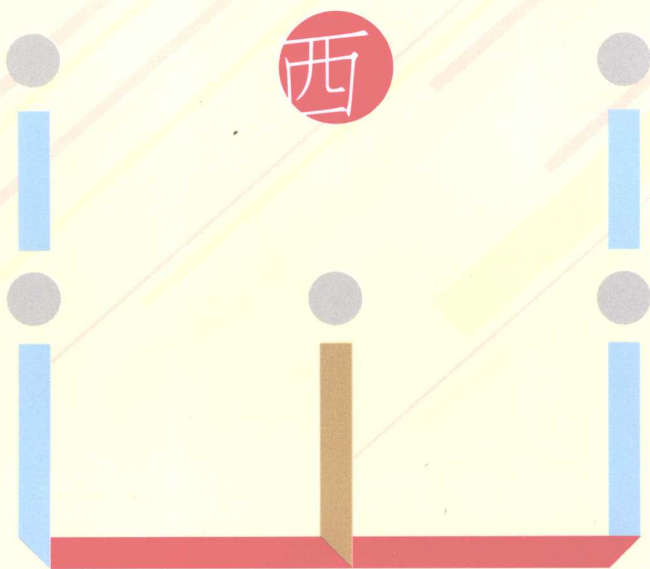
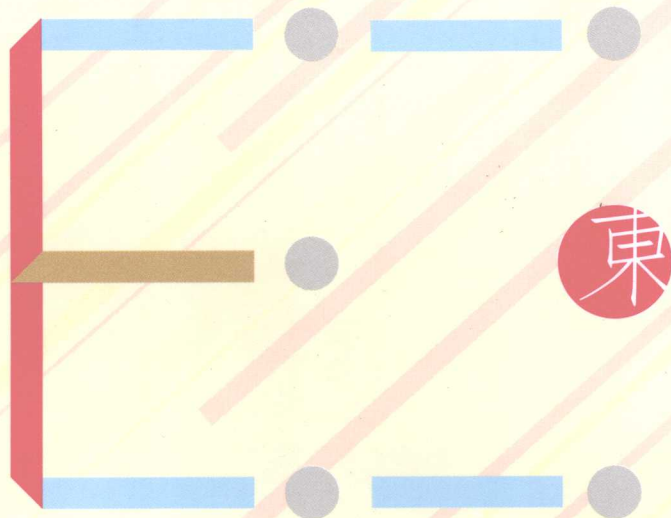


