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CHINA

# ROBBY 诺贝

餐饮娱乐中国风

## RUBIO & DEL AMO

ANSWERS OUR 16 QUESTIONS

品牌创建管理

项目包装设计

西班牙RUBIO & DEL AMO

设计工作室

走心回复诺贝专访16个问答

### KOO60 AND KOO100

STRIKINGLY  
DESIGNED WHEELS

酷60 & 酷100  
酷出时尚中国风

### MARIA, EMMA III AND JASON

THE BEST VARIETY  
OF STYLES

玛丽亚·艾玛III & 杰森  
不同风格的脚轮  
百搭出不同品味的  
东方风韵

# 5

WHEELS FOR FUN

玩得出色  
人生才有更多的可能  
休闲娱乐之际  
让我们“轮”着去吃喝玩乐

Welcome to the movement!

We will show you our products in yours lifestyles, we will detail in an article all their values and we will convey great ideas to decorate your spaces, we will also share you an interview with a designer from every place in the world every month. We will become a design community. Do you join the Robby community?

一起来，转出生活新精彩！~

也许你一直没发现，但诺贝的产品却一直与你的生活同在。这一期诺贝杂志的内容，对你的冲击可不止眼球，还有你的灵感思维，当你还在烦恼空间装饰的时候，我们创新大胆的想法已猛烈来袭，我们还会每期与你分享来自世界各地的设计师所接受诺贝的专访。亲，你就别犹豫、别怀疑了，这里就是设计时尚的潮流尖端，让我们一起来转出生活新精彩吧！

Raymond Pan  
General Manager

Christine Pan  
Sales Manager

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艾玛  
玛丽亚  
杰森

These three wheels will stand out because of their style, vintage, modern and elegant are the strongest characteristics that you can find at them. Discover them and fall in love with them!

百花齐放  
不同风格的脚轮  
争相斗艳  
搭配出不同风格的  
东方风韵

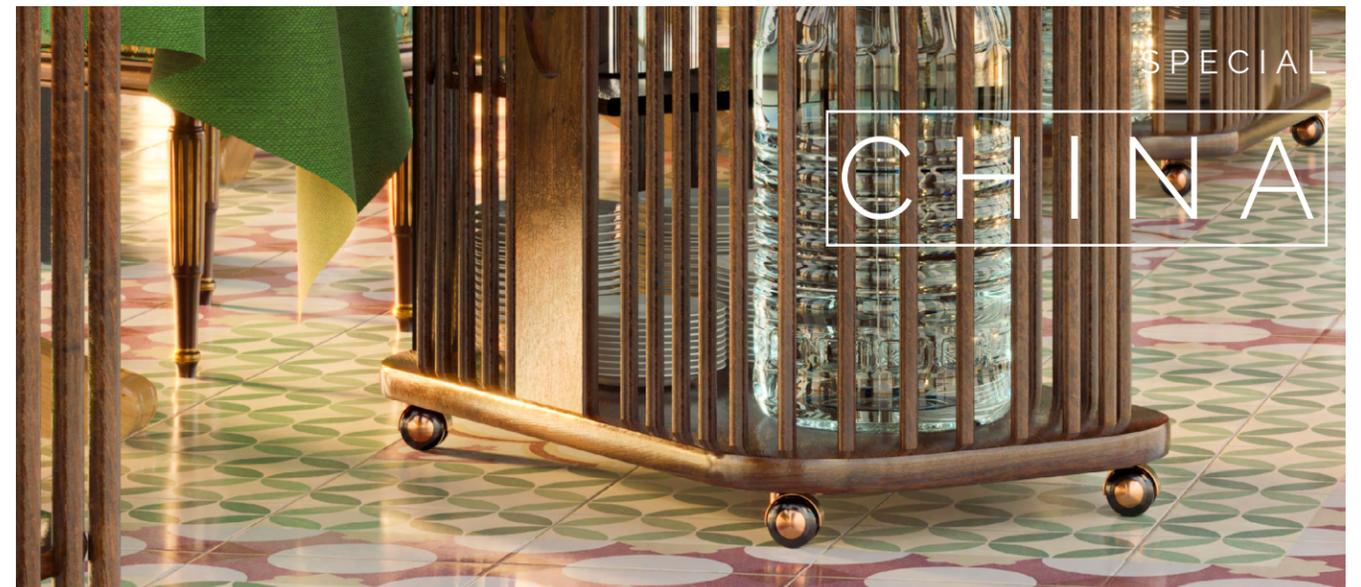
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## RUBIO & DEL AMO

