

EXCELLENT

ANNUAL OF INTERNATIONAL DESIGN 2008

国际设计年鉴 2008 ② 张先慧 主编

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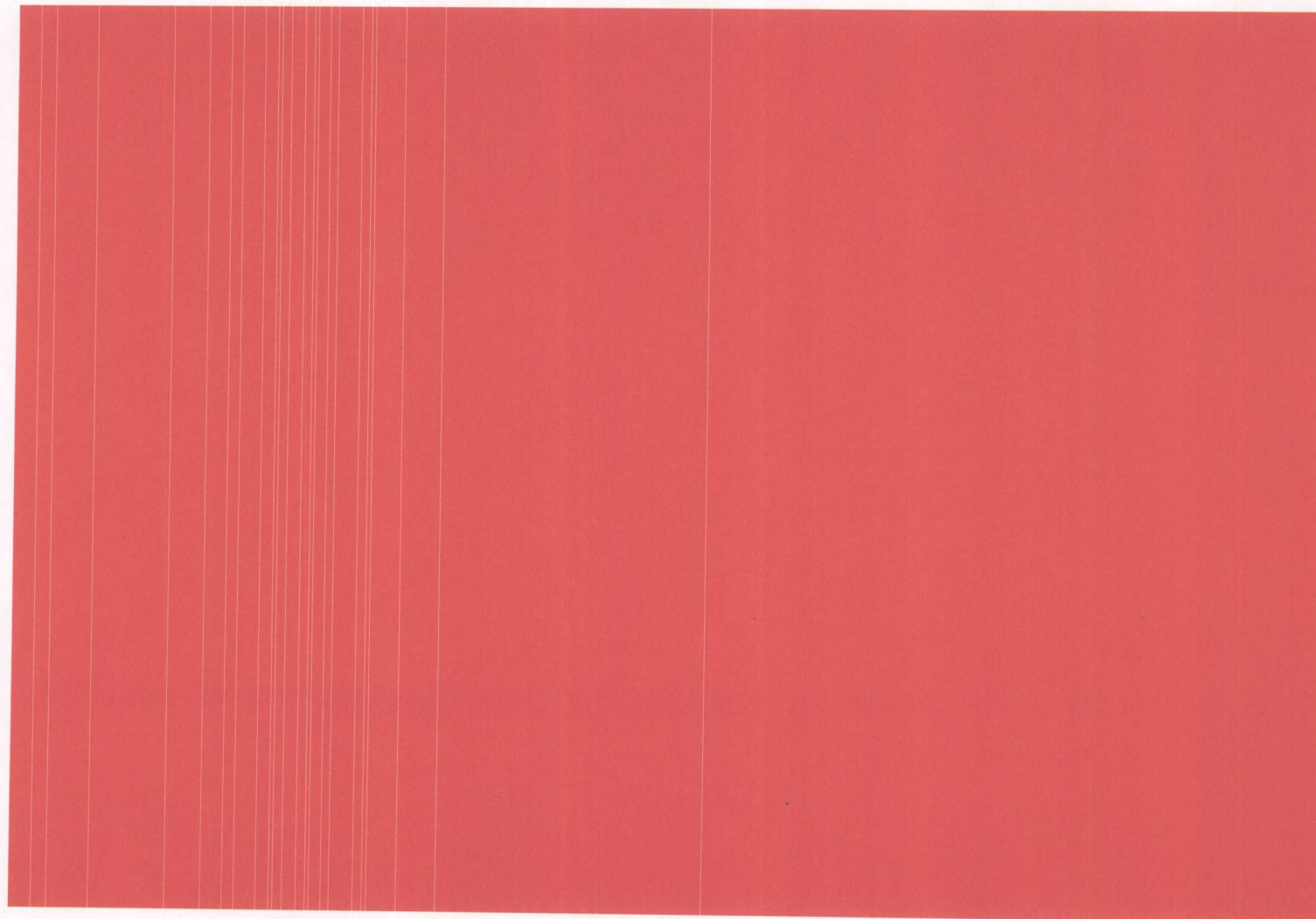
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导言 LEADING ARTICLE



