

'Daydreaming, working, and daydreaming some more, Lu Yongzhong describes his every day'

LV YONGZHONG

The WoodCraft

Content

1. Introduction	1
2. The Beginners Mind	2
3. BANMOO	4
4. The first piece	5
5. National Spirit Achiever' 16	7
6. Philosophy	10
7. The Flute	13
8. Zen Couch	15
9. Emperor Couch	16
10. Carryin Moon	17
11. Conclusion	18
12. Bibliography	19

Lv Yongzhong was Born in 1968. He graduated from Tongji University in 1990 and stayed on as a lecturer following 20 years teaching industrial and interior design, quit academia to set up a furniture design studio and brand, Banmoo, and is a practitioner in the field of design.

His works have won numerous awards and is seen as an influential Chinese creative designer as reported in both international and domestic media.

Introduction

It was in the year 1999. Lv Yongzhong, teacher at the Design School of Tongji University and head of an interior design company, asked himself several questions.

What is design?
Do we lack a cup?
What do we really
need?

Our time calls for efficiency, which casts shadows of anxiety in people's heart. For Lu Yongzhong, good design brings about quietness that is a momentary escape from the negative aspects of reality. Just like Zen meditation, it helps recharge ourselves.

He had set up a carpentry research and development base before “Banmoo” was born in 2004. He learned from senior carpenters in order to develop a deeper understanding of various kinds of wood.

He had special feelings towards wood that he believed defined the temperament of East Asian people. In East Asia, people have greater awe for nature, and wood—natural, warm, soft, as if breathing—reflects people’s cognition of the relation between human beings and nature.



LV’s philosophy is to leave some emptiness for the users to fill in. Banmoo, like a “content generator”, shows unlimited possibility in response to the environment around. As a designer, more effort is put in reducing over-expression and presets so that the product has enough flexibility to suit the surroundings.





BANMOO,
founded in 2006,
Shanghai

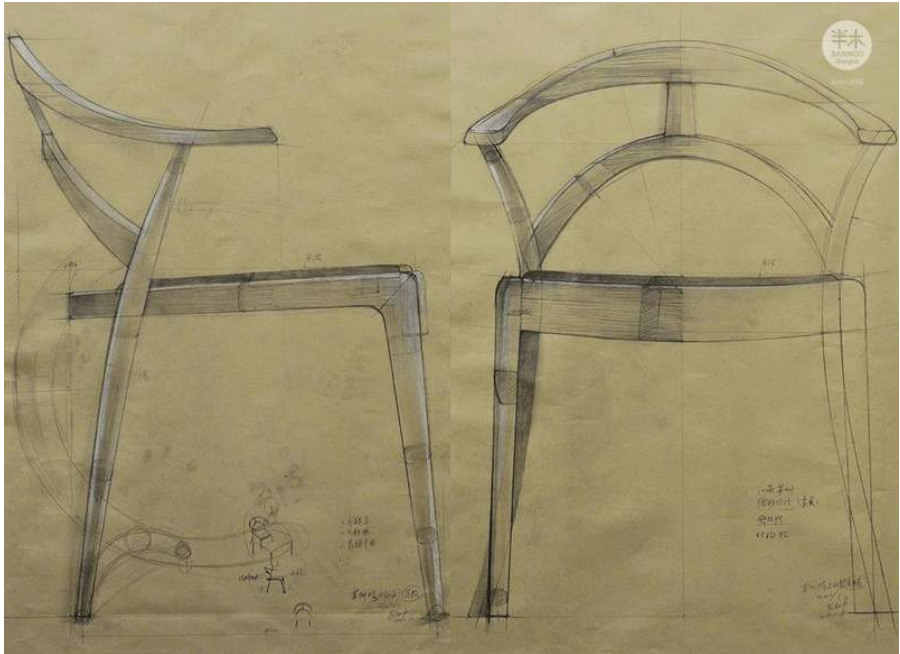
"Ban", or halfness, is a quintessential quest for the balance of utility and Taoism.

"Moo", or wood, represents the exploration on materials and forms which contain the origin of natural life.



道

'The belief that objects or physical entities as necessitated instruments communicate life aspirations is visible in his works'



Every piece of BANMOO furniture is designed by Lv Yongzhong. He rarely uses the computer, but draws his ideas on paper with the precision of a technician and perfects the initial sketch with utmost seriousness.

苏州椅
SUZHOU Chair



The Suzhou Chair took two years to finish, a counter-example to the so-called “China speed.” Chairs are most difficult to make. They must be very stable and the design must help maintain correct spinal alignment. The chair appearing in the picture was already the sixth prototype for Suzhou Chair.

LIFEMAGAZINE



生活

月刊



吕永中

LV

YONGZHONG

(国家精神成就奖得主)

Lv Yongzhong won China Life Magazine's "National Spirit Achiever" award in 2016.

吕永中
LV YONGZHONG

An influential Chinese creative designer as reported in both international and domestic media.

