

Photo Album by Yan Gang

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鄢 钢 摄 影 作 品 集

北京体育大学出版社



# 鄢钢摄影作品集



Photo Album by Yan Gang

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翻印必究



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Yan Gang

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born on March 1953

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## Preface

As a previous ad-agent and now Chairman and CEO of Beijing Guo'an Advertisement Corporation--one of the "Big Ten" in the field of advertising business in China, Mr. Yan Gang is a super fan in the circle of photography. Having been engaged in this field for many years, Mr. Yan Gang has developed a school of his own in advertisement planning as well as publicity creation, which has received good comments from the circle. As one of the founders of Guo'an enterprise image, Mr. Yan Gang is a workaholic, which can be seen in the foundation of Guo'an Advertisement Corporation in the early 1988, and the setting-up of 2 advertisement columns --- 'Models on the List' and 'Fine Brands, Real Things' in CCTV in the same year, which have been listed in the history of Chinese advertisement. 1992 saw Guo'an Corporation initiate the investment into films and TV plays in the circle and now it has produced more than 20 films and TV plays, among which the TV play named "Seek a Master", cooperated with Beijing TV Station, was awarded the Grand Prize in the 13th National TV Art Star rewarding ceremony. It inaugurates and promotes the investment in the film and television by means of advertisement media and gets an achievement of Double Win. In 1993 at TV Station, he plotted such highly popular programs as Guo'an Arts Gallery, Guo'an Theater and Guo'an Football Express, which facilitate Guo'an becoming a household name all over the country.

Besides working hard, Mr. Yan Gang is actively involved in the art creation. He has a wide range of interests, especially in writing and photographing. He has got millions of words of articles published in various kinds of media. For many times he recorded what he saw and heard with the help of his camera when he was travelling overseas. The publication of this monograph is his years' accumulation, in which congeals his insightful pursuit. Though he is not a professional photographer, many of his photos are delicate in angles, light effect and artistic conception. They have reached the standard of being perfect.

Photography is a kind of visual language, which can express the photographer's original ideas and operating skills, through which the audience's sense organ can be stimulated and they can feel a sympathetic response inside by watching the prospective morals. It's just in this monograph that Mr. Yan Gang demonstrates the overseas sceneries in the vast nature. The shooting angles and expressive technique in the photo Niagara Falls, collected in his Natural Landscape can shock the audience; a quiet scene spot taken in Belgium used to be the famous Waterloo battlefield, covered by gunfire, and none of the scene exists; in the column City Glimpse there is a photo taken in Hawaii, in which the quiet Pearl Harbor is in the background of floating wind and terrifying waves, as if it were crying for the unfortunate soldiers who died in World War Two. A Shot for Fun and A Life Rich in Color expressed Yan Gang's feelings while he was travelling abroad for many years. Though it is called A Shot for Fun, we can see his purpose and intention.

Though the camera in Mr. Yan Gang's hands is not a painting brush, he presents the fully bodied views of nature before the audience, making them to be touched and enchanted.



## 序

出身广告人、现任职于全国十大广告公司北京国安广告总公司董事长兼总经理的鄢钢先生,是摄影圈的一位超级发烧友。从业多年的鄢钢先生在广告策划及宣传创意方面已独树一帜,深受业界好评,是国安广告企业形象的创办者。鄢钢先生是工作狂,1988年始创国安广告公司,并于同年在中央台推出的两个广告专栏《榜上有名》及《名不虚传》,已被列入中国广告史。1992年国安广告率先在业内投资影视剧,曾先后拍出20余部影视作品。其中与北京电视台联合拍摄的电视剧《拜师》荣获第十三届全国电视文艺星光奖一等奖,开创并推动了影视借助广告媒体资金投入,双赢发展的先河。1993年在电视台和电台策划推出了收视率极高的栏目《国安剧场》、《国安绿茵传真》、《国安综艺》,使国安广告的品牌更加深入人心。

鄢钢先生在工作之余不忘艺术创作,他兴趣广泛,擅写能照,曾以近百万字的文章发表于各类媒体,他曾多次出国用相机记录下自己在海外的见闻。此次出版的专辑是他多年来广种博收的积累,其中凝结着他慧眼拾珍的追求。鄢钢先生虽不是专业摄影师,但他拍摄的许多作品都十分讲究角度,讲究光效,讲究意境,追寻完美。

摄影是一种视觉语言,这类语言表达出拍摄者的创意理念和操作技巧,使观者通过透视出的深层寓意来触动自身的感官思维而引发共鸣。鄢钢先生正是在这本专辑中向广大读者展示出广袤自然中的域外风情画。收于他《自然风光》专题中的作品《尼亚加拉大瀑布》其拍摄角度及表现手法令观者感到了心灵的震撼;摄于比利时的一幅宁静的风光作品其前身是硝烟弥漫的滑铁卢战场,而如今已看不到血色黄昏;《城市掠影》专题中有一幅拍摄于夏威夷的作品,画面中沉静的珍珠港在浮云和惊涛的洗礼下,像在默默哭诉二战中不幸的亡灵。《妙趣偶拾》、《百味人生》则记录了鄢钢先生在海外出行多年的感受,虽言偶拾,可见用心。