设计师、品牌战略规划专家
国际平面设计协会联合会(ICOGRADA)终身委员
纽约艺术指导俱乐部(NYADC)专业会员
国际商业美术设计行业协会中国部专家
广东省商业美术设计行业协会副会长
广州国际设计周专家委员会委员
沸点品牌设计公司 总裁、首席设计师
Designer and expert on brand strategic programming
A life-long member of International Council of Graphic Design Associations (ICOGRADA)
A specialized member of New York Art Director Club (NYADC)
An expert of Chinese Division of International Commercial Art Designer Association
Vice president of Commercial Art Design Industrial Association of Guangdong
Member of Experts Committee in Guangzhou Design Week
President/ chief designer of Top-point Brand Design Co., Ltd

设计自白 随想

DESIGN EXPRESSIONS AND THOUGHTS

对艺术的迷恋和创造价值的冲动，使我执着于设计师的定位。

我应该算是战斗在中国第一线的设计师，我的成长伴随中国经济的发展。

我和伙伴们经营“沸点品牌设计公司”，为中国很多企业的发展立下汗马功劳，也为许多外国公司在中国市场打拼做出过成功努力。

我对世界万事万物非常感兴趣，无论是微观的“细胞世界”还是宏观的“时间简史”；我觉得自己像刚刚来到新世界睁大双眼充满好奇的孩童，什么都想了解，什么都想学……但最终还是专注于“设计师”职业。

我常常想自然是多么伟大。自然界经长时间的“互动设计”造就了天、地、人、物的有序、和谐；自然通过“互动设计”出的“人”多么奇妙，“人脑”居然可以想象出无穷的境界，又由于人与人、人与物沟通的需要，“互动设计”了“眼神”和“语言”这种不可触摸的物质；你看，海底的罗汉鱼多漂亮，令人目迷五色；一只雌蛾只要释放一点点蚕蛾醇，就可引来方圆数英里外所有的雄蛾；一个单细胞内蕴藏丰富奥秘（线粒体、DNA），可以演绎出新生命……那么，时间究竟是什么？时间为什么像河一样流淌，却不能轮回？或许自然设计的时间是轮回的，只是生命不能轮回，自然为什么要通过DNA设定人由小到大成长，继而衰老、死去？

我常想设计出能有如自然之智慧的作品，常想得到自然的启示，能超越现有视觉设计之窠，总觉得自己现有作品之卑微。

写下这段肺腑之言与所有设计师共勉，希望能对你的设计思想有些启发，无论是商业设计还是艺术设计。

Thanks to my fascination in art and my urge to create value, I always stick to my designer orientation.

I think that I should be deemed as one of the designers who are working at the frontline in China. I grew up together with the development of Chinese economy.

The Top-Point Brand Design Company run by me and my partners has made great contributions to the development of many enterprises in China, and also made successful efforts for a great number of foreign companies to open up the Chinese market.

I am very interested in everything in this world, either the microscopic "world of cells" or the macroscopic "history of time". I feel like a child newly born to the new world with his curious eyes wide opened, desirous of knowing and learning about everything...but ultimately I devote myself to my designer career.

I often wondered how great the nature is: by means of "interactive design" over a long period of time, the nature has created order and harmony of the sky, earth, people and things; human beings created by the nature via "interactive design" are so wonderful. It is such a wonder that the "human brain" can imagine infinite possibilities, and has "interactively designed" such intangible things as "eye expression" and "language" for the need of communication between human beings as well as between human beings and things; look, the Arhat fish with dazzling colors in the sea are so beautiful; only by releasing a little bit of bombycol a female moth can attract all male moths a few miles away; a single cell contains lots of mysteries (such as mitochondrion and DNA), which can make a new life? Then, what is time... Why can't time resume

although it elapses like a flowing river? Maybe the time designed by the nature can resume, but life just can't be reincarnated. Why does the nature set the growth, aging and death of human beings by means of DNA?

