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New Norm Magazine

《New Norm》雜誌是總部設在香港的半年刊，旅行和生活方式雜誌。每期都著眼於精心選擇的旅行，文化和生活方式，並通過文章，訪談和視覺敘事相結合的方式進行介紹。《新規範》雜誌致力於激發靈感個人探索和體驗新的文化和傳統，並從典型的旅遊路線轉移。

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分類



文化



旅行



生活方式



建築



設計



藝術

我們與來自世界各地的攝影師，作家，藝術家和當地人組成的社區合作，為創意者提供一個分享他們的故事，慶祝他們的工作和熱情的平台。我們的品牌旨在鼓勵不同的旅行方式，體驗新穎有趣的事物，為讀者提供知情和周到的建議。



Issue 1

published in 1/11 / 2019

第01期的內容包括：訪問布達佩斯以探索和發現獨特而隱秘的地方；對馬耳他的建築之旅；馬耳他是一個歷史悠久的國家，如今仍然如此可見；冰島之旅；以及冒險進入塞浦路斯老城區，與當地人聯繫，我們可以看到未解決的衝突如何改變了這座城市。



Issue 1

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Issue 1

前言

記憶力隨著年齡的增長而消失，但是照片和文字有助於保留這些記憶。即使您年紀大了，您仍然可以回顧這些照片並回想過去。

我們追求生活的極簡主義態度，並且一直喜歡寫作和攝影。從我們的建築學位畢業後，我們希望超越建築理論和設計並前往不同的地方，以介紹和分享除建築之外的其他簡單美學。

生活中的美在於個人的心態。當您的思維開始放鬆時，您開始欣賞周圍的小事物，並意識到什麼是簡單的美。

我已經厭倦了閱讀旅行書籍或旅行策略，不再喜歡去著名的旅遊景點，因為這些景點經常到處都是遊客，擁擠的汽車和公共汽車。我寧願不遵循地圖而在城市中漫步，發現新的獨特地點或了解我們不常接觸的本地文化。出版旅遊書籍將意味著我們將需要每年更新和更新我們的信息，因為受歡迎的景點往往會隨著時間而變化，因此我們希望定期出版一本雜誌，以記錄和分享我們在旅途中的發現和感受。從拍照到編輯照片，編寫和整理圖像和內容，整個過程已由我們兩個人接管。

在第一期中，我們採用了“嘗試和錯誤”的方法，希望讀者可以討論並提出改進建議。我們認為，年輕意味著嘗試新事物，整個過程看起來非常美麗，非常需要經驗。

我們使用了春季，夏季，秋季和冬季四個季節來創建四個不同的系列，涵蓋藝術，文化，設計和旅行的主題。

我們還會根據四個季節訪問不同的地方，以體驗當地文化並在雜誌中分享。本期將我們帶到布達佩斯，馬耳他，塞浦路斯，瑞典，冰島和英國。

我們無法預測明天或後一年會發生什麼。每條途徑都會帶來不同的結局和經歷。我們應該勇敢接受任何挑戰您的旅程。畢業後不久建立自己的設計工作室，出版自己的雜誌和設計自己的產品是非常冒險的。

也許是因為我們在海外（特別是在英國）花了很長時間，所以我們已經習慣了，並且更喜歡英國文化環境，這使我們有勇氣和決心建立和追求自己的夢想。

我們給工作室起了“New Norm”的名字，希望能創造出特殊和獨特的產品，從日常的日常物品中汲取靈感，並將其展示給公眾。

現在，喝杯咖啡或茶，慢慢地閱讀每一本書，享受這段緩慢而和平的旅程。



Timber City
experiencing architecture

Budapest, a city frozen in time. After countless colonization, ravages wars, constant migrations, the city of Budapest was created, a city filled with history.

After drinking a cup of coffee, I picked up my camera and hurried out the door as always. I decided to walk randomly, leaving the walkways behind my journey. The camera I stopped over the chain bridge connecting Buda and Pest, feelings of black and power rushed through my veins as I had, in that moment, felt what it was like to cross the Danube River.

