



# Q & A Antti J. Kallio

安迪·J·卡里奥

采访：伊曼纽尔·巴博萨

安迪，先来和我们说说你的故事吧。

我喜欢与许多与设计、建筑和音乐相关的食物，它们就好像是我生活中与生俱来的组成部分，这也许和我的家庭背景不无相关。我的祖母是一位歌剧演唱家，而我的家族中也不乏建筑师和艺术家。

就个人经历而言，我在1983年时做过古董家具的销售工作；我制作过世界上第一批智能手机上观看的电影；我还做过业余歌手，创造过歌曲，其中一些创作还曾被一些芬兰电影选用，之前也曾尝试过业余音乐家的工作。在互联网电子杂志普及之前，我是《吉他杂志》弦拨版的创始人和主编。

直到遇见艾洛·阿尼奥，我才感觉到我之前所做的一切终究都是兴趣使然，而将它们结合起来才是我终于找到的毕生事业所在。我相信在这方面我是有优势的，我可以将包括设计在内的不同领域的人脉相互整合。虽然对于设计行业来说，我也是刚刚涉足的新人，但我相信会有更大的成功就在不久的将来等着我们。

你和艾洛·阿尼奥是怎样建立起联系的？你又是如何成为他的私人经理人的呢？

我们真正开始接触的时间应该是在2006年3

月，那时我在网上看到艾洛·阿尼奥的家具展览并注意到了那张桌子，它那吉他造型的外表让我过目不忘。真是越看越爱！我想也许有一天我可以有一个形状如此的吉他。顿时，我意识到似乎还没有哪位设计师作过这样的作品，至少我所知晓的知名设计师中还没有。

我当时有一把吉他，那是我自己设计并由Luthier Juha Lottonen制造的，我还给它取了个名字叫“波迪德利”。至今那些技术细节和制作方式还都留在我的脑海。我拿出它和阿尼奥的桌子进行比对，然后情不自禁的想到如果阿尼奥可以重新描绘并且精细桌子的吉他形状，那将会是一件非常精妙绝伦的作品。

于是我整理了一下自己的思路，然后拿着两个吉他，带着一张满是汗水并且紧张到通红的脸来到了艾洛·阿尼奥面前。我带去的那两把吉他一把是1972年的Fender Telecaster的（知名吉他制造商），另一把则是Juha Lottonen制作的我自己设计的吉他，除此之外，我还带上了米科拉帮我画好的一些创意操作细节图。阿尼奥非常热情的接受了我的设计请求。几个星期之后，一把科帕卡巴纳吉他经过了细致的细节处理后重新设计完成了，并且投入了生产。时至今日，许多乐手都很喜欢这把吉他，比如歌手康纳·欧布莱恩还有ZZ Top乐团的比利·F·吉本斯。



最近，我们有幸采访到了一位来自芬兰的文化传播专家和企业家，他就是安迪·J·卡里奥。作为一名私人经理人，安迪·J·卡里奥所协助管理的是一位20世纪设计历史上最杰出的设计师之一——设计出球椅和泡泡椅等享誉世界佳作的艾洛·阿尼奥的事物。



和阿尼奥的这次接触让我注意到他在某种形式上是一个自由职业的设计师，与许多工厂合作产品设计生产，再由他们通过各自的市场和通路进行营销，阿尼奥就是通过这样的方式将他的品牌推广到全世界的。

合作之后，我就帮助阿尼奥处理一些市场事物，当然也包括其中一些合作的合同谈判等，这样他就能节省出更多的时间去做自己更为擅长的事物，比如产品设计。我就是这样慢慢地成了阿尼奥的私人经理人。这份工作所涉及的范围非常广泛但绝不枯燥。私人经理人的工作更像是业务代理、合作管理以及各种助理工作的结合。

