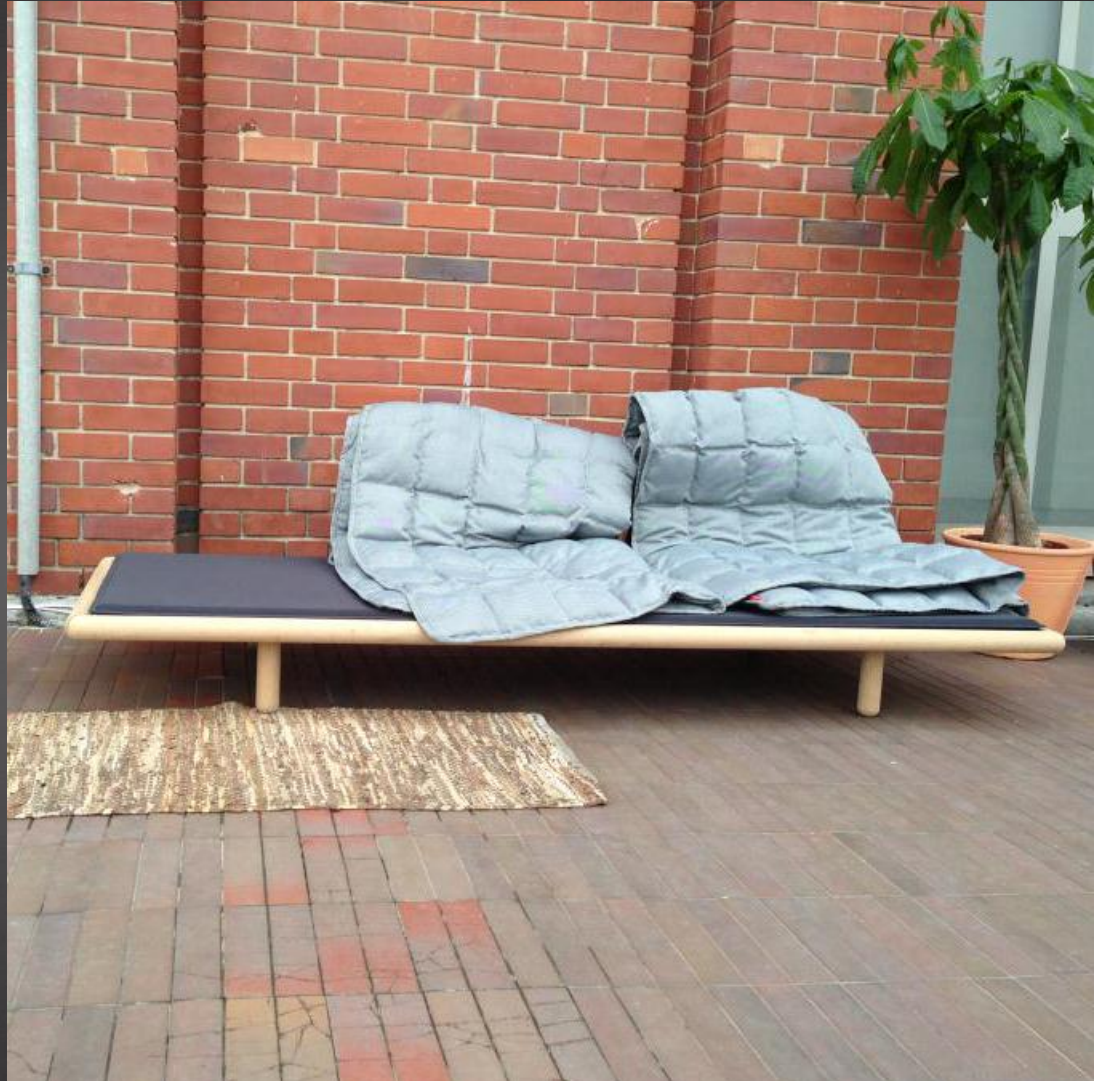




Sitting, Chatting and Drinking



/// Sitting, Chatting and Drinking



Taiwan's Pega D&E Designs Interactive Furniture Using Smartphone Technology

Email Print 15 Tweet 0 0 Pin it



Courtesy Pega D&E

by Lim Siu Hui
Published: April 16, 2013

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Color Up's light bulb sampler takes the color from any physical object.

