

设计

唐强视觉艺术作品集

TANG QIANG'S WORKS OF VISUAL ARTS

DESIGN

中国摄影出版社

唐强视觉·设计

TANG QIANG VISION · DESIGN



眼睛打造视觉 视觉打造心灵  
Eyes Produce Vision Vision creates Sprit



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# 目 录

*Contents*

唐强视觉·设计

*TANGQIANG VISION · DESIGN*



08 序

展会设计 22

24 个性设计

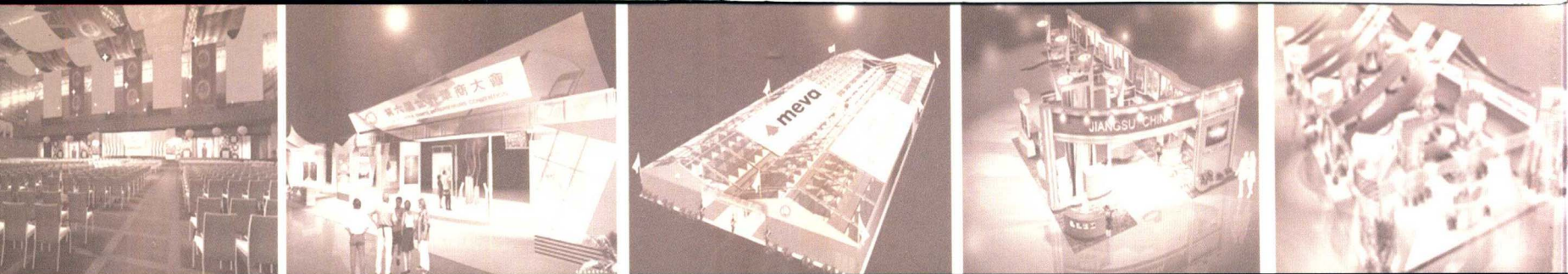
建筑设计 72

84 平面设计



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VISION 视觉 DESIGN 设计



唐强视觉·设计

TANGQIANG VISION · DESIGN



唐 强  
Tang Qiang

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# 目 录

**Contents**

**唐强视觉·设计**

*TANGQIANG VISION · DESIGN*

08 序

展会设计 22

24 个性设计

建筑设计 72

84 平面设计



# 序

丛英奇

DESIGN

TANGQIANG VISION

2002年,唐强被中国会展新闻媒体评选为“新闻人物”;2003年,唐强又获中国会展报界联合评选为媒体“公众人物”。近年来,在中国会展界高层圈子里,带着赞许与肯定,“江苏唐强”或“南京唐强”在多种场合下常被业内人士提及。唐强确实成了中国会展界一位知名人物。

多年前,我在“华东交易会”和“广州交易会”上,因为江苏交易团总是届出新见奇的布展,在工作评议中知道了负责江苏团设计布展的总负责唐强这个名字。后来,在广交会上,作为大会副秘书长和新闻宣传负责人,我对江苏交易团的布展连续多次被评为优秀及其以“布展促成交”的经验十分关注,由当时任江苏交易团团长、江苏外经贸委副主任齐长余同志推荐介绍,见到了这位当时已在江苏显露头角、在全国展界已小有名气的唐强先生。

观念新、反应快、业务纯熟、市场意识强、待人热情诚恳,这是我初识唐强留下的印象。我们从此成为好朋友。后来在其他不同场合里,江苏王荣炳副省长、外经贸厅叶坚厅长、南京市罗志军市长,都从不同角度片段地向我谈过唐强的艰苦奋斗、发展业绩。经过多年来长期交往,我逐渐发现我的朋友唐强,不仅仅是一位具有创造力的企业家,而且还是一位具有相当功力与造诣的艺术家。集企业家能力与艺术家气质于一身的唐强,善于市场经营且多才多艺。当他用企业家的效益眼光审视他艺术作品时,他常反向操作,用追求艺术真善美的和谐统一来指导和提升经营活动,经常在追求经济效益过程中,能靠开掘美创造美给人以激情。