我将所有的制作方结合在一起，这样可以保证至少世界上有一个地方能让消费者买到最纯正的阿尼奥作品。传统的贸易已经很难再建立新的盈利趋势，无论它的地理位置是设在赫尔辛基还是伦敦、纽约、东京或是任何地方都是要由人来进行运营。因此我决定采用新型营销方式，建立终端电子商务，再搭配展览厅呈现真实产品，在那里你还可以找到阿尼奥所有最新的设计作品。

网店所涵盖的市场主要还是芬兰和欧洲地区。虽然电子商务依旧是边缘利润，但却是很好的品牌推广方式，可以让阿尼奥和生产商之间擦出新的火花。当然也会吸引更多新的制造商。比如Alessi，他们就雇佣了一位年近80岁的老牌设计师来平衡市场。

对我来说，这是一个很棒的经历。我可以在柏林召开展览会，在米兰进行新产品和网店的发布会，在纽约与康纳·欧布莱恩约见，当然也可以参与生产那些值得载入历史的家具产品。

几年内，艾洛·阿尼奥教会了我许多设计行业中的经营知识。现在，在发布会或是消费者提问时，阿尼奥对越来越多的问题都归结为一个答案，“请安蒂代答”。这让我们的合作也变得越来越顺利。

据我了解，20世纪80年代艾洛·阿尼奥的境况并不喜人，制作公司ADELTA 90年代才开始继续生产阿尼奥的经典设计和一些新的设计产品，他的设计才得以重新回到人们的视野中。接下来艾洛·阿尼奥将开始为其他品牌创作新的设计产品，在这里你能为我们的读者透漏一些他这方面的新动向么？



在2002年，艾洛·阿尼奥创作了新的设计产品，双泡台灯。它包括两个元素，旋转素材模具和节能纸浆。阿尼奥希望把这两种元素结合在一起。因为旋转素材的模具可以用于开放式形状设计，而节能纸浆可以在使用时不易过热。在加之他的作品久保照明灯和火烈鸟台灯日前刚获得“红点奖”和“最佳设计奖”。芬兰的Melaja公司现在就正根据这种旋转设计形式拟开发出20款新产品。当然还有一款最新产品也用到了这种方式，比如一款和意大利公司Magis合作生产的概念狗。阿尼奥的这个系列的作品略带幽默感，还包括了小狗，恐龙，小马，小猪等等，简直像个动物园。

我们曾在赫尔辛基的艾洛·阿尼奥作品展示厅中见过，我想在此请问的是那间展厅背后是怎样的市场策略呢？

正如我刚才所说，艾洛·阿尼奥的多数作品人们都可以通过一个在线商城www.designeroaarnio.com中看到，而现在这个展厅可以方便人们在生活中更直观地接触到阿尼奥的最新作品。另外，这座位于赫尔辛基艺术区的展厅还可以用来进行会议和新闻发布等活动。

还有什么新的项目你想在这里跟我们分享的么？

《现代历史1900》(Modern Historic 1900)中收录了我所收集的所有芬兰家具，这对于芬兰家具来说也是一种另类的面对公众的方式。其实所收集的一些家具早已不再生产，现在通过这样的方式展出也还是为了让人们再有机会一饱经典。其中包括了许多芬兰艺术史上最杰出的艺术家，包括阿克沙里·圣卡伦-卡勒拉、让·西贝柳斯、奥利斯·布隆斯泰特、奥伊瓦·卡里奥、基莫·坎万托、蒂莫·萨尔帕内瓦、基莫·塔帕尼、乔治·库卡波罗、艾洛·阿尼奥以及比约恩·韦克斯卓姆等。

这套收藏已于2011年印刷出版，相关的展览2012年在巴黎进行过展出。今年我们还在赫尔辛基建立了一个艺术空间。我们的目标就是在世界各地进行展览，同时也要寻找合适的合作伙伴(如《CASA国际家居》杂志)。之后的展示可能会在纽约、北京、柏林或是里斯本等地。