I always want to design works with the wisdom of the nature, thinking that enlightenment of the nature can exceed the limitations of existing visual design, and feeling the humbleness of my existing works.

I would like to share these words from my bottom heart with all designers, hoping that they will somewhat enlighten your design thoughts, either in commercial design or in artistic design.



图形 GRAPHICS DESIGN



作品名称: clash tee
设计机构: F6 Design (澳大利亚)
Title: clash tee
Design Company: F6 Design (Australia)



作品名称: conan tshirt
设计机构: F6 Design (澳大利亚)
Title: conan tshirt
Design Company: F6 Design (Australia)



作品名称: gnr tee cmyk
设计机构: F6 Design (澳大利亚)
Title: gnr tee cmyk
Design Company: F6 Design (Australia)



作品名称: Fashion illustration. Posters for store campaign
设计机构: Lula (瑞典)
插画: Karolina Eriksson
Title: Fashion illustration. Posters for store campaign
Design Company: Lula (Sweden)
Illustration: Karolina Eriksson



作品名称: Misspass
设计机构: Lula (瑞典)
创意总监: Karolina Eriksson
设计: Karolina Eriksson
摄影: Elisabeth Dunker
插画: Karolina Eriksson
Title: Misspass
Design Company: Lula (Sweden)
Creative Director: Karolina Eriksson
Design: Karolina Eriksson
Photograph: Elisabeth Dunker
Illustration: Karolina Eriksson

作品名称: Pressphoto
设计机构: Emilkozak Design studio (西班牙)
Title: Pressphoto
Design Company: Emilkozak Design studio (Spain)





作品名称: LAB
设计机构: Emilkozak Design Studio (西班牙)
Title: LAB
Design Company: Emilkozak Design Studio (Spain)

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作品名称: LAB 25th
设计机构: Emilkozak Design Studio (西班牙)
Title: LAB25th
Design Company: Emilkozak Design Studio (Spain)

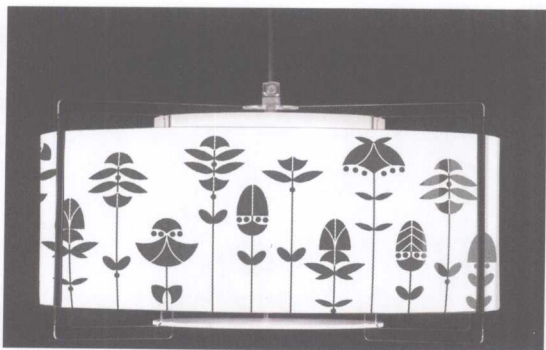
作品名称: Flowstore
设计机构: Emilkozak Design Studio (西班牙)
Title: Flowstore
Design Company: Emilkozak Design Studio (Spain)



