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宣传册和目录册设计

建筑世界株式会社 编



大连理工大学出版社

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006 TECHNOLOGY / ELECTRON

052 AUTOMOBILE

084 FASHION / BEAUTY

116 ARCHITECTURE / INTERIOR / FURNITURE

146 INSURANCE / FINANCE / PUBLIC ENTERPRISE

CONTENTS

180 HOTEL

196 EXHIBITION / CULTURE / EDUCATION

222 PAPER

242 OTHERS

270 AGENCY DIRECTORY

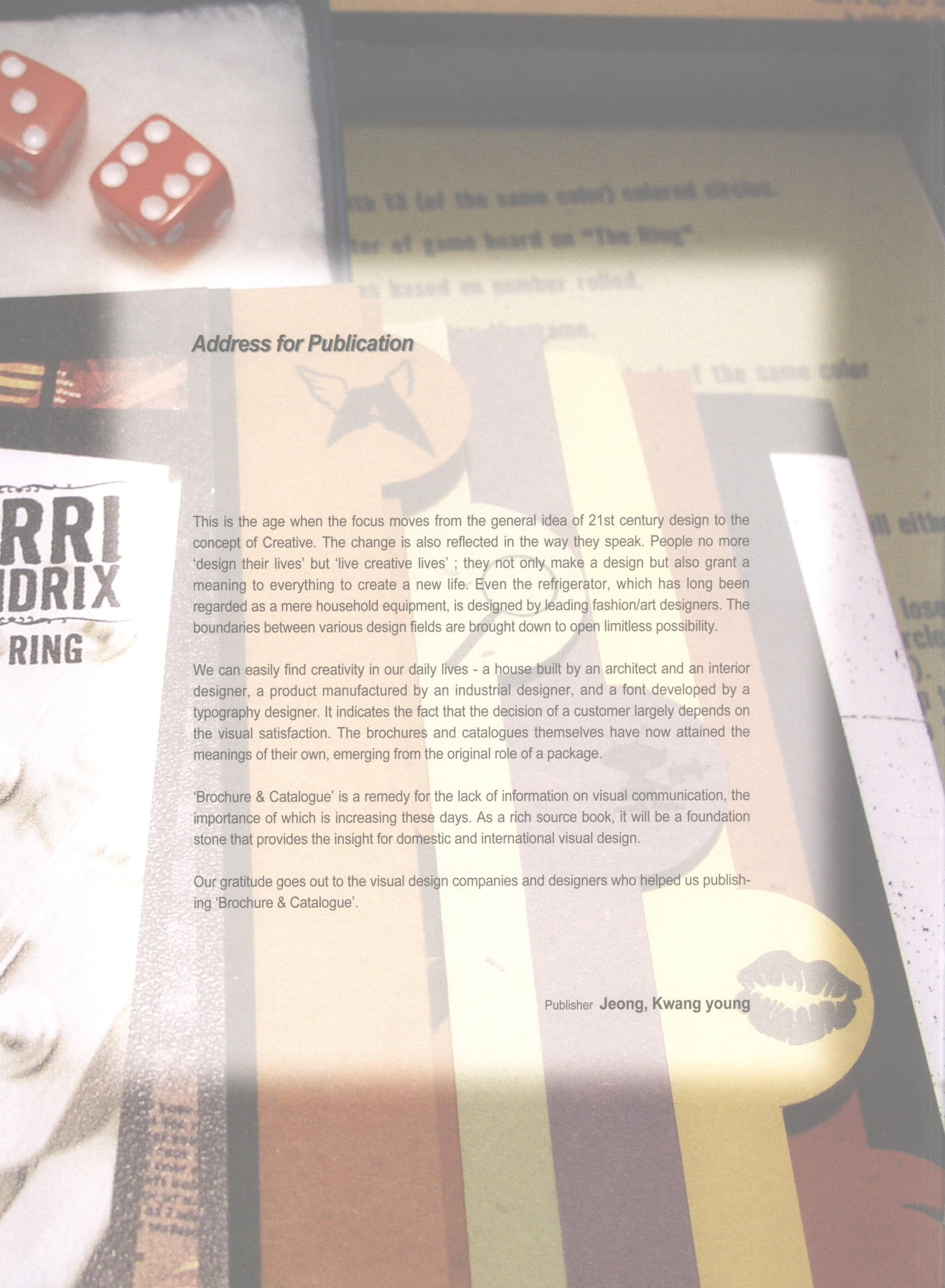
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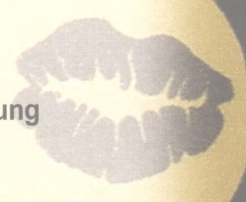
This is the age when the focus moves from the general idea of 21st century design to the concept of Creative. The change is also reflected in the way they speak. People no more 'design their lives' but 'live creative lives' ; they not only make a design but also grant a meaning to everything to create a new life. Even the refrigerator, which has long been regarded as a mere household equipment, is designed by leading fashion/art designers. The boundaries between various design fields are brought down to open limitless possibility.

