

JUNE 2021 | ISSUE N° 20 \$3.99

FILM

ROBBY 诺贝

媒体直播

**EMA III
AND KELLY 100**

**WE PRESENT YOU OUR
LATEST DESIGN!**

艾玛III & 凯莉100
最新设计
亮相直播

YONOH

**ANSWERS OUR 16
QUESTIONS**

YONOH创意设计工作室
有趣的问题
灵魂的回复
遇见有趣的灵魂
尽在本期设计师专访

**BLUE MOUNTAIN I, II
AND ELAINE**

READY FOR ACTION!

蓝山 & 伊莱恩
准备就绪
随时行动

**5 PRODUCTS FOR THE
AUDIOVISUAL SECTOR**

新媒体高效工作首选
5款新媒体移动工具

5

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

CONTENTS

揭开生活新篇章

04

艾玛 III & 凯莉 100

EMMA III AND KELLY 100

We present you a new model of the EMMA family and we show you another use for our Kelly wheel, two wheels that stand out.

最新设计
最潮款色
移动亮相直播间

10

YONOH 创意设计工作室

YONOH CREATIVE STUDIO

Yonoh is a multidisciplinary creative studio set up by Clara del Portillo and Alex Selma in 2006. From Valencia they answer our 16 questions

来自西班牙设计师
Clara和Alex的有趣回复
速现诺贝杂志专访



12

5款新媒体移动工具

5 WHEELS FOR THE AUDIOVISUAL SECTOR

We recommend the 5 products that cannot be missing from your work team. With them you will have a more effective and easy job without making extra efforts.

想工作简单高效？
离不开5款
新媒体移动工具

14

蓝山 & 伊莱恩

BLUE MOUNTAIN I, II AND ELAINE

Three different wheels, two of them from the same family but for different needs and the Elaine ready to cover delicate jobs.

不同的脚轮款色
同样利落的线条
准备就绪
随时转动



KELLY

Working in the audiovisual field is quite a challenge because even if we only see the result, behind the camera there is a great team working under the pressure that everything goes well. If the shootings of a movie can be very tense, working under television times is a constant adrenaline because there is no margin for error, much less if the program is broadcast live, like a newscast, that is why each tool used in the set must be fully functional and in excellent condition. One of the most used resources in live programs are the screens that will project the script of the program behind the camera for the presenter to read, adding to that that if it is a program in which you have to change the environment, the screen must accompany the driver to each site. Kelly is our wheel model selected to fulfill this role, it rotates 360° allowing a fluid movement and designed with an integrated double brake that will make the wheel stop in all its directions. It also has its sides fitted with bearings adjusted to function as a stable and quiet wheel throughout the rotation process. Made with RoHS environmental protection material.

凯莉

快速、精准、高效的新闻直播
需要专业、严谨、细致的幕后人员及工具
直播的内容第一时间投影在直播间的屏幕上
而作为屏幕支架安全点的脚轮要求稳定、精密如凯莉
万向转动、双刹设计、内含精密轴承
加上全环保材质制造
移动亮相直播间

扫一扫
了解更多!

Scan the QR
for more information



EMMA III



In the audiovisual world, technology is constantly advancing and each time enjoying the screens becomes a more satisfactory experience, just like that area our Design Department is also in constant movement to create new products because we know that we still have many wheels left to go. manufacture.

This is how we present our new addition to the EMMA family, as one of our latest innovations we have designed the EMMA III BLACK, a modern and very cool wheel, perfect for the audiovisual field. With its standard black color and its chassis made of zinc-plated iron, the wheel in polycarbonate and the tread in polyurethane, manufactured under the EN 12528 standard and are 100% recyclable, you can choose with or without a brake.