Back when it was an architecture student, I had always felt that history was the most boring topic to learn. The architectural styles of the Middle Ages and the Renaissance era seemed so complex and difficult to understand. Pictures taken of these architectural styles seemed so beautiful, but yet so foreign to me, viewing the architecture, it was impossible to appreciate and admire the spectacular scene played before me in those pictures. When I had walked into this upstart city of Budapest, I gained a lot of insight into the architecture and equipment of the past, of their ability to create such beautiful architecture.

The Golden Age of Budapest's architectural movement began from the 1860s with the establishment of the Austro-Hungarian Empire and lasted till the Second World War. During the period, Hungarian politicians began to develop the country freely, attracting many investors that took part in massive architectural construction. They hope to turn Budapest into a large and influential city. They even invited famous British engineers of the time, William Turner Clark was invited to build and design the Szechenyi Chain Bridge, a bridge that now connects Buda and Pest. There are also many Hungarian architectural styles, including Gothic, Renaissance and Baroque. In a discussion of Hungarian architecture, the works of Miklos Ybl have always been mentioned. Ybl, graduated from Vienna and his early architectural projects had a romantic theme to them, when his designs were mainly influenced by the patterns and colors of Oriental design. However, after returning to his, he began to take his interest in the Renaissance movement, and designed a few Neo-Renaissance buildings in Budapest, including the St. Stephen's Basilica and the Hungarian State Opera House. These buildings are still very influential to this day, specifically affecting Budapest's urban landscape.

春



SHIMAZU
Chapter 7

Matsuyama
A view of the traditional wooden balconies in Matsuyama.



The architecture in Matsuyama is very interesting, the color of the buildings, texture and shape, just like the history of Matsuyama, is full of color and vitality.

While walking into the old city of Matsuyama, blocks of old houses and shops fill my sight. The poor quality of wood and old Matsuyama makes it inappropriate for long growth. It is, however, rich in historical, and since houses are the main material in the construction of Matsuyama houses.

Despite the change in multiple architectural styles, the importance and use of historical has remained unchanged. These houses were very warm when they were first constructed, so that you could easily eat it with a knife, but becomes much stronger after the weathering and erosion of the wind and rain. The houses in Matsuyama are mostly built by a wooden round volume limestone, bringing a strong contrast with the clean blue waves.

夏



ALTTORP
Chapter 11

A view of a beautiful city
A view of a beautiful city
A view of a beautiful city

When we visit a city, we seem to only appreciate the building, orderly streets, but often ignore what may be hidden between these scenes. These narrow alleys are the corners of every city as many of the things that we have chosen were or abandoned have been left there. We are often attracted to things that are beautiful, but we never seem to notice those that are unpleasant and hidden within the dark in these alleys.

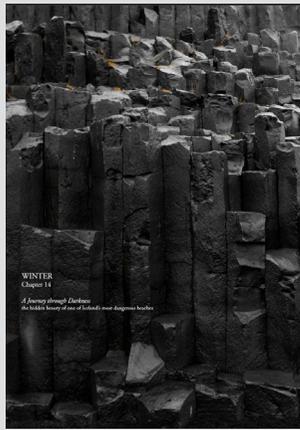
Alleys tend to give a deep and uncomfortable feeling. In many movies and TV shows, alleys are often portrayed as a place where criminals gather, drugs are sold and trouble and criminal activities are conducted, causing people to stay away from these alleys. But in one, after being drawn a city's gallery of life and when I got the chance to travel to a different city, I have a habit of walking into these alleys to get a glimpse of the true character of that city.

Last November, I travelled to Stockholm, the capital city of Sweden. What interested me the most wasn't the beautiful historical buildings but the many alleys located in old towns. Walking into these alleys, it didn't feel dirty at all, the floors were very clean, clear of rubbish and dust, it was as if the floors were being a story of the historical change that the city experienced, broken ground and happy roads made up these alleys.



A photograph view of the alleys in Stockholm, Sweden, showing how they are the hidden character of the building along these alleys.