We can easily find creativity in our daily lives - a house built by an architect and an interior designer, a product manufactured by an industrial designer, and a font developed by a typography designer. It indicates the fact that the decision of a customer largely depends on the visual satisfaction. The brochures and catalogues themselves have now attained the meanings of their own, emerging from the original role of a package.

'Brochure & Catalogue' is a remedy for the lack of information on visual communication, the importance of which is increasing these days. As a rich source book, it will be a foundation stone that provides the insight for domestic and international visual design.

Our gratitude goes out to the visual design companies and designers who helped us publishing 'Brochure & Catalogue'.

Publisher **Jeong, Kwang young**



2008 SAMSUNG DESIGN INSIGHT
SAMSUNG ANNUAL REPORT 2004
SAMSUNG ELECTRONICS ANNUAL REPORT 2004
SAMSUNG ELECTRONICS MAGAZINE : DIGITAL
2005 LG ELECTRONICS BROCHURE
2006 LG ELECTRONICS BROCHURE
SK TELECOM BROCHURE : U-CAN
SK ENGINEERING & CONSTRUCTION MAGAZINE : RE.VIEW / SK BROCHURE
SK TELECOM IT TREND MAGAZINE : IT
SK TELECOM ANNUAL REPORT 2004
SK NETWORKS ANNUAL REPORT 2004
SK TELECOM ANNUAL REPORT 2005
POSCO ANNUAL REPORT
HANSOL MONITOR LEAFLET
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APPLE CENTRE NEWSLETTER

