

AN OASIS  
OF CULTURE.  
FOR CULTURE.

城市中的  
綠洲

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# MCCM Creations

遊覽外國的藝術館或文化中心時，不管展覽是否合口味，只要鑽進館內的書店，看看圖像畫冊、文字書刊，還有明信片之類的小精品，總能帶給一眾愛好文化藝術的人士陣陣驚喜。

慶幸香港的藝術中心也有這樣的一個有趣地方。

For many of us, museum bookshops are even more rewarding than museums themselves. While your attraction to a museum might be limited to a specific exhibition, a really good museum bookshop will cast its creative and historical net a little wider, presenting the visitor with plenty to browse through and be inspired by. And best of all, unlike an exhibition of Magrittes or Mondrians, you can take your museum bookshop treasures home with you.

Hong Kong's museums, unfortunately, are thin on the ground relative to other major cities, and our choice of museum bookshops is correspondingly limited. Thank goodness, then, for MCCM Creations' The Bookshop at the Hong Kong Arts Centre. It's our city's 'museum bookshop without a museum' – and it does hit the spot.





## 由心出發

要認識MCCM Creations，必需先從他們出版的作品開始。

MCCM主力出版相集、畫冊、建築、設計，與文化藝術相關的書籍。他們的出品雖然不多，但全部都印刷精美。每本書裡的每一頁，由內容、設計到印刷，都是不惜工本地用心建構。從不以出版社自居，因為多年來MCCM都不循正軌、不顧市場，實難以本地一般出版社的經營手法去理解。今年初，他們靜悄悄空降灣仔的藝術中心，用心打造了一間充滿文化氣息的書店。

「所有愛書人，或多或少總有過開書店的夢想。這裏的阿麥書房去年打算結業，他們建議藝術中心試找我們來繼續租約。我們這群人，每星期都來這裡看展覽、電影、戲劇，這幢樓的每個角落都是回憶。加上我們的書籍類型與風格跟藝術中心十分相配。經過周詳的考慮，我們決定在此開店。」MCCM的主理人Mary說。

Mary希望借書店為窗口，把熱愛文化藝術推廣給更多人。加上書店位於藝術中心，旁為演藝學院，結聚了一股熱熾舞台氣氛，因此特意多售表演藝術書籍，讓前來看戲的觀眾能找到相關的資料或知識。Mary自言不喜歡競爭，她在世界角落搜來鮮見但有趣的另類選擇，豐富香港讀者的眼睛。儘管以影像圖冊居多，店內的文字書籍也有不少，來自香港、台灣、英國、德國、意大利、印度等地，每本均有獨特風格，絕對值得收藏。



## Driven with Passion

The Bookshop's story began in 2001, when MCCM launched its publishing business. The profit motive, it seems, was secondary to an overwhelming passion for art and a simple taste for adventure. The company therefore embarked upon a publishing programme embracing categories from illustration, visual art, design and architecture to photography, culture and literature. MCCM's enthusiasm for the subject shined through in the lavish attention paid to the books - each was beautifully printed and bound, and as much a pleasure to caress as it was to read.

Last year, the company decided to take things to the next level by opening its own bookshop. Given the products it had to offer, the Hong Kong Arts Centre seemed the perfect location for the enterprise. 'Every book-lover dreams of opening a bookstore,' says Mary, founder of MCCM Creations. 'We'd already been coming to the Arts Centre since we were teenagers to watch dramas, exhibitions and movies, and the institution's style is quite similar to that of MCCM. So after we worked out the financial considerations, we decided to start up our bookstore there.'



## 小平台大發揮

「不要小看一本書，它可以影響很多人，因此不管是出版或賣書，我都本著一份使命感，要對每位讀者負責。現在出版太容易了，很多作者根本沒仔細想好出版原因，只把手上的東西馬馬虎虎印好，便放在書店出售。我替人出書永遠依靠直覺，覺得是好材料，便把它造到最美來出版。說到經營書店，理念雖然不變，卻必須多以理性角度考慮市場。其實做甚麼也好，只要有passion去做，製成品自然會不一樣，人家是感覺到的，亦自然會欣賞。」

為了更善用這個小小平台，MCCM不時於藝術中心範圍內，舉辦各類型與書籍有關的小型活動，如新書分享會、詩歌朗讀、攝影展及講座等，即使大家只偶然路過，也歡迎隨時參與。「一切都蠻organic。過去活動多由作者或創作人提議，我們便跟藝術中心借用地方，那管只是戲院外的小小範圍。其實類似的分享會過往不時出現於二樓書店，大家若沒有留意便會錯過。我們把活動帶到地面，無非想讓更多人認識。文化這東西，需要一點一點慢慢孕育。我搞這書店，就是希望在這方面做一點事，至於賣書賺多賺少，反而只屬其次。」

## Start from the little platform

As Mary explains, The Bookshop's wares tend to reflect some very personal choices rather than the anodyne directives of a corporation. 'We never undervalue books, because they can influence a lot of people. Therefore I always feel obliged to do the best I can for the reader by publishing and selling good books,' she says.

