

首届
中国
设计大展
China
Design
Exhibition
2012
作品集



CDE2012中国设计大展作品集
COLLECTIONS OF CHINA DESIGN EXHIBITION 2012

中国设计大展作品集编委会 编

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时代

Times Creation

创造



时代造就中国设计 设计引领时代风尚

TIMES BREEDS DESIGN DESIGN LEADS SOCIAL FASHION

主办机构

中华人民共和国文化部

深圳市人民政府

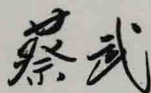
致辞

设计，是人类智慧和创造力的结晶，设计的发展进步体现了人类对美好生活矢志不渝的追求。在当今世界，设计作为蓬勃发展的创意产业的核心要素之一，体现着艺术创造力与经济技术实力的结合，已经成为众多经济发达国家核心竞争力的重要组成部分。与此同时，设计作为当代文化的一种重要形态，也在引领着社会审美风尚，改变着人们的生产和生活方式。从文化视角来看，设计不仅体现了一个民族的历史文化、审美观念和精神境界，而且是民族文化继承与创新的重要途径。

改革开放以来，我国的现代设计取得了迅猛发展，设计产业覆盖到社会经济、科技、文化、生活等各个领域，成为国家经济腾飞、社会进步的重要推动力。特别是近年来，随着“提高自主创新能力，建设创新型国家”的国家发展战略任务的提出，设计作为知识产权转化的重要途径，将自主创新的理念和实践贯彻到现代化建设各个方面，为促进我国经济社会持久发展提供了有力的支撑，也为我国综合国力和竞争力的迅速增长提供了强大的创新动力。

时代造就中国设计，设计引领时代风尚。文化部与深圳市人民政府共同主办“2012中国设计大展”，以“时代·创造”为主题，希望能够汇集近几年来我国设计取得的丰硕成果，展现中国设计的整体形象，引领和促进中国设计的创新发展。2012中国设计大展，在“鼓励中国设计创新，促进社会生活进步”的主旨之下，大力倡导符合中国国情的、具有本土特色的优秀设计，彰显设计在关系国计民生、社会发展的重大事件中的积极作用和在改善和提高人民生活质量方面的重要价值；关注优秀设计背后的人文关怀和文化思考，尤其鼓励那些能够继承和弘扬优秀传统文化并进行创新转换的优秀设计。与此同时，2012中国设计大展作为一个国家级设计类展览平台，不仅着眼于发掘和鼓励新颖独特、兼具前瞻性与艺术性的设计语言，充分发挥优秀设计对于社会审美风尚健康发展的引领作用，而且积极倡导“绿色设计”的理念，希望通过优秀设计构造更加健康、积极的生活方式，为社会的可持续发展提供具有建设意义的途径和方式。

文化是设计的核心。当代中国设计伴随着改革开放走过了三十余年的发展历程，呈现出朝气蓬勃、欣欣向荣的态势。在当前全面建设小康社会的关键时期，中国设计担当着时代赋予的神圣使命和历史责任，面临着更多的机遇和挑战。我真诚地希望，通过中国设计大展的平台，能够汇集更多的当代中国设计的优秀资源和人才，不断提升中国设计的文化内涵，引领和促进中国设计的创新和进步，积极推动中国设计和创意产业的可持续发展，为建设创新性国家和社会主义文化强国做出积极的贡献！



中华人民共和国文化部部长

Address

Design epitomizes the wisdom and creativity of humankind, and the development of design embodies human's continuous pursuit of better life. Today, modern design has become a core factor in the flourishing creative industry. It represents both artistic creativity and economic and technological strength, and becomes an important part of core competitiveness in the developed countries. Meanwhile, as an important form of contemporary culture, modern design shapes and leads social trends and tastes, creates and changes people's lifestyle. From the cultural perspective, design mirrors a nation's history, culture, aesthetics, and spirit. It is also an important way to inherit and reform a nation's culture.