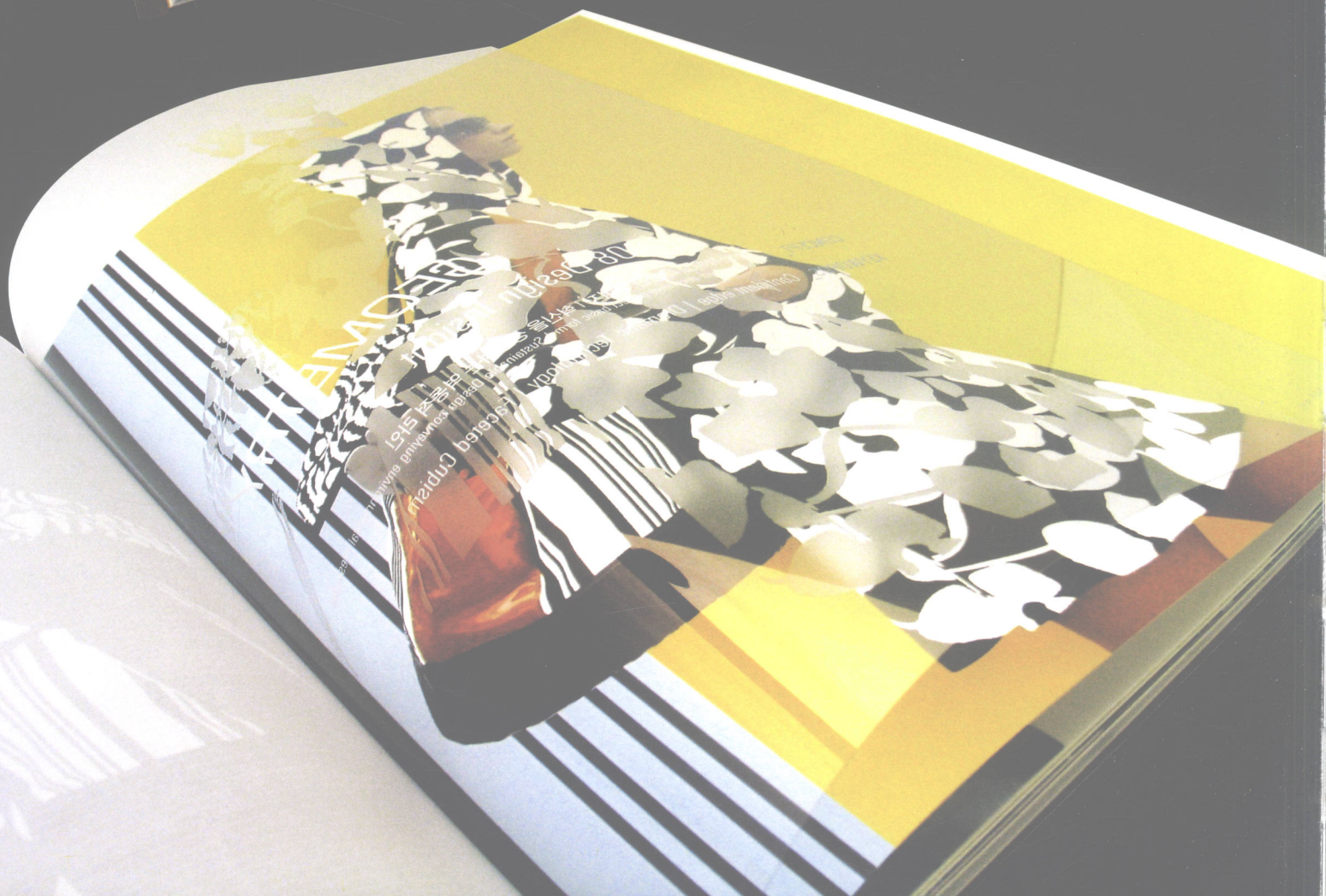
FLUID TENSION

Material & Finishes

Hydro forming, Electrodeposit paint, stannic metalization
에어로포름을 이용한 수압 성형, 전착 도장, 주석 도금



Laminated Surface, Carbon Fiber, Half transparent, Woven Structure
층상 표면, 탄소 섬유, 반투명, 직조 구조



