

单露露电影海报设计作品集粹 SELECTIONS OF SHAN LULU'S FILM POSTERS

图书在版编目 (CIP) 数据

单露露电影海报设计作品集粹/彭阳编著. - 上海: 上海书店出版社,2006.1 ISBN 7-80678-482-9

I.单... II.彭... Ⅲ.电影-宣传画-作品集-中国 - 现代 IV. J228.1

中国版本图书馆CIP数据核字(2005)第159180号

单露露电影海报设计作品集粹

版

出版策划 那泽民 编 著彭 阳 责任编辑 张 轶 技术编辑 张伟群 整体设计 赵 勇 曹 明 出 版 上海世纪出版股份有限公司 上海书店出版社 发 行 上海世纪出版股份有限公司发行中心 地 200001 上海福建中路 193号 www.ewen.cc www.shsd.com.cn 刷 上海精英彩色印务有限公司 本 787 x 1092mm 1/16 张 8 数 1-1000 ÉP

号 ISBN 7-80678-482-9/J·237

次 2006年1月第一版 印 次 2006年1月第一版印刷

定 价 60.00元



单露露 SHAN LULU

电影海报是电影的名片。

电影海报不仅透视出一部影片的精粹所在,还定格了特定时期电影 艺术之缩影,传递了时代与生活的旋律,它是电影艺术整体中不可或缺 的重要部分。

电影海报的设计绝不是简单的涂涂、画画、剪剪、贴贴。一张优秀海报的诞生凝结着创作者深厚的美术功底和丰富的想象力、判断力及创造力。影片的风格特征、生活的鲜明特色、群体的审美特点,都在一方纸上相得益彰,兼容并蓄,呈现其独有的魅力,这就要求设计者在熟悉整部电影的基础上,深刻领会投资者和创作者的良苦用心及潜在要求,在艺术渲染和商业推广的融汇上寻觅最佳结合点,并采用独特的技巧和手法、完美的构图与色彩去充分体现,最终攫取观众的视线,满足其审美需求。尤其在电影真正成为商品而面临激烈竞争后,电影海报的作用和价值愈发显得重要和可贵,许多观众就是在先睹这张"名片"的风采后,再走进电影院的。

单露露先生作为一位画家、电影美术家和资深海报设计师,在电影行业耕耘了近三十年,经历了手绘影院巨幅电影海报和专业设计海报的不同阶段,他娴熟的技巧,深厚的功力,蕴含着对艺术的追求,倾注在海报设计中,并取得了令人信服的成绩。

今年恰逢中国电影百年庆典,单露露先生从他本人创作设计并发表的百余幅电影海报中,精选了50多幅精致亮丽的原创海报作品结集成书,以奉献给热爱电影艺术的观众,这也代表了众多在电影艺术领域不懈追求的幕后英雄对中国电影百年庆典的真挚祝愿。



A poster is a film's name card.

Posters do not just reveal the essence of a film, but also reflect the film art of a certain period. As an indispensable part of film art, film posters convey the melodies of the time and life.

Designing a poster is by no means simple painting, cutting or pasting. The birth of a good poster is the fruit of the artist's artistic foundation, rich imagination, wise judgment and talented creativity. The style of the film, the feature of life, and the aesthetics of the audience are well fitted onto the sheet of paper and create a unique glamour. Besides profound understanding of the film, the designer needs also to know the hearts and minds of the film's investors and creators and thereby find the best joint between artistic rendering and commercial promotion. By using unique skills and techniques and perfect framing and coloring, the designer attracts the audiences and satisfies their aesthetic demand. Especially when film really becomes a commercial product and faces fierce competition, the function and value of film posters become even more important. Many audiences go to cinema after viewing the 'name card'.

Shan Lulu is a painter, film artist and senior poster designer. Having worked in film business for nearly 30 years, he experienced the times of traditional hand-painted extra-large posters and that of professional poster design. His skilful techniques, profound foundation and persistent artistic pursuit have brought him convincing achievement in poster design.

In the time of the 100th anniversary of Chinese film, Shan selected over 50 outstanding ones from his over 100 original and published film posters for film lovers as included in this book. It also represents the sincere good wishes from the numerous people who have been working for film art behind the scene.

