



# EXCELLENT INTERNATIONAL DESIGN YEARBOOK

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国际设计年鉴 2014

VI 形象 主编 张先慧

麦迪逊出版集团



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256 Graphics / 图形  
285 Logo / 标志

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Leading Article

导言

# BRECORD EXCELLENT WORKS SPREAD CLASSICAL WORKS

## 记录精英 传播经典



张先慧  
Zhang Xianhui

中国麦迪逊文化传播机构董事长  
《麦迪逊丛书》主编  
Chairman of China MDX Culture Communication Organization  
The main editor of "MDX Series"

我们用年鉴的形式把当代最具价值的平面作品记录下来，传播开去，意在为设计文化予以保存的同时，也给读者提供了解当时设计状况及交流思想的平台。

“记录精英、传播经典”，这是《麦迪逊丛书》的宗旨。

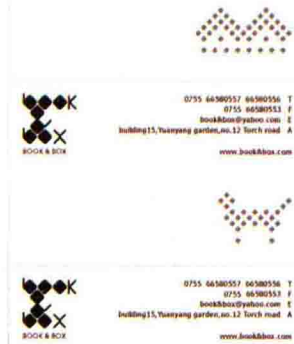
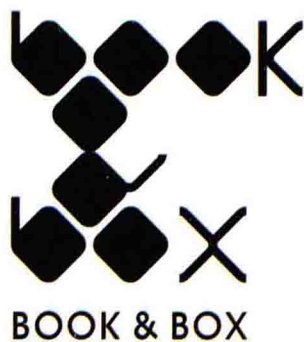
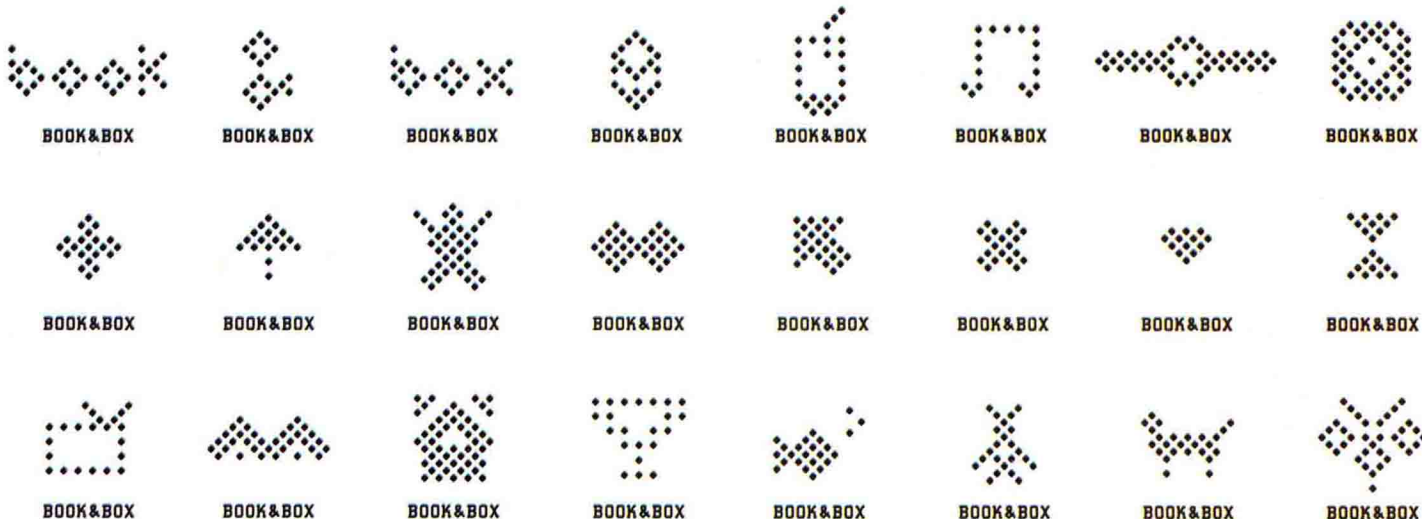
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# Logo

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标志



## BOOK & BOX

**Creative Director:** Zhang Ning  
**创意总监:** 张宁  
**Art Director:** Zhang Ning  
**艺术指导:** 张宁  
**Designer:** Zhang Ning  
**设计:** 张宁





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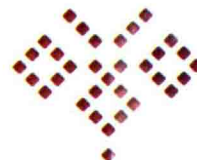
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# BOOK & BOX