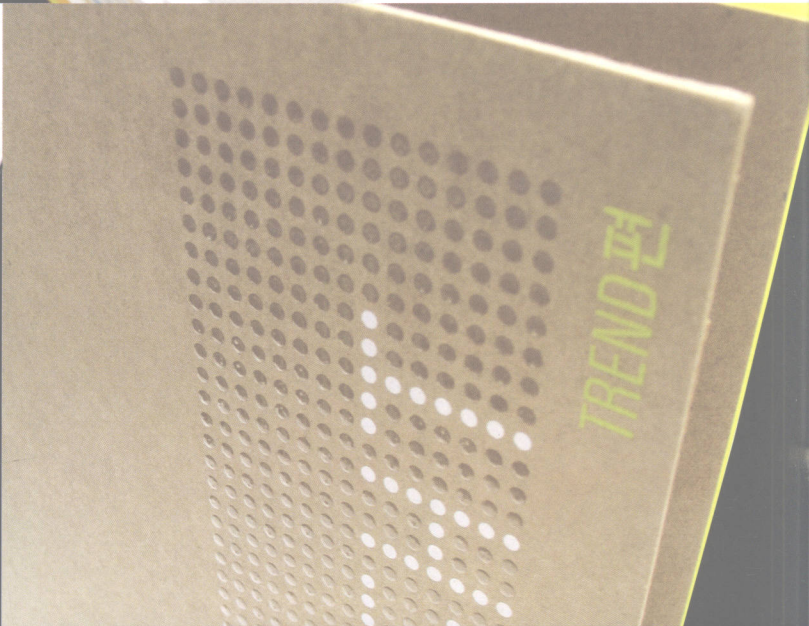
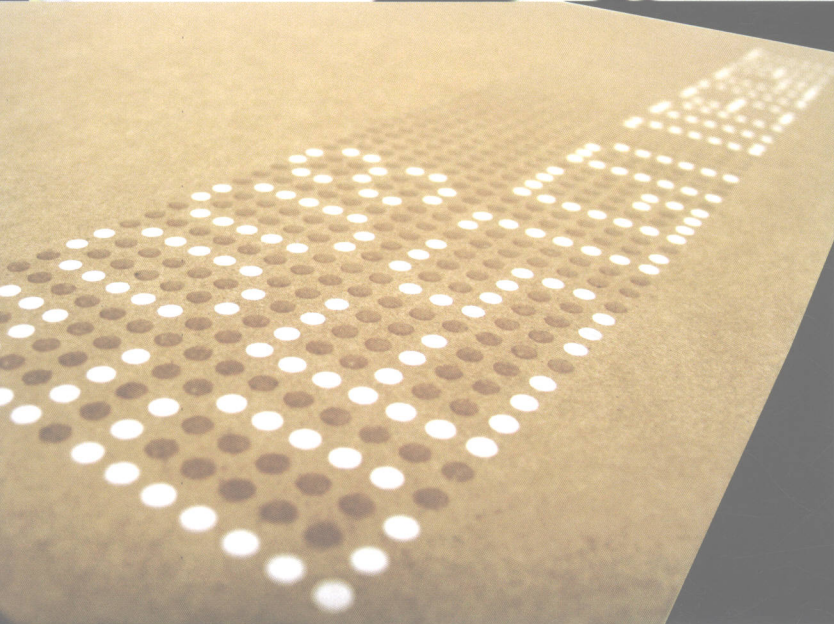


