

Designing Impact: Approaches to Applied Research

诗建筑(全三册)

After the Rain, Echo in the Desert

文爱乙诗集 2011

Poems By Wen Aiyi 2011

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The Style of Chinese People's Political Consultative Conference

组织学图谱

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笋观(上中下)

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序

方世忠

Preface

Fang Shizhong

在人类历史的长河中，书籍既是文明的积淀，也是美的载体。不论东方还是西方，一代一代的书籍设计师都致力于通过不同的技艺和方式，拓展书籍的内涵，给人以美的享受。

“中国最美的书”奖项创立已近十年。十年来，“中国最美的书”评委会受德国图书艺术基金会的委托，评选和推荐“中国最美的书”获奖图书参评“世界最美的书”。到目前为止，已评出“中国最美的书”208种，其中获得“世界最美的书”奖项的有11种。获奖者中不仅有书籍设计界的大师名家，也有崭露头角的后起之秀，他们充满才情和灵气的设计，不断为“中国最美的书”带来新的亮点和惊喜，也在“世界最美的书”这个国际书籍设计舞台上展示着充满中国元素的优秀设计作品。

“中国最美的书”的评选，提升了中国现代书籍设计的水平，推动了中国书籍设计艺术及设计家走向国际，促进了中外设计艺术交流，对于鼓励我国年轻一代的设计家创新发展、走向世界，产生了积极的作用和效果。“中国最美的书”不仅是我国文化界的品牌，也是世界书籍设计艺苑充满活力的一员，并且一直客观地反映中国书籍设计思路的新变化和新热点，成为国际同行观察和了解中国出版的视窗。

近年来，我国的书籍设计有了赏心悦目的进步，简约、流畅、轻盈、前卫，注重回

归图书的本体功能，已成为中国出版界和书籍设计界的共识。设计理念上既注重民族传统的承继，又吸纳了世界同行的新理念和新元素，具有创新性。图书制作工艺水平有了很大的提高，很多获奖作品不但材料选用得当，而且印制精美、工艺精良。可以说，“中国最美的书”获奖作品从一个侧面反映了当今中国书籍设计的成就和水平，也体现了中国的书籍设计者通过不断与外界的联系和交流，在立足于本民族文化的特质和精髓的基础上，融合世界设计潮流，不断进行创新和探索的精神。

按照惯例，我们将近三年“中国最美的书”获奖作品结集出版，献给国内外书籍设计艺术界的同行和设计爱好者，以起到总结经验、嘉惠后学的作用。在此，我衷心祝贺我国设计家取得的进步，也竭诚欢迎更多的中国设计家通过“中国最美的书”这座桥梁走向莱比锡，走向全世界。在此，也对为本书出版付出心力的设计家、编辑和出版社表示衷心的感谢！

方世忠

2013年6月于上海

（序作者为上海市新闻出版局局长 / “中国最美的书”评委会主任）

In the human history, the book is the crystallization of civilization as well as the carrier of beauty. No matter in the East or in the West, generation after generation of book designers are devoted to extending the connotation of books and giving the reader the enjoyment of beauty through different methods and techniques.

Nearly ten years has gone by since “The Beauty of Books in China” award was established. Over the decade, the judging panel has been selecting and recommending award winners to attend competitions of “Best Book Design from all over the World” under the commission of the German Book Art Foundation. Up till now, 208 books have won the award of “The Beauty of Books in China” and 11 books have won the award of “Best Book Design from all over the World”. The award winners include not only renowned book-design masters, but also the rising stars in this circle. Their talented and inspirational works of design have constantly brought highlights and surprises to “The Beauty of Books in China”, and showcased excellent design works rich in Chinese elements on the international arena of book design—“Best Book Design from all over the World”.

The “Beauty of Books in China” award has upgraded the level of China’s contemporary book design, prompted China’s book design art and designers to go international, and

stimulated the communication between Chinese and western designers; thus, it has got effective results. This award is not only the brand of China's cultural circle, but also a vigorous member of worldwide book design art, and has objectively reflected new changes and hot focuses of China's book design ideas; it has become the window through which the international peer can observe and understand China's publishing.

In recent years, book design in China has made tremendous progress. Chinese publishers and book designers have reached the agreement that book design should cater to the following features: conciseness, fluency, light weight, being avant-garde, all in a return to the main functions of the book. Their concept of designing is innovative in that they attach equal importance to the inheritance and continuity of national cultural traditions and the absorption of new ideas and new elements from their peers outside the country. The book manufacturing technology in China has also been noticeably innovated. Many award-winning works are not only made of well-chosen materials, but also exquisitely printed with sophisticated techniques. The books winning "The Beauty of Books in China" awards reflect the achievements made in China's book designing and their current level and embody the innovative and exploring spirit of China's book designers who keep conducting cultural exchanges with the outside world and integrate the new trends in world book designing into their works while standing firmly on the national cultural soil.

As what has been done before, the works winning "The Beauty of Books in China" awards in the recent three years are compiled and published in this book, dedicated to the book designers and the people who love book designing both at home and abroad so as to sum up experience and inspire followers. On this occasion, I sincerely congratulate the book designers in our country on the achievements they have made and hope more and more Chinese book designers attend the Leipzig Exhibition and introduce their works of art to the whole world through the bridge of "The Beauty of Books in China". Last but not least, I would also like to express my heartfelt thanks to the designers, the editors and the publishers who have devoted their energy and efforts to the publishing of this book.

Fang Shizhong

June, 2013, Shanghai

(The author of the preface is the Director-General of Shanghai Press and Publication Administration & Chairman of the Organizing Committee of "The Beauty of Books in China")

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