A studio focused on the creation and management of brands and other objects designed as communication solutions through design and creativity

西班牙设计工作室  
RUBIO & DEL AMO  
用心用创意去设计  
用心用创意走进  
诺贝设计师专访

用心走进诺贝专访



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## 5 WHEELS FOR FUN

轮着去吃喝玩乐

In China, fun is always present, from Karaoke to enjoying a hot pot with friends, that's why we tell you which are the 5 most appropriate wheels for each scenario.

多姿多彩的生活  
需要你努力工作  
需要你尽情娱乐  
在这休闲娱乐之际  
让我们跟着诺贝的轨迹  
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## K0060 AND K00100

Two wheel models from the same family that stand out for their impressive design. In different styles and colors.

精密轴承  
中空设计  
转出满满中国  
“酷”炫风

酷，转出满满中国风

**EMMA III**



**艾玛 III**



For those who don't know this type of food, the Hot Pot is a slow and festive process at the same time in which diners enjoy this joint experience. Known as a typical Chinese dish for celebrations with family or friends, with the main peculiarity that it is a dish that is cooked at the same table where it is to be eaten. The diners sit around a round table in which a small fire (gas, alcohol, electric) is placed in the center and on it a pot in which the different ingredients are cooked, hence its name since in English it means "hot pot". The closest thing to this is fondues, in which each guest adds ingredients to the pot with the help of toothpicks and cooks them for as long as they deem appropriate, although we talk about it as a dish, it would be more correct to say that it is a way of cooking and that there is no single recipe. To accompany this scene we have chosen the Emma III, one of the latest designs that we have incorporated into our Robby family, after the success of the Emma and the Emma II we have encouraged ourselves to create the Emma III, in a standard metallic and transparent color, and with its chassis made of chromed iron, the wheel in polycarbonate and the tread is made of polyurethane. These wheels are manufactured under the EN 12528 standard and are 100% recyclable.

火锅是中国独创的美食之一，因食材的新鲜多样深受人们喜爱。不同的食材按照烹饪进食的顺序分别放在带层架的小推车上——简单、方便又卫生。

而搭配摆放火锅食材小推车的艾玛III脚轮因其出色的外观及功能同样受到人们的青睐。

简约的线面外观加上经典的颜色搭配——铬色支架，透明胶轮，给人干净整洁的感觉。

采用PU作为脚轮的软包边，小推车走过不留痕之余还有静音的效果。而PU特有的耐油性更适用于火锅店。

脚轮安全无毒的全环保材质及流畅的转动让食客店员用得便利又安心！



## 玛丽亚

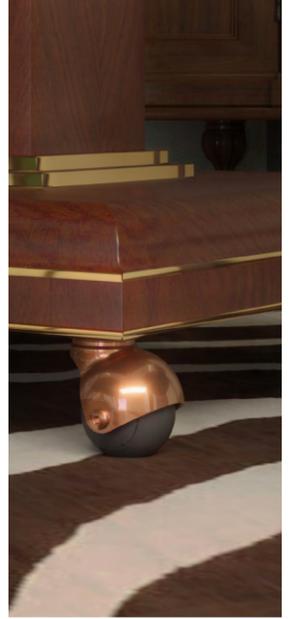
提到中国式娱乐，不得不提麻将室。随着时代的发展，麻将室的装修愈发精致，而传统的麻将桌也增加了自动洗牌的功能，安装了脚轮，实现了麻将桌轻松移动的新概念。

