



City Yeast

都市酵母從2006年開始，結合台灣的設計師，為我們的都市以創意發想，有趣的公共空間生活概念，目的是讓大家愛上居住地。

都市酵母是水越設計所提出的世界概念設計裡面的一項計畫，2006年由水越設計內部發展，2007年邀請130多位國內外平面、空間、工業設計師、導演、詩人、學術研究行動參與，2008年300位都市酵母創意人多位工業設計師、建築師、金工設計師、學術研究、服裝設計師等跨界合作，發展出了「都市酵母 2008 陽台計劃」的概念，向國人介紹台灣設計師對於都市公共空間的創新想法與概念，並且將國際上都市空間軟、硬體整合運用的新觀念也帶給大家。運用創意提出各種有趣的都市方案全球化腳步不停下，我們期待生長地有不一樣的風貌與趣味、不一樣的公園、創意橫生的都市商品與幸福民眾。運用創意可以創造一個屬於我們獨特的黏性城市。

水越設計邀請130多位國內外平面、空間、工業設計師、導演、詩人、學術研究行動參與，運用創意提出各種有趣的都市方案，目的是讓大家愛上居住地。

Do you ever wonder that whether the attachment we have with a city is based on something the city offers or it is something initiated by the people?

Today's Paris is a symbol of romance, culture, and creativity. The stories take place there, and the various people making the stories happen, all help to shape Paris' image. The process is continuous; it is still being done by people today with their fresh ideas. This urban culture and image of Paris are making everyone yet to be there longing for a visit, while leaving unforgettable memories to all the people visited there before.

There are other cities with attractive images. Barcelona is another one. Its city projects allow designers and artists from different countries to join the urban planning. This let Barcelona embracing more design elements; the buildings sporting contemporary art, museums, and scenic streets, all jointly make the image of Barcelona as a city of art. For Berlin, its residents choose to make the city unique with a night of unlimited free visits to museums. The event is very popular and grows bigger each year; it is now comparable to any other international carnival. A simple idea becomes such a great event, this is definitely beyond the original organizer's imagination.

After examine all these culture and art events, we should consider how to apply these ideas to make people fall in love with this city, and to make them emotionally attached to it.

Therefore, we look inside, seeking for our inner desire, and making it concrete with our actions. As a result, we develop "City Yeast" project in hope to spread more attractive elements in the city. Through spreading these elements and let them "ferment" as yeasts do, we are making the city more attractive or adherent to visitors and residents.

"City Yeast" is part of AGUA Design team's project in 2006, Global Design Concept. We joint force to apply creativities to make this place and its culture unique; the participating designers, interior designers, industrial designers, movie makers, poets, and writers are all like yeasts, cultivating and spreading the ideas.

You are also yeasts!