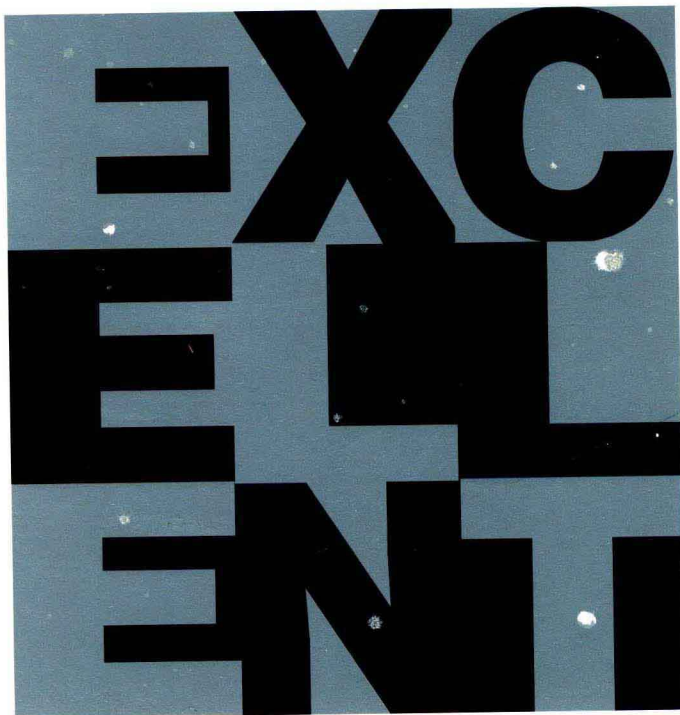


**EXCELLENT**

**INTERNATIONAL DESIGN YEARBOOK 2011**

**国际设计年鉴2011** / 〈国际设计年鉴〉  
编委会 主编

① **形象 VI**



EXCELLENT

INTERNATIONAL DESIGN YEARBOOK 2011

国际设计年鉴 2011 ①

形象

VI

《国际设计年鉴》编委会 主编

# CONTEXT

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# R

张先慧 / Zhang Xianhui

中国麦迪逊文化传播机构董事长  
中国（广州/上海/北京）广告人书店董事长  
《国际设计年鉴》编委会主编

Chairman of China MDX Culture Communication Organization  
Chairman of advertising Bookstore in China (Guangzhou / Shanghai / Beijing)  
The main editor of "International Design Yearbook"

## 记录精英、传播经典

RECORD THE EXCELLENCE PUBLISH THE QUINTESSENCE

经过近一年时间的征稿、筛选、编辑、排版、印刷等一系列紧张的工序，《国际设计年鉴2011》终于得以一套四册的形式面世。《国际设计年鉴2011》作为国际平面设计行业一年一度的优秀成果展示，全面客观地反映了国际平面设计行业的整体风貌和设计水平。



我们用年鉴的形式把当代最具价值的平面作品记录下来，传播开去，意在为设计文化予以保存的同时，也给读者提供了解当代设计状况及交流思想的平台。

“记录精英、传播经典”，这是《麦迪逊丛书》的宗旨。

希望业界朋友继续关注与支持我们！

# ON

After nearly a year of intensive processes, including collecting, selecting, editing, typesetting and printing, *International Design Yearbook 2011* is finally available in the form of a set of four. *International Design Yearbook 2011* as an outstanding achievement in the international graphic design industry's annual showcases, objectively reflects the overall style and design level of international graphic design industry.

We record the most valuable graphic works in the form of yearbook, and spread it. We are not only intended to preserve the design culture, but also give the platform for the readers to understand the context of contemporary design and communicate.

"Record the Excellence, Publish the Quintessence" is the aim of "Madison Series".

We hope to get a maintaining support and attention from our friends in this industry.