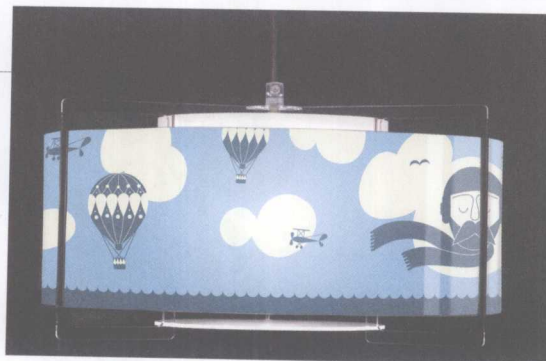
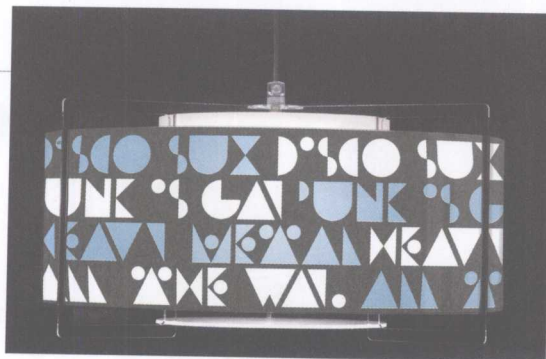
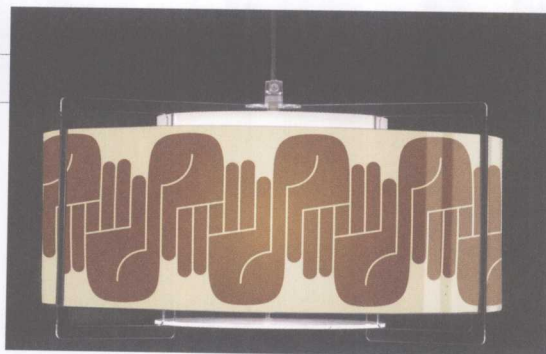
作品名称: MA
设计机构: Emilkozak Design Studio (西班牙)
Title: MA
Design Company: Emilkozak Design Studio (Spain)

作品名称: Philip braunstein front
设计机构: Emilkozak Design Studio (西班牙)
Title: Philip braunstein front
Design Company: Emilkozak Design Studio (Spain)





作品名称: lamps
设计机构: Emilkozak Design Studio (西班牙)
Title: lamps
Design Company: Emilkozak Design Studio (Spain)



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作品名称: Anniversary
设计机构: Emilkozak Design Studio (西班牙)
Title: Anniversary
Design Company: Emilkozak Design Studio (Spain)

作品名称: 1957
设计机构: Emilkozak Design Studio (西班牙)
Title: 1957
Design Company: Emilkozak Design Studio (Spain)





作品名称: Characteristic Icons
 设计机构: Undoboy (马来西亚)
 创意总监: Undoboy
 美术指导: Undoboy
 设计: Undoboy
 插画: Undoboy
 Title: Characteristic Icons
 Design Company: Undoboy (Malaysia)
 Creative Director: Undoboy
 Art Director: Undoboy
 Designer: Undoboy
 Illustration: Undoboy



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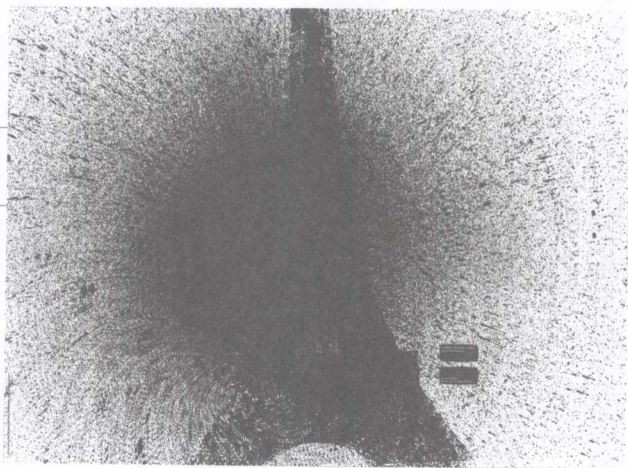
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作品名称: HengAikSoonArtistic
 设计机构: Hong Kong SW.1H Brand Solution Ltd
 设计总监: Wilson Heng
 Title: HengAikSoonArtistic
 Design Company: Hong Kong SW.1H Brand Solution Ltd
 Design Director: Wilson Heng



作品名称: 顶楼马戏团
 设计机构: ET&ET DESIGN
 Title: Dinglou de ma xi tuan
 Design Company: ET&ET DESIGN