## Book & Box

**Creative Director:** Zhang Ning

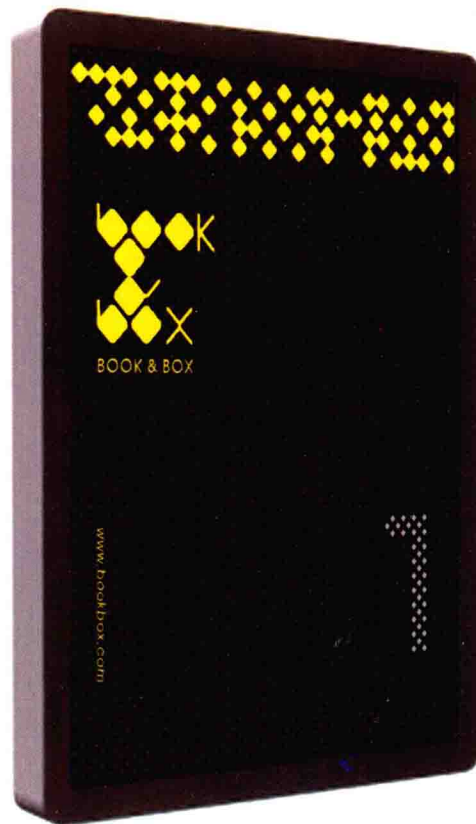
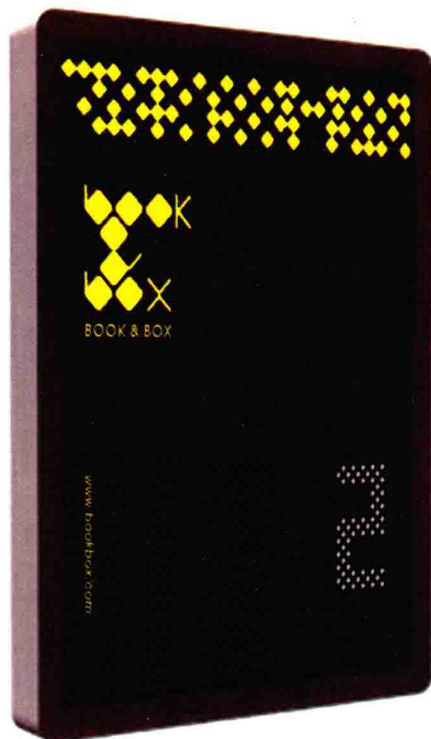
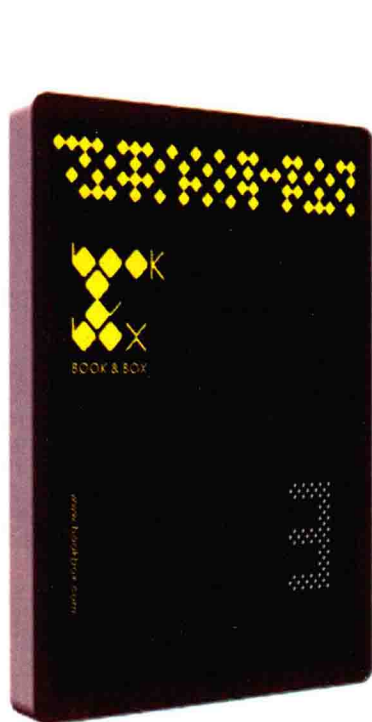
**创意总监:** 张宁