艾玛III

没有最好，只有更好，每一次视听技术的进步带来的都是观众和听众一次又一次满意的体验，正如诺贝的研发部门一直创造新产品一样，皆因我们一直追求更好、更完美的脚轮。

艾玛III作为诺贝最年轻的脚轮，拥有坚固的铁支架，柔软的PU包边，线条简单利落，符合EN12528及环保测试标准。35mm、50mm和75mm的直径，带制动与不带制动，不同的颜色搭配等你来体验……

Yonoh is a multidisciplinary creative studio set up by Clara del Portillo and Alex Selma in 2006. The studio is characterized by it's simple, yet functional designs. Simplicity, innovation and originality, without extravagance, is the backbone to their design philosophy studying each small detail minutely in each of their projects. Their versatility, timelessness and adaptability are the cornerstones of the work done in their studio. During its career Yonoh has been awarded with the most prestigious design prizes worldwide as Red Dot, IF design award, Good Design or Wallpaper* Design Award among others.

When designing, what superpower would you like to have? We think it's more fun to design without superpowers, we like to think that we can fail to make the best effort.

What do you value most in the design of a furniture wheel? That works well, (that does not get stuck and does not make noise).

What if you had to design an object to put wheels what would it be? Uhhh, an office chair.

If you could go to dinner with a designer, who would you go with? It would be curious to have a dinner with the Eames.

In what influential period of design would you like to be born? This time is great, full effervescence, continuous innovation and we have tools that help us to develop better products.

Would you prefer to travel to the future or to the past? To the future.

How would you describe yourself in 3 adjectives? Serious, constant, decisive.

If you could learn to do something new, what would you choose? Piloting an airplane.

What is the last book you have read? One of a crime novel, by Michael Connelly.

What is your favorite conversation topic? None in particular, but football is not.

What is the best memory of your childhood? Endless summers.

What is the rarest object in your room? Rare any, but we have tiles hanging like pictures, is that valid?

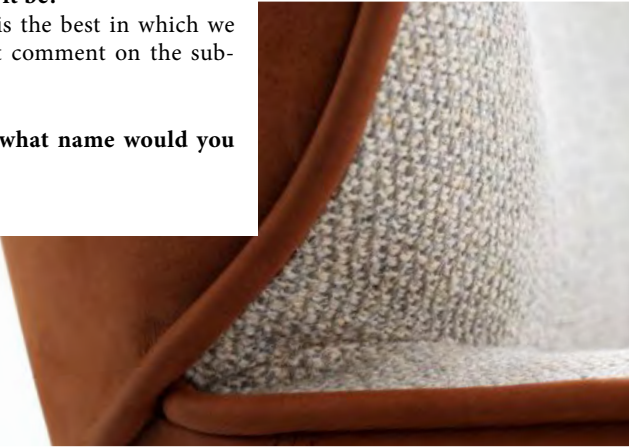


What could we find in your garbage basket? Many orange skins.

Which of your designs would you choose to survive a zombie attack? Any of our sofas to rest a while, possibly the Cloud.

If you could stay your whole life with the same age, what would it be? The decade of the 30 is the best in which we have lived, we can not comment on the subsequent.

If you wrote a book, what name would you put it? Enjoy what you do.



Yonoh是由Clara del Portillo和Alex Selma在2006年创建的多领域创意工作室。工作室的特点是简约而实用的设计。每个项目都精心研究每一个细节，简洁、创新、原创、不奢侈则是其设计理念的支柱。多功能性，永恒性及适应性是工作室开展项目的基石。在设计生涯中，Yonoh曾获得多个享誉世界的设计奖项，如红点奖，IF设计奖，优秀设计，壁纸设计奖等等。

在设计的时候，你希望自己拥有怎样的超能力呢？我们认为没有超能力的设计更好玩，可能会失败念头能鞭策我们尽力去做好。

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？我们沙发中的任何一张，也许是el Cloud那张，这样可以稍作休息。