在麻将桌的脚轮选取方面，我们推荐“玛丽亚”。

红古铜支架，全黑胶轮可搭配红木色为主调的麻将桌；

50mm的脚轮直径，让麻将桌的高度恰到好处；

脚轮带有的TPE软包边更令麻将桌移动时的静音效果达到极致！



## MARIA

Original Mahjong is an ancient Chinese board game that is played with similar pieces but under a different concept. The original game is played with 136 or more thick blocks of bone and bamboo, usually by four people. Due to its great success, clubs and competitions have been created and it has been exported to the rest of the world, particularly to the West from the 1920s and years later due to its popularity and influence, it was spread throughout the world through the internet. Currently, even though most of them are made with plastic, they continue to be made, as was done in ancient times, true works of art in different materials. To accompany the history of this game we have decided to use our Maria wheel model, a wheel with a vintage style achieved thanks to its chassis that is made of iron with a premium copper finish and its body is made of polypropylene and its tread, in TPE with a single diameter of 50MM.



## JASON

Dim sum is a Cantonese term that can be translated as “order to satisfy the heart”, “touch the heart”, “polka dot heart” or “bite”. Dim sum is a food from various regions of China, among which the Cantonese and Shanghainese stand out, but they are also made in other regions of the country. Traditional dim sum includes a variety of steamed buns, small dough bites, and rice rolls, which contain different ingredients such as beef, chicken, pork, shrimp, and vegetarian options and tea is always served alongside the dim sum. Generally it is served in small portions with three or four pieces in each plate, it is usual to order in a family way, sharing different dishes among all the diners and as the portions are small, everyone can try a great variety of dishes. In this very traditional meal, you cannot miss tea, the best companion drink for dim sum, this tea is offered in a trolley that handles the restaurant service and for this car we recommend our Jason wheel with 360° rotation and a diameter of 50mm a wheel model that accompanies the elegance of its style, made of the highest quality chrome-plated zamak or copper and its wheel made of black polyamide. They are 100% recyclable.

## 茶禅一味，精致品茶，杰森相随!

丰富精致的广式点心配上好茶，约上三五知己一同品尝是休闲生活的一大乐事。

正如好茶配好点心一样，好的功夫茶小推车也要搭配好的脚轮才会突显其外观与功能价值。选择红古铜的杰森脚轮搭配木色功夫茶小推车——东方美感与实用移动功能集一体。

茶禅一味，精致地品茶，你需要“杰森”相随!



# RUBIO & DEL AMO, MURCIA

Rubio & del Amo is a studio focused on the creation and management of brands, books, packaging and other objects designed as communication solutions through design and creativity. We bet on clients committed to their projects and we defend an effective, fresh and honest design based on solid concepts.

**When designing, what superpower would you like to have?** The one to launch ideas with a laser that comes out of my finger.