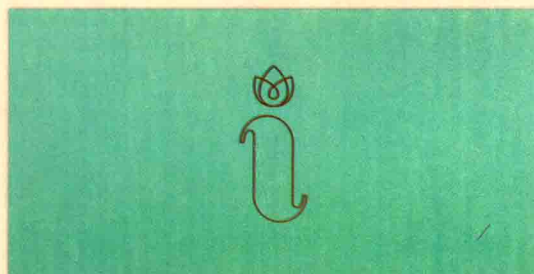
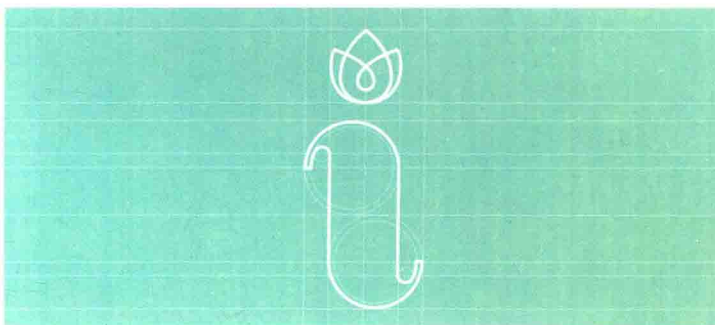
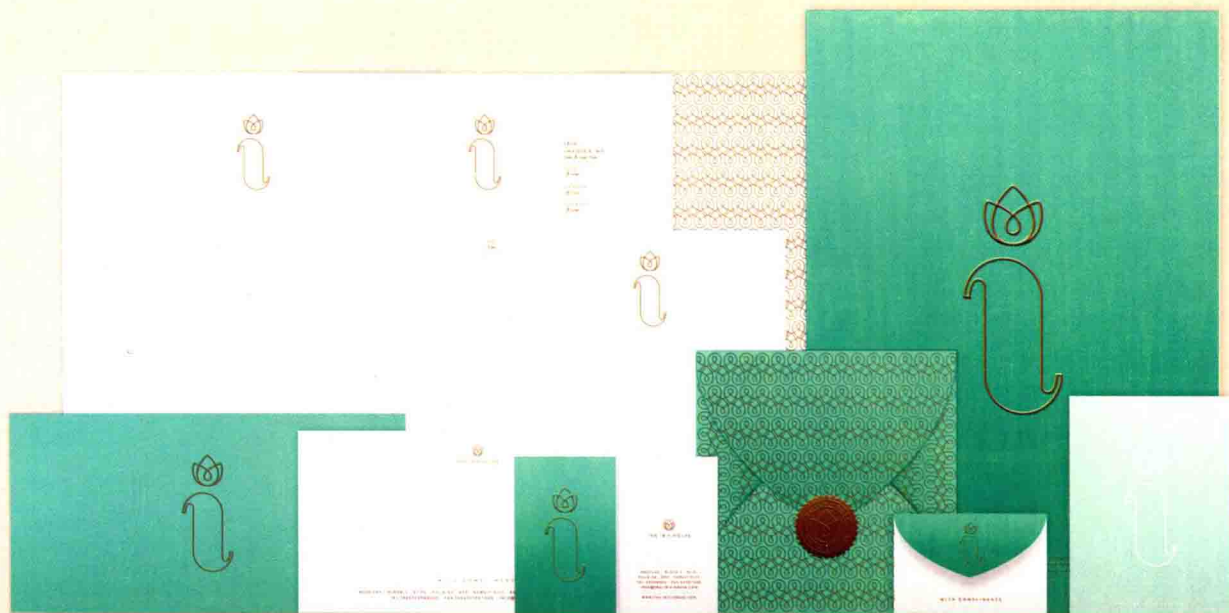
**Art Director:** Zhang Ning