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？如果能和Eames夫妇共享晚餐一定很有趣。

如果能进行时空穿梭，你是想去未来还是想回到过去？去未来。

你想出生在哪个对设计有影响的年代？这个正值巅峰，创新不断，拥有令我们产品发展得更好的工具的年代就已经够精彩了。

用三个词形容一下你自己认真，持续，果断。

如果你要写一本书，那这本书的书名是什么呢？《享受你所做的》。

如果你可以学新的东西，你想学什么呢？学驾驶飞机。

你最近读过哪本书？Michael Connelly的一本侦探小说。

我们能够在你的垃圾篓里面找到什么？很多橙子皮。

你童年最美好的回忆是什么呢？无尽的夏天。

你房间里最奇怪的东西是什么？没什么奇怪的东西，不过我们有一些像画一样挂着的瓷砖，这算不算？



你最喜欢谈什么话题？没什么特别喜欢谈的话题，但千万别和我说话足球。

如果你可以冻结年龄，你希望自己永远停留在几岁？30到39岁那10年是最好的，之后的都不能选择。

在家具脚轮设计方面，你最重视什么？运转良好（不要卡轮，不要发出噪音）。

如果你要设计一个带脚轮的家具，你会设计什么呢？呃.....一张办公室座椅。



5 WHEELS FOR THE AUDIOVISUAL SECTOR

5款新媒体移动工具

The audiovisual sector advances technologically day by day but also in finding the best performance for each stage of a shoot or photo session since it is very common that a lot of time is spent in preparing the equipment and staging to start shooting a taking. For that, it will seek to save time by relying on the use of tools that provide practicality and agility. In this article we recommend 5 products with wheels to save time, increase performance and improve production quality on a shoot.

基于科技的进步，新媒体的发展一日千里，尽管如此，如何提高工作效率依旧是新媒体人永不过时的话题，毕竟在拍摄前需要花费大量的时间与精力在设备与舞台的准备上。工欲善其事，必先利其器，这一期我们会说到5款新媒体移动工具如何来提高新媒体人的工作效率。



#1 Auxiliary trolley. If you are a photographer and you have your own studio where you do many photo sessions, you will want to have everything controlled and organized to the maximum in order to dedicate yourself exclusively to the art of creating the image without having to worry or lose sight of your work material. Being organized will be the key to having a successful and low-stress photo session, since once you have thought about the staging, lighting and others, you will only have to enjoy your work. One of the best products to maintain order is the auxiliary cart that will allow you to leave all your photographic equipment there, in case you need to change lenses you will have all the others within easy reach, it is also very useful to support your computer and go visualizing the photos you take. The important thing about this cart will be the wheels, which are of quality, give you confidence and have an excellent and smooth movement since it will transport very delicate equipment.

#1 工具小推车

如果你是摄影师，想一心追求美照的拍摄而不想分心在别的事情上，充足有序的工具能帮到你，除了随身的相机、各种焦距的镜头、不同的灯光和后期处理必须的电脑等专业的工具，作为辅助的工具小推车也不容忽视，皆因它是工具有序，工作高效的重要因素：把需要的摄影器材放在小推车的不同隔层上，这样摄影师无论走到哪里都能随手拿到想要的工具，大量节省摄影工作人员的走动与寻找工具的时间，大大提高摄影的效率。而由于摄影器材贵重精密的原因，在推车脚轮的选择方面一定要注重质量，别因为脚轮的低质而损坏到小推车上的专业器材。



#2 Tripods. If there is a product that is never lacking in a shoot or audiovisual session, it is the Tripod family, a tripod is one of the most used tools since it offers many possibilities when filming and adapts to each function that must be fulfilled. In this family we will find a lot of variety, from those that are simpler and lighter and even smaller such as those used for mobile phones and on the other hand those of the professional range, which are much stronger and heavier, specially manufactured to hold high-definition cameras range or huge spotlights. In the professional range tripods it is very normal to find them also with wheels, this is thinking like this because in a shoot there is usually continuous movement and in this way its transfer from one side to the other is facilitated. The importance here will be to evaluate the quality of the wheels, their resistance, the good braking system and that it is suitable for the surface on which it is going to be used.