形象 /

VI





作品名称: N次方

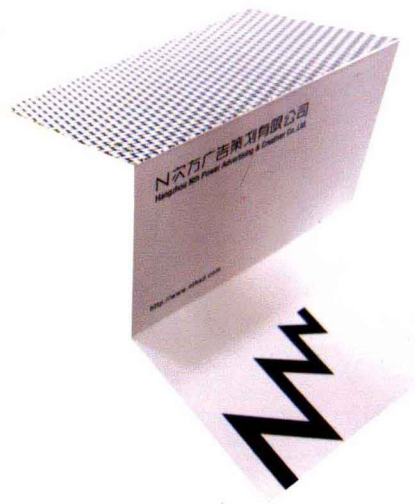
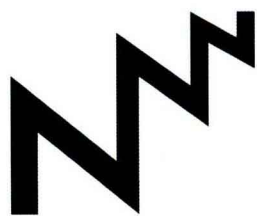
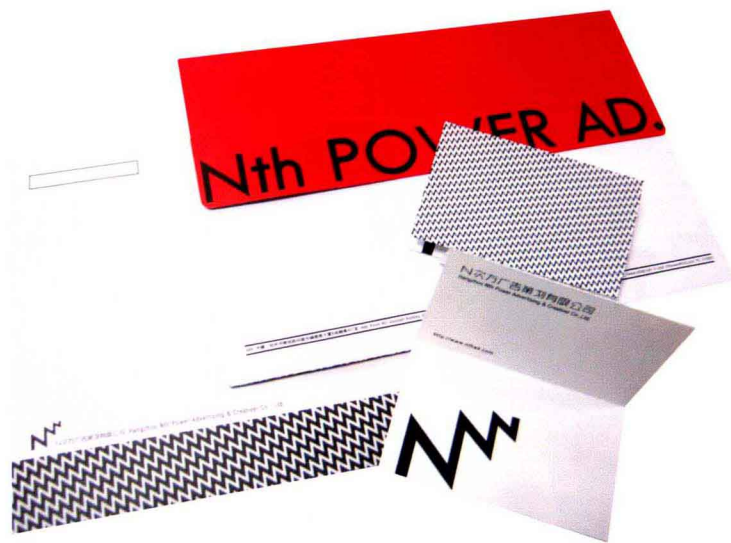
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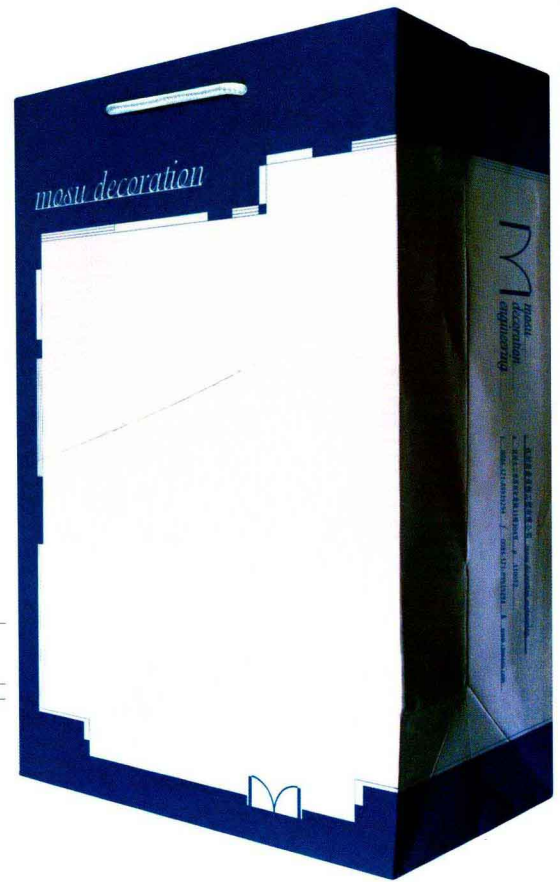
设计: 方伟军

Title: N-th

Design Company: Hangzhou N-th Advertisement Planning Co., Ltd.

Designer: Fang Weijun





作品名称: mosu  
 设计机构: 杭州N次方广告策划有限公司  
 设计: 方伟军  
 Title: mosu  
 Design Company: Hangzhou N-th  
 Advertisement Planning Co., Ltd.  
 Designer: Fang Weijun



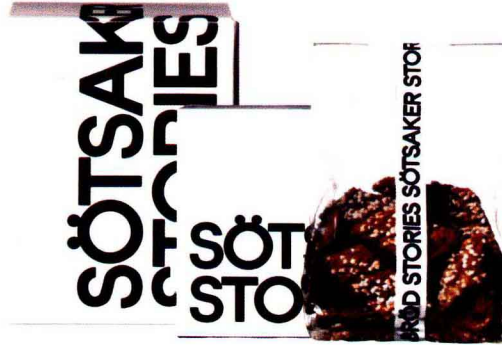
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 设计机构: 杭州N次方广告策划有限公司  
 设计: 方伟军  
 Title: lingjun AD.  
 Design Company: Hangzhou N-th Advertisement Planning Co., Ltd.  
 Designer: Fang Weijun