秋



WINTER
Chapter 14

A journey through Dordrecht
A black history of one of Europe's most dramatic beaches

I still remember that day when I stepped onto the black sand beach, it was raining heavily and my clothes and shoes were soaked, but this did not diminish my determination. The black sand was so beautiful, the color was so pure and strong. I picked up a pile of sand, watching it slowly slip away from my fingers, my hands weren't stained as the sand contained no impurities or pollution. The waves on the black beach were of the same color, blending so nicely into the beach, so smooth and even.

The waves and fog was far too strong and powerful for us to get too close to the coast, but through this layer of mist, a few mountains protruding from the sea. The top of the mountains was very sharp and had an odd shape, combined with this mist, the mountains looked so mysterious.

The setting of beachside stacks was the same Reimsstranger was given to the towering of the beach stacks, each pillar was of a regular shape, formed by the cooling and contracting of lava, the flow speed to which the lava cooled made the rocks crack and create horizontal columns. The structure had been part of the Reimsstranger mountain range, but after long periods of beach weathering and erosion, the columns were no longer connected, forming a unique landscape structure.

我們使用了春季，夏季，秋季和冬季四個季節來創建四個不同的系列，涵蓋藝術，文化，設計和旅行的主題。我們還會根據四個季節訪問不同的地方，以體驗當地文化並在雜誌中分享。

冬



Issue 2

published in 1/5 / 2020

第02期。我們採訪了MarkAnthonyFox，Page Hotels，Noah&Grey，BuildingNarrative和LauriePoastAtelier，以了解其品牌發展背後的創作過程。我們探索了東京和京都，法羅群島，伊朗，聖彼得·奧爾丁，西雅圖和香港等城市。

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Issue 2

前言

現在閱讀。以後再旅行。

我們是在香港發生冠狀病毒（COVID-19）爆發期間開始編寫此版本的，並且一天沒有聽到有關該病毒傳播的新聞報導。關於病毒正在對我們的經濟產生什麼影響以及城市及其人民可能如何變化的討論很多。“變化”的概念塑造了我們的第二個問題。

在本期中，我們重點介紹旅行，文化，設計和生活方式，並通過文章，訪談和視覺敘事相結合的方式進行介紹。我們與來自世界各地的攝影師，作家，藝術家和當地人組成的社區，為創意者提供了一個分享他們的故事，慶祝他們的工作和熱情的平台。我們在新規範方面的團隊非常小，在短時間內前往許多不同國家旅行極為困難。通過與這些本地廣告素材合作，我們可以向讀者介紹更多獨特的地方和視角。

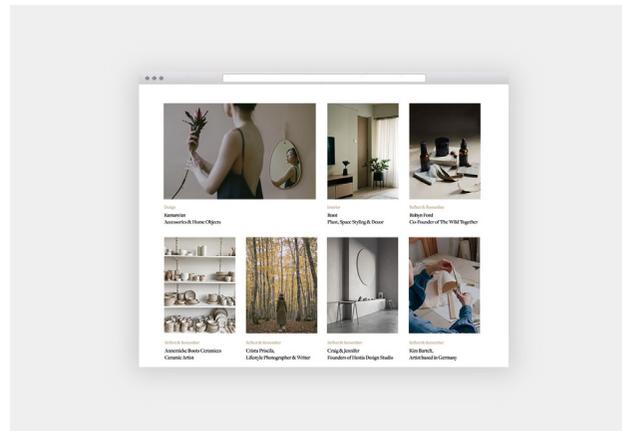
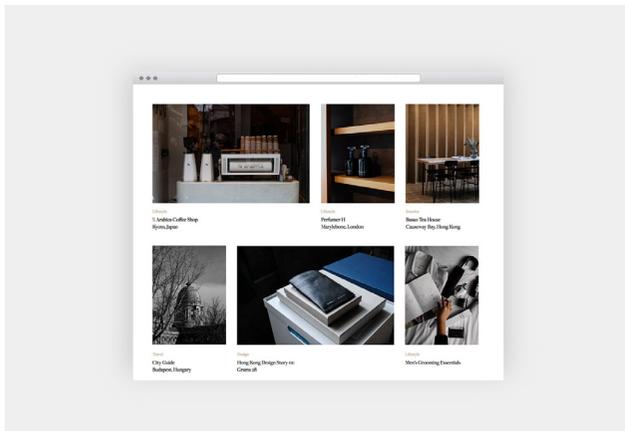
此版本中的許多內容都集中在我們前往的香港和日本。我們想向我們的讀者介紹香港，我們的家。香港是世界上最具活力，折衷主義和多元的城市之一。夏季部分的開頭是對Page Hotels和Page Common Journal背後的創造力的專訪，使我們深入了解了品牌和Page148的發展背後的創造過程。我們對本地產品和室內設計師的調查提供了一個視角，通過它我們可以了解並欣賞該國的創意作品。我們還將討論香港的傳統儀式和信仰，例如風水的習俗及其對城市居民生活的影響。我們在霓虹燈招牌上的文章深入探討了其在香港的歷史，該遺產正在逐漸消失，通常被便宜的LED標誌所取代。