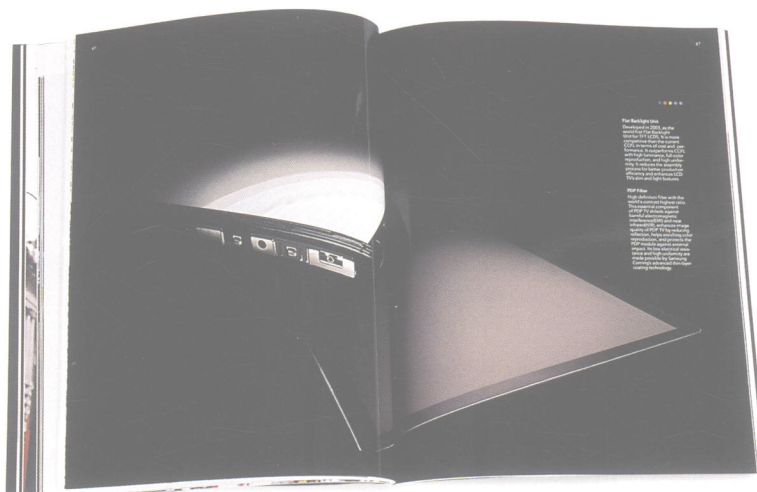
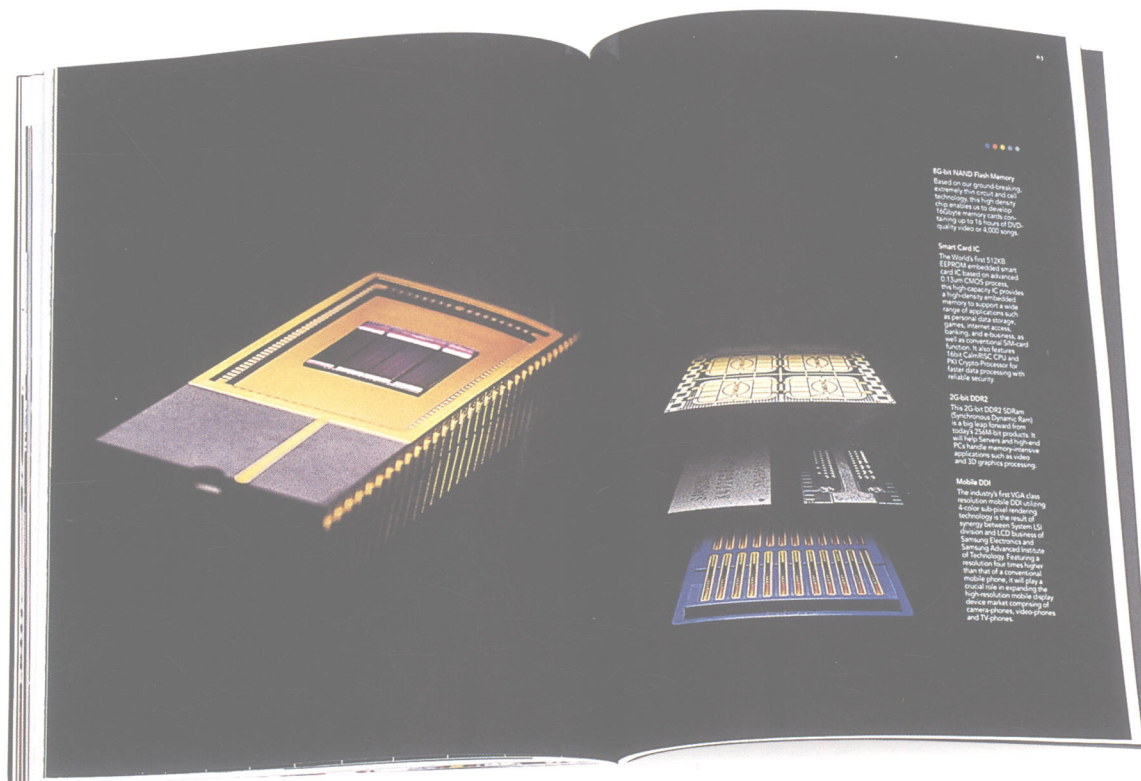
Design Company
DESIGN BLUE

Concept
Confidential



2008 DESIGN INSIGHT
CONFIDENTIAL
VOLUME 01/60
SAMSUNG ELECTRONICS





roots/r

When we talk about our roots, we are talking about the guiding principles that have been with us from the beginning. Abiding respect for diverse cultural traditions. A sense of responsibility