

跨界
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Resident Futurist—Bob Rogers
常驻未来派艺术家——鲍勃·罗杰斯

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鲍勃·罗杰斯 (Bob Rogers)
BRC创始人及首席创意官



鲍勃·罗杰斯于1981年创立 Bob Rogers&Company, 经过29年的坚持 BRC Imagination Arts 已成为世界屈指可数的设计与制作公司之一。客户遍布全球除了无法造访的南极洲之外, 显然, 鲍勃·罗杰斯本人虽被《新闻周刊》称为行业的“常驻未来派艺术家”, 但他肯定从未料想到当年在迪斯尼魔法商店表演魔术与售卖魔术商品的第一份娱乐业工作会就此改变他的人生, 包括 BRC 开创之后所获得的 275 项国际卓越创意大奖, 两次奥斯卡提名和 16 项 THEA 主题娱乐杰出成就奖, 乃至 2007 年授予鲍勃·罗杰斯行业内最高殊荣“剧院奖终生成就奖”。



左上图：SYFY Network Ride
左下、中、右下图：NASA美国航空航天局新馆
右页上图：Ford展厅
右页中图：沃特迪斯尼公司

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Resident Futurist - Bob Rogers

Written by: Shen Yan-Jie Pictures Provided by: BRC

Bob Rogers, BRC Founder and Chief Creative Officer

Bob Rogers started Bob Rogers & Company in 1981, after its 29 years of history BRC Imagination Arts has become the premier design and creation company with customers reaching everywhere except for the unreachable continent of Antarctica. Although it is obvious why Bob Rogers has come to be known as the industry's "Resident Futurist" by Newsweek, but he certainly never expected or imagined how his first job all those years ago, working at a magic shop performing magic tricks for Disneyland, would change his life. Likewise he never would have imagined that he would receive all the awards he has obtained over the years including 275 international creativity awards, two Oscar nominations, and 16 THEA (Themed Entertainment Awards), as well as the most esteemed award one can receive in this industry the "Theatrical Lifetime Achievement Award."

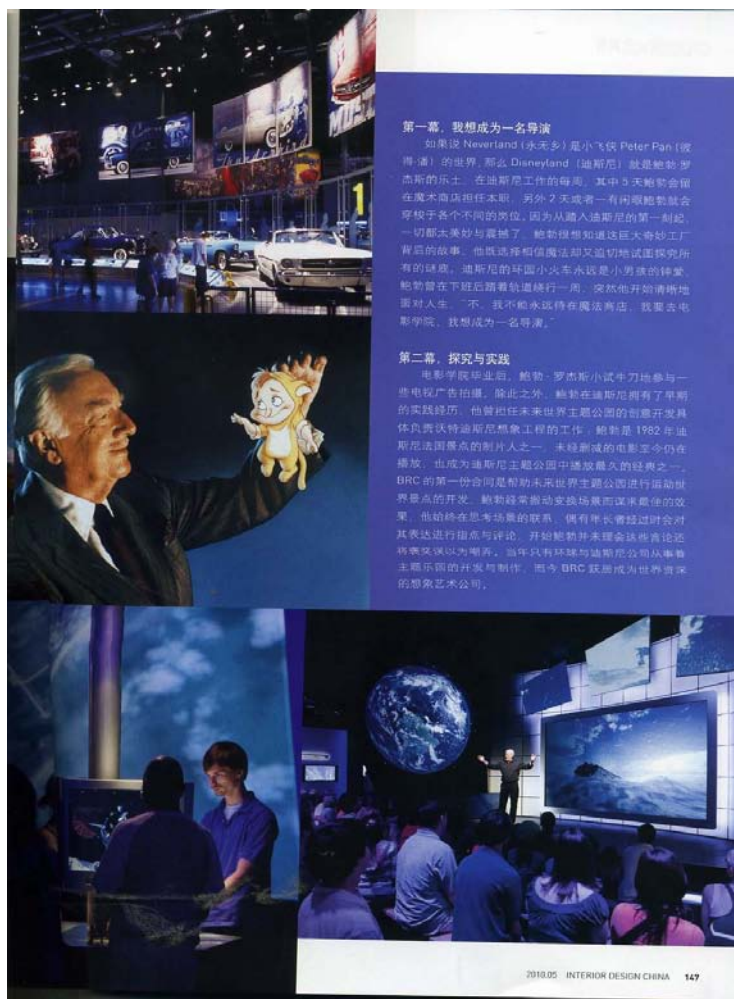
Upper Left Photo: SYFY Network Ride

Lower Left, Center and Lower Right Photos: New sights at the NASA Space Center

Upper right page: Ford Display Hall

Middle right page: The Walt Disney Company

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Act 1: I want to become a director