**What do you value most in the design of a furniture wheel?** Keep it simple and don't get stuck.

**What if you had to design an object to put wheels what would it be?** A bed

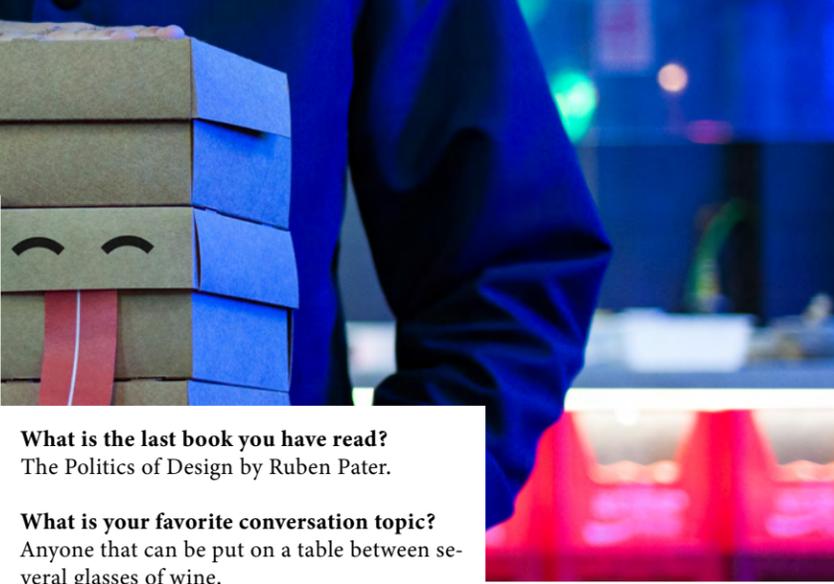
**If you could go to dinner with a designer, who would you go with?** With Pablo Mariné we would repeat without a doubt.

**In what influential period of design would you like to be born?** In the 70s, when everything had to be done.

**Would you prefer to travel to the future or to the past?** To the future (always)

**Can you tell an anecdote about any of your projects?** Very curious things have happened to us, the truth but now it does not come to me nothing to mind. Well ... I remember now when we had to go to Barcelona by car to carry 200 kilos of cement that we presented to the Laus awards in the PKG category. We threw ourselves the whole trip thinking about what to say if they stopped us at a control because the situation it was kind of strange. In the end it was worth it because we won the maximum distinction (Laus de Oro) in that category and that was the first prize of the study back in 2016.

**What are your favorite materials when designing?** Our work in graphic design is usually very material, although it is not the usual. We love the texture and possibilities of materials when generating sensations through a business card visit, a book or packaging. Obviously, we usually work with paper and cardboard for the type of solutions but in the case of books we usually dare with other less usual materials such as wood, PVC or synthetic fibers.



**What is the last book you have read?** The Politics of Design by Ruben Pater.

**What is your favorite conversation topic?** Anyone that can be put on a table between several glasses of wine.

**What is the best memory of your childhood?** Get out of summer camp.

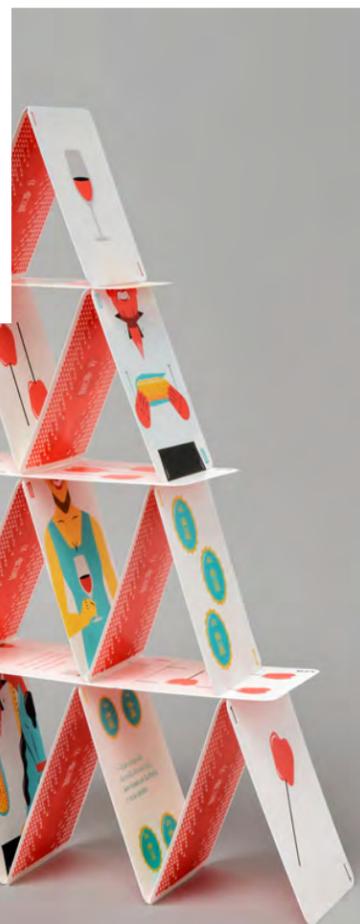
**What is the rarest object in your room?** The fluff of my bitch when the roomba gets stuck.

**What could we find in your garbage basket?** According to the basket you look in, hahaha. But come on, the normal: One of paper half full, one of plastic half empty and one of organic as well Yes.

**Which of your designs would you choose to survive a zombie attack?** Ditop's sacks of cement to make barricades.

**What do you currently think of your first design?** That is very improvable but that involves the freshness of an attitude.