主编 范汉成 涂志初

# 第二届『东+西』大学生国际海报双年展作品集

COLLECTION OF WORKS  
FROM THE SECOND "EAST+WEST" INTERNATIONAL COLLEGE STUDENTS POSTER BIENNIAL



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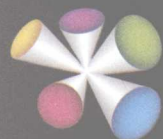
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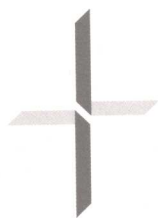
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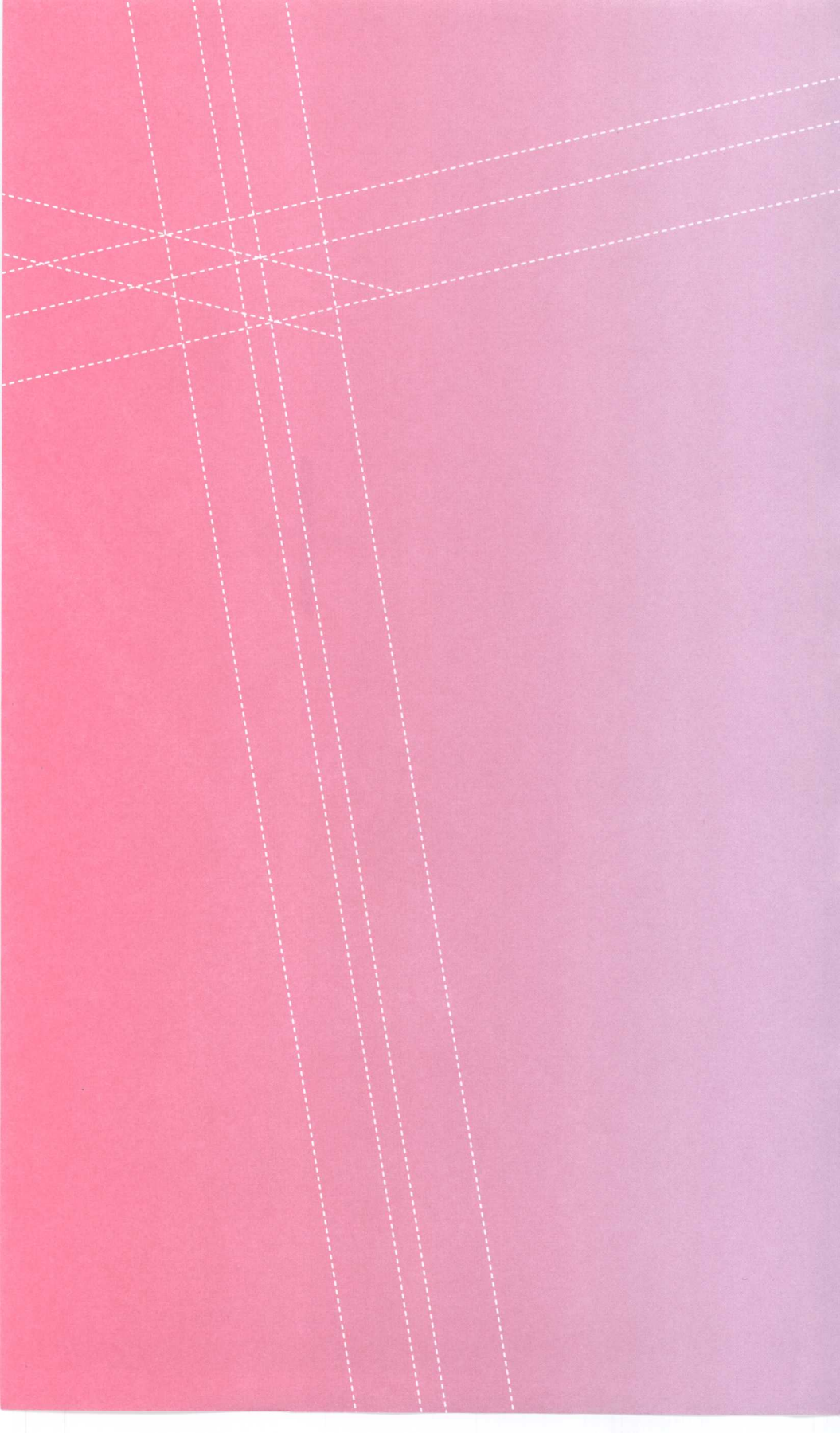
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Collection Of Works From The Second 『East+West』 International College Students Poster Biennial

# 第二届『东+西』大学生国际海报双年展作品集

● 主 编 范 汉 成 涂 志 初

●  
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# 序 幕

PREFACE



徐勇民

湖北美术学院院长 教授  
湖北省人民政府学位委员会委员  
教育部高校美术教学指导委员会副主任  
湖北省高校美术与设计教学指导委员会主任  
湖北省美术家协会副主席

几个月前,我与范汉成教授讨论过本届“东+西”大学生国际海报双年展主题起点性的依据:暖(Warm),探讨让它更具有时尚的力度,或是更具有激发联想力的可能。为此,我提出了另类的一些设想……

整整一个夏天,有关展览的准备工作仍在有序进行。

当了解到有这么多的青年学子参与本届双年展,还有这么多的专家评委在关注它,这实在令人感动。来自不同国度的作品,从生活经验中提炼象征符号,寻找感性图像,在自然与心灵的经纬中,让“暖”变为可视,并将“暖”知觉化,泛化为对现实与心灵的理解,在无迹无形中感知有迹有形。

如果我们变换一个视点,在这样的创意中,会发现人类的许多恶习,自私、嫉妒、狡诈、互损……它们常常在阴影遮蔽下透出冷意。冷与暖,本是粗砺的单纯,来得十分真实。虽然,我们都明白冷暖对峙分明,但其交汇处却是暧昧的过渡,一片颤抖与浑然,它们是需要用触觉去感知甚至要用心智去分辨的。这更催促我们应该用“暖”去警醒人性中常常沉睡的善意。

我们的文化,由于历史重负,常常是轻愉悦重苦涩。暖的主题,分化出了视觉的享受功能。让心跳和自然更加贴近,让更多的年轻人用理解温度的方式探问世界,以自己年轻的阅历和感悟,理直气壮地陈述对自然对现实与生俱来的心灵感受。