toward the community. An appreciation for things of quality that endure. A competitive spirit. A creative soul. These are homegrown traits, intrinsic to our corporate culture and alive in our people. They are the source of everything we do.

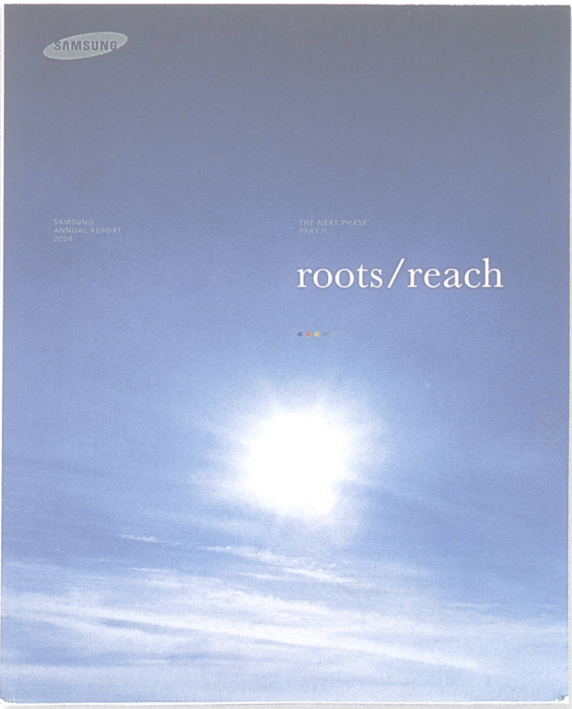
In this essay, we take a closer look at these five principles and profile some of the many Samsung employees who embody them.