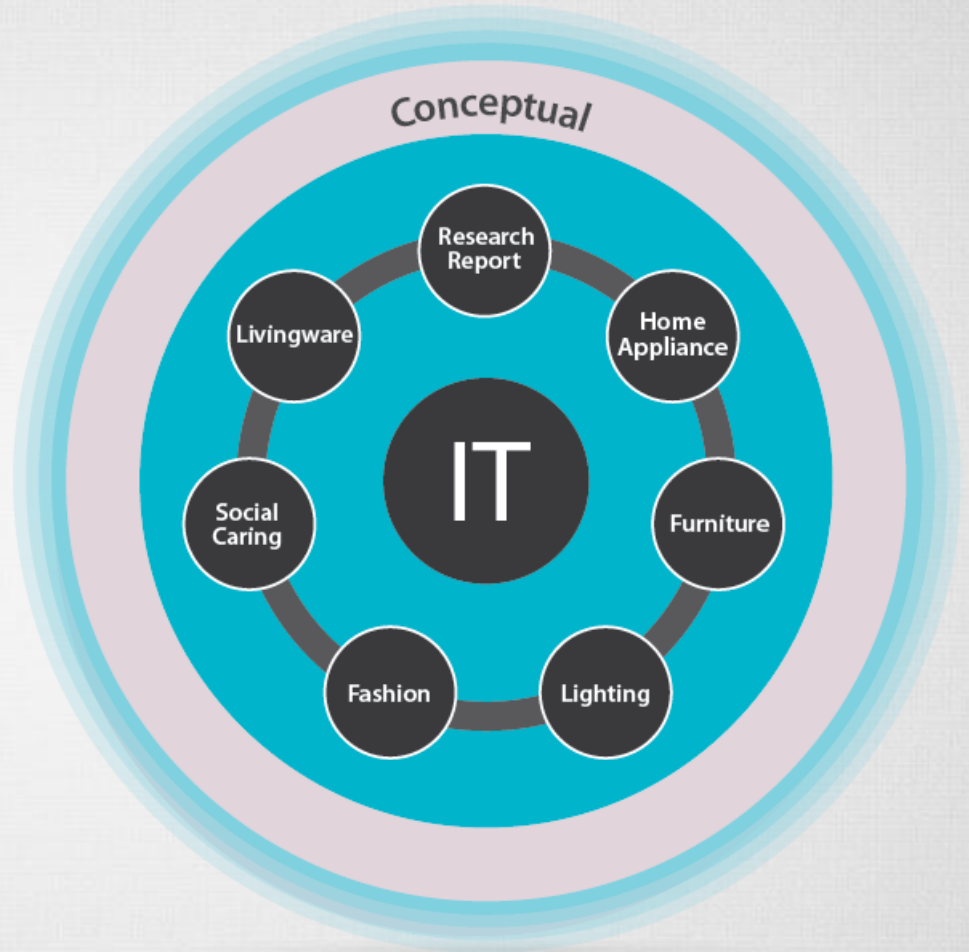
Color Up's light bulb sampler takes the color from any physical object.

"We see a lot of possibilities in combining technology from computers in the furniture industries," says Interaction Design Manager Alix Chen. The same technology – such as the touchpad, the color sensor, and the charging function – found in smartphones have been redeployed in a six-piece collection of daily objects designed with our smartphone use and behavior in mind, he explains.

Courtesy Pega D&E

Who I am

Apply our experience in the IT world to diverse Industries, to conceptual projects.



FILTER

Search

水野 學

Mariko Wada / Art Director

學點什麼，學學水野學

by Jackie Huang

考古學、經濟學、生態學、水野學……水野學？聽起來好似一門很有趣的新興學科，其實水野學是目前日本中生代設計師的代名詞。水野學擅長的不單是精闢的品牌操作主張，更重要的是擅長於與人溝通的技巧。

[Continue Reading →](#)

Communication Design, Idea, Life



WTF is Sugru?

by Joanna Jao

一開始看到黏土這樣搞強強還真是有創意！但也不多想其他，事隔多個月後最近才知道原來這不是一般的黏土，真是小看它了！

[Continue Reading →](#)

Idea, Material



來，阿姑親一下

By Jackie Huang



當傳統神社遇上建築大師—赤城神社

By Wilhelm Chiang

至日本旅遊前前後後加起來也快要數滿兩隻手的手指頭，看過的神社也不下數十座，雖然其中的異國風情仍舊吸引人，也看多了也是有點發膩。這次再訪東京，百緣隔會翻說了在新宿神樂坂的赤城神社是經由建築大師—隈研吾一的巧手改建，讓人對這神社有了新的期待，決定要求釋說一下。

[Continue Reading →](#)

Art, Idea, Travel



(以記憶為主題的展覽) / 失憶博物館

2020-9-01 失憶博物館

2021

失憶博物館

2021

LIFE 生活設計 / ART 藝術 / DESIGN 設計 / PEGA DESIGN

擁抱破碎的意義-失憶博物館

有從東西，留著也不是，丟了又捨不得，但總是希望它能夠被好好保存著；也許，有這地方，可以代替我，繼續紀念他，紀念生命中曾經那段璀璨時光……

[Continue Reading →](#)

Art, Communication Design, Interaction Design

“成全人類自以為是的既有行為，不被瞬息萬變的科技所改變。”



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