Since the Reform and Opening up, modern design has achieved remarkable development in China. Design industry has related to other fields, such as economy, science, technology, culture, and daily life, and become an important driving force for China's economic growth and social progress. In recent years, China established "Improving the Capability of Independent Innovation and Building Innovation-oriented Country" as the national strategy. Modern design plays an essential role in the transformation of intellectual property and materializes the independent innovation in China's modernization. It provides both strong support to the sustainable development of China's economy and powerful force for the rapid growth of China's comprehensive national power and competitiveness. Ministry of Culture of China and Shenzhen municipal government co-sponsor "2012 Chinese Design Exhibition." Taking "Time and Creativity" as the theme, the exhibition aims to display the great achievements made in Chinese design in recent years and to promote the development and innovation of Chinese design. Times breeds design and design leads social fashion. "2012 Chinese Design Exhibition" takes "Encouraging the Innovation in Chinese Design and Promoting the Advancement of Social Life" as the objective. It advocates that excellent works should accord with the reality in China and display Chinese characteristics so as to highlight the positive role that design has played in the economic and social development and the improvement of people's living standard. It particularly concerns the humanistic and cultural values of design and prefers the designs that inherit the traditional culture and embody innovative spirit. In addition, as a national platform for design exhibition, "2012 Chinese Design Exhibition" not only encourages the innovative designs that combine art and uniqueness to foreground the role that excellent designs play in leading the social fashion, but also upholds the concept of "Green Design," hoping to establish more healthy and positive lifestyle through excellent designs and to promote the sustainable development of China. Although design involves many fields and categories, culture is the foundation on which it stands. With a history of 30 years, modern design is flourishing in China. At present, China is striving to build the well-off society in an all-round way. Under this circumstance, Chinese design will meet precious opportunities and enormous challenges and undertake more responsibilities. I sincerely hope that "2012 Chinese Design Exhibition" can collect more design resources and attract more excellent designers, enrich the cultural value of Chinese design, lead the innovation in Chinese design, promote the sustainable development of Chinese design and creative industries, and make more contribution to the construction of the innovative country and powerful socialist cultural country.

By CAI Wu

Minister of Ministry of Culture of China

致辞

创意设计，是科技与文化的结合，是艺术与智慧的结晶，反映着历史脉络的演进，体现着时代精神的特征。随着经济全球化的深化和现代传播科技的发展，创意设计正呈现出前所未有的发展前景。

中国设计大展是中国文化部与深圳市政府共同主办的一项国家级专业设计展览。本届大展以“时代·创造”为主题，旨在“鼓励中国设计创新，促进社会生活进步”，集中展示当代设计发展的最新成果，吸引了国内国际设计界的广泛关注和积极参与。这次大展还将开展相关学术活动，对当代创意设计的现状、成就与未来走向进行深入探讨与交流，必将对引领和促进中国设计的创新发展产生重要推动作用。

深圳是中国改革开放的总设计师邓小平亲自倡导建立的经济特区。特区本身就是创新的产物，创新是深圳最为重要的“城市基因”。过去三十多年，深圳发扬“敢闯敢试、敢为天下先”的创新精神，创造了工业化、城市化、现代化发展的奇迹。从20世纪80年代开始，深圳充分发挥毗邻港澳、多元文化汇聚、率先建立市场经济体制等优势，吸引了一批又一批怀揣梦想的设计师们涌向这片改革开放的热土，焕发激情、创新创业。他们让设计的“创新精神”与这座城市的“创新特质”完美契合，推动深圳创建了“工业设计市长杯”、“城市建筑双年展”等一系列设计领域的品牌展览，涌现了一大批国际知名设计公司。2008年，深圳被联合国教科文组织批准加入全球创意城市网络，成为中国首个“设计之都”。如今的深圳，设计与城市交融，生活与灵感邂逅，由内而外释放着创意的魅力。这次文化部把首届中国设计大展放在深圳举办，是对深圳设计发展成就的充分肯定，也是对深圳“设计之都”建设的有力促进。

本次大展的参展作品，由设计界知名专家经过严格、公正、多次反复地评选，从一万多件作品中遴选出的精品，涵盖了平面设计、产品设计、空间设计和跨界综合设计四个领域。这些作品以多方位的国际化视角、多样化的艺术表现形式为我们诠释了“时代·创造”这一主题，集中展示了中国当代设计创作繁荣发展的面貌，充分体现了中国设计师们对设计文化的思考与探索，也昭示着未来设计事业的发展方向。

借此机会，我们向所有为中国设计大展作出努力的朋友们表示衷心的感谢！向所有为设计挥洒汗水、孜孜以求的人们致以崇高的敬意与美好的祝愿！

王荣

中共广东省委常委、深圳市委书记

Address

As the combination of science and art, creative design not only epitomizes art and wisdom but also represents the development of history and the spirit of society. Nowadays, with the expansion of economic globalization and the development of media technology, creative design is presenting a brilliant future.