If it is said that Neverland is Peter Pan's world then Disneyland is Bob Rogers' paradise. Each week while holding a position at a Disneyland Magic Shop Bob spent five days a week handling the responsibilities of his position. For the other two days of the week, or when he had vacation time, Bob would shuttle between different posts in Disneyland. From the moment he first stepped into Disneyland everything was so splendid and moving. Bob wanted to know the entire story behind this miraculous wonderland. He had chosen to believe in magic and eagerly attempted to discover the secrets behind all the riddles. The train that circles the Magic Kingdom has always been adored by young boys everywhere. Bob would often ride the train around the park. During one of these rides he had a moment of clarity regarding his future. "No. I will not stay in the magic shop forever. I need to go to film school. I want to become a director."

Act 2: Investigation and Practice

After graduating from film school Bob spent a lot of energy and time going to the filming of many different television ads. Aside from that, Bob also had the early hands-on experience with Disneyland. He previously also had responsibilities as an imagination engineer for the development of the Disney Epcot Center. Later in 1982, Bob became one of the film-makers for the scenic Paris Disneyland theme park. His productions there have never been removed and are still playing today, making them the longest running classics in Disney history. His first contract work with Disney was starting the work at the Epcot Center's Sports World. Bob has moved from location to location while expecting only the best results. Bob continually finds himself pondering over connections to the work scenes. Coming across people with a lot of experience who have withstood the test of time has helped to show him how to truly understand and review his work. In the early stages, Bob did not comprehend these reviews and lauded in the fact that he was not taken for a fool. At that time he had only traveled around the world with the Disney Corporation working in theme park development and production, but nowadays BRC had leapt up to fill the role as the world's premier imaginative arts company.

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第三幕，每天心中开出一朵花

鲍勃·罗杰斯曾为6届重要的世博会设计制作了超过16个展馆和展览，BRC团队此次莅临上海其主要目的也是为了对万众瞩目的美国馆进行媒体预热，发布会之后无数人为之震撼，也被“美国精神”有所振奋，但当问及这支500人的庞大团队如何历经一年半的时间行之有效地合作与开展整个创意的时候，鲍勃还是那句话：“由心出发，才能讲好每个故事。”从美国民众用现学的“洋泾浜普通话”说出欢迎词开始，到小女孩用心浇灌重建美好社区的质朴故事，到美国国务卿希拉里·克林顿与总统奥巴马的热情演讲，多个独立又不可分割的部分从场景到主体共同反映着美国馆的主题：乐观、友谊、合作与创新。即使在面对美国馆的重要设计时，鲍勃·罗杰斯依旧选择用“故事主导建筑”的思路，结合极具夸张力的室内空间设计手段强调出任何一种情感体验永远是内部核心力量并胜于外部形态的深意。“内部的体验如果无法震撼心灵的话，外型的华丽永是虚弱。”BRC团队考虑到美国馆内部每小时需满足2500名游客的参观需求，所以四个主题空间的单独逗留时间需被严格控制在10分多种的时间里，因此完成一场从头到尾的馆内旅行也就45分钟到50分钟时间，所以即使



