

# 簡單其實唔簡單

***SIMPLE CAN BE HARDER  
THAN COMPLEX.....***

*Steve Jobs*

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*Jeffrey Cheung*  
張大健  
17 Feb. 2014

下雨天留客，天留我不留



下雨天，留客天，留我不？留！



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# *Hung Hum Pier wave measurement*



**Eureka moment**

# ***SIMPLE CAN BE HARDER THAN COMPLEX:***

*You have to work hard to get your*

*thinking clean to make it simple.*

*But it's worth it in the end, because*

*once you get there, you can move*

*mountains.*

*---Steve Jobs---*

*Simplicity is about  
subtracting the obvious  
and adding the meaningful.*

- *John Maeda*

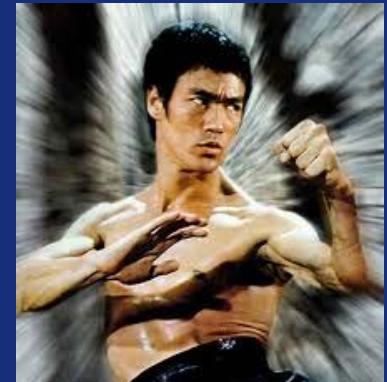
*Knowledge is*

*a process of piling up facts;*

*wisdom lies in their simplification.*

- *Martin H. Fischer*

*It is not a daily increase  
but a daily decrease,  
hack away the inessentials.*



