

deRaconteur

說書工具行

品牌故事

Brand Story

When I enrolled in **NYU's ITP** program. It was rather difficult for me to accept the fact that I've made the switch from a marketing and software engineering background to arts. At the time I posted the question to our dean, **Red Burns**, that how do I become an artist? Her answer was rather interesting : whatever you do, tell a story! At the same time, I had an opportunity to discuss my work Morse Notes with my classmate Noah Hendler, a former UN Photographer and his reply to my question was : you've always been an artist, but you paint with software code and software is your art. These two little discussions shaped my idea of arts and who I was. Since then, I've always thought of myself as someone who makes tools. Thus, the motto for my creations, be it arts or technology, has always being : "tool to tell thy tales", since then. I've always been a tool creator, therefore, my art is to create tools so that others can use to tell their life stories. In English, it is only natural to call my creations "storyteller's tools". To honour my Canadian heritage, thus the brand name in French "l'Outillage de Raconteur" came to be. And the 5Ts from the motto was used to create the brand logo : a ladder that one uses to cross challenges in life and climb ever higher .

Behold!!! This is the showcase for an HCI and Interactive Art expert, when his attention is turned to design tools for everyday living.

品牌口號

Slogan

Tools To Tell Thy Tales

訴說你的人生故事的工具

商標緣由



- **Tools To Tell Thy Tales**
- **五個字母 "T" 組成一個不斷向上爬的階梯**

企業使命說明書

Missing Statement

We, at L'Outillage De Raconteur, aims to make inspired tools that further and refine all daily chores thus enabling them to be chained together as the life stories of our endusers.

Our crafts, our arts and our stories unfold as the tools materialize out of boundless imaginations.

我們，說書工具行，目標設於製造激勵人心的工具，用於推廣還有修養日常工作還跟生活作息的層次，使他們的使用過程，能夠被連結成我們的客戶的精彩人生故事。

我們的工藝、我們的藝術、還有我們的故事跟隨著這些工具經由無遠弗屆的想像力而粉墨登場。

設計哲學

Design Philosophy

An Interactive Artist, educated at NYU's cutting edge Interactive Telecommunications Program of the prestigious Tisch School of the Arts, and with years of User Experiences Design in experimental medical software, and radical concepts in making interactive installation arts, he applies them to designing sporting goods and everyday tools. The end result is lasting, ergonomic and helpful tools that aids the everyday living in the most positive manner.