"2012 Chinese Design Exhibition" is a national exhibition co-sponsored by Ministry of Culture of China and Shenzhen municipal government. The exhibition takes "Time and Creativity" as the theme and "Encouraging the Innovation in Chinese Design and Promoting the Advancement of Social Life" as the objective. Through the exhibitions in exterior and interior, the exhibition displays the latest achievements made in Chinese design and attracts many designers from China and overseas. In addition, several seminars will be held during the exhibition, in which designers would discuss the situation, achievement, and future of Chinese creative design. I believe these will promote the innovation and development of Chinese design.

Shenzhen became the special economic zone under the approval of Deng Xiaoping, the chief designer of China's Reform and Opening up. The special economic zone is also the result of creativity, which is the most important character of Shenzhen. In the past three decades, Shenzhen created miraculous development in industrialization, modernization, and urbanization with the pioneer spirit. In the 1980s, Shenzhen firstly implemented the market-oriented economic system. In addition, Shenzhen adjoins Hong Kong and Macao. These advantages endow Shenzhen with diverse culture and attract many ambitious designers who start their career there. The creative spirit in design accords with the pursuit of creativity in Shenzhen. In these years, Shenzhen held many design exhibitions and competitions, such as "Mayor's Cup Competition of Industrial Design" and "Biennale Exhibition of City Architecture." Shenzhen has also cultivated many design companies with worldwide fame. In 2008, Shenzhen entered the UNESCO Creative Cities Network and became "Capital of Design" in China. Now, design has closely related with Shenzhen, endowing the city with power of creativity. Ministry of Culture of China chooses Shenzhen as the host city of "2012 Chinese Design Exhibition," which, I believe, demonstrates the achievements Shenzhen has made in design and promotes the construction of "Capital of Design" in China.

In "2012 Chinese Design Exhibition," the works have been selected from more than 10,000 works by judges in a strict and fair way, and they cover graphic design, product design, space design, and cross-over design. With international perspective and diverse form, these works present to us "Time and Creativity," the prosperous Chinese modern design, Chinese designer's thoughts on and explorations of design, and the directions of the future design.

Here I would like to express my sincere gratitude to all the friends who contribute to the success of "2012 Chinese Design Exhibition" and my highest respect and best wishes to the designers who never give up their pursuit of design!

By WANG Rong

Standing Member of Guangdong Provincial CPC Committee

Secretary of Shenzhen Municipal CPC Committee

前言

设计是一门应用极为广泛的交叉学科，在科学技术快速发展和各种文化观念的推动下，设计以其复杂的多学科背景和强大的系统整合功能在技术与艺术、科学与伦理、物质与精神、传统与当代之间寻找新的界域，探求人类未来生活新的可能性。随着后工业时代的来临，设计对社会转型与产业升级的推动作用更加凸显，世界各国纷纷将设计作为发展国家核心竞争力的重要组成部分。

改革开放以来，我国的设计迅猛发展，设计产业覆盖社会经济、科技、文化、生活等各个领域，成为中国综合国力迅速增长的重要推动力。特别是进入新世纪以来，在全球化的背景下，中国的发展与国际社会的依存度不断加深，设计行业在迎来前所未有的发展机遇的同时，也面临着更加艰巨的挑战。

