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Events

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Upcoming Events

March 2013 11:00 am
PAD Pavilion of Art & Design
Paris
Paris
France

May 2013 (All Day)
Blueprint 2013
Singapore
Singapore

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SpotDesign #buymedesign get started! Share photos of designs you love and get prizes

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NOVEMBER 2012

INTERVIEW DESIGNER STEFANO TORDIGLIONE

Hong Kong

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On the occasion of his collaboration with **Indigo Living**, BuyMeDesign asked a few questions to the designer **Stefano Tordiglione**, founder of **STDesign**.

©Stefano Tordiglione

Buymedesign.com : could you describe yourself briefly and tell us which background you have?
Stefano Tordiglione: I have began playing the piano since the age of 4 and I knew how to read notes before reading letters. I guess that this was a quite creative approach to learning and it has been my guidance throughout my life until today. I opened my own design studio in **Rome**, Italy in **2001** and before I had a quite heterogeneous background from design to marketing to film making, art, music.

Buymedesign.com : how did you arrive in design ?
Stefano Tordiglione: My first design job was in London in 1991 for a very small company and I understood that one day that was going to be my real job. But first, I had to experience more.

Buymedesign: Why did you choose to open your office in HK ?
Stefano Tordiglione: After 2 years of working for an Italian design and architectural company based in Hong Kong I decided to open my own firm because it felt more right as I would be free to develop as much as I wanted and the way I wanted.
HK gave me the opportunity of embracing the whole of Asia and to be able to expand rapidly and focused.

Buymedesign.com : what should be the main qualities for a designers ? what are the default a designer cannot have ?
Stefano Tordiglione: Creativity should be the number one quality. To think out of the box. And number two is the care for the detail. The fault is missing that detail.

©Eva Collection by Stefano Tordiglione

Buymedesign.com : What inspired your Indigo Eva Collection? Have you agreed on some specific requirements (in terms of design, materials used) or did you have the entire choice on what to do ?
Stefano Tordiglione: Indigo's CEO and owner **John MacLennan** has been a great person to work with. He gave us a lot of freedom but of course we were designing for Indigo a brand which has its own retail space in the market.
This brand was the first brand that as an Italian I approached as soon as arrived in Hong Kong and felt a bit at home for its classical but contemporary style.
Eva is a good balance and I think it gives **Indigo** a touch of different elegance staying in their target buyer and consumer.
The inspiration has been the 50s and 60s in Italy and Capri island and Napoli and the Riva boats of those times. These were the major influences for creating this collection. I was born in Napoli in the 60s…so….

Buymedesign.com : What is your approach towards matters such as ecology and sustainable development? Do you take it into account when providing professional interior design and architectural services?
Stefano Tordiglione: I would love to work only thinking on eco sustainability. In a country like China and HK it is still quite hard to do. Therefore, it represents for me a real challenge to remain ecological while answering a client's need, but this is also part of the job to adjust to local demand.

reviews **Spot design** TL Mag
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©Apple&Pie Boutique HK by Stefano Tordiglione

Buymedesign.com :: What is your favorite moment during the process of creation? What seems to be the key factor to turn a great idea into a real product/project?
Stefano Tordiglione: The best moment is when we receive the brief from the client and the feedback on the spot. I like to provoke and most of the times the best ideas come right during the first presentation. Once back in the studio we do brain storming and that's another creative special moment when the team is all concentrated to grab floating images in the air.

Buymedesign.com : is there a specific project of which you are the most proud of?
Stefano Tordiglione: All of them. They all have a story.

Buymedesign.com : is there a material you prefer to work with? And why ?
Stefano Tordiglione: In this moment I like very much ceramic. The precious and special one. It gives that warm feeling without being warm. The hand painted Italian ceramic from the 50s are one of the best design expressions.

©Shanghai Jiangning Road Power Pleant Alteration by STDesign

Buymedesign.com : Which "tags" define your style the best?
Stefano Tordiglione: Elegant, detailed, creative and practical.

Buymedesign.com : Would you have advice for young designers?
Stefano Tordiglione: They have to read and look to what is happing and has happened in design. But overall be very curious. As curious as much as they can.
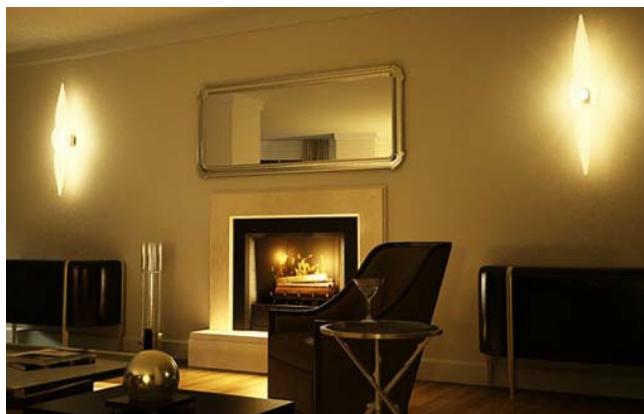
Buymedesign.com : which are your favorite places to…
Stefano Tordiglione: Shop – believe it or not I hate shopping. But I would spend hours and days wondering among the small shops in Tokyo
Drink – a small local bar close to my office. not fancy but with a cultural attention to film and music. And they make the best margarita in town
Eat – local small restaurants or fancy Italian ones
Chill out – home with friends

©Umo Lamp 2010 Rome Stefano Todrglione

Buymedesign.com : What's your motto in life?
Stefano Tordiglione: Be emotional with intelligence. Be intelligent with emotions.

Buymedesign.com : What is your design philosophy?
Stefano Tordiglione: Design success is when you create something completely new and it seemed that it has always been there. So you want that design (object or interior) because you feel it is missing from your daily life.

Buymedesign.com : what is the object of design you would dream to create?
Stefano Tordiglione: An amazing toilet which breaks all of the rules we've seen to today.

Buymedesign.com : what is your top reference in terms of design (another designer, architect, graphist, painter, etc.) ?
Stefano Tordiglione: Many. Too many. each one can have a major reference. But if I had to decide I stand next to the designers during the 30s and 50s in America and in Italy.

©Iscream Gelato by STDesign

Buymedesign.com : what are your main influences of the moment ? (plastic arts, music, architecture, mode, movies, ads, etc)
Stefano Tordiglione: Daily life.

Buymedesign.com : where in the world do you think the centers of creation are the most innovative?
Stefano Tordiglione: Italy is still one of the most important hearts of design creativity. I think China will soon emerge as it combines the Eastern culture with the craving of the new.

Buymedesign.com : which are the most daring brands (in all fields) currently in terms of design ? and which ones do you think would need a serious refresh?
Stefano Tordiglione: I don't like to name brands. But I think that design to look at with always fresh ideas it still belongs to the Italians and I would put the Japanese in a high position as well.
The Chinese have a good potential but they need to stop looking outside of their country and begin to looking inside themselves where there is a huge amount of resources on where to be inspired.