你是否还代理其他艺术家和设计师呢？

是的，我同时还为一批芬兰的其他艺术大师和他们的家族作代理。也正是因为他们不同

的需求让我对艺术运营这件事情始终保持兴趣。当然，艾洛·阿尼奥是我们的业务中最大的一部分。

如果有可能，我们还会尝试非常有选择性的帮助一些新的艺术家和设计师。尽管我们制定了非常高的门槛，但我们最近依旧签到了一个非常有天赋的设计师玛丽亚·基维耶尔维。她的许多作品都获得了国际设计大奖，比如她的作品Magisso蛋糕铲获得了“红点奖”，Magisso套装获得了“最佳设计奖”等，可以说她的事业才刚刚起步。

能跟我们说一下你接下来的项目规划么？

正如我们的公司名称“芬兰艺术和设计”所强调出来的，我们的目标是为美好生活做出承诺。我们将全线开启终端电子商务服务，重点关注芬兰真正的高端设计和艺术大师。我们的网店会在2013年末正式启动，如果有兴趣的话可以关注www.modern.fi。如果你是一个20世纪设计作品的爱好者，你会非常喜欢这个网站。我对此也有着诸多的期待。当然，艾洛·阿尼奥也会参与其中，这样一来，我想我根本就不会有机会感到乏味和无聊了。

We had the privilege of speaking with an important cultural producer and entrepreneur from Finland. Antti J. Kallio is the personal manager of one of the biggest living names in the history of the 20th Century design: Eero Aarnio, the designer of the famous Ball and Bubble Chairs.

**Antti, tell us about yourself, about your background.**

I have always been interested in a wide range of design, architecture and music. They have been a natural part of my family background. My grandmother was an opera singer, and our family has had architects and artists. I've been selling vintage furniture for the first time in 1983. I've made the world's first PDA mobile movies, I have been amateur singer / songwriter, my music has been used by the Finnish film and I experienced amateur musician. I was the Founder and Editor in Chief in Guitar Magazine Plectra time before the internet.

When I met Eero Aarnio, so all the pieces settled into place. And I realized that, this is what I want to do. I believe that my strength is precisely that come from outside the field of design and I have managed to combine a wide range of people from different fields. I am just beginning in this design business, but I believe that great things will still happen.

**What was your connection with the designer Eero Aarnio, how did you become his agent?**

It was March 2006 when we started our trip. I was browsing through Eero Aarnio's furniture production and noticed a table, which shape reminded me of a guitar body. The more I thought about it, the better it looked. I thought that one day I might place an order for that kind of guitar. Soon I realised that no known designer had ever designed such a guitar, at least not one that was well known as far as I could remember.

I had just had a "Bo Diddley" box shaped guitar of my own design made by Luthier Juha Lottonen and all the technical details and measures were in my mind. I was comparing it

to Aarnio's Copacabana table and thought that this would be really something special if Aarnio would redraw it completely and give the guitar its final shape.

I prepared my presentation and all of a sudden I was meeting Eero Aarnio with two guitars in my hands, swetty, anxious and face blushing. I had my Fender Telecaster from 1972 and the earlier guitar designed by me and made by Juha Lottonen. I also had a printed picture manipulation of the idea that Era Mikkola draw with me. Aarnio accepted the design task with enthusiasm and within couple of weeks the Copacabana Guitar was re-drawn in sufficient detail that it would be ready for production. Now, the Copa's owners are related to, for example Conan O'Brien and Billy F. Gibbons from ZZ Top.

After getting to know Aarnio's production, I noticed that he has designed products for dozens of factories as a Freelance Designer, and they each have their own marketing and sales organization. So the brand is all over the place throughout the world.

I offered Aarnio assistance with marketing, as well as including contract negotiations, that he would be more time to do what he is good at, namely to focus on the design work.

Thus we shook hands with Aarnio, I was appointed a Personal Manager of Eero Aarnio. Personal manager's job is really varied and it is almost impossible to get bored. Personal Manager's work is a mixture of the agent, manager and assistant job.

I suggested that I could pile up all the manufacturers in the same place, it would be at least one place in the world where consumers could find the original Aarnio products.