Clarinet

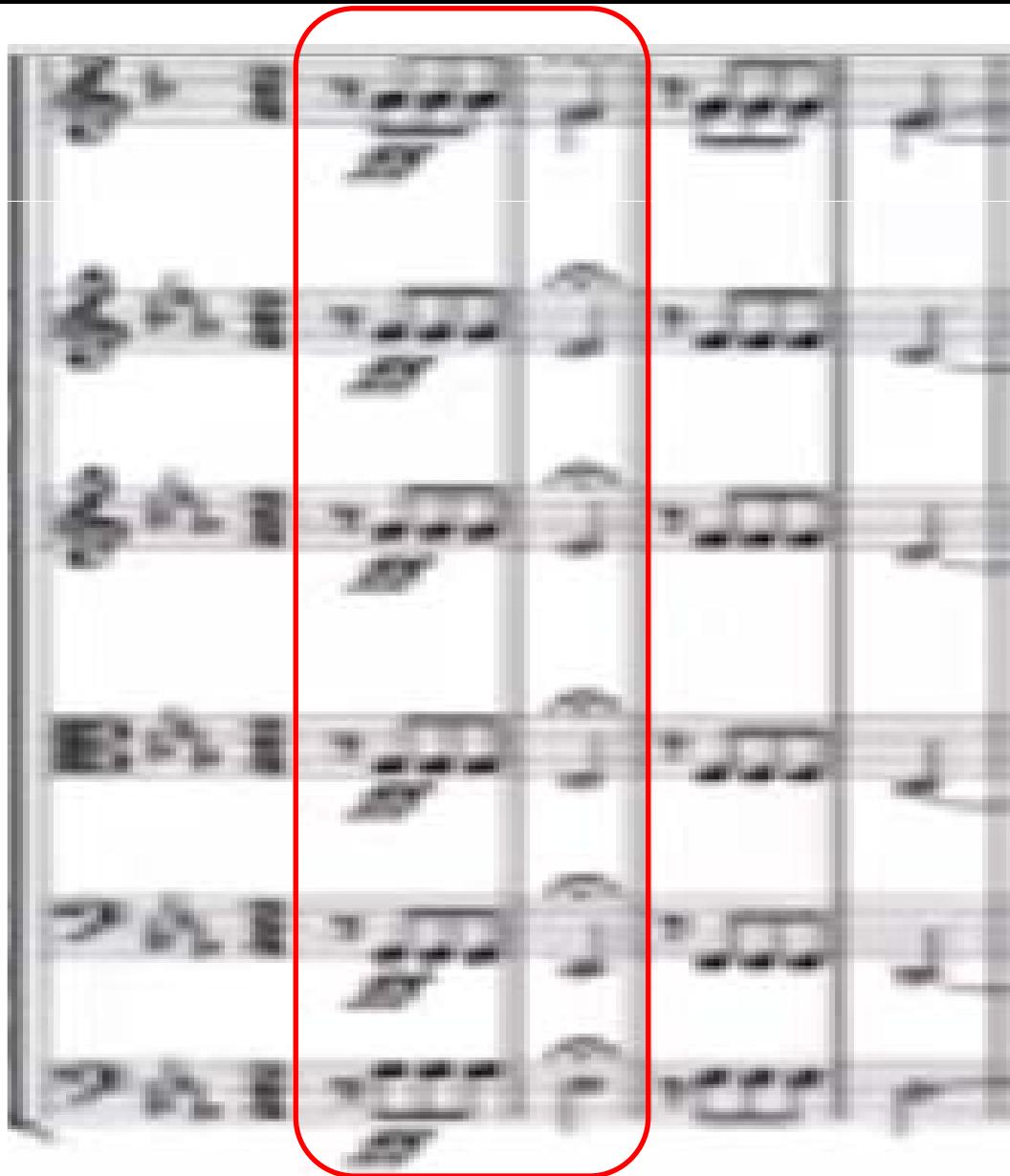
Violin I

Violin II

Viola

Cello

Bassoon



# 我的二奶，愛鳳

張大偉 加州千橡市 2009-8-9

花甲老翁得新寵  
千嬌百媚俏愛鳳  
生活起居她作伴  
亮添情趣樂無窮  
  
打扮時尚迎潮流  
溫柔體貼性順從  
家居外出陪著我  
四季如春無嚴冬

學識淵博深若海  
記憶如神超時空  
疑問難題誰不倒  
愛因斯坦拜下風

樂壇名曲都知曉  
黃鸝出谷猶鳴鶯  
斜臥枕邊輕聲吟  
天籟美韻繞甜夢

腦中一幅活地圖  
大小路況握手中  
有她導航我放心  
出門駕車真輕鬆

能文能武樣樣行  
各類遊戲都精通  
棋逢敵手處處勝  
修身養性話尤精

日理千機繁瑣事  
她做總需幾分鐘  
如此幫手何處覓  
遠比秘書還管用

生活起居不能缺  
心存感激常讚頌  
友人笑問她是誰  
愛鳳就是 iPhone.

花甲老翁得新寵

千嬌百媚俏愛鳳

家居外出陪著我

四季如春無嚴冬

MODULAR

生活起居不能缺  
心存感激常讚頌  
友人笑問她是誰  
愛鳳就是 iPhone.



# *Fit and Fat*

*8 April 2012, Hong Kong*

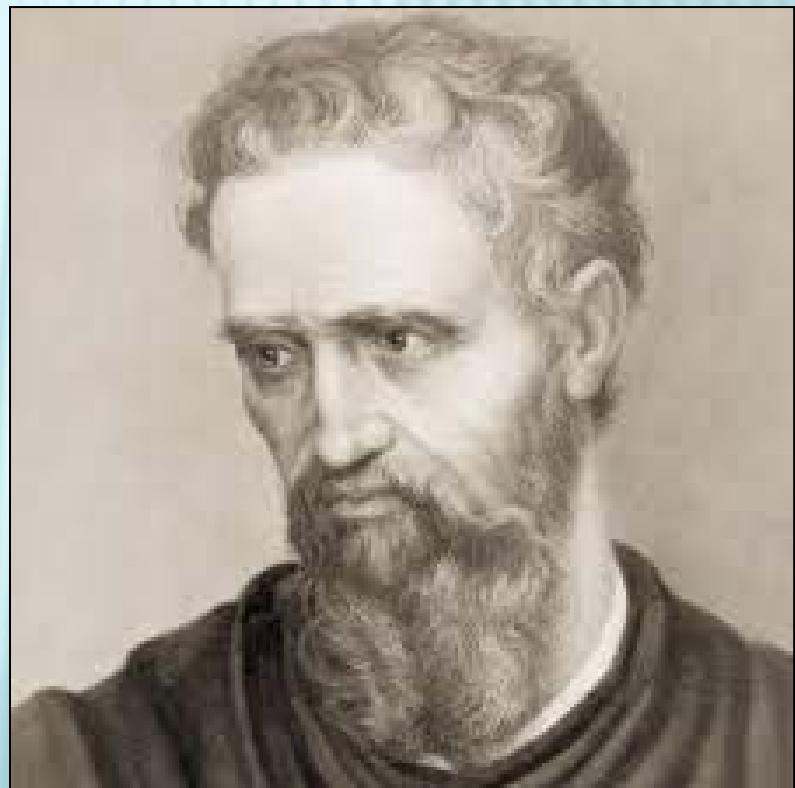
*One may often hear people say  
with words such as Fit and Fat,  
as well as Sit and Sat.  
Yet, they mean different things – night and day  
with meanings miles away.*