鄢钢先生手握的相机不如说是画笔,他将大自然的浓郁风采充分展现于欣赏者的眼中,使你留连忘返……

朱宪民

2000年11月22日·北京



鄢钢从 1979 年开始在企业从事新闻和广告宣传工作，曾在人民日报、人民画报、北京日报、北京晚报、民间文学等刊物发表过近百万字的文章；并出版了纪实文学作品集《京都一绝》。

1988 年开始创办国安广告公司，同年策划创办中国电视史上第一个广告专栏中央电视台《榜上有名》，之后，又策划创办第二个广告专栏中央电视台《名不虚传》，两栏目均已列入中国广告史。

1992 年在广告界率先投资影视事业，先后拍摄 20 余部电影、电视剧，其中和北京电视台联合拍摄的电视剧《拜师》荣获第十三届全国电视文艺星光奖一等奖，推动中国广告和影视节目的结合。

1993 年在广告界率先在电台、电视台创办了综艺栏目，策划创办了《国安综艺》、《国安剧场》、《国安绿茵传真》等栏目，分别被中国广播电影电视部和北京广播电视局评为名牌栏目，促进了广告与广播电视节目的结合。

1994 年由于多年推动中国广告业与美国拉斯维加斯市的友好合作与交往，被美国拉斯维加斯市政府授予荣誉市民。

1994 年至今，在国家工商局、中国广告协会首届评选的全国五十家最大的广告公司中，名列前十名。

Mr. Yan Gang devoted himself to news report and advertising promotions since 1979. Many of his articles containing of about one million words, were published in *People's Daily*, *People's Pictorial*, *Beijing Daily*, *Beijing Evening News*, *Folk Literature*, and programs of CCTV as well. Some of the writings were selected into his book *The Marvelous Craftsmanship from Eastern Beijing—A Collection of Essays by Yan Gang*.

In 1988, Guoan Advertising Corporation was established by his efforts. Just at the same year, he planned and put into effect the first special TV ad block *Model on the List*, and the following one called *Famous Brands, Real Things*. Both of them are now recorded in China's TV ad history.

Yan Gang was the first person who invested into films and TV plays among the advertising agents around China. He has produced as many as over twenty films and TV plays since 1992. Among others, *Seek Master*, a program produced along with Beijing TV Station, won him the Grand Prize of Art Star in the 13<sup>th</sup> National Television Rewarding Ceremony. What he did has pushed forward the tie-in of the newly born advertising business of the nation with the promising industries of film and TV.

As early as in 1993, Yan Gang took the lead to establish program blocks in radio and TV. *Guoan Arty Gallery*, *Guoan Theatre* and *Guoan Football Express*, the program blocks of recreation and sports initialed by him, won the name of 'Best Programs' awarded by Radio, Film and Television Ministry and Beijing Radio and Television Bureau.

In 1994, Yan Gang was awarded the title of 'Honorary Citizen' by the City Council of Las Vegas in U.S.A., for his contribution to promoting the friendly cooperation between China's advertising business and the City.

Guoan Advertising Corp., Yan's company, ranks the tenth among the fifty biggest advertising agents evaluated by the State Administration for Industry and Commerce, and the China Enterprise Evaluation Association.



## 作者的话

经常在外东奔西走，总忘不了拍摄所到之处的风土人情、自然风光，做为消除旅途疲劳的一种乐趣。没想到这几年拍摄的一些照片，竟被著名摄影家郭建设老师左挑右选出了一本摄影选集。

许多朋友看了我拍的照片都不解的问：“你什么时候学过摄影？”其实，我没有专门学过摄影，但在20年前，我在北京工艺美术总公司宣传部负责新闻和广告宣传时，就和新闻界、摄影界的许多朋友结下了不解之缘。

那是1984年3月，当时还在中国日报社担任摄影记者的郭建设找到我，说现代摄影沙龙要在中山公园举办首届展览，但没有1870元场租费，希望我能给予资金上的支持。之后他又请了一些摄影界的同行，其中有王文澜（现任中国日报摄影部主任、著名摄影家）、王苗（现任中国旅游杂志总编辑、著名摄影家）、凌飞（著名摄影家）、包鲲（著名摄影家）和著名作曲家王立平（著名摄影家）等人，他们介绍了摄影界现状和未来发展方向。记得那天在郭建设家里从下午谈到第二天早晨8点钟，一夜谈下来，虽然精疲力尽，昏昏沉沉，但的确是给我上了一

I often travel around. Wherever I go, I never forget to take my camera with me. I like to take pictures of local landscape and customs of the outside world. Sometimes, it's just for fun and be free from fatigue. I never expected that those photos were to be selected by Mr. Guo Jianshe, a nationwide-known photo master, and be collected into his *Photo Album*.

Having viewed these photos, my friends would ask me: 'When did you start to learn taking pictures professionally?' To be frank, I have never been specialized my studies in photography at all. But as early as twenty years ago, when as a staff member responsible for public relations in Beijing Fine Arts and Crafts Company, I fortunately developed the good relationship with those professionals in the circle of photography.