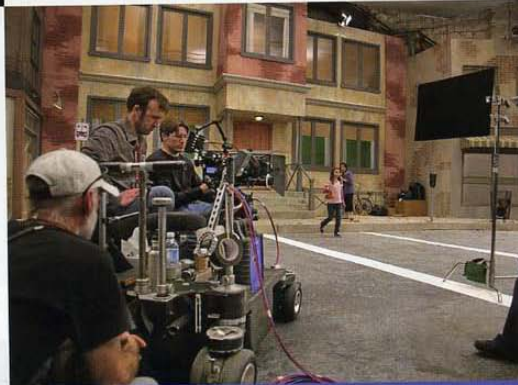


左页图：2010年上海世博会美国馆室内效果图

上图：美国馆搭架实录

中图：“花园”拍摄片场

下图：美国馆建筑模型



是第二幕主题剧“花园”的播映时间精确下来可能也就8分多的时间，如何才能在如此有限的时间里留下无限的“情感体验”？鲍勃·罗杰斯有他的法宝——“情感纪念物”概念，一种被称之为能在内心、思想和灵魂深处源远流长的感动。“花园”的另一挑战在于所有情境只有音乐和光影效果的烘托，巨幕中小女孩真实的表演与丝毫未曾掩盖的城市美与丑在曲折蜿蜒的城际线的烘托中使人身临其境，始终坚信心灵感动周围的鲍勃同样也熟悉全世界共通的语言——音

乐。BRC同时作为此次世博会信息通讯馆的创意团队，在将中国移动与中国电信两大品牌融通于一体之余，作为一个参与过几乎所有重要世博会的经验老道的与会人士，鲍勃·罗杰斯甚至还记录下个人体会，细致入微地撰写了一篇“世博参观指南”，告诉人们如何才能更好的规划参观路线，以最大收获的观赏到这场被其称之为“前无古人，后无来者”的2010年上海世博会。“只有在这里，在这个时候，才会有规模如此之宏大，技术如此荟萃的盛会。”



Act 3: A new flower opens in the soul everyday

Over the past six world expos, Bob Rogers has designed and created more than 16 pavilions and exhibitions. For the BRC team, a major reason for participating in the Shanghai Expo is to enlighten minds and to warm up the media to the American Pavilion. Following a press conference countless people were moved and exhilarated by the strength of “the American spirit”. When asked how this massive team of 500 individuals could effectively work together over a year and half to launch and complete this creation, Bob only repeated a common phrase, “The only way

to tell a story is from the heart.” Beginning with an opening from average American people using broken Mandarin, the presentation then moves into a simple story about a young girl who passionately works to beautify the community. This is then followed by exhilarating speeches from Hillary Clinton, Bill Clinton and President Barack Obama. The basic themes of the USA Pavilion including: optimism, friendship, cooperation and creativity could not be left out and are evident in every aspect of the facilities and the presentation. Even when faced with making the important decision of a design for the USA pavilion, Bob Rogers stuck with the concept of a structure based on a story. The method used to design and create a vibrant interior with an emphasis on an emotional experience will always win out over a fancy exterior. If the experience people have inside the pavilion does not have an emotional impact then the outer appearance of the pavilion is forever meaningless. The BRC team had to take into consideration that they must satisfy the needs of 2,500 visitors every hour. In order to do this the amount of time used for each of the four themed sections of the pavilion must strictly be limited to around 10 minutes. By doing this, the entire visit from beginning to end will need a total time of around 45 to fifty minutes. The time of the broadcast “The Garden” in the second section of the pavilion will be a little over 8 minutes. So, the question is how, in such a limited amount of time, can visitors leave with a deep emotional experience? Bob Rogers’ magical weapon is his concept of an “emotional memory”, an experience that embeds itself in the heart, thoughts and soul of each viewer for a long time. Another challenge faced by this presentation of “The Garden” is the fact that it utilizes only lights and music to achieve the desired results. The girl portrayed on the giant screen sets off on a mission to take viewers through the winding, twisting paths of a city beauty and ugliness were previously overgrown, causing them to feel as if they were truly there with her. All the while increasing people’s faith and moving people using the world’s common language: music. At the same time BRC had another team responsible for the Information & Communications Pavilion bringing together two major brand names China Mobile and China Telecom. BRC has experience attending nearly every important world expo. Bob Rogers, actually recorded his personal experience with coming to understand expos. He went to great lengths to meticulously write an “Expo Visitors Guide” to tell visitors to the expo the best way to visit all the pavilions you want at the expo. The title given to the best way to reap the rewards of this Expo is “ World Expo2010 Shanghai, an Event Unparalleled in History. Only here at this time will you find an assembly of such grand proportions.