听说最近唐强要出摄影、绘画、设计三本专集。而这设计专集《唐强视觉艺术作品集》的稿件校样,此刻正放在我的案头。反复翻看与琢磨这册即将付梓的《唐强视觉艺术作品集》稿样,作品数量虽然不多,但却实厚重精粹。从唐强摄影集里那些已定格化的典型瞬间里,人们能感受到一个企业家在社会空间里的心跳;从轻盈洋溢着光、色、体及点、线语言的唐强绘画集中,人们可以品味出崇尚“自然向人生成”这一美学观念的求美者对实物的虚化与功利的淡出。但这册设计作品集,唐强却一反摄影与绘画“由物及我”(从客到主)的角度,全然变成了一种视觉反应——“由我及物”(从主到客)的视觉思维即“心灵感受”过程。翻看第6届华商大会开幕会场及宴会场面的设计图样,回忆当时实况,人们根本记不住那具体的桌椅、标识、地毯,却永难忘怀那掌声雷动,色彩耀人,代表进出会场乃至服务员送水配餐有如大型艺术体操表演般的整齐划一所带给人感觉的强烈冲击。这个设计,抓住了总体的“感觉”,强化了这个感觉,凝冻积淀了这个感觉。在许多会展设计作品中,唐强突破了老生常谈的传统“布展造型法”,通过艺术扬弃转“造型”为“视觉”,化“表现”为“感觉”,体现了“人的自我觉醒”之后自我“心灵观照”和“移情寄物”的美学追求。仔细研读唐强的这些设计作品,其根本灵魂不在于一般的动静、虚实、构图比例、着色浓淡,而刻意表达的,只是一种感觉认同,一种情绪体验,一种尺度把握。在这里,唐强运用的语汇工具不是常规的设计语汇,驾驭的是一种视觉感觉符号,表现的只是一种感觉律动。

由感觉而生,为感觉而做,求感觉共鸣。或许,这也正是唐强这册设计作品称为“视觉艺术”的缘由罢?

前边提及的广交会、华交会、江苏交易团令人眼目新奇的布展以及改革开放20年全国利用外资成果展(江苏厅)和近年来江苏对外经贸洽谈会,赴港展等设计作品,在追求艺术渲染同时,商界人士仍能深切感受到设计中商业语言的运用和经济语汇的渗透,精神变物质,布展促成交,成功实践告诉人们一个道理:感觉力量作为一种认识力量也是可以转化为物质力量的。

建筑设计(包括室内装饰),唐强在手法创新上变“凝固音乐”为“语汇符号”,将实体设计外观化,欣赏主观化,将内在律动表面化、格式化、情绪化——简单说,同一设计作品,会因观赏人的不同而产生不同效果。

本集中那些纯属于个性设计,特别是那些平面设计,那种唯美、空灵的变型以及可感型质的高度抽象,收到的是纯符号化的二度感受效果,在二度感受里求得视觉的真实还原及深度延伸。

祝贺唐强作为中国会展界知名人士连出摄影、绘画、设计三本专集。作为圈里人,为唐强设计集写点体会,亦愿能作为读唐强设计作品后的“视觉感受”浅薄心得,求教于会展界诸位友人。

谨记

癸未春节前夕北京广渠门9号院

灯下匆匆





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1. 2002 年唐强陪同省委副书记书记李源潮观看车展
2. 2002 年唐强陪同江苏省常务副省长梁宝华参观展览
3. 唐强与罗志军市长、沈健秘书长合影
4. 唐强陪同中央领导胡启立视察国展中心
5. 唐强陪同国务委员吴仪视察国展中心

1. Tang Qiang accompanied Li Yuanchao, secretary of CPC Jiangsu committee visited the Auto show in 2002
2. Liang Baohua, governor of Jiangsu province and Tang Qiang are in the exhibition hall in 2002
3. Tang Qiang with Luo Zhijun, vice mayor and Shen Jian, deputy secretary-general
4. Tang Qiang accompanied Hu Qili, leader of CPC visited NIEC
5. Tang Qiang and Wu Yi, committeewoman of the State Council in NIEC