*Remember, the fit ones hardly ever sat,  
while the fat ones always sit.*

**HOLISTIC**



# **Michelangelo and The Statue of David**



# *Modular*

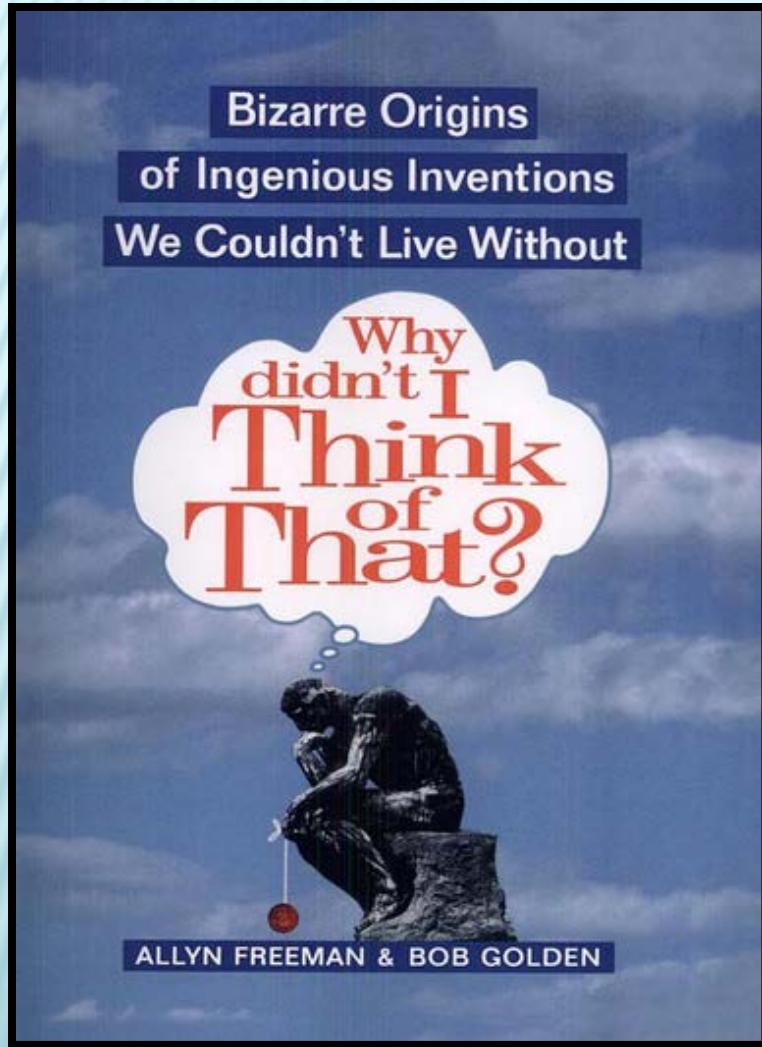


Jeffrey T. Cheung  
2010 Jan.



# *Holistic*

# 唉，為什麼我沒想到？



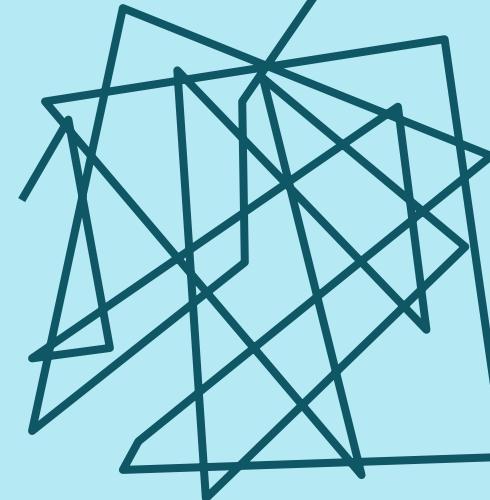
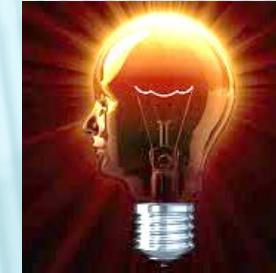
## 再別康橋 (徐志摩)

悄悄的我走了  
正如我悄悄的來  
我揮一揮衣袖  
不帶走一片雲彩

# 唉，為什麼我沒想到？

再見創意 (張大健)

輕輕的它走了  
正如它輕輕的來  
就像一絲微風  
吹不皺我的腦海



朦 胧 脳 脳 想 得 深

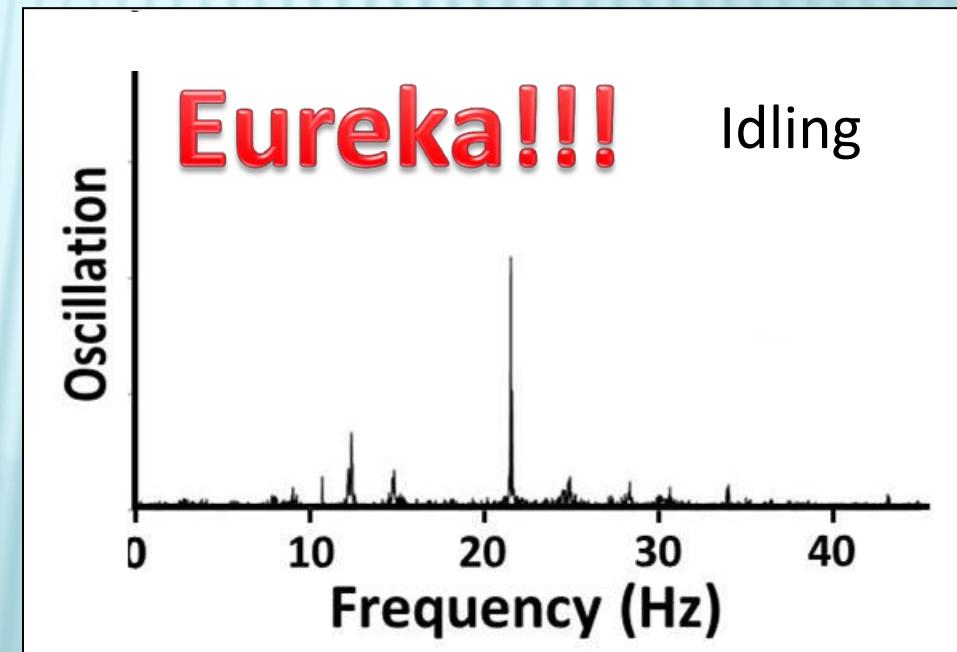
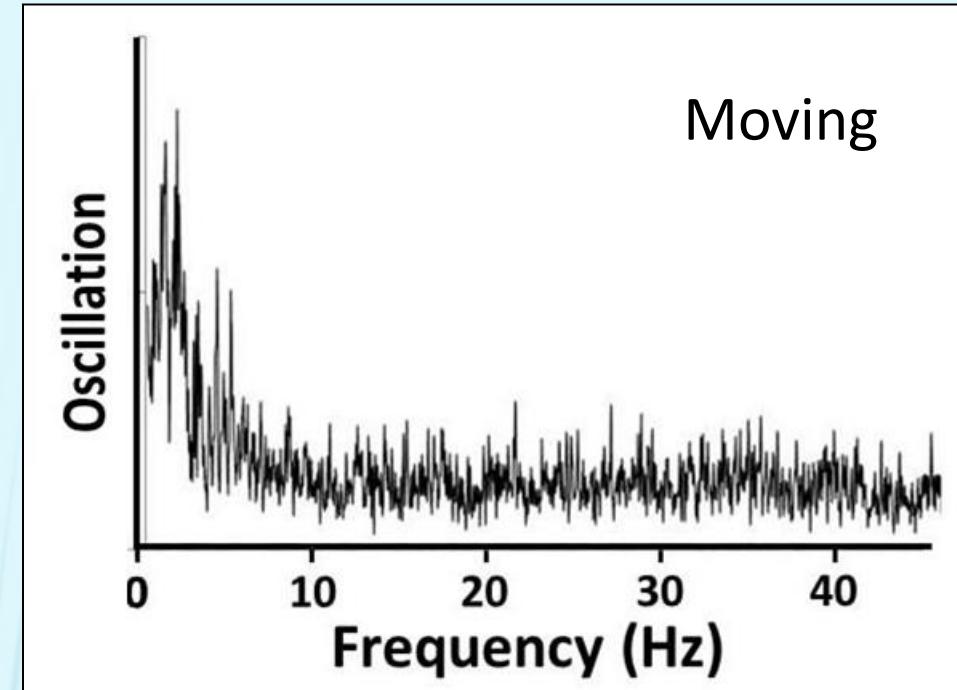
簡 益 求 精