经过充分的酝酿和筹备，文化部与深圳市人民政府共同举办首届中国设计大展，希望能够构建一个具有专业影响力的国家级展览和研究平台，汇集当代中国设计发展的丰硕成果，展示中国设计的整体形象，引领和促进中国设计的创新发展。首届中国设计大展以“时代·创造”为主题，凸显当代中国设计与中国社会发展的紧密联系。时代造就中国设计，设计引领时代风尚。中国是一个有13亿人口的发展中国家，正处于发展的重要战略机遇期，要全面推进经济建设、政治建设、文化建设、社会建设、生态文明建设，就需要有更多符合中国国情的优秀设计来解决中国面临的问题，充分实现以人为本、全面协调可持续发展的科学发展观。

设计的发展离不开科技创新与产业发展，更离不开民族文化的传承与创新。文化是思想之源、智慧之源，也只有文化才能使我们站在巨人的肩膀上思接千载，以开放的胸怀面向未来。在当代文化创造的进程中，设计不仅从深厚的传统文化土壤中汲取营养、孕育生发，而且是实现传统文化创新转换从而使文化历久弥新的重要途径。本次中国设计大展所展示的作品，来自全国各地包括港澳台地区的设计师和他们的团队，也包含外籍华人设计师的作品。在他们的身上，不仅有西方百余年设计思想的熏陶，而且传承着五千年中华文明的文化基因。他们是当代中国设计的创造者，并通过设计倡导中国式的发展观念与生活方式，他们的作品体现着中华文化和而不同、和谐共生的多元价值。尽管我国的现代设计起步较晚，与发达国家相比还有一定的差距，但是我们也看到，越来越多的中国设计师在中国的造物传统中找到了文化自信，在东方与西方、传统与当代的历史交汇中寻找设计的思想之源，努力探寻符合中国国情和时代要求的中国设计创新发展之路，已经成为越来越多中国设计师的共同追求。本届展览虽然只展现了2008年以来的优秀设计，但它折射出了中国设计近三十年上下求索的艰辛历程。我们希望通过中国设计大展，能够汇集更多的当代中国设计的优秀资源和人才，发掘和呈现更多人人都能享用的好设计，体现中国设计的人文关怀并不断提升中国设计的文化内涵，积极推动中国设计和创意产业的可持续发展。

党的十八大勾画了在新的历史条件下全面建成小康社会、加快推进社会主义现代化、夺取中国特色社会主义新胜利的宏伟蓝图，从战略全局上对我国改革发展作出了规划和部署，开启了我国进入全面建成小康社会的决定性历史阶段。在全面协调推进国家经济、政治、文化、社会和生态文明建设的进程中，中国设计将承担起时代赋予的神圣使命和历史责任。我们真诚地希望，中国设计大展能够成为中国设计新的起点，为推动社会主义文化强国建设、实现全面建成小康社会贡献力量！

Preface

Design is an interdisciplinary activity and has been widely used. With technological development and cultural support, design has been expanding its boundary among technology, art, science, ethics, material, spirit, tradition, and modernity and exploring the new lifestyle of humankind by integrating other fields. In the post-industrial era, design plays a crucial role in social transformation and industrial upgrade and becomes an important part of the core competitiveness in many countries. Since the Reform and Opening up, design has achieved remarkable development in China. Design industry has now related to other fields, such as economy, science, technology, culture, and daily life, and become an important driving force for the rapid growth of China's comprehensive national power. In the 21st century, globalization is deepening. China's development relies more and more on the world and design industry meets unprecedented opportunities as well as big challenges.

With full preparation, Ministry of Culture of China and Shenzhen municipal government co-sponsor "2012 Chinese Design Exhibition," a national platform for design exhibition and research. The exhibition aims to display the achievements made in Chinese design, to present the overall view of Chinese design, and to promote the development and innovation of Chinese design. Taking "Time and Creativity" as the theme, this exhibition shows the relationship between design and social reform in China: Time stimulates the birth of Chinese design and design, in turn, leads the social fashion. China is a developing country with a population of 1.3 billion and is facing significant opportunity for development. China is furthering the economic, political, cultural, social, and environmental development. Under such circumstance, more excellent designs that accord with the reality in China will be needed so that people's needs can be satisfied and the coordinate and sustainable development can be realized.