**艺术指导:** 张宁

**Designer:** Zhang Ning

**设计:** 张宁





## THE IRIS HOUSE

### The Iris House

**Design Company:** Blank

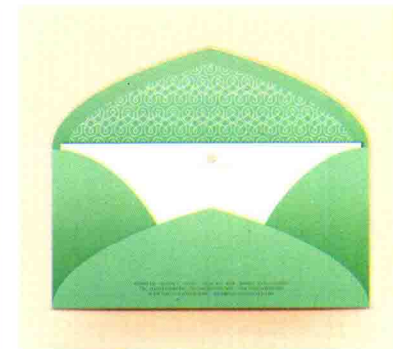
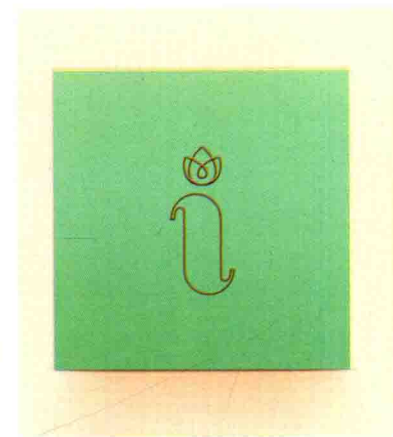
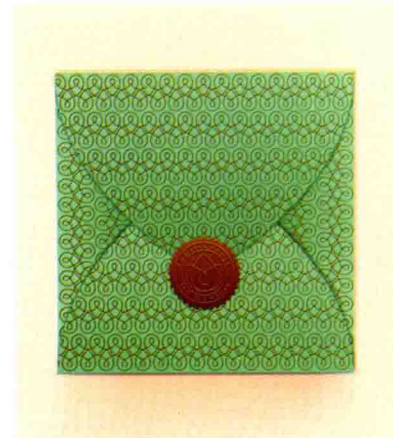
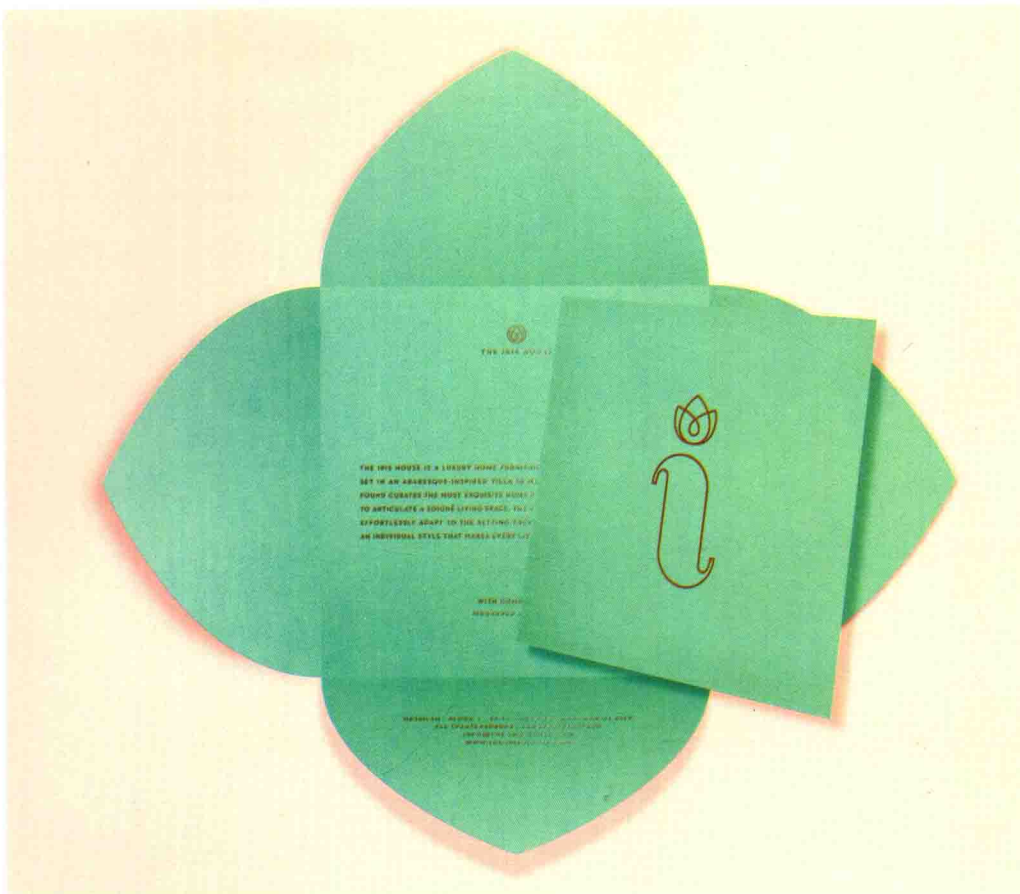
**设计机构:** Blank

