

摘要

本創作認為，現今的綠色設計對於解決資源破壞與生態平衡的問題雖有實質上的幫助，但對於受盡威脅的地球來說，只能算是治標而無法治本的方法；真正的關鍵在於人們的心中是否存有珍惜地球資源的想法。然而，如何運用設計手段來影響一個人的想法呢？本創作相信，最直接也是最簡單的方法，即是讓消費者從產品的外觀或使用過程中感受到綠色概念，藉此機會喚起消費者的環保意識；若綠色設計能不刻意隱藏自己身上的綠色特點，不塑造出與一般產品相同的形象，這種「看得見的綠色設計」即是激發我們心中綠色意念的途徑之一。

爲了達成這個理念，本創作除了透過書籍的閱讀來深入了解目前綠色設計的發展與技術，也藉由綠色產品相關資料的收集與屬性分析，歸納出六種讓產品傳達綠色概念的方法，包括「使用過或廢棄物的回收再製」、「運用不經過特殊加工的原始材料」、「以再生材料爲產品的主要素材」、「使用可再生的能源」、「資源回收議題」、「提供 DIY 綠色產品的體驗」，並運用此結果作爲輔助本創作概念發想的素材。創作結果順利產出《藤之椅》、《再生紙之椅》與《碎紙系列》等概念，並於交大藝文空間參與公開聯合展出。

展出中透過觀賞者的回響，除了驗證本創作結果的確能引起消費者的共鳴之外，也在眾人的意見中找出本創作設計不足之處與未來發展的可能性。對於「看得見的綠色設計」來說，本創作只是一個開頭，希望藉此機會能將這個綠色新理念擴展開來，讓設計來喚醒更多珍惜地球資源的心。

關鍵字：綠色設計、環保意識、地球資源、喚醒

The Works of Visible Green Design

Abstract

Although green design is beneficial to solve problems of resources destruction and the biological balance of the earth which has suffered from all kinds of threatening, it can only provide a temporary relief rather than give a permanent cure to the problems. Key factor of solving these problems relies on human's awareness on the importance of cherishing tellurian resources.

How to effectively apply design strategy to affect the green consciousness of a person is the main issue of this study. We believe that the most direct and simplest way to recall consumers' eco-awareness is to let them feel the embedded green concept while contacting or using the green designed products. Thus, in this study of design creation, we proposed the idea of visible green design to inspire our green concept. With this idea, the created green designs don't hide the prominent green features in themselves and don't appear the same image as the general products.

In order to achieve this idea, not only we have read related books to have a deep comprehension on the current technology and development of green design, also we have concluded six approaches for generating green design, through the attribution analysis of the collected exemplars of green product. These six approaches are:

- 「 Recycling and reproduction of wasted objects or used material 」
- 「 Utilizing the raw material without further processing 」
- 「 Using the regenerated materials as major material of the product 」
- 「 Using the energy which can be regenerated 」
- 「 Inspiring by recycling issues 」

「 Providing the experience to DIY green product 」

By applying these approaches, the following three series of visible green design were smoothly created:

《 vine chair 》

《 chair of reprocessed paper 》

《 shredded paper series 》

These works have openly exhibited in a jointed exhibition in the Gallery of National Chiao Tung University.

The audiences' great response to the works in this exhibition not only confirmed that these works can indeed raise the green awareness of consumers, but provided valuable opinions for further improvement and development of these works. In regards to the 「 Visible Green Design 」 , this study of design creation is just a start. Hope through this opportunity, we can spread this fresh seed of green idea into inspiring more visible green designs to awaken more hearts to cherish our precious global resources.

Keywords: green design, eco-awareness, global resource, green conscious reminding