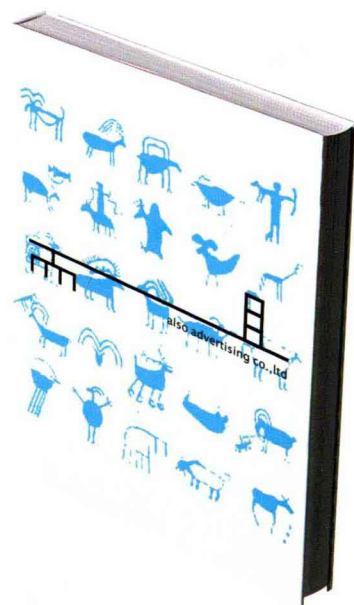
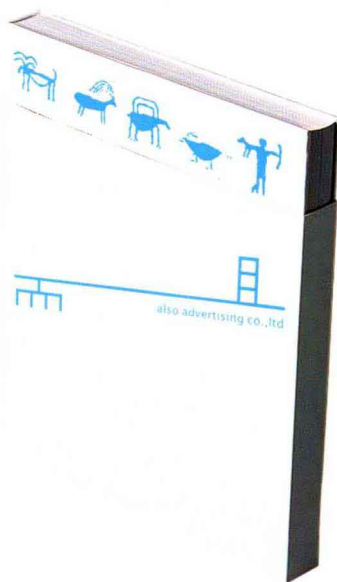
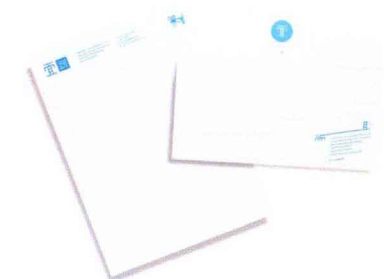
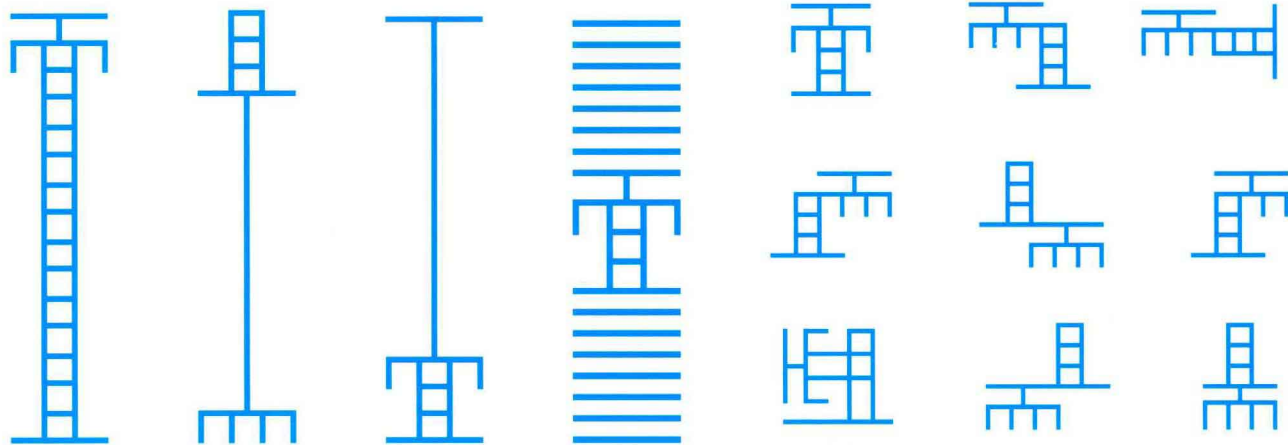