经过了一个让全世界留下激动记忆的夏季后,时近仲秋白露。双年展海报上显示展出时间是11月份,按中国农历算起来,应该是立冬了。

严冬是暖的盛世。冷暖相伴与共,在途中,在家中,在心中,在情中,更在天地间。我忽然觉得“暖”在今年这个夏天全世界的聚会后,一直还在挥放着热力。寰球同此凉热,我们常憧憬冰清玉洁的世界,可是如果仔细想一想:生命须臾不可离开的是什么?是血液的温度,是心跳的热度。

本届双年展以开放的方式和国际化的视野,让来自不同国度的学子们捕捉不同背景的文化信息。相信在受人尊敬的评委们专业智性的评判中,我们一定会感受到真正的暖意。

“暖”(Warm)真是一个好主题!

徐勇民

2008.8.28 戊子处暑

## PREFACE BY XU YONGMIN

---

Months ago, I discussed with Professor Fan Hancheng about “WARM” --- the theme of The Second “East-West” International College Students Poster Biennial in 2008, seeking the possibility of making it more fashionable or inspiring, for which, I made some proposals.

For the whole summer, the preparatory work of the Biennial has been taken as scheduled. It is encouraging, as I have learned, many young college students are participating in and many professionals are paying their close attention to the Biennial. Participants representing different countries visualize the theme “WARM” in their own ways, extracting symbols from their life, seeking emotional images, thus perceptually generalizing their understanding of the reality and their inner world.

If seeing from a different angle, we may find in their creations some evil practices of human beings such as selfishness, jealousy, deceit and slander, which are often culturally associated with “coldness”. In fact, coldness and warmth are two concepts simply in contradiction and as real as in our life, but it is what lies in the transitional part of the two that is blurring and ambiguous, which requires touch reception and intellectual differentiation. In this sense, it is necessary for us to take advantage of the concept of “warm” to awaken the good in human nature.

In Chinese culture, there is a tradition that pain instead of joy is more emphasized. The theme “WARM”, however, is an attempt to explore our visual joy. It offers an opportunity for the youth to approach the world in terms of the temperature, to express their inner feeling toward the nature and reality based on their experiences and understanding.

The 2008 Beijing Olympics has left us an exciting memory. The summer has passed and now it is in mid-autumn in China. As in the schedule of the Biennial, the exhibition is to be mounted in November, that is, in the winter according to the Chinese lunar calendar.

Cold winter actually means a world of warmth, for coldness and warmth co-exist anywhere, on the way, at home, in one's heart and mind, and/or in the physical world. I personally have a feeling that “warm” is still lingering after the sports gatherings of the world. We often dream about the world as cold and clean as ice, but what is something that we cannot live without? It is no doubt the temperature of blood and the heat of heartbeat.

The 2008 Biennial, being visual and international, offers a platform for college and university students representing different countries to express themselves through culturally diversified information. I believe we will feel truly warm, for the judge panel will show their professional wisdom in their evaluation of the works.

“WARM” — what a great theme it is for the Biennial!

Xu Yongmin  
August 28th, 2008

(Professor Xu Yongmin is President of Hubei Institute of Fine Arts, member of Academic Degrees Committee of Hubei Province, Deputy Director of College Art Education Steering Committee of the Ministry of Education, Director of College Fine Arts and Art and Design Education Steering Committee of Hubei Province, and concurrently Vice-chairman of Hubei Artists Association.)



双年展简介  
INTRODUCTION TO THE BIENNIAL



第一幕

在海内外艺术设计教育同仁的支持下，具有88年办学历史，华中地区最高美术学院，全国八大美术学院之一的湖北美术学院已于2006年成功举办了第一届“东+西”大学生国际海报双年展，在海外及中国高等艺术设计教育领域引起巨大反响。

作为全球唯一的大学生国际海报双年展，第二届“东+西”大学生国际海报双年展共收到来自中国、韩国、法国、德国和美国等300多所院校的众多参赛学生提交的形式多样的主题类（暖，Warm）和非主题类海报作品合计2709件/套。经组委会对提交作品进行资格审核，获得参评资格的有效作品合计2698件/套。