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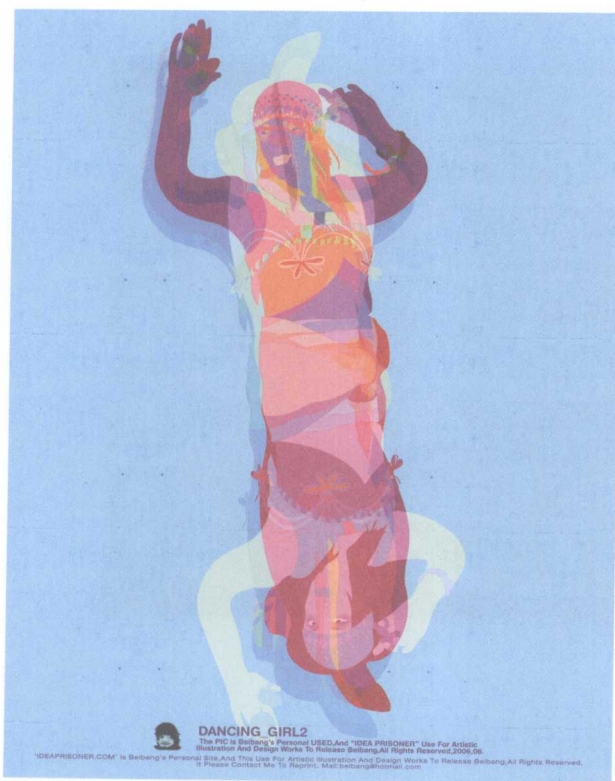
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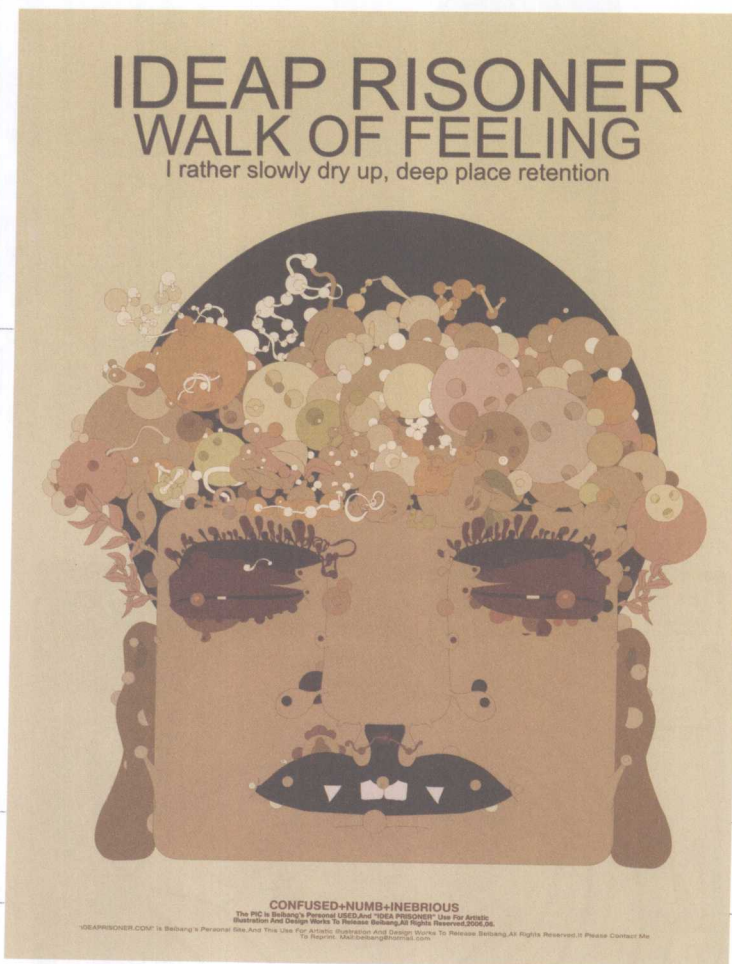
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作品名称：舞
设计：北邦
Title: dancing
Designer: Bei Bang



作品名称：迷糊+麻木+陶醉
设计：北邦
Title: Confused+numb+inebrious
Designer: Bei Bang



作品名称：我是谁？
设计：北邦
Title: who am I?
Designer: Bei Bang