It was March of 1983 when Mr. Guo Jianshe, a field photographer in *China Daily* at the time, told me that the Modern Photo Saloon would make an exhibition at Zhongshan Park, but for some reason, they had a sum of ¥1870 for the place rent still to be raised. Guo expected to get a support from my company. He also arranged several fellow photographers to brief me the presenting development and future of photo art in China. Among them there were Mr. Wang Wenlan (now Director of Photo Department in *China Daily*), Mr. Wang Miao (now Editor-in-Chief of *China Tourist Pictorial*), Mr. Ling Fei (a well-known photographer), Mr. Bao Kun (a well-known photographer) and Mr. Wang Liping (a popular composer, and a photo fan also). The meeting at Guo's home lasted from afternoon till 8 a.m. next morning. Exhausted as it was, I was deeply impressed by the fresh knowledge of photography. What

堂十分丰富的摄影知识课，也使我感受到他们为推动中国摄影事业发展的一种精神。

三天后，他们把上百幅摄影作品都搬到了中山公园，但由于没有交场租费，工作人员不许布展。我知道情况后，立即打电话向当时任工艺美术总公司总经理薄熙成做了汇报并说明了我的意见，得到他的支持和批准。我火速将1870元支票送到金水桥边，使展览如期举行，这就是当时引起轰动的首届《现代摄影沙龙展》，之后现代摄影沙龙执委会主席杨绍明特意向我们致谢。现代摄影沙龙就是今天中国当代摄影协会的前身。

从那时候起，我对摄影产生了兴趣，经常和一些摄影记者一起采访老艺人，拍摄工艺美术新作品。例如人民日报社的著名摄影记者王景仁、中国画报的著名摄影记者王德、北京日报的著名摄影记者吕坚和中央电视台、北京电视台的摄影记者，和他们在一起，我耳濡目染学到了许多摄影知识和拍摄技巧，也开始壮着胆子学起摄影，有些照片还在人民日报、中国日报、中国画报、北京日报、北京晚报等报刊杂志上刊出，这可能就是我学习摄影的开始。

impressed me more was their high spirits and determination of pushing forward China's photography into a new step.

Tree days later, they started to move hundreds of prepared masterpieces to the exhibition hall but were sadly refused by the park authority for the short of rent. I immediately called Mr. Bo Xicheng, my boss and the General Manager of Beijing Fine Arts and Crafts Company at the time, to explain the importance of supporting the exhibition. Listening carefully to my report, Mr. Bo approved my suggestion at last. I rushed over through the Golden Bridge that leads to the gate of Zhongshan Park where the exhibition supposed to be held. With the badly needed check, the First Modern Exhibition of Photographer's Saloon opened on time. The exhibition was very successful and made a great social influence. Mr. Yang Shaoming, the Executive Chairman of the Saloon, came all the way to express us his personal appreciation. It is the same Saloon, out of which grew up the China Contemporary Photography Association nowadays.

I became interested in photography ever since then. Whenever I paid a visit to old craftsmen for my writing, I would invite some press photographers to take me pictures of the interviewers and their art pieces. Among the photographers I still own a favor, there were Mr. Wang Jingren (a senior photo reporter from *People's Daily*), Mr. Wang De (from *People's Pictorial*), Mr. Lu Jian (from *Beijing Daily*), and those who came from CCTV and Beijing TV as well. I was imperceptibly influenced by their high skills and tastes. Step by step, I built up my courage to shooting and some of my pictures that have made me 'professional' were published in the media.



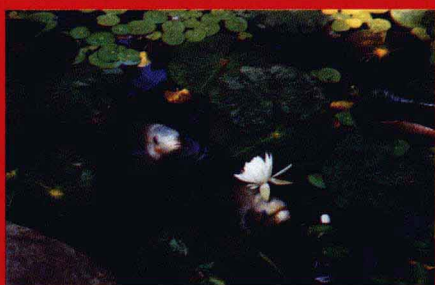
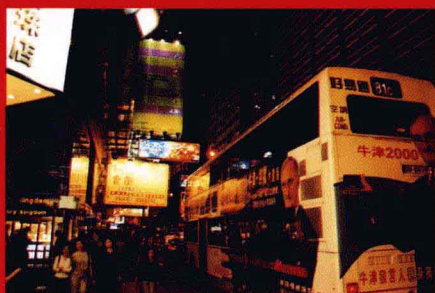








# 鄢钢摄影作品集



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自然风光





摄于加拿大尼亚加拉大瀑布 Taken at Niagara Falls, Canada

我透不过气

冲过去

找一片新的阔地

睡在这里

没有了过去









摄于美国夏威夷 Taken in Hawaii, U.S.A.

为了逃避阳光的恋情  
鼓起远航的帆  
消失在蓝色世界









摄于美国夏威夷 Taken in Hawaii, U.S.A.

放逐思想的时候

千万朵纯洁的浪花

冲上欲望的海滩