Invited to design window showcases for Hermes flagship store from 2008 to 2010

As judge of the 'iF design Award China 2009'

Works exhibited on 'Dutch Design Week 2008' and 'Milan Design Week' from 2010 to 2013

Awarded as 'The Top Ten of the most Influential Interior Designers' by China Institute of Interior Design (CIID)

Invited to be member of 'Hall of Fame' by 'Interior Design China'

Honored as 'The Forbes China most Influential Designer'

Honored as China Life Magazine ' National Spirit Achiever ' in 2016

國
勵

NATIONAL

勵
精

SPIRIT

精
神

ACHIEVERS

造
就

AWARD

國家精神造就者榮譽

NATIONAL SPIRIT ACHIEVERS AWARD

中華民國

“Half full” is Lv Yongzhong’s philosophy for life and for the brand.

The engagement of an individual’s whole being, and his outlook on technology while striving to strike a balance between the traditional and the modern in his practice.



He is more concerned about the real need of people: lack of time and space, anxiety, yearning for familial happiness, inner reflection. All designs echo the fundamental issues and provide a solution.



There is a story behind every line and detail

Furniture today should return to its basic function. It is a life companion, a dumb friend, rather than a loudspeaker. Halfness refers to a balance between the hard and soft, light and heavy, simple and complex, yin and yang.



Great respect is paid to natural materials: Wood, ink-stone, brass.

Wood is like a life form. It has beautiful grain; it also deforms and cracks in time. It is worthwhile to spend time with it and listen to its changes.



笛香 插香座
"Flute" Incense Holder

The uncluttered and almost
covetous clarity of thought brings
about the formation of a simple
everyday item.



The incense holder, designed like a flute where he envisioned the smoke to come out from various openings of the form. The philosophical undertone of slowing down, appreciating the present, and feeling the passage of time is expressed by this small object, marvelling the user and viewer both alike.

Twelve holes. Twelve scales.

Smoke rises from one hole to another as the incense burns, visualizing the passage of time. Lv Yongzhong called it "Time Visualizer". The incense burner was warmly received by many customers, who gradually developed the habit of lighting an incense stick to appease their mind.



清
风
禅
榻
ESSENCE Zen Couch



A Zen couch, quiet and peaceful.

Designed in 2011,
American walnut + fabric

Single-seat: W900mm*D880mm*H550mm,
Seat Height 350mm

Double-seat:
W1800mm*D930mm*H550mm,
Seat Height 350mm

This piece provides one an opportunity to slow down the pace of life, an ideal space for meditation or the enjoyment of a cup of tea. BANMOO has chosen a natural linen material to enhance the comfort and pureness of this couch.

American walnut, 2011
 H750mm×W2320mm×D1030mm
 H750mm×W2530mm×D1120mm

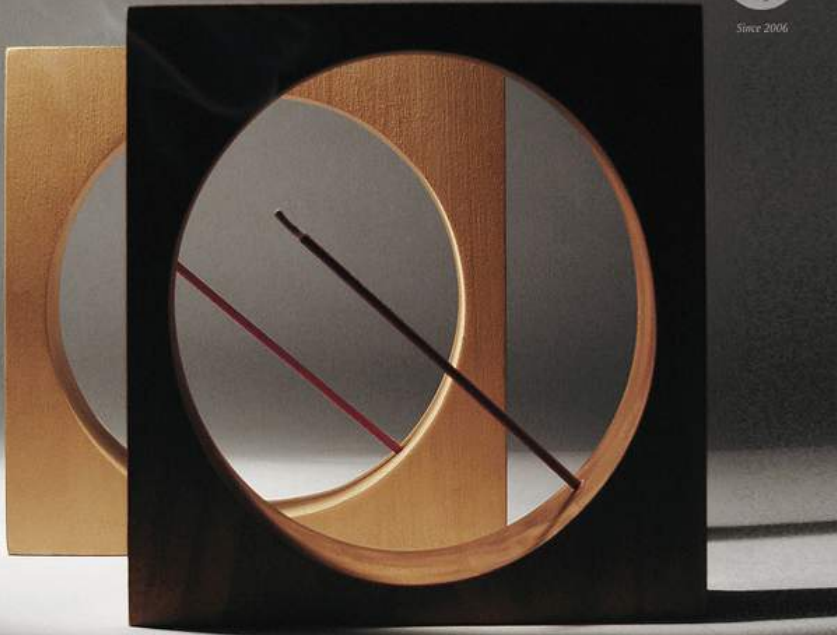
'Anhui' Emperor Desk, recommended by 'INTERIOR DESIGN Magazine', an immediate hit in the marketplace as soon as it was launched in 2011. The entire piece is made of American walnut. With the simple lines, with the asymmetrical balance, the design evokes a more interesting but classic interpretation of the desk. Not until you can touch it, until you can sit at it, will you discover its surprises and less apparent details and features.