冬季，我們前往日本，遊覽東京，京都和大阪等多個城市。日本一直在我們心中佔有特殊的位置，在我們的文章中，我們希望在為期兩週的旅行中分享我們的觀點和最新經驗。在旅途中，我們注意到城市之間的巨大差異。京都和大阪非常像一座歷史名城。街道兩旁都是日本傳統建築，您經常會看到穿著和服的女性。東京是那些喜歡大城市，現代建築，技術和夜生活的人的完美之選。然而，在大城市東京，我們感到如此孤立和孤獨。

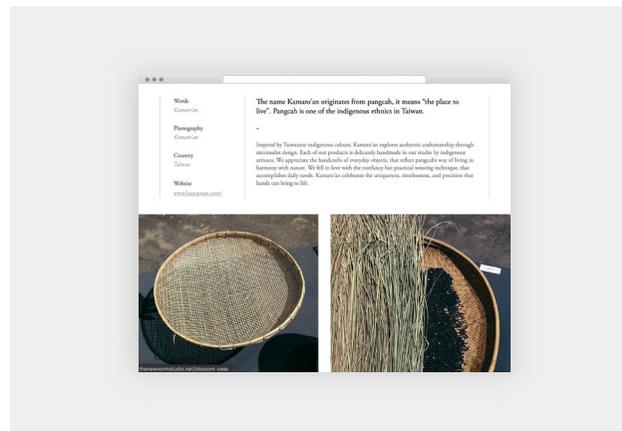
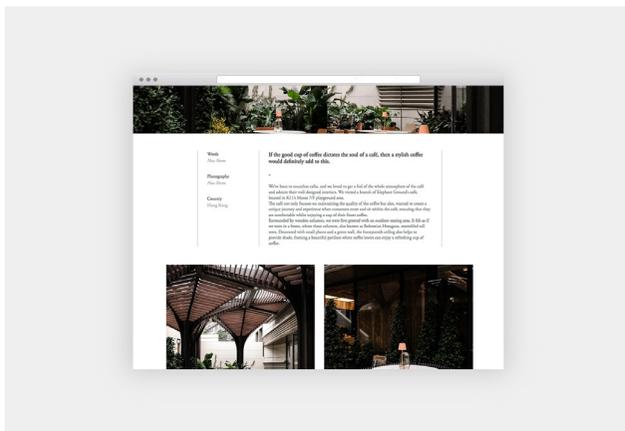
我們還分享了去年西班牙之行的故事，在那裡我們參觀了Walden 7和Torres Blancas。這兩座建築均由著名建築師設計，這些建築挑戰了1960年代和70年代的傳統實踐和建築設計。

我們很高興與您分享這個問題上的更多故事，我們衷心希望您喜歡這個問題，並啟發您探索和體驗新的文化和傳統。

在線期刊



我們的在線平台以類似的方式呈現，經常更新旅行建議，吸引眼球的商店和品牌特徵。



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