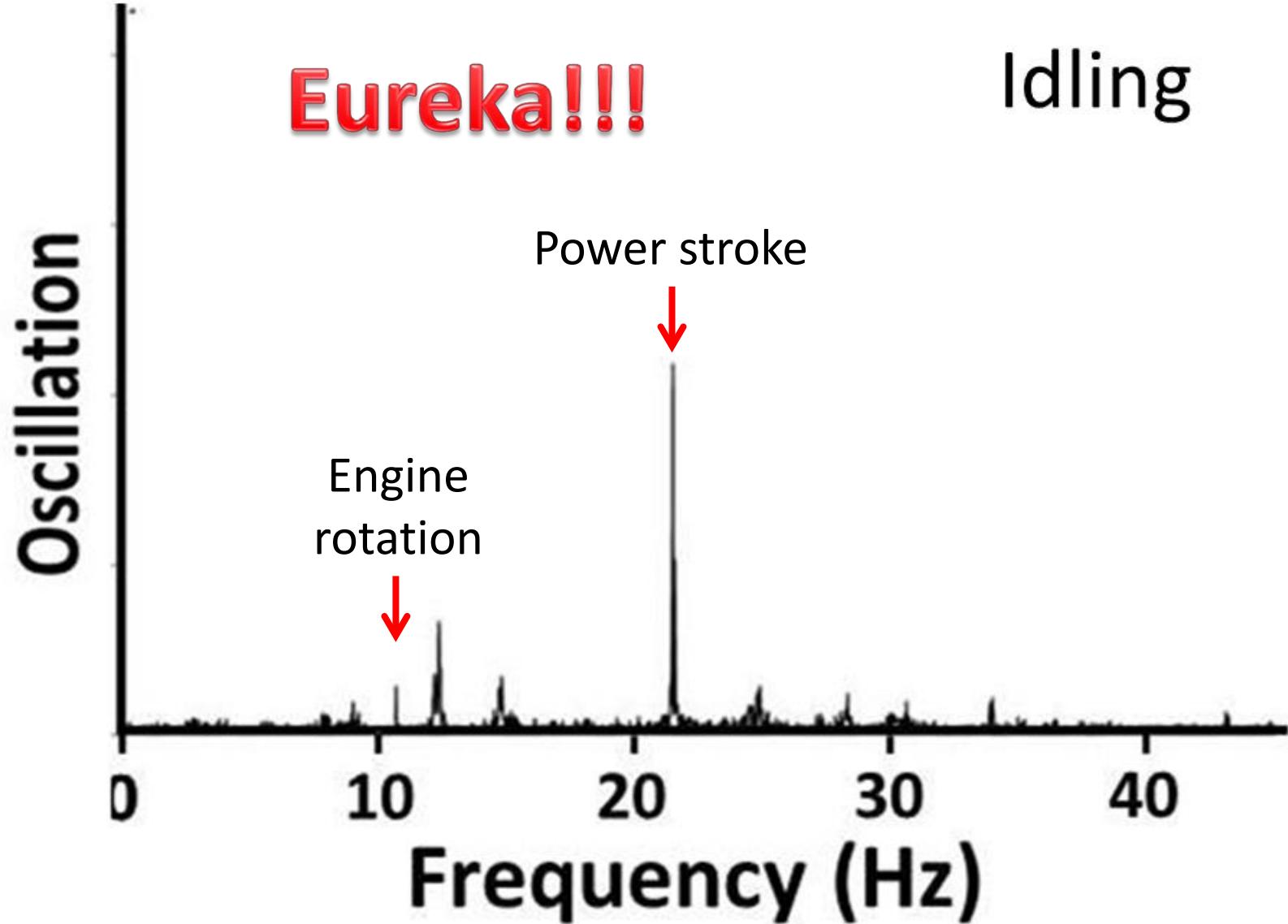


清 清 楚 楚 看 得 廣

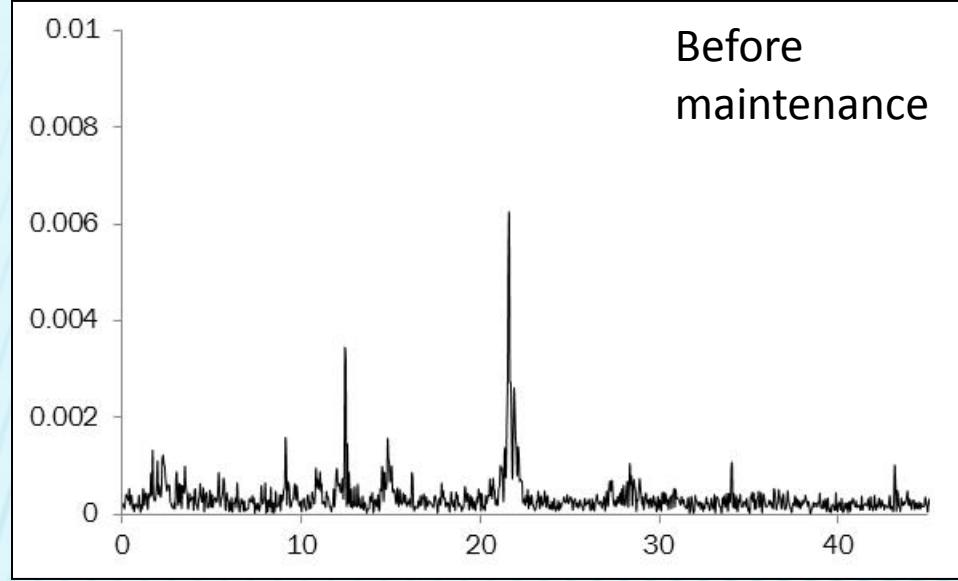


*Non-invasive diagnosis  