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1. 2002 年唐强与季允石省长、叶坚厅长和西班牙客人在香港会展中心留影
2. 唐强陪同王荣炳副省长在达美艺术沙龙观看画展
3. 唐强陪同吴瑞林副省长参观国展中心
4. 唐强与省文联姚志强书记、高以俭副书记、省摄影家协会沈瑶副主席在国展中心
5. 1997 年唐强在美国和陈焕友书记、美国友人合影
6. 2001 年唐强与蒋裕德副市长在国展中心

1. Tang Qiang with Ji Yunshi, governor of Jiangsu province and Ye Jian, head of foreign trade department and guests from Spain in the Hongkong Exhibition and Convention Center in 2002
2. Tang Qiang accompanied Wang Rongbing, vice governor of Jiangsu province visited paintings exhibition at DIMONG Art Salon
3. Tang Qiang with Zhang Changsheng, deputy secretary-general at Jiangsu Fair of Trade and Investment in 2002
4. Tang Qiang with Yao Zhiqiang secretary; Gao Yijian, deputy secretary from Jiangsu Provincial Federation of Literary and Art and Shen Yao, vice president of Jiangsu photographer's association
5. Tang Qiang with Mr. Chen Huanyou, secretary of Jianggsu province committee and American friends in the United States in 1997
6. Tang Qiang with Jiang Yude, vice mayor of Nanjing at NIEC in 2001



In 2002, Tang Qiang was chosen as a "Newsmaker" by the news media of China's conference and exhibition community. Again in 2003, he is awarded "Public Figure in the Media" by the news media of China's conference and exhibition community. In recent years, on many different occasions, Tang Qiang has been referred to as "the man in Jiangsu" and "the man in Nanjing" by those working in the business, with the compliment and recognition from the top level. Indeed he has become a noted personality in China's conference and exhibition community.

Years ago, at the invitation of East China Fair and Guangzhou Export Commodities Fair, I was one of the judges on the reviewing panel. I found it remarkable that the Trade Delegation of Jiangsu Province had never failed to make a stir with its innovation and surprises. Then I learnt the name of Tang Qiang who was the man behind the design and arrangement of the Jiangsu delegation. Later, when I worked as the Deputy Secretary General and Chief Press Officer of the Guangzhou Export Commodities Fair, I took a great interest in the Jiangsu delegation and especially its approach of promoting trade through exhibition. The delegation had for years won the "Outstanding Exhibition" honors in succession. Comrade Qi Changyu, the head of the Jiangsu Trade Delegation and Deputy Director of the Economic and Trade Committee of Jiangsu Province, introduced me to Tang Qiang who had already distinguished himself in Jiangsu and achieved his fame in China's conference and exhibition community.

Tang first struck me as a man of new ideas, quick action, market awareness and friendliness to people. We have since then become good friends. During my meetings with Wang Rongbin, Deputy Governor of Jiangsu Province, Ye Jian, Director of the Economic and Trade Bureau of Jiangsu Province, and Luo Zhijun, Mayor of Nanjing, I have heard them briefly talk about Tang's success story, a story of persistence and resolution. Over time, I have gradually come to recognize that my friend Tang Qiang is not only an entrepreneur who does not lack in creativity but also an artist of masterly attainments. With his entrepreneurial calculation and artistic temperament, Tang has a keen feel of the market and is noted for his versatility. He tends to exam his artistic creation with his entrepreneurial perception. At the same time he guides and promotes his business activity in the spirit of seeking artistic truth.