Design would not advance without technological and industrial development, especially the cultural innovation, of a country. Culture is the source of thought and wisdom. Only basing design on culture can we broaden our vision and face the future challenge. In the creation of contemporary culture, design not only seeks resources from the traditional culture to grow up, but also transforms it and makes it new. The exhibited works in "2012 Chinese Design Exhibition" are created by designers and design teams from mainland China, Hong Kong, Macao, and Taiwan of China, and overseas Chinese. As founders of modern Chinese design, they have been influenced by both the Western ideas and Chinese traditional culture. They observe that design displays the developing paradigm and social life of China and represents the significance of diversity, as the saying suggests, "Things differ but co-exist harmoniously." We must admit that design starts late in China and lags behind compared with the developed countries. However, more Chinese designers have obtained confidence by turning to the Chinese construction tradition and combining the East and the West, the tradition and the modernity, and are striving to find a developing paradigm that accords with the reality in China and the social trend. Although this exhibition presents the designs created since 2008, it embodies the trials and tribulations Chinese design has experienced in the last three decades. Through this exhibition, we hope to collect more resources and designers in Chinese design and to find and present more excellent designs that more people can enjoy so as to foreground the humanistic value of Chinese design, to enrich the cultural value of Chinese design, and to promote the sustainable development of Chinese design and creative industries.

The 18th National Congress of the Communist Party of China has outlined the plan for building the moderately prosperous society in an all-round way, promoting the socialist modernization, and making new victory in the socialist construction with Chinese characteristics, made overall plan for China's reform, and marked a new era for China's building the moderately prosperous society in an all-round way. To further and coordinate the economic, political, cultural, social, and environmental development, Chinese design will undertake more responsibilities. We sincerely hope that "2012 Chinese Design Exhibition" will mark a new start for Chinese design and contribute to the construction of the powerful socialist cultural nation and the realization of the moderately prosperous society in an all-round way.

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01

平面设计 GRAPHIC DESIGN



平面设计是当代设计诸门类中最为重要的领域之一，它涵盖了标志与VI设计、海报设计、平面广告设计、书籍装帧、字体设计、包装设计、网页设计等多个范畴，蕴含了丰富的创意技巧与形式表达手段，也与广告业、包装业、印刷业、市场调查业等相关行业具有密切的联系。平面设计在西方伴随着现代商业和印刷术的兴起而登上历史舞台，在一个多世纪的发展历程中积累了许多重要的设计作品、表现手段和代表性设计师。在今天，基于计算机、互联网和新媒体互动技术的平面设计，已经正在突破单一的视觉语言，在新语境下朝着综合感官信息传达的趋势不断探索发展。

改革开放以来，我国现代意义上的平面设计获得迅猛发展。最近三十多年，中国平面设计见证了从手工绘制、计算机辅助设计到多媒体技术等的技术革新，其专业名称也伴随着时代需求的变化，从工艺美术装潢、视觉传达等旧有分类，向新媒介、文化创意产业等新领域不断拓展。今天，中国平面设计已经从起步、发展到壮大，成为中国现代设计中最有代表性、最具国际水准的门类之一，并逐渐参与到整个国际范围内平面设计风起云涌的变革之中。中国平面设计繁荣兴盛的发展局面和丰富活跃的业态形势，让我们对平面设计的未来发展充满信心，同时也使人们对于平面设计的原创性有了更高的期待和要求。

在本届中国设计大展的平面设计单元，我们提出“平面设计的原创力”的主题，集中展示中国当代平面设计在社会中的意义以及原创实力，展览作品涵盖品牌VI、广告、包装、海报、插图、字体、书籍以及多媒体八大类别，全面总结中国平面设计领域近年来的作品和成果。我们的目的在于聚焦平面设计的原创力与应用价值，支持和表彰平面设计师的原创设计，共建良好的业界生态。同时，通过汇聚老中青三代设计师的优秀作品，呈现中国改革开放以来每一代设计师各自的时代性价值：老一代设计师曾为中国现代平面设计发展披荆斩棘，中、青年设计师已经成为中坚力量，作为后起之秀的新生代设计力量正展现蓬勃的朝气。展览提出了城市面貌、生活风尚以及专业后盾三个概念，旨在激发对平面设计未来的思考，与业界共同探索平面设计原创力的可持续发展之路。