**If you wrote a book, what name would you put it?** A very short one or a very very long one.



Rubio & del Amo——一家专注于品牌、书籍及包装物品等创建管理的设计工作室。深入的交流、走心且创意的点子，为客户提供高效又崭新的设计。

**在设计的时候，你希望自己能拥有怎样的超能力呢？**动一下手指就有想法的超能力。

**在家具脚轮设计方面，你最重视什么？**简约、不卡轮。

**如果你要设计一个带脚轮的家具，你会设计什么呢？**一张床。

**如果你有幸能和一位梦寐以求的设计师共享晚餐，你会选择谁呢？**和巴勃罗·马里内，如果我们共享过第一次晚餐，肯定会有第二次。

**你想出生在哪个对设计有影响的年代？**一切都等着去做的70年代。

**如果能进行时空穿梭，你是想去未来还是想回到过去？**总是想去未来。

**你最近读过哪本书？**鲁本·佩特的《设计政治》。

**你最喜欢谈什么话题？**用几个酒杯作为桌脚的桌子，上面能够放什么呢？

**你童年最美好的回忆是什么呢？**离开夏令营。

**你房间里最奇怪的东西是什么？**我家狗狗被扫地机器人卡住后所留下的毛毛。



**说说你设计项目中一件比较印象深刻的事情吧**发生在我们身上有趣的事情有很多，但我现在一时也想不起来。好吧.....现在我想起了，有一次我们带着200公斤的水泥作为作品开车去巴塞罗那参赛。整个旅程里，我们一直在想如果到了中途的检查站要怎么解释，因为这情况也太奇怪了。但最终这一趟奇怪的旅程也是值得的，因为我们赢了金奖，而这也是2016年工作室赢的第一个奖。

**在设计时，你最喜欢纸的材料，这是为什么呢？**我们虽然是做平面设计的，但还是比较重视材料，尽管这并不常见。我们喜欢通过一张名片，一本书或者一包装就能给人不一样感觉的质感和材料。显而易见，我们通常会用到纸张和纸板，但如果是书本的话，我们还敢于用其他比较特别的材料，如木、PVC或合成纤维。

**如果你要写一本书，那这本书的书名是什么呢？**我要写一本很短的书或者一本很长很长的书。

**我们能够在你的垃圾篓里面找到什么？**你看到什么就能找到什么，哈哈。其实还是有一些平常的东西：一些用过的纸，一些用过的塑料制品和一些有机物品之类的。

**如果像美剧《行尸走肉》的时代来临了，你会选择自己的哪一款作品幸存呢？**SACOS DITOP那款水泥作品，因为那可当路障。

**现在你怎么看自己的第一件设计呢？**能做得更好，做第一件设计时体现的是一种态度、一种新鲜感。



# 5 WHEELS FOR FUN

## “轮”着去吃喝玩乐

In China, fun is very present, if you have had the opportunity to visit this immense country you will have noticed that there are many spaces in which we can enjoy playful experiences and like all spaces the wheels for furniture are always present, that is why we made a small selection from our catalog to tell you the results are the 5 wheels that work best in this environment. We also take advantage of this article to mention that we are proud to have our factory in China, surrounded by such an ancient culture and full of history, made up of great workers who achieve a product as special and of excellent quality as our wheels. Thanks to their commitment the result is great, so we want to dedicate this issue of the magazine to those who make Robby a better place.

张弛有度的生活需要你努力工作！更需要你尽情娱乐！毕竟玩得出色，人生才有更多的可能！这期诺贝脚轮会出现在不同的娱乐场所助你玩得开心尽兴！

### #1 Mahjong.

A scenario that cannot be missed in this article, our Maria wheels are many times used for vintage style, their rust color (iron with top quality copper finish) and their shape take us back in time and that is why they make a perfect match with the table of the famous MAHJONG game, a Chinese game. ancient that due to its popularity and influence has spread to the whole world through the internet but those who have the possibility of living it outside the digital world will be able to immerse themselves in an incredible experience and live Chinese culture from the most traditional.