of engine performance*

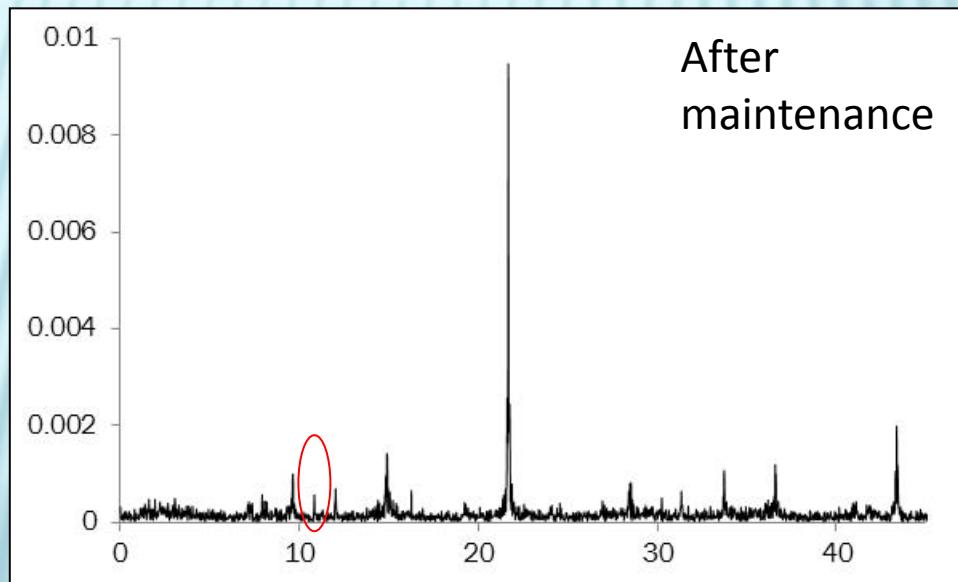




Vibration signal

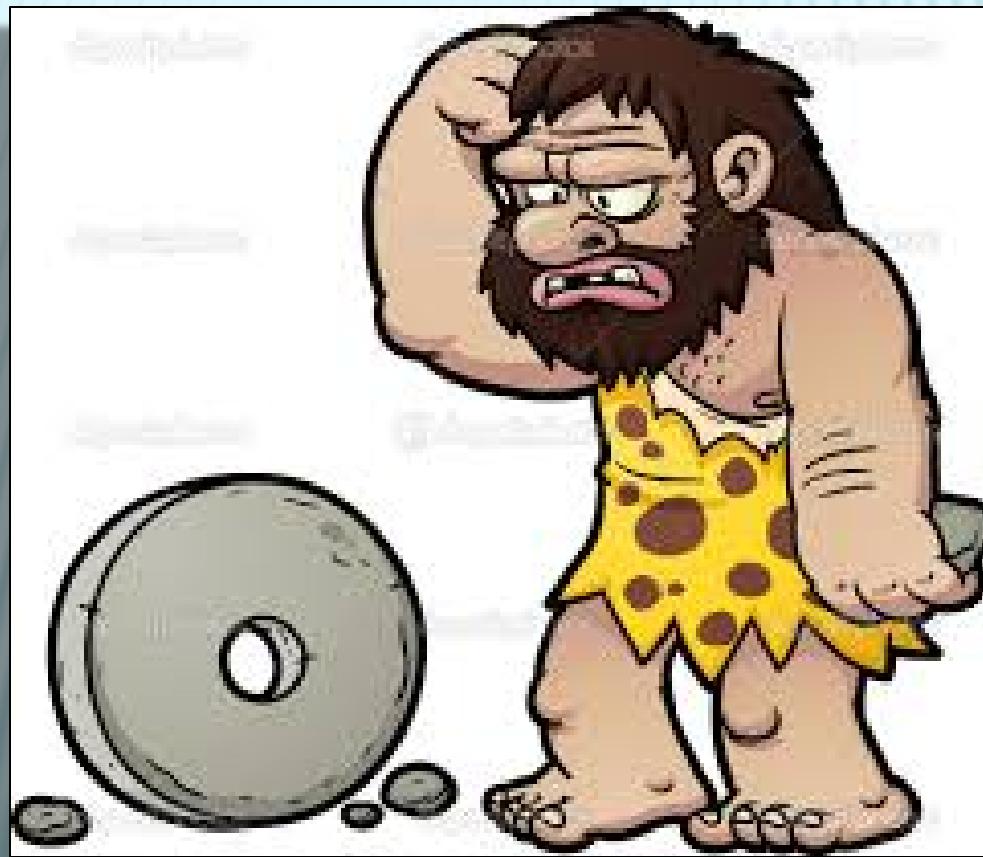


After  