#2 移动三脚架

如果说专业的人员是影片质量的灵魂，那么作为影片拍摄重要工具之一的三脚架则是影片画面稳定的关键。众所周知，专业的拍摄机械大型且笨重，若选用固定的三脚架，每换一个画面、一个场景甚至是一个角度，伴随着的都是工作人员对拍摄机械与三脚架的搬动。为了缩短不必要的搬动时间，节省不必要的人力，提高拍摄效率，很多人会选择移动三脚架，但由于移动三脚架经常要面临“走走停停”的情况，所以三脚架的脚轮最好是选择耐磨的、带刹车的。



#3 Shooting tables for product.

In the audiovisual sector we can find a wide range of categories, we have the famous sector of cinema, advertising, social events, fashion, sports and also last but not least the category of products. A very special category that many brands will make use of and that is currently one of the most worked thanks to the new world of e-commerce. For the photo to be a success, it will be a matter of planning in advance how it will be done and what elements we need to create it, in this category we can go from a typical product photo with its white background for the online store or a photo that will be very worked and in the one with more roles, such as an Art Director. It will be very important to take into account the comfort and take care of the efforts of both the photographer and his work team that accompanies him, the ideal will be to have a height-adjustable table with wheels to be able to change without much effort and move according to the light needs that arise, such as going to the window of the set to take advantage of natural light or to the sector of the set to use flashes.

#3 产品移动摄影台

随着电商、带货等的盛行，人们对产品拍摄已不再陌生。为了让照片能最大程度地集中在产品本身，让消费者能多角度、全方位地认识产品，移动摄影台应运而生。有了移动摄影台，摄影师们无论是想利用室内的聚光灯还是室外的自然光来拍摄都能免除搬动的烦恼，这无疑能加快产品照片的成品速度，提高照片成品的质量从而有效提高消费者的购买意欲。



#4 Screen Support. If we focus on the television medium, it is very common to find the famous screens that the conductors read as a program guide under the management team that is behind the camera. For an audiovisual production, even if we see only one person behind the camera, there is a very large team working so that everything goes perfectly and according to each area and specialty they will look for the most professional way of doing their work. It is very common in the field of television to change the space within the same film set and that is why the screens on which the script is transmitted for the presenters or drivers have to adapt to each movement, for this purpose they use supports with wheels that allow that mobility, the wheels will have to be yes or yes rotatable 360° and with an optimal braking system to avoid unwanted movements.

#4 监视器移动支架

熟悉影片拍摄的人都知道每一个呈现在观众眼前的画面都经过其背后团队的精挑细选。在拍摄期间，导演会通过监视器即时查看拍摄画面，和拍摄机械搭配的三脚架一样，如果监视器支架是选择带脚轮的，可移动的，导演能在拍摄期间减少走动，从而把精力集中在拍摄画面的审核上，这既能节省时间成本，又能提高影片出品质量。至于在监视器移动支架的脚轮方面，要选择万向带刹车的，这样，拍摄工作人员能轻松地把监视器推到理想的地方后，踩上脚轮刹车，方便之余还能避免监视器移动支架不必要的移动。



#5 Coat hangers. The costumes are also part of the audiovisual team, they are the people in charge of dressing both the actors and models, dancers and extras. Depending on the sector to which they are dedicated, they will have different types of tools to be able to do their work, for example in an advertising shoot they will have to have a sector exclusively for their area, in which they will deploy racks with all the garments that are will be used in production. The product most used by these professionals are the typical donkey racks, on which they will hang all the garments and organize them to have perfect control. It is essential that these coat racks have wheels to be able to handle everything without limits and under the pressure of very tight times, the wheels will have to be good enough to generate firmness and stability in a coat rack that will have a lot of use.