徽州大班台
 ANHUI Emperor Desk

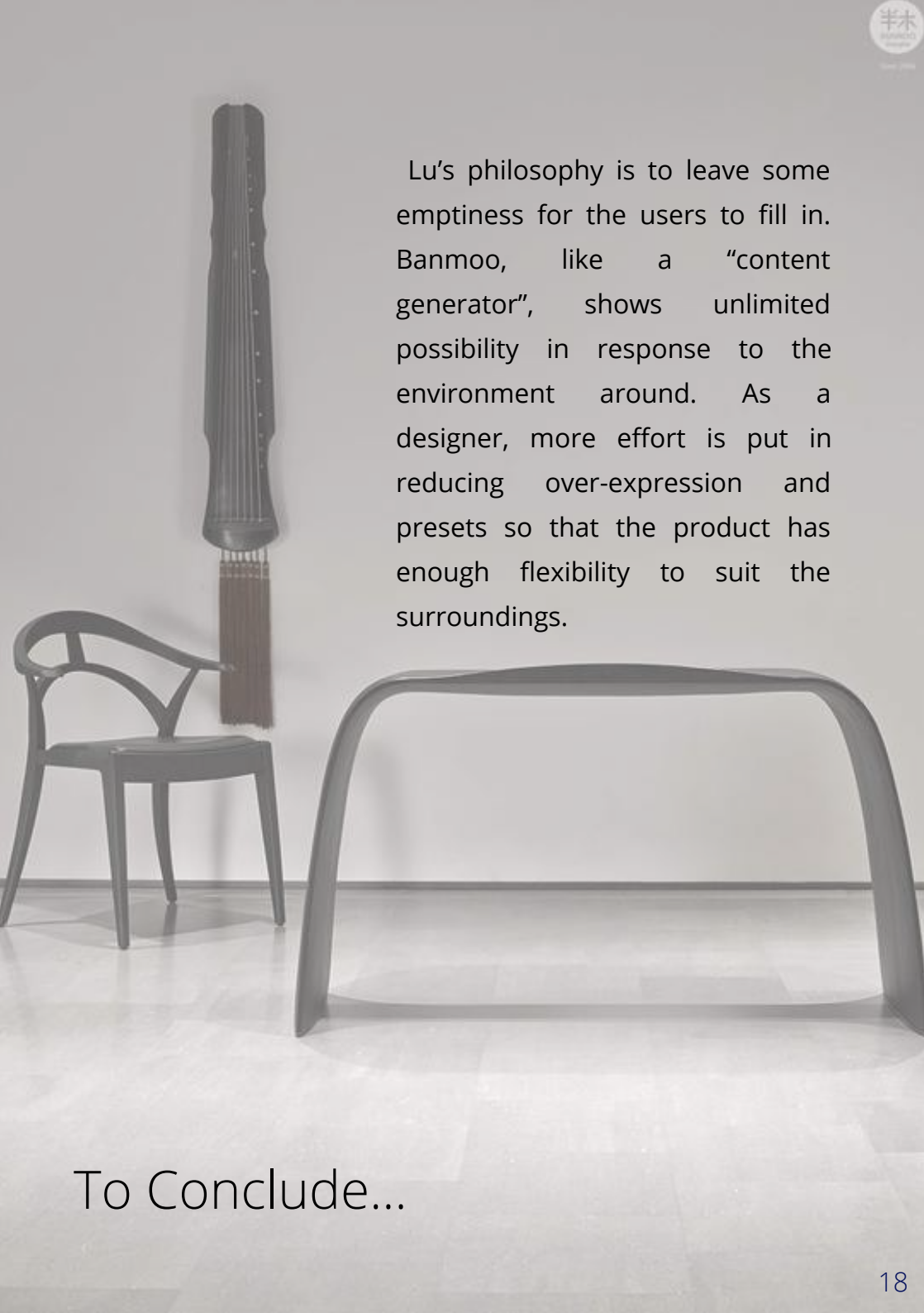


提月 插香座
"Carrying Moon" Incense Holder



The 'carrying moon' incense holder designed in 2006 by Lu Yongzhong is a beautiful example of simple lines and classy minimalism invoking the most fragile of experience in the user, both visual and sensory.

The work has a shape of an outer square and inner circle, which you can carry in your hand just like carrying the full moon. Its wider bottom can take fallen ash from burning incense. After several days of use, the wood can absorb the flavor of incense, making it among the items and users have a more deep connection



Lu's philosophy is to leave some emptiness for the users to fill in. Banmoo, like a "content generator", shows unlimited possibility in response to the environment around. As a designer, more effort is put in reducing over-expression and presets so that the product has enough flexibility to suit the surroundings.

To Conclude...

Bibliography

- <https://www.chinadesigncentre.com/works/banmoo-seeking-tranquility-in-urban-life.html>
- https://www.youtube.com/watch?v=cTP5hdwdF_M
- <https://www.re-thinkingthefuture.com/rtf-architectural-reviews/a3204-interviews-with-architects-uncovering-the-design-philosophy-of-lu-yongzhong/>
- <https://banmoo.cn/en/lv-yongzhong>