maintenance

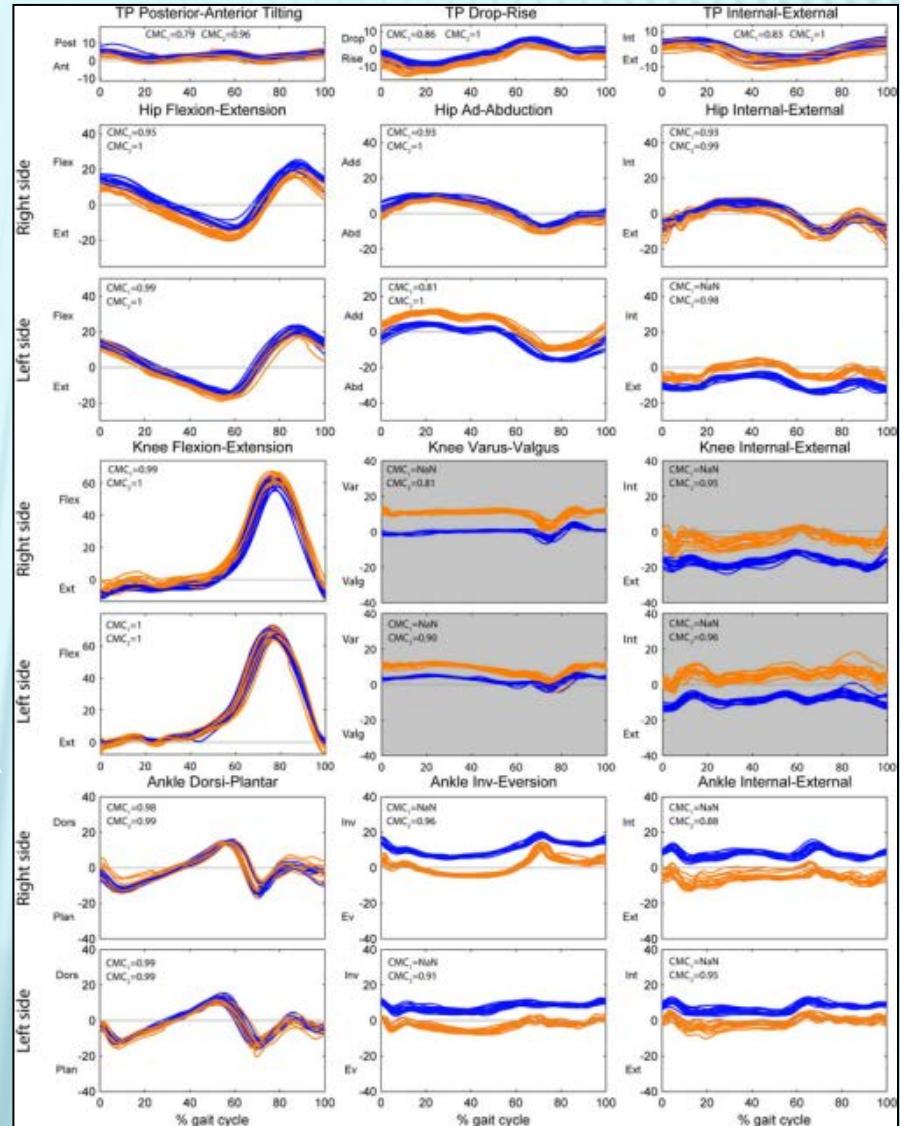
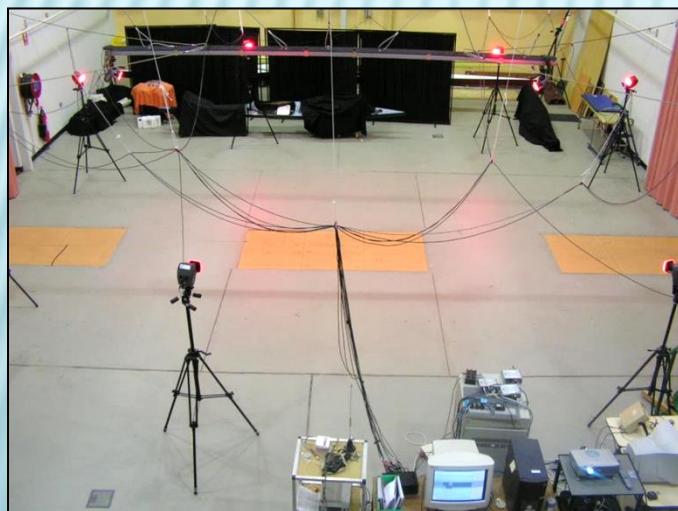
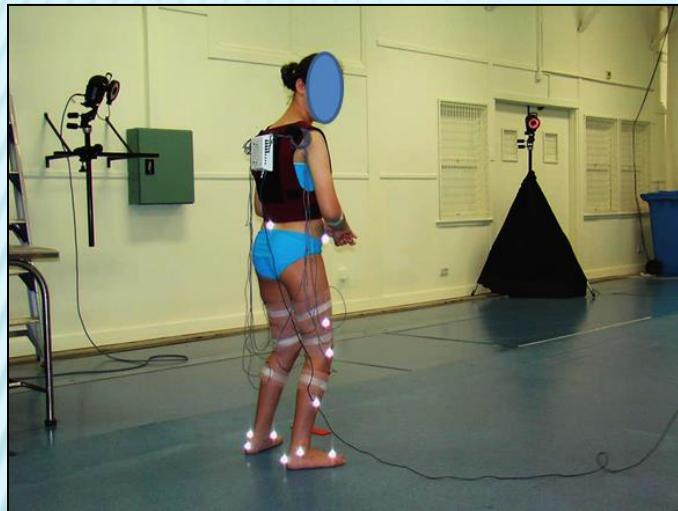