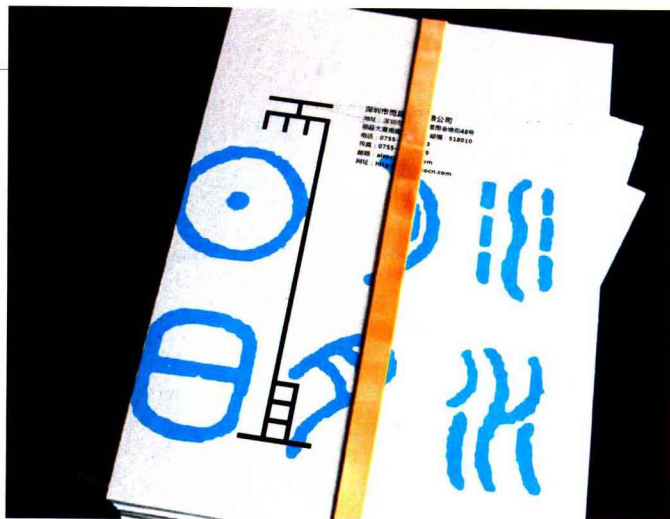
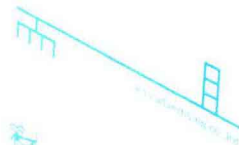
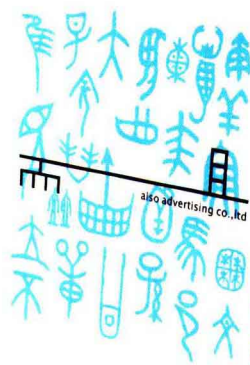
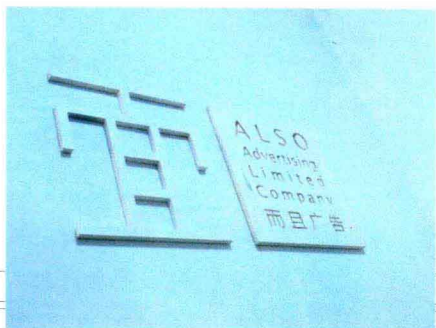
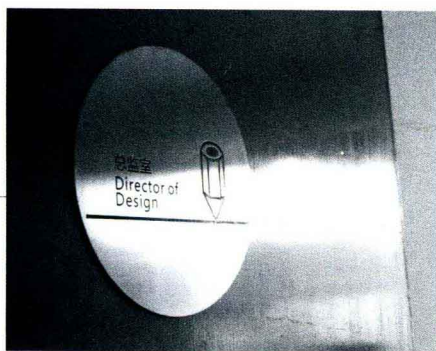
作品名称: GÖTGATAN Stories  
设计机构: 瑞典BVD Blidhlom Vagnemark Design  
Title: GÖTGATAN Stories  
Design Company: BVD Blidhlom Vagnemark Design, Sweden





作品名称：而且广告  
设计机构：深圳刘永清设计工作室  
设计：刘永清  
Title: Also Advertising  
Design Company: Shenzhen Liuyongqing Design Studio  
Designer: Liu Yongqing





作品名称: UNICOLOR

设计机构: 宁波左右设计

创意总监: 潘沁

艺术指导: 潘沁

设计: 潘沁 葛宝军

Title: UNICOLOR

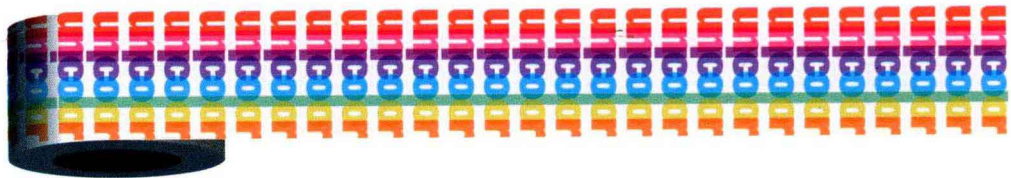
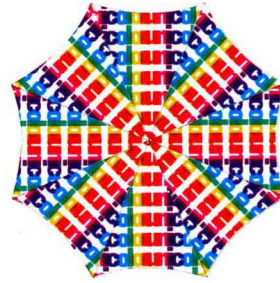
Design Company: Ningbo Left and Right Design