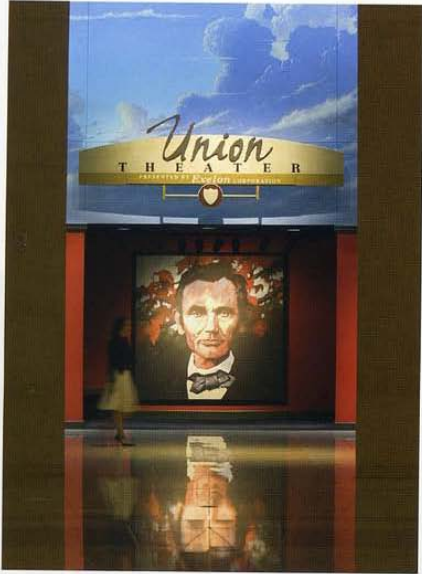
Left Page Photo: The interior effects of the USA Pavilion at the Expo 2010 Shanghai

Upper Photo: The tower frames inside the USA Pavilion

Middle Photo: The filming of “The Garden”

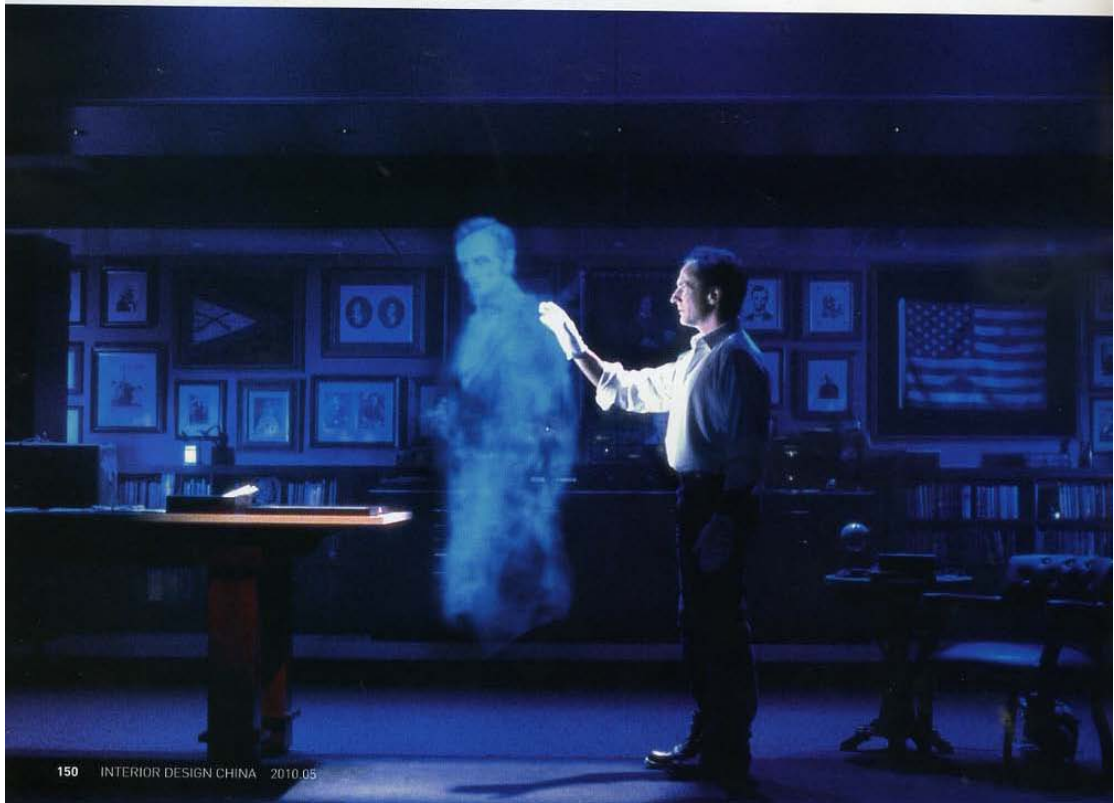
Lower Photo: USA Pavilion Design Model

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第四幕，Ghost 与林肯博物馆
互动式观众体验被人们运用到越来越多的生活场景，但谁又会想到“故事高手”鲍勃·罗杰斯竟然会将这种“人鬼情未了版”的互动体验带到林肯博物馆的情境制作中去，并一度掀起了美国博物馆设计的历史性里程碑。与伊利诺伊政府和历史保护局合作，BRC 想象艺术中心负责林肯纪念馆的整体设计。鲍勃坦言，对相当一部分人来说，参观历史博物馆是一件缺乏趣味的事情，既严肃又说教，与现代社会的生活方式格格不入。尤其对于懵