'I use my instinct most of the time. When I spot good material, I will turn it into a quality book without giving much consideration its market-appeal. When it comes to operating a bookshop, of course I have to be more rational. But I still believe that if you are passionate about what you're doing, people will notice the results.'

To fully utilise their little venue, MCCM organises occasional events such as new book launches, poetry readings, photo exhibitions and seminars. 'Everything is pretty organic,' says Mary. 'Most of the events are proposed by the authors or creators themselves, and we try to make it happen.'

'Culture needs to be cultivated, and that is what this bookshop aspires to do. Making a profit...? Well, it was never really at the front of my mind.'



## 由生活出發

1996年，楊志超與合夥人創立G.O.D.品牌，專門售賣傢俱和生活用品。由傢俬到水杯、內衣到汗衣、甚至掛在店門的巨型口號，大多出自兼任設計師的楊志超之手。「商品的設計意念，統統源自獨特的香港文化。顧客喜歡它們，卻未必知道背後的靈感來源。一年前，我們在店內設立書籍部分，售賣各類型以香港為題材的書籍，為顧客提供更多有關香港的知識，更深入表揚香港文化。」

縱然書籍只佔店子一角，書本的種類卻非常廣泛：文化、歷史、設計、藝術、電影、音樂、攝影集、小說，甚至旅遊指南，不管是中是英，由本地還是外國的出版社出版，總之是與香港有關的，楊志超都不會放過。「我本身熱愛香港文化，以前要找相關的書總得東奔西跑，香港就是欠缺一家專售香港文化歷史書籍兼中英俱備的書店。今天有了這集中點，也給了自己一個方便。」

G.O.D.在香港的五間分店，每間均設有書角，其中以銅鑼灣旗艦店的書種最多最齊。位於石峽尾賽馬會創意藝術中心的「住好啲街頭文化館」，展書部分猶如博物館中的小書店。至於中環荷李活道那邊，古玩店林立，吸引不少本地與外國的懷舊之士，香港文化書籍自然不乏捧場客。

一套別具本土特色的設計及銷售概念，成功把G.O.D.打造成香港創意企業的代表性品牌。然而相對其他商品，楊志超不諱言：「賣書是沒錢賺，這舉動純粹因為個人興趣。」儘管如此，他一樣樂於將這賣書業務發展下去。除了現有的香港書籍，楊志超希望將來會有更多G.O.D.出版的書，談品牌、談設計，當然少不了他們對香港文化的看法——為大家記錄這一天一天在消失的香港。■

## From Living to Art

The duo's other ambition was more complex. More than just purveying life-improving furniture and houseware, Young and Lau wanted G.O.D. to recover and convey a culture - namely that of Hong Kong - to Hong Kong itself and the world at large. Accordingly, as a member of the chain's design team as well as being its co-founder, Young has spent the last 13 years immersed in transforming local iconography into works of functional art - and lately, in expanding G.O.D.'s product range to embrace books.

'The concept behind all these designs comes from our unique Hong Kong culture,' he explains. 'But while customers may love our products, they may not actually know how they were inspired. That's why about a year ago, we decided to start a 'book corner' in our stores to introduce various Hong Kong-related titles and cultural knowledge to our customers.'

As compact as the book corners are, a glance at their contents reveals an astonishing variety of titles covering culture, history, design, the arts, fiction, and even guidebooks. As long as the book says something interesting about Hong Kong, Young will tend to want it for his shop. 'I have a deep affection for Hong Kong culture, but I always found it difficult to find books about it. This city lacked a bookstore which specialised in Hong Kong as a subject. Well, now I've created one, which is convenient for me at least!' he says.

Each of G.O.D.'s five locations now offers its own 'book corner', with the Causeway Bay shop's being the most extensive. The one inside the 'G.O.D. Street Culture Museum' in JCCAC has been absorbed into the stylish air of the museum. Up to Hollywood Road in Central, the historical buildings and antique shops have already created an atmosphere of nostalgia, the G.O.D. book corner has thus become a popular spot for culture lovers.



Among the five book corners located in every G.O.D. store in Hong Kong, the one in Causeway Bay flagship store carries the biggest stock of book. The one inside the 'G.O.D. Street Culture Museum' in JCCAC has been absorbed into the stylish air of the museum. Up to Hollywood Road in Central, the historical buildings and antique shops have already created an atmosphere of nostalgia, the G.O.D. book corner has thus become a popular spot for culture lovers.

With the distinctive touch of local Hong Kong culture, G.O.D. has successfully become a famous brand symbolizing Hong Kong internationally. Compared with other merchandizes, Young admitted book sales is not profitable at all. "It is only for my own interest." Even so he will keep this book business going. His biggest wish is to get more G.O.D.'s books published, to share the brand and the design, as well as their views about Hong Kong and its culture. He hopes to create a collective memory for the Hong Kong people about their fading home city. ■