Traditional trade would have been difficult to set up, and whether it would be in Helsinki, London, New York, Tokyo or somewhere else. So I decided to set up the first e-commerce, as well as showroom, where you'll find Aarnio latest products from most manufacturers.

Online shop operates mainly in Finland and in the European market. E-commerce is still a margin, but the branding tool, it has been a great and Aarnio manufacturers have woken up again. Also, new manufacturers have entered the more. For example Alessi, who hired a 80 year old designer, as a new entrant.

For me, this has been a great experience. I've been able to open the exhibition in Berlin, new products and the launch of the online store in Milan, to meet with Conan O'Brien in New York City, as well as to produce new furniture that will stay in history.

Within a few years, Eero Aarnio has taught me a huge amount for this Design business.

Today more and more often when the customers or the press will ask something from Eero Aarnio, then the answer is "please ask Antti".

We have become a great couple.

**Eero Aarnio had a less good phase during the eighties, then on the nineties ADELTA started to produce again some of the iconic designs of Aarnio and also some brand new products - and this brings again Eero Aarnio's design to the highlighted area of design. Later Aarnio starts to produce new designs for other brands - please tell us a little about this new phase of Mr. Aarnio's career.**

In 2002, Aarnio, introduced a new product, Double Bubble lamp. Aarnio have an idea of combining the two new issues. The rotation molded plastic that allows free closed shapes as well as save energy pulps which are not heated. Now Aarnio Kubo brightlight lamp and Flamingo lamp has been awarded by Red Dot award and the Good Design awards. Melaja Ltd from Finland is now making about 20 new primary product by rotation method. The same method has also been used by new icon, Puppy abstract dog from the Italian company Magis. Aarnio's playful production involves Puppies, Dinos, Ponys, Pingy etc. quite a zoo.

In addition to the playful design Aarnio has recently also made the design of stainless

steel and leather. These high-end products will certainly see more in the future.

**We have met in the Eero Aarnio's showroom in Helsinki, what was the strategy behind this showroom?**

As already told, the first time we have had most of the Eero Aarnio manufacturers together in DesignEeroAarnio.com online store. And now, Showroom guests can enjoy access to the latest Aarnio products in live. The place is Helsinki Design District area, and thus suitable for meetings, including with the press.

**Any new projects you would like to talk about?**

The Modern Historic 1900 collection represent my selection of Finnish furniture which has had to travel an unusual path to reach the public. The Collection is compiled of furniture that has so far never been in production. Now this signature furniture will be available to the public. The collection include select furniture from the most distinguished greats in Finnish arts: Akseli Gallen-Kallela, Jean Sibelius, Aulis Blomstedt, Oiva Kallio, Kimmo Kaivanto, Timo Sarpaneva, Kimmo Pyykkö, Yrjö Kukkapuro, Eero Aarnio and Björn Weckström.

I presented to the public a collection of Modern Historic 1900 in Helsinki in December 2011. The exhibition went to Paris in 2012, and we opened a gallery in Helsinki in 2013. Our aim is to travel around the world with a collection and search for suitable partners (like Casa International) for exhibitions. The next show could be, for example in New York, Beijing, Berlin or Lisbon...

**Are you also agent of other designers or artists?**

I represent a number of Finnish masters and their family. They all have different needs and it is what makes this work interesting. Eero Aarnio, we have the largest package to manage for.

Where possible, we try very selectively also helps new artists. The threshold is high, but we



just made a new contract a talented designer Maria Kivijärvi. Maria has been awarded for her design. The Red Dot Award for Magisso Cake Server and the Good Design Award for Magisso Serving set. And her career is just beginning.

**Tell us about your future projects.**

As our company name suggested, Design and Art Finland holds the promise of a big time. We will open the actual ultimate e-commerce. We have focused on the real hi-end design and art from Finnish Masters. The online shop will be opened in late 2013 at www.modern.fi. If you are a 20th century design lover, you will fall in love with this. I expect a lot from this project. And in addition, Eero Aarnio takes care that I do not have time to get bored ...