Frequency

# *Reinventing the Wheel*



# Gait Analysis



# *Animals have wheels*



Eureka!!!

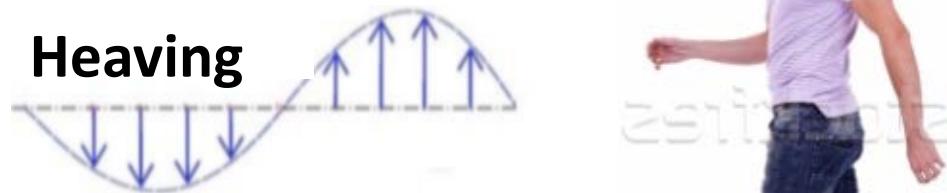
# **W.H.L.S.**

**Walking, Heaving, Lateral movement Signature**

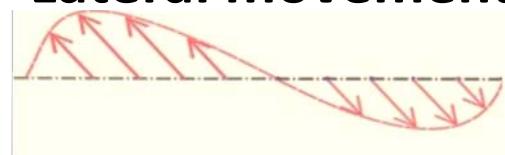
**Walking**



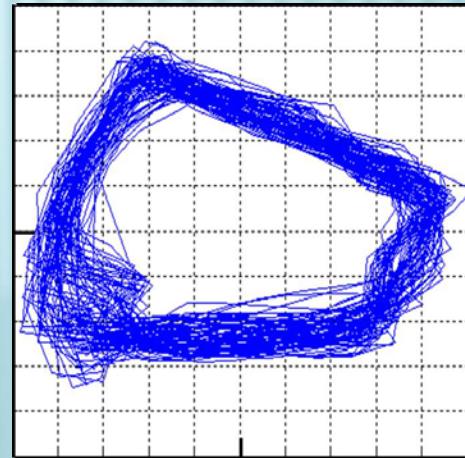
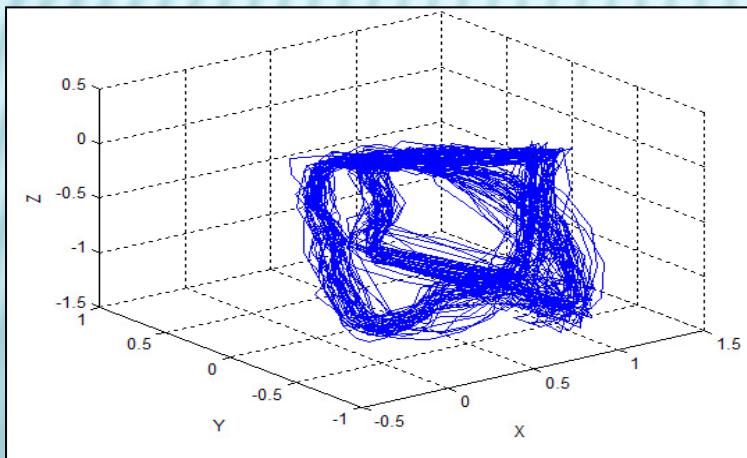
**Heaving**