懂的孩子，参观历史博物馆往往是家长单方面的意愿，在孩子心理，博物馆远远不如迪斯尼乐园更有吸引力，年幼的他们也很难被过于宏大复杂的历史事件所打动。而对于非本地语种的游客，这些历史事件更是难于理解。对此，BRC 提出了一个全新的空间设计理念——电影般的空间结构组织，空间更像是一场进行中的电影，而不是凝固的艺术品。BRC 开创了博物馆的先例，选用 Ghost 来贯穿一切，借助科技的力量来生动展现了整个故事。这对于喜欢或不喜欢历史





的人来说都是极具魅力的，它营造了更真实的心灵体验，选择了许多与历史学家大相径庭的角度来叙述林肯的整座人生，从梦想到现实，从内战到政治生涯的衰败，以及引来人们的厌恶又深得人们同情等事件，由内而外的在人们心中播种下了BRC独有的“情感纪念物”，好似一部真实版的“博物馆奇妙夜”。

完结篇，Fairy tales are not a lie
鲍勃·罗杰斯除了是BRC的创始人兼总裁之外，是我见过的最好的Story Teller，也许

正是因为鲍勃心中对于童话的无比坚信，所以才能感动四座的听众。鲍勃说：“The world doesn't have enough wonder.”越来越多的科技神话让人们逐渐遗忘心灵本质的东西，他相信童话不是谎言，童话和神话一样是让人们看到真实景象的另一方式。人们要坚信童话与坚持幻想，因为世界一直在被那些不愿面对现实的人改变了应有的模样。如果每个人都相信，那么事情永远会往好的方向发展。哪怕历经荆棘与坎坷。只有人们乐观面对持之以恒，就一定会深谙解其中的真实。■



本页图：林肯博物馆



Act 4: Ghost and the Abraham Lincoln Presidential Library and Museum

Viewer interactive displays are popping up in more and more places. But who would have thought that the “story master” Bob Rogers would bring a ghost-based interactive display to the Abraham Lincoln Museum. In conjunction with the Illinois State Government and the Department of Historical Preservation BRC has created a historical milestone. The BRC Imagination Arts

Corporation was solely responsible for the design and implementation of the display at the Lincoln Presidential Museum. Bob said frankly that, for many people, visiting a historical museum is a tasteless experience in the society we now live in. Especially for children, the idea of going to a history museum is usually only supported by the parents. In the hearts of children a museum can in no way compare to the excitement of going to Disneyland. For young children understanding past history can be a very daunting task. For those whose native language is not the same as the locals it can be even more difficult to understand. For these reasons BRC designed a completely new and innovative method of interior design based around a movie structure. Space in rooms can be used for free moving movies instead of permanent art pieces. BRC set a precedent in museum design by utilizing a Ghost to present everything. Utilizing the power of modern technology the entire story can be brought to life for viewers. This experience is charming for those who like history as well as those who do not. This display creates a more realistic experience for viewers. By choosing many different perspectives and pieces of history they have recreated the life of Lincoln. It includes everything from facts to dreams, from the Civil War to making a living by governing, from being hated by some people to receiving the greatest of affections by others. A great variety of people have had strong emotional seeds planted in their hearts after witnessing "A Miraculous night in the Museum."

The Final Chapter: Fairy tales are not a lie

Aside from being the founder and director of BRC, Bob Rogers is the best story teller I have ever met. Perhaps this is because of the strong hold fairy tales have on his heart. In his unique way he was able to hold the attention of four seated individuals. He stated, "The world doesn't have enough wonder." The advent of technology has caused some people to forget the true value of certain things. He believes that fairy tales are not lies, rather fairy tales and myths are just another way for people to see and understand the truth from a different perspective. People need to strengthen their belief in fairy tales and in fantasizing, because the world has been changed by those individuals who refuse to face reality. If everyone believed then the world would continuously progress in a positive direction, and there would be nothing to fear. If people would continually maintain an optimistic approach to the future, then they would definitely better understand at least one more truth.

Photos on this page: Abraham Lincoln Presidential Library and Museum