2008年8月底，初评工作在武汉顺利完成，担任本次双年展初评评委的是：清华大学美术学院副院长何洁教授、西安美术学院副院长郭线庐教授、山东工艺美术学院院长助理苗登宇教授、汕头大学长江艺术设计学院设计系主任吴勇教授和湖北美术学院设计系主任范汉成教授，共评出330件/套入围海报作品（其中A主题类228件/套，B非主题类102件/套）。

2008年11月，第二届“东+西”大学生国际海报双年展系列活动将在北京和武汉展开，来自韩国的白金男教授、美国的菲里·瑞斯拜克教授、法国的菲利普·埃皮罗格教授和中国的陈放教授等国际终评评委进行了一次东方传统文化与西方现代文化交流与碰撞。我们将通过弘扬创新精神，致力于以国际先进设计创意理念和具有东方本土精神的设计作品的融合与交流，共同推动中国艺术设计教育事业的发展。

In 2006, The First “East+West” International College Students Poster Biennial was held successfully in Wuhan by Hubei Institute of Fine Arts, which boasts a history of eighty-eight years and is one of the eight art academies in People's Republic of China and the only one of its kind in Central China. The First Biennial, as the only international event of its kind for college students from all over the world, was well received by the art and design education circles both at home and abroad.

In 2008, The Second “East+West” International College Students Poster Biennial has been staged as scheduled, its participating students representing over 300 colleges of art and design from China (including Taiwan), France, Germany, South Korea, and the United States. A total sum of 2 709 pieces/series of thematic ( “Warm” ) and non-thematic poster works were received, among them 2 698 pieces/series qualified as entry works.

At the end of August 2008, the pre-selection was finished in Wuhan, with 330 pieces/series as pre-selected works, including 228 pieces/series thematic works and 102 non-thematic. The pre-selection judges include: Professor HE Jie, Deputy Dean of Academy of Arts & Design of Tsinghua University; Professor GUO Xianlu, Vice-President of Xi'an Academy of Fine Arts; Professor MIAO Dengyu, Assistant to the President of Shandong University of Art and Design; Professor WU Yong, Dean of the Department of Design of Cheung Kong School of Art and Design of Shantou University; and Professor FAN Hancheng, Dean of the Department of Design of Hubei Institute of Fine Arts.

In November, 2008, a series of events, including the final evaluation, of the Second Biennial are to be staged in both Wuhan and Beijing, aiming at blending the traditional eastern culture and modern western culture into design, and further developing art and design education in China. Its final evaluation judges include Professor Kumnam Baik , Professor Phil Risbeck , Professor Philippe Apeloig , and Professor CHEN Fang.

# 评

第二幕

总顾问，双年展主席，终评评委，初评评委  
INTRODUCTIONS OF THE MEMBERS OF THE JUDGING PANEL





**尹定邦** 教授 / 博士生导师

- 中国现代设计理论的先行者和开拓者
- 中国现代设计教育奠基人
- 原广州美术学院副院长
- 广州美术学院设计学院院长、教授、博士生导师
- 中国工业设计协会副会长
- 中华民族文化促进会荣誉会员
- 广东工业设计协会会长
- 广东美术家协会副主席
- 受聘于武汉大学等30多所院校任教授或博士生导师

**Yin Dingbang**

- Pioneer of theory of modern design in China
- Founder of modern design education in China
- Former Vice-President of Guangzhou Academy of Fine Arts
- Professor, PhD Supervisor and Dean of College of Design of Guangzhou Academy of Fine Arts
- Vice-Chairman of China Industrial Design Association
- Honorary Member of The Chinese Culture Promotion Society
- Chairman of Guangdong Industrial Design Association
- Vice-Chairman of Guangdong Artists Association
- Guest Professor and/or Ph.D Supervisor at Wuhan University, Among other thirty or so colleges and universities





## 范汉成 教授

- 湖北美术学院教授、硕士生导师、设计系主任
- 中国美术家协会会员
- 中国美术家协会平面设计艺委会委员
- 中国包装技术协会设计委员会全国委员
- 中国设计年鉴编委
- 中国CI设计年鉴编委

## Fan Hancheng

- Professor, Postgraduate Supervisor, and Dean of the Department of Design of Hubei Institute of Fine Arts
- Member of China Artist Association
- Member of Graphic Design Committee of China Artists Association
- Member of Design Committee of China Packaging Technology Association
- Member of Editorial Board of China Design Yearbook
- Member of Editorial Board of China CI Design Yearbook



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