**Creative Director:** Alexandra Mendes

**创意总监:** Alexandra Mendes

**Designer:** Alexandra Mendes

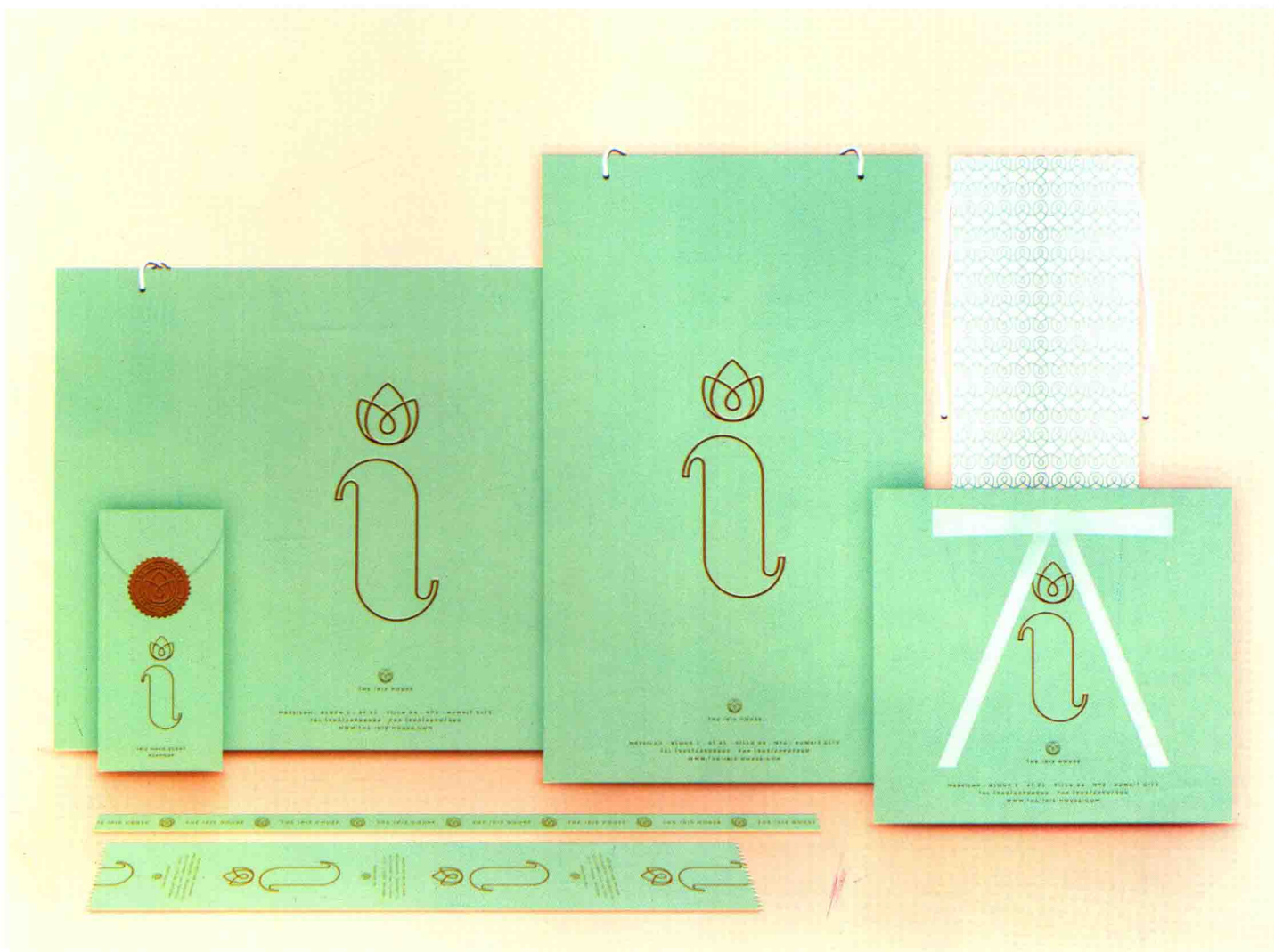
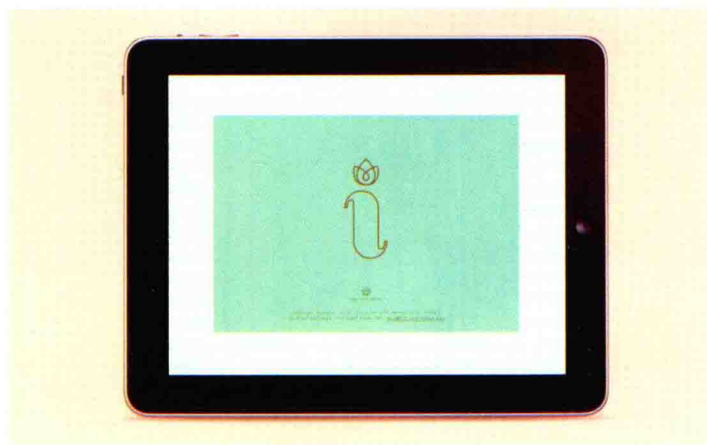
**设计:** Alexandra Mendes



## THE IRIS HOUSE

### The Iris House

**Design Company:** Blank  
**设计机构:** Blank  
**Creative Director:** Alexandra Mendes  
**创意总监:** Alexandra Mendes  
**Designer:** Alexandra Mendes  
**设计:** Alexandra Mendes





## DD SIXTH ANNIVERSARY TURNING POINT DD六周年-转折点

**Design Company:** Designdo Brand Design  
Consulting Organization

**设计机构:** 鼎典品牌设计顾问机构

**Creative Director:** Long Gang Guanlin Li

**创意总监:** 龙刚 李冠林

**Art Director:** Li Fang

**艺术指导:** 李芳

**Designer:** Li Fang

**设计:** 李芳

**Illustration:** Li Fang

**插画:** 李芳





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