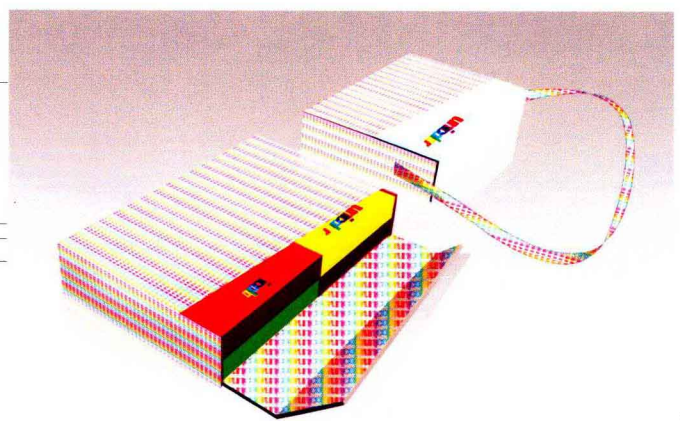
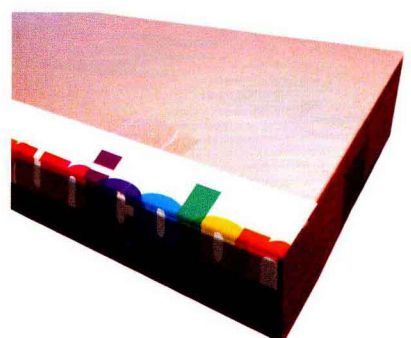
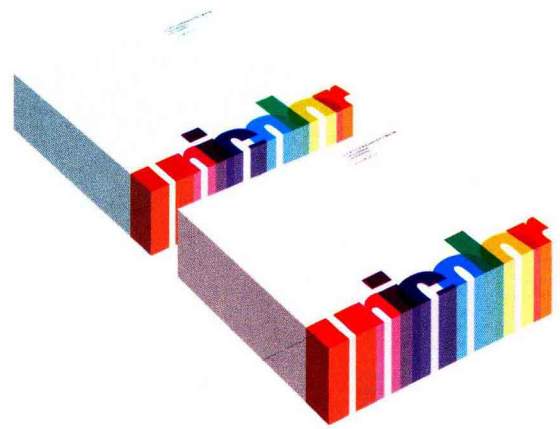
Creative Director: Pan Qin

Art Director: Pan Qin

Designer: Pan Qin Ge Baojun

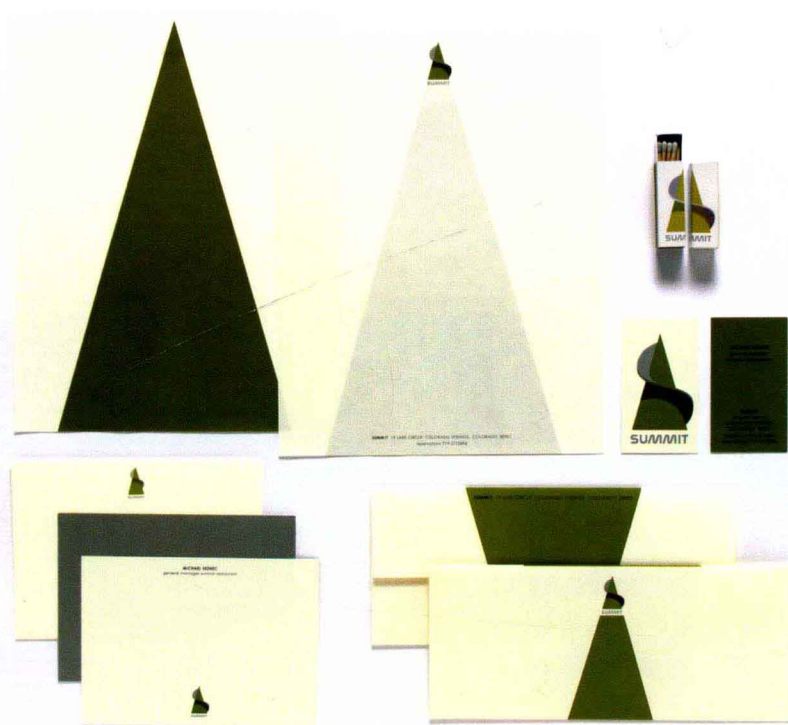
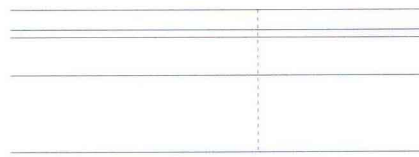
# unicolor







作品名称: Summit  
设计机构: 美国Mirko ilic Corp.  
创意总监: Mirko ilic  
艺术总监: Mirko ilic  
设计: Clint Shaner Mirko ilic  
Title: Summit  
Design Company: Mirko ilic Corp., USA  
Creative Director: Mirko ilic  
Art Director: Mirko ilic  
Designer: Clint Shaner Mirko ilic



VI DESIGN