### #1 麻将室

集益智性、趣味性、博弈性于一体的麻将，是许多人喜爱的休闲娱乐游戏。随着时代的发展，源远流长的麻将被人玩得越来越精、越来越潮、甚至越来越国际化。麻将室的装修设计现代且带有浓厚的东方风韵，传统的麻将桌除了增加了能自动洗牌的功能外，还安装了脚轮，红古铜的玛丽亚搭配深木色主调的麻将桌，让总体变得协调，让移动变得容易，让玩变得便利！



### #2 Karaoke Room.

You can't leave China without enjoying an exclusive karaoke room! You can find rooms for all social classes since this fun is for everyone and of different types, even businessmen and politicians meet there to discuss important issues but immersed in a more relaxed atmosphere. Can you imagine singing in a private room for hours and without shame surrounded by friends? It would be great, a unique experience without a doubt. Our Koo60 model is a great option for these spaces, which are mostly decorated with many mirrors and reflective objects, Koo60 with its chrome body and its elegant and stylish design that thanks to its hole in the middle makes it a special wheel, They will be ideal to complement each other in this luxurious environment.

### #2 卡拉OK房

你能想象得到毫无顾忌地高歌所带来的快乐吗？卡拉OK之所以受人喜爱，除了是因为不同的年龄层都能参与外，还因为其高歌时所带来的放松及快感。为了满足市场的需求，卡拉OK的设备也在不断地更新、升级，譬如说不断引进潮流新歌的歌单、立体声系统、个性化的房间设计等。而说到个性化的房间设计，不得不提配上诺贝酷60脚轮的移动电子屏幕，炫酷的颜色搭配、独特的中空设计加上强大的承重，是个性化房间设计时尚且实用的细节！



EMMA III KOO60 KOO100  
JASON MARIA

### #3 Mobile Karaoke.

If you have not had the opportunity to know those private Karaoke rooms, we are sure that you have found mobile Karaoke in different parts of China, it is that for our Chinese culture it is always a good time to sing a song, alone or with others. In this small cabin you will have just enough to have fun and have a good time. And for this type of cabin our chosen wheel is the Koo100, a strong and double wheel, with a 360° turn that will allow you to maneuver easily and easily every time you need to move it or leave it fixed with its integrated brake when you are using it.

### #3 迷你移动K歌房

随着单身经济的崛起，迷你K歌房应运而生。这个普遍能容纳2人的K歌房可以说是麻雀虽小五脏俱全：除了拥有一般K房都有的良好的隔音设备、高质的立体声系统及最新的歌单外，还拥有独特的录音录像功能，高歌完后，能选择性地唱歌时的录音录像传送到个人的手机上以便个人能通过一系列的社交网络去分享。“移动”更是对迷你K房的优化，因为安装了脚轮而能随时移动的K歌房出现在大街小巷，注重隐私的同时想单独高歌再也不是什么难事。而在移动迷你K房的安全点——脚轮的选择上，一定要注意其承重功能及刹车功能，如果在安全、优质的前提下还能拥有个性化的设计就再完美不过了！



### #4 Hot Pot

Getting together with family or friends is always nice, any excuse to celebrate or celebrate is valid and we cannot deny that in organizing the meeting, food is one of the most important items. If the decision is HOT POT we are sure that it is a very wise choice, an experience that every member of the family will enjoy. For this scenario we recommend the transparent Emma III, a wheel that was born from the success of a family due to its elegant and subtle design that if it were a human we could say that it is the evolution of its ancestors, a new and fresh design but maintaining the principles of its essence.

### #4 火锅店

作为中国传统美食之一的火锅因其方便快捷而受到消费者的青睐。多样又新鲜的食材按照烹饪进食的顺序分别放在带有不同层架的小推车上，卫生又方便。新型燃料及器皿、移动分层小推车等配备设备的优化更让火锅的便利达到极致。

作为专业设计生产脚轮的诺贝强烈推荐火锅店的移动分层小推车搭配我们的艾玛III脚轮，通透的PU软包边除了拥有移动不留声、不留痕的功能外，还具有耐油性，让移动小推车的实用功能性达到最大化！



### #5 Dim Sum.

Dim sum is a food from various regions of China, a great opportunity to learn about Chinese culture, it is a Cantonese term that can be translated as “ordering until the heart is satisfied” and although the word dim sum refers to the Cantonese variety, the The idea of a great variety of small plates for lunch is also used in other parts of China. The dim sum can be ordered from the menu or it can also be chosen from a cart that the service handles in the premises and speaking of this famous cart we want to highlight our Jason wheel, which we consider an elegant, resistant, quality, silent wheel, with a fluid movement that leaves no mark on the ground. A perfect wheel to accompany environments with a lot of design.