上海电影集团公司副总裁 许朋乐
2005年10月
Xu Pengle
Vice President
Shanghai Film Group Corporation
October 2005

艳羡和恭贺

单露露先生是一位有才情又勤奋不息的画家,专攻西 画,擅长油画、水粉,于电影海报创作贡献尤多,形成风 格,面貌独具,声情俱显,引人入胜,为国内同行中之佼 佼者。

今年是我国电影百年庆典,亦中国电影海报的重大节日,检阅所谓"影戏"广告海报之生成与发展,不独映照出我国电影事业的发展历程,也记录了美术、文化史演变之一面,故单露露之大量电影海报的创作,其意义自不一般。又,电影为当代受众最巨的艺术门类,作为其第一名片的电影海报,则同样拥有一般绘画所无可比拟的巨大读者群,而单露露于此也创作出更适合时代趣味的优秀之作,占据更多的视觉份额,令我仅作为一个单纯画家之同行人深深艳羡,并以拙句恭贺他海报画的结集出版:

以图广影百年身, 单露笔端一色新。 万象而今归腕底, 结集再露众生情。



Admiration and Congratulations

Mr. Shan Lulu is a talented and diligent painter, specializing in oil painting and also good at shui fen painting (paint power and water). His outstanding contribution lies in film poster creation. His special style has made him the best among his Chinese colleagues.

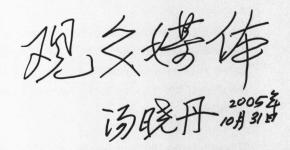
This year is the 100th anniversary of Chinese film, also an important festival for Chinese film posters. The birth and development of 'the shadow plays' commercial posters reflect the development of Chinese film and also record an aspect of the historical evolution of fine arts and culture. In this sense, Shan's numerous poster works are significant. In addition, film posters boast an enormous audience that is unmatchable by common paintings. Shan therefore occupies much larger 'visual shares', for which he has my deepest admirations as a pure painter.



画家、美术评论家 谢春彦 乙酉十月于沪上

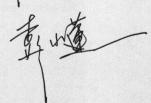
Painter Art Critic Xie Chunyan October 2005 in Shanghai





著名导演 汤晓丹

電影製地電影藝術排的商業市場的新漢。



著名导演 彭小莲



A medium for the public.

Director Tang Xiaodan, on 31st Oct. 2005

A Film poster is a bridge between film art and the commercial market.

Director Peng Xiaolian





































































海报印幅 70 × 100CM

2005 年设计

《任长霞》

长春电影制片厂 北京名将影视文化传播有限公司 北京兄弟时代影视文化传播有限公司 2005年出品

导演 宋江波

主演 张瑜 吴京安 王庆祥 师小红 曾志伟

故事梗概

河南登封市公安局局长任长霞上任三年来,嵩岳地区的社会治安得到了彻底的改善,当地的人们把任局当作救星一样爱戴,而黑势力却把她当作眼中钉,伺机而动,欲拔之而后快。看似平静的登封市内暗流涌动,正义与邪恶的角力一触即发。

为了登封市的长治久安,任长霞没有退缩,她以巨大的勇气和毅力,抽丝剥茧,揭开迷雾,擒获真凶。正当登封市老百姓扬眉吐气、额首称庆之际,一桩令人扼腕痛惜的事情发生了……

《Ren Changxia》

Produced by Changchun Film Studio Beijing Minjiang Film and TV Co.,Ltd. Beijing Brother Time Film and TV Co.,Ltd. 2005

Director Song Jiangbo

Cast Zhang Yu, Wu Jing'an, Wang Qingxiang Shi Xiaohong, Zeng Zhiwei

SYNOPSIS

Three years After Ms. Ren Changxia took the position of Public Security Director of Dengfeng City, the area has witnessed great improvement with social security. People love Ren as a savior, but the gangsters hate her like poison and try to kill her. With great courage and perseverance, Ren finally catches the head of the gangsters. Just as people are ready to celebrate this great event, a tragedy happens...





海报印幅 70 × 100CM

2002 年设计

《任长霞》

长春电影制片厂 北京名将影视文化传播有限公司 北京兄弟时代影视文化传播有限公司 2005年出品

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