ROOTS REACH

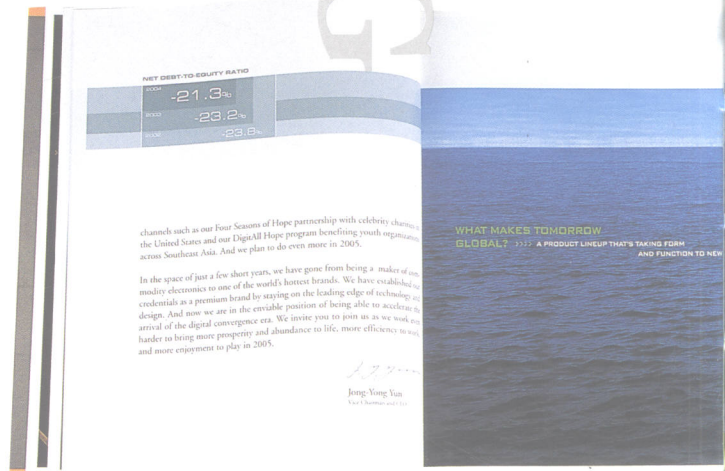
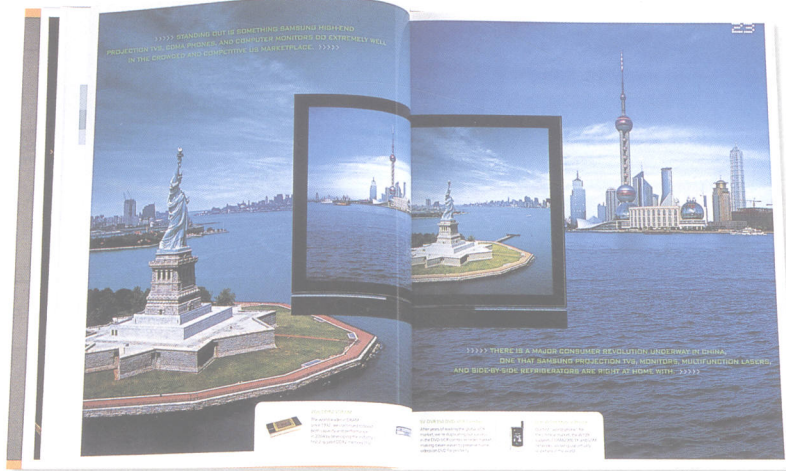
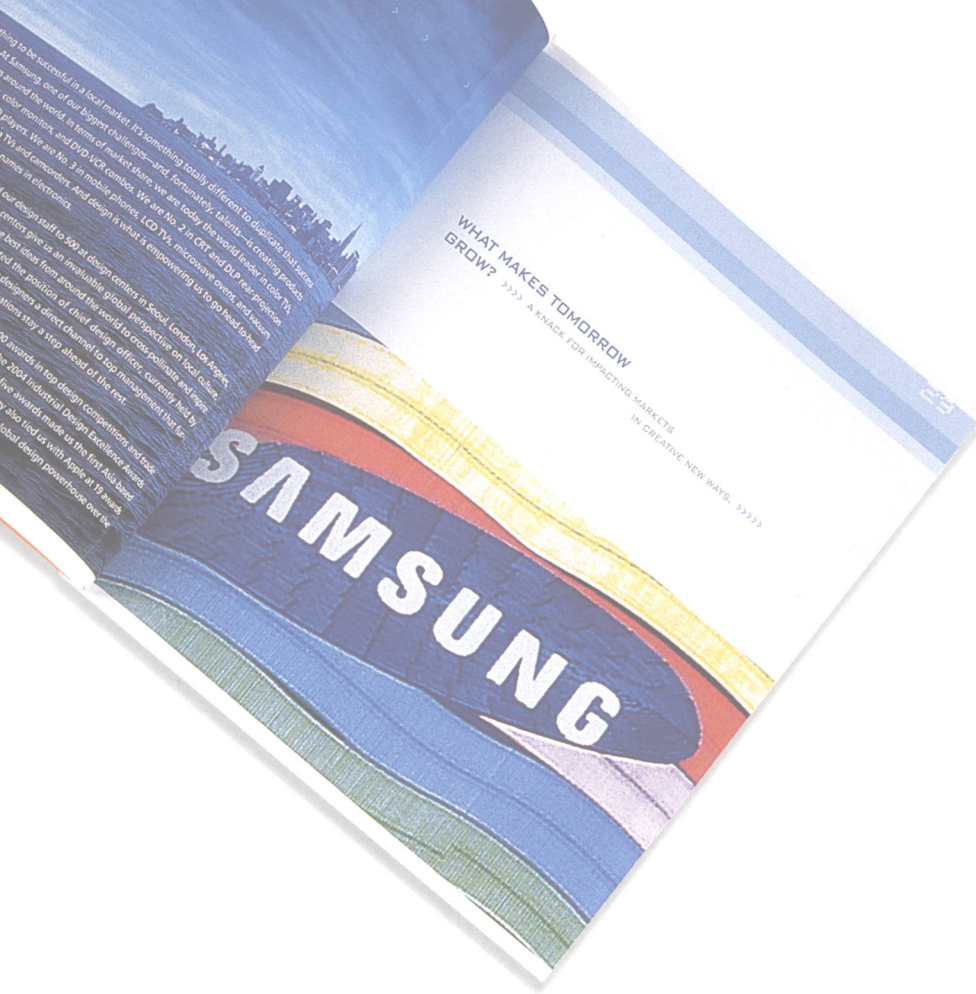
CREATIVITY