### #5 广式茶楼

偷得浮生半日闲，一盅两件叹早茶。广式早茶文化历史悠久，小巧精致的点心搭配“靓”茶，约上三五知己一起品尝可谓是人生一大乐事！细心留意一下，其实“移动”的概念一直穿插在广式早茶文化里：准备点心的厨房移动中岛桌、移动点心车、功夫茶小推车、移动折叠屏风……而在这一系列移动工具设备的关键点及安全点——脚轮方面，一定要按照不同承重、不同的使用地面及环境等去选取。







# KOO60

Karaoke is a Japanese invention of the 70s that has managed to quickly conquer the entire world, especially in China where today it is one of the preferred leisure alternatives for party nights, social events and even to close deals. Yes, as you read, can you imagine yourself in an important meeting in a karaoke room? It must be an incredible experience! Also for the most curious tourists it has become an attraction, if you travel through China you will see huge buildings that at first glance you will confuse with hotels but then you will see their initials KTV that indicate that they are huge Karaoke rooms, very strikingly decorated on the outside With neon lights and giant screens that invite you to enter, do not resist, it will be a lot of fun! Once inside, you can choose the room that best suits the occasion in which you find yourself, since there are rooms for a few people or large quantities, you can even include a private bathroom, a bar and enjoy drinks and food (don't forget to ask for the letter at the reception). And so the hours of the day will pass between song and song and you will not even have noticed, that is an indicator that you have had a great time. A room full of mirrors had to be accompanied by our exclusive KOO60 with its chrome style and manufactured under EN 12528 and BIFMA X5.1 standards, its chassis is in black zamak and its tread is made of 95 shore polyurethane. An excellent option to continue giving a party atmosphere! They are also 100% recyclable.

## 酷60

比起涮火锅、喝早茶、打麻将，唱K是较年轻的休闲娱乐活动。很多人，特别是年轻人喜欢在休闲时约上几个朋友到K房高歌几曲。坐在台上面对“听众”高歌，感觉自己就是时尚潮流之星。很多KTV为了满足消费者的需求，房间的设计装修变得个性化，甚至细至电子屏幕的脚轮。而拥有中空双轮设计，常规铬黑颜色搭配上内含精密轴承的酷60更是成为首选!



## KOO 100

And as we discussed on the previous page, karaoke is part of the lifestyle in China because any time is a good time to relieve tension or have fun singing a few songs and the mini karaoke booths are the perfect option to enjoy briefly and pause in the day, alone or accompanied, undoubtedly guaranteed entertainment for all ages and times of the day. At Robby we are also karaoke fans but you already know that our specialty is knowing which wheel each product needs and for this mobile stand we have chosen the Koo100, a new model that we have designed to add to our incredible KOO family but with a size of 100mm in diameter to achieve a beautiful design wheel of great capacity and resistance. Its chassis is made of zamak and the tread is made of 95 shore polyurethane. These wheels are manufactured under the EN 12528 and BIFMA X5.1 standards and are 100% recyclable.



随着消费的多样化，唱K也有各种不同的形式。普遍能容纳2人的迷你移动K房就是唱K的新形式之一。想要一个能承受迷你K房的重量且外形时尚脚轮？同样新型的酷100帮到你！100mm的直径加上特别的中空设计，除了能给人带来安全稳重的感觉外，还不失新潮独特的一面！

## 酷100

凭着独特的工艺和设计  
改变世界对中国  
产品的不良印象



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