#5 服装移动衣架

拍摄期间，只要内容涉及到演员或模特，就少不了他们身上的服装管理。要做到有序、合理的管理，衣架是最基本的配置工具。由于拍摄的时间限制，若能把拍摄期间用到的衣服按批整理并有序地挂在带脚轮的移动衣架上，有需要时，工作人员，甚至是演员或模特自己都可以把衣架轻松地移到更衣室，来个快速的变装，这既能方便演员或模特本身，又能提高整个摄影团队的工作效率。但由于拍摄前后，衣架的移动比较频繁，作为安全点的脚轮一定要选择坚固耐磨的。



蓝山

电商发展迅速，为了让消费者能在屏幕上多角度，全方位地认识产品，产品的摄影成了至关重要的一环。为提高产品摄影工作效率，作为最常用的摄影台应搭配脚轮使之可移动从而避免浪费不必要的搬动时间。而蓝山则能很好地充当摄影台脚轮的角色——典型坚固的铁支架加上不伤地面的TPE软包边，流畅转动产品摄影工作间。

BLUE MOUNTAIN

Product photography today is one of the most used by both professionals, amateurs or e-commerce sellers, being one of the least valued photographic sectors it is really one of the most important when it comes to wanting to sell a product and to make it a success will have to dedicate many hours of work. In order to be as efficient as possible in these shootings, the ideal is to have all the necessary equipment and thus ensure neatness and practicality. In our image we have Laia posing as a star, a wheel model in every sense, you can see more information by scanning the Qr.

And holding the product table we have the blue mountain, a wheel that thanks to its iron body is resistant with a firm and safe brake, which will give the table excellent mobility and fluidity when it is necessary to move it from the site, in addition to its TPE tread will take care of the floors. Clean wheels with anti-thread ring and fully rotating.





伊莱恩

众所周知，拍摄的时间控制是非常重要的，要在有限的时间内拍出最完美的效果，专业的人员、最优化的拍摄工具成为最基本的条件。以监视器为例，若选择固定不可移动的，每换一个场景换来的是人员对监视器的搬动及导演想作微调而难以做到的不适。若监视器能配上我们的伊莱恩脚轮成为可移动的，效果则完全不一样。60mm的合适直径，单个脚轮的动态承重达60公斤，还有带制动的选择，你还为监视器找不到合适的脚轮而烦恼吗？

ELAINE

In a shoot where time control is one of the most important factors, the performance of each area must be optimized. Everything, absolutely everything must be designed so that its performance is 100% because it would be a serious mistake, for example, wasting time wanting to record a scene and having to constantly go from the set to the preview screen, also generating discomfort in the Project Director. It would be very different to have the screen with a mobile support, which would allow us to move it to the place we need, thus saving time and comfort. In this image we have used our Elaine wheels because their 60mm diameter is ideal for this type of support and their bearing capacity is 60kg per wheel, always including the braking system to ensure the safety of staying still when desired.

双轮蓝山

拍摄前，工作人员会把要拍摄时用到的工具放到辅助小车上，拍摄时，辅助小车按照摄影师及工作人员的需要移动。在高承重的前提下，小车还能灵活移动，少不了专业的脚轮。

双轮蓝山，拥有50mm和75mm的直径选择，铁支架，TPE包边，高承重之余还不会在地板上留下刮痕。有了它，有序、高效随手可得。

BLUE MOUNTAIN II

Investing in an auxiliary table for the set is a great decision, there you can organize the work elements and avoid unexpected accidents, it will also facilitate the work giving us comfort and total freedom to move it from one side to the other without having to carry all the weight, since we will move all the elements at the same time and without effort. It will be important to have wheels that have a total turn and resistant brakes such as the Blue Mountain II, which in addition to being very resistant thanks to its iron body, are fully rotating.





凭着独特的工艺和设计
改变世界对中国
产品的不良印象

www.robbycasters.com



关注我们



网 址