

# 勇闯设计天地

潘明从拉萨尔艺术学院毕业后，再赴澳大利亚深造。归国后加入设计公司，从初级设计员做起，一步步升上成为创意总监，并于2012年创立自己的公司。

当你错过了人生的一个车站，下一站你有勇气下车吗？

本地设计师潘明（40岁）从小对艺术充满热忱，热爱的专长成为职业看似顺理成章，但他曾经一度放弃，中学毕业后选择修读机械工程。

他回忆：“念不到半年，我就退学了。我过后入伍，履行国民服役义务。完成兵役后，我下定决心成为设计师，报读拉萨尔艺术学院的设计相关课程。”

2001年潘明从拉萨尔艺术学院毕业，当年在毕业作品展上，虽有数间公司有意聘请，但他选择到澳大利亚深造。归国后，他加入设计公司，从初级设计员做起，一步步升上成为创意总监，并于2012年创立自己的公司。

他说：“我的公司规模不大，这正如我意。如果我过于注重拓展公司业务或不断扩大团队，那我就无法分身参与设计工作。”

潘明是去年国庆标志设计比赛的评审之一，他的公司也负责把获选的国庆标志进一步改良，呈现在数码、电视、地铁等不同平台。

回忆去年的筹备时期，他说：“每天都很忙，努力赶进度，但看到我们的作品成为国庆庆典的一部分，我觉得很有参与感，忙也觉得开心。”

潘明认为，本地设计领域有不少出色人才，前辈的成绩证明做设计也能闯出一条路，因此他也不忘提携后辈，让年轻设计师参与去年国庆庆典等大型项目。

他说：“我聘请设计师时，最看重的不是成绩或文凭，而是他们在作品中展现的技能，以及对设计的诠释。年轻设计师常有清新的观点和有趣的概念，我们在工作中互相学习才能一起进步。”



（受访者提供）

## **Making a mark in the design world**

*by Toh Yanwei*

*After graduating from LASALLE College of the Arts, Drayson Phua went to Australia for further studies. After returning home, he joined a design company as a junior designer, and rose through the ranks to become the creative director. In 2012, he started his own company.*

When you miss a station in life, do you have the courage to get off at the next stop?

Local designer Drayson Phua, 40, was passionate about the arts from a young age. Growing a passion into a profession seems only logical, but he once gave up and chose to study mechanical engineering after graduating from secondary school.

He recalled, "I dropped out of school after studying for less than half a year. I was then enlisted into National Service to fulfill my National Service obligations. After National Service, I made up mind to become a designer and applied for design related courses in LASALLE College of the Arts."

In 2001, Drayson graduated from the LASALLE College of the Arts. Although several companies were interested in hiring him after seeing his work at the graduation exhibition, he chose to study in Australia. After returning home, he joined a design company as a junior designer, and rose through the ranks to become the creative director. In 2012, he started his own company.

He said, "My company isn't a large one, and this is exactly what I want. If my company is too focused on expanding business or the team, I cannot get involved in the design work myself."

Drayson was one of the judges of the National Day logo design competition last year. His company was also responsible for further improving the selected National Day logos for use in various platforms such as the digital media, television, MRT etc.

Thinking about the preparations for last year, he said: "Every day was a busy day, working hard to make progress and keeping to deadlines, but to see our works become part of the National Day celebrations, I feel very engaged and happy despite being very busy."

Drayson believes that there are lots of talents in the local design field, and achievements of his predecessors also prove that one can succeed in this field, thus he makes an effort to groom younger talents and involve young designers in last year's National Day celebrations and other large projects.

He said, "When I hire designers, the most important thing is not their results or diploma, but the skills they show in their work, as well as their interpretation of the designs. Young designers often have fresh ideas and interesting concepts, and we can learn from each other to progress together at work."