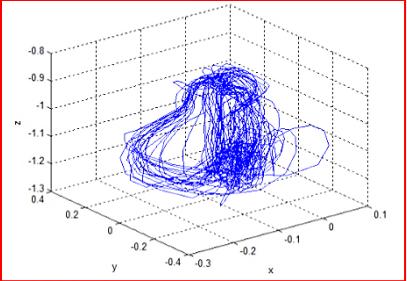
**Lateral movement**



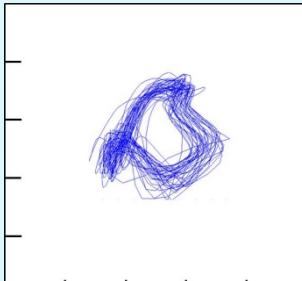
# *Run, Prof. Layton, run*



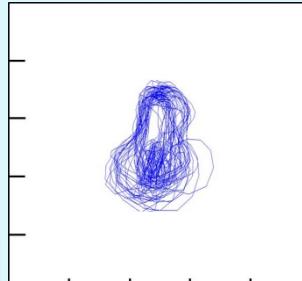
# WHLS



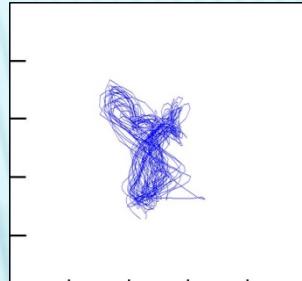
# SIDE



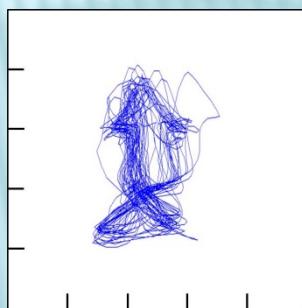
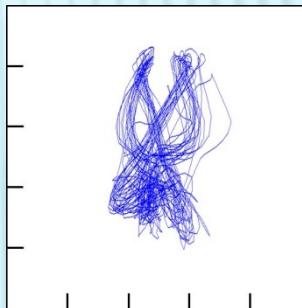
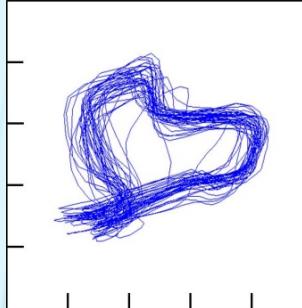
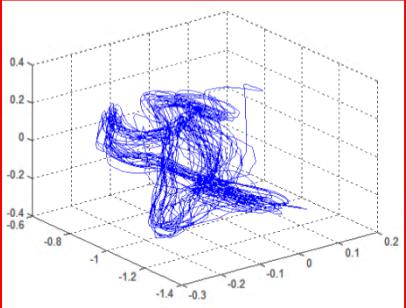
# TOP



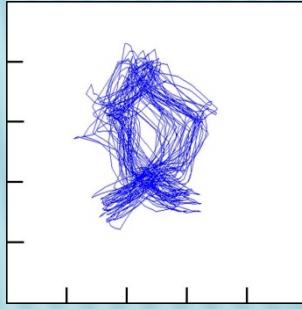
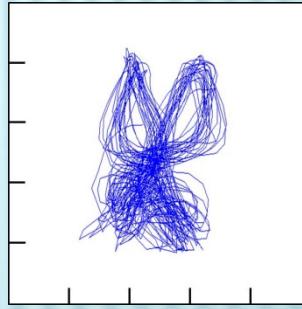
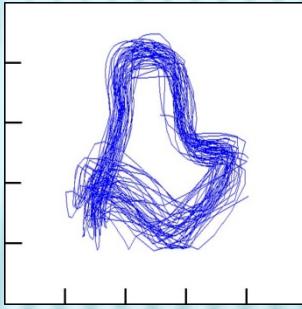
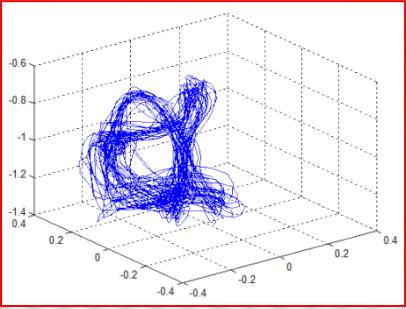
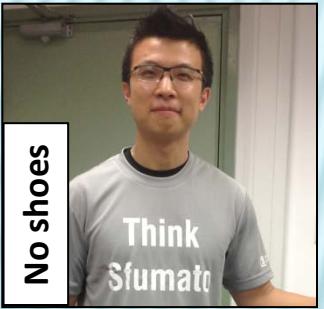
# REAR



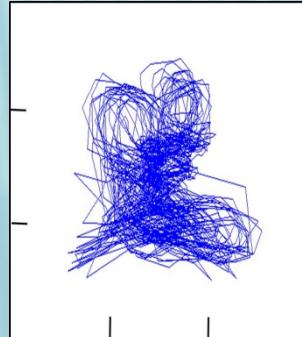
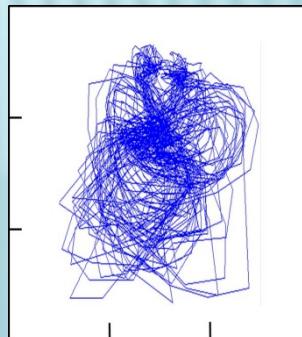
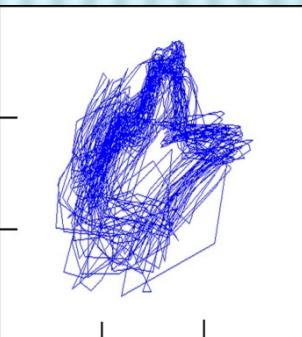
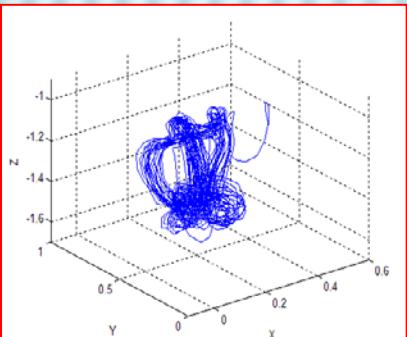
Bruno



In shoes



No shoes



Jeff



**Simplicity**

**THINK SFUMATO**

**GO HOLISTIC**

# Go Holistic. Think Sfumato