I am told that Tang is going to get his three collections published, one of his photographs, one of his paintings, and one of his designs. I have now on my desk his proof, A Collection of Artistic Visual Designs. Leafing through the collection which is soon going to print, I have to say that it is a book of substance though it is not a thick one. From the moments captured in the photographs, one can feel the heartbeats of an entrepreneur in scaling the horizons of the world. His paintings are rich in the language of spots and lines. From the lighting, coloring and shaping gently flowed out of the paintings, one can relish the lofty aesthetic concept of "nature born to the individual" which denotes the abstraction of material and the ignorance of interest. However, in this collection of designs, Tang turns away from the subjective perspective employed in his photographs and painting and adopts an objective perspective which reflects on his visual reaction and his soul perception. Reviewing his designs for the opening ceremony and the banquet room of the 6th World Chinese Entrepreneurs Convention, though I may hardly recall the desks, tables, signs, logos or carpets, I can still remember the strong impact exerted by the thundering applause, the dashing colors, and the waiters or waitresses at service leaving the impression that they were synchronized in a big gymnastics performance. The designs are successful in grasping, enhancing and solidifying the overall feel of the impact. In many of his conference and exhibition designs, Tang abandons the conventional conference/exhibition modeling. He turns "modeling" into "visual" and "representation" into "perception" through his artistic judgment, realizing his artistic aspiration for soul mirroring and empathy in the wake of the awakening of self. Through a close investigation of his designs, we can see that the essence does not rest on motion versus stillness, void versus substantiality, the composition or coloring. What he tries to convey is just a recognition of his perception, an engagement of his emotions, an understanding of his benchmark. Here, we can see that the language tool used by Tang is not the conventional design language. Consequently his perception is recaptured through his control of visual signs.

Tang is inspired by his instinct, spurred by his instinct and reacts in sync with his instinct. This, perhaps, is the reason why Tang's collection of designs is called a collection of artistic visual designs.

If you have seen the innovative exhibitions set up by the Trade Delegation of Jiangsu Province at Guangzhou Export Commodities Fair, East China Fair and Kunming Export Commodities Fair, the Jiangsu Section of the Exhibition of China's Utilization of Foreign Capital in the Past 20 Years, the Foreign Trade Fair of Jiangsu Province in the past few years, and the exhibitions held in Hong Kong, you can not fail to appreciate the use of the commercial language and the borrowing of the economic terms in the designs. As spirit can be turned into material, it is true that exhibitions can promote trade. Successful practice has explained one point to us: the power of feel as a power of knowledge can be turned into a physical power.

In his architecture designs (including interior decoration), Tang exhibits his innovation by turning "concrete music" into "linguistic signs". Since he emphasizes facade and subjective appreciation, his designs are external, formatted and emotional. To put it simply, one design can produce different effects depending on different viewers.

This collection contains solely his individualized designs, especially his dimensional designs. The aesthetic and unworldly transfiguration and the perceptible abstraction testify his two-dimensional perception, achieving the realization and extension of his understanding in the two-dimensional world.

I congratulate Tang Qiang on the publication of his collections of photographs, paintings and designs. As an insider in the conference and exhibition community, I am much obliged to contribute my comment on Tang's designs.

Cong Yingqi

Before the advent of the Spring Festival of 2003  
No 9 Compound, Guangqumen, Beijing





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1. Tang Qiang was reporting to the Cui Zhanfu, deputy secretary of State Council, Bao Yujun, vice president of Union of Industry & Commerce and the director of State press office during the period of the 6th World Chinese Entrepreneurs Convention
2. Tang Qiang with doctor Xun Min, head of division of trade marketing bureau of State Economic & Commercial Committee at the "Exhibition Show"
3. Tang Qiang with Bo Xilai, governor of Liaoning province
4. Tang Qiang with Zhou Guangming, deputy secretary-general of Jiangsu province, Zou Guofang, vice president of CCPIT at housing exhibition
5. Tang Qiang with Zhao Xucheng, vice director of culture department at paintings exhibition
6. Tang Qiang with Shenjian, deputy secretary-general visited paintings at Art Salon
7. Tang Qiang introduced NIEC to Zhu Bangzao, spokesman of State Council