SUSTAINABILITY

COMMUNITY

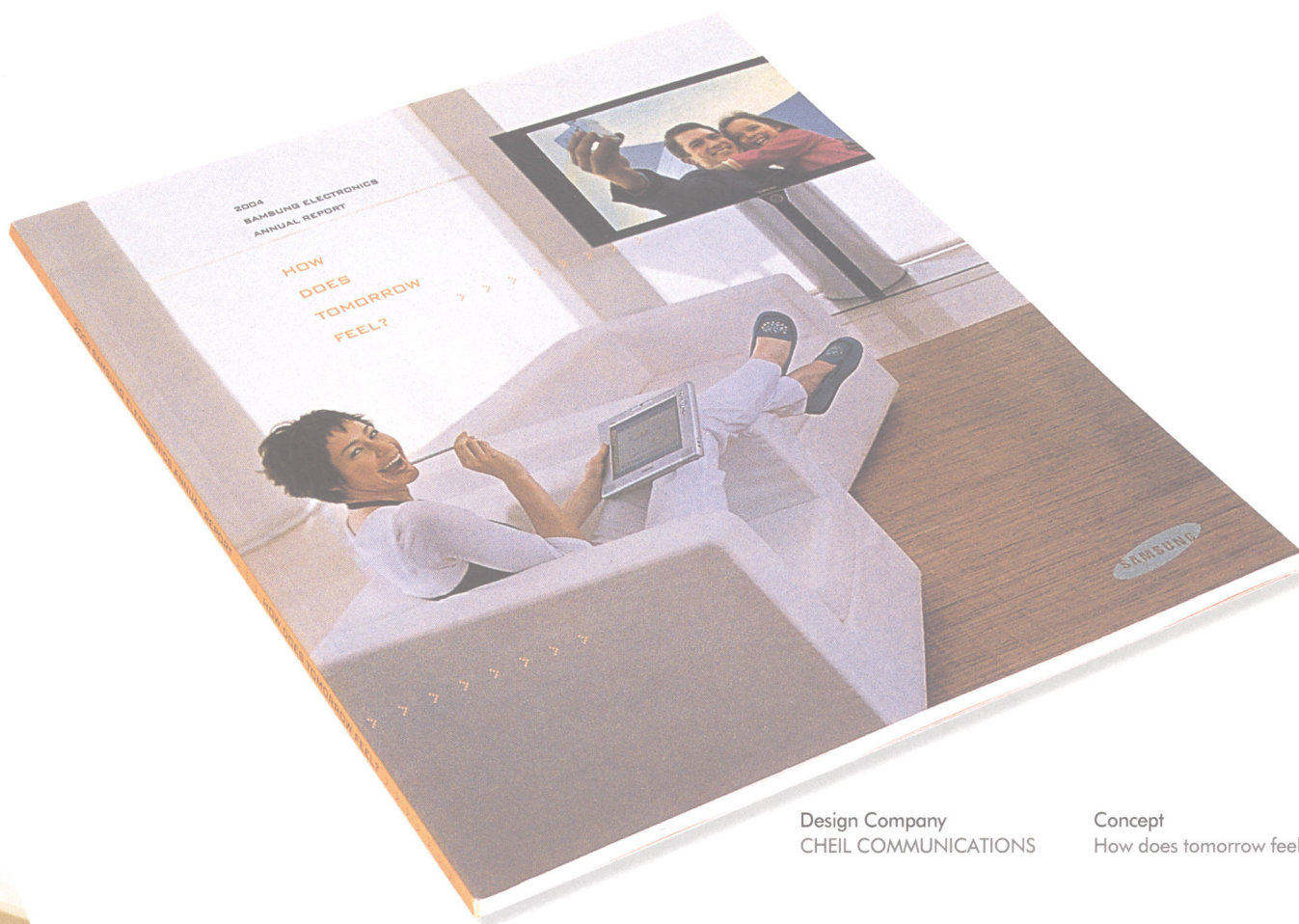
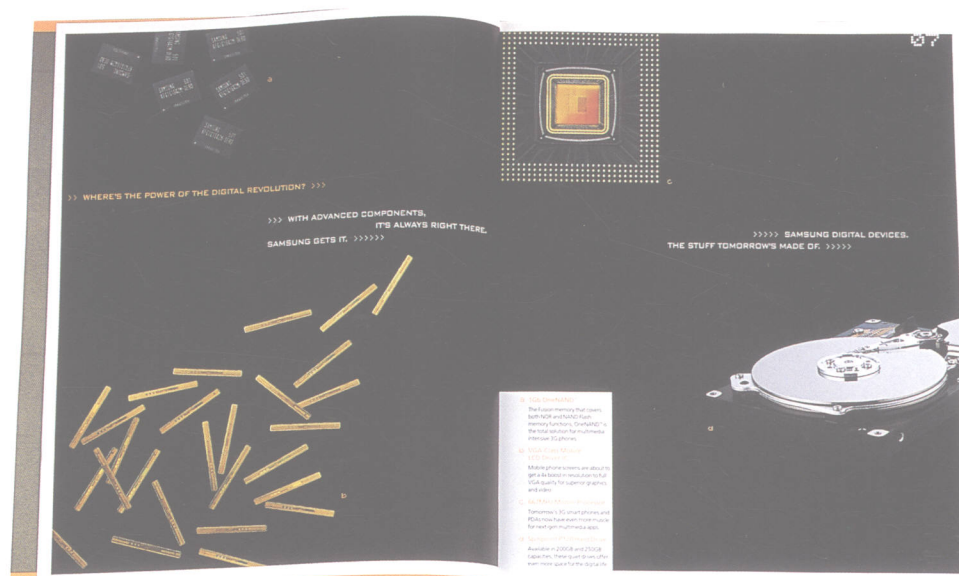


2004 SAMSUNG Electronics Annual Report



SAMSUNG Electronics Annual Report 2004

SAMSUNG Electronics



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CHEIL COMMUNICATIONS

Concept
How does tomorrow feel?