

CHINA EXHIBITION DESIGN CLASSICS

中国展览设计经典

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科讯国际出版有限公司编著

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C H I N A E X H I B I T I O N D E S I G N C L A S S I C S

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序 言

近年来，我国各种商品展览的数量迅猛增长，展览已经发展成朝阳产业。在这些展会上，无论是国外的名牌公司，还是国内的知名公司，谁也不愿落伍，争相投巨资把自己的展台设计得美观、气派，力求给参观者留下过目不忘的印象。

展台，可以说是参展公司的名片，一个可视的公司形象。优秀的展台设计能使商品更显高档，并具诱惑力。给参观者留下深刻印象的展台，是一个公司树立形象的立体标本，负责传达公司及商品的具体资讯和理念。展览设计作为一种实用的、以视觉艺术为主的空间设计，展台设计的大小、外观，必须和该公司及产品的档次定位相称，与企业的整体形象一致，设计师一定要注意到产品、形象、交流三个方面，全方位地制定一个参展策略和展台构思。目前，以交流为主的展台设计越来越受到参展商和参观者的青睐，其设计的重点不再是具体的展品，而是侧重于一种融合参展商与观众关系的模式，即营造一个交流的场所，以方便彼此面对面的交流。

观众一进入展厅，首先会被那些设计新颖、标志明显、灯光独特的展区所吸引，被设计完美的展台所征服。因为形象、色彩和音响可以触动感觉、唤起情感，灯光、音响、新的演示技术和促销活动所产生的效果就是为了激发人们的共鸣和情感。展示设计在展览会上营造一种促进环境，提高成交率。没有好的展台设计，展品再出色也不可能成为好的展览会。

《中国展览设计经典》辑录了国内大型展览的展台设计图片，是一部展现出色展览展台设计的作品集。经过编委会的认真筛选，共辑录了四百多张展台设计图片，基本上代表了国内展览设计的总体水平。本书的出版有利于企业及时汲取先进的商品展示经验，以便展览设计师对中国展览设计现状有一个理性的认识。

最后，感谢各界人士对于本书编辑出版发行的鼎力支持，感谢全国各地同仁的共同积极努力，愿我们共同携手，为中国展览设计事业的发展而努力！

PREFACE

In recent years, the amount of exhibitions and trade fair is sharply increasing in China. Exhibition has already been becoming a new promising industry. On those exhibitions, for those companies, no matter national famous or international famous, no one is willing to deny any opportunity to show itself. They are eagerly to show themselves on those exhibition platforms their beauty and grace of their designs, so as to press a long-lasting image on the visitors at only sight.

Platform, a visual image of a company, is a card for the exhibitor company. Excellent Exhibition Platform can help to make the exhibited looked more elegant and charming. Those catching and impressive exhibition platforms are the diorama and caricature of the companies. They are created to exhibit a company's specific information and design notion. Exhibition design, as a pragmatic art of space design, weighs its highlight on visual art. That is why the size, outlook of platform have to be designed to well-paired with company and its products, more important, the wholesome image of the enterprise. So the designer must put their energy on the consistency of exhibited product, image and exchange, such will help to comprise an excellent exhibition strategy and platform designing. Nowadays, exhibition platform design, those mainly with exchange notion, are widely favored by both exhibitors and visitors. In such kind of design, its highlight is not on specific exhibition only, but more lean to a model, in which exhibitors and visitors meet harmoniously, that is to say, to create a place for exchange, face-to-face.

The visitors step in exhibition hall. First of all, they would be impressed by the newly-designed, distinct-signed and characteristic-lighted exhibition room, and then conquered by perfect exhibition platform. Image, color and music could stir up people's feeling, and wake up people emotionally. The effect of light, sound, new techniques for show and promotion activities would stimulate people's passion and create echoes between them. Exhibition design can help to create a promoting atmosphere and then increase the trade rate. Without excellent exhibition platform design, there would not have a successful exhibition, no matter how excellent its exhibited products would be.

China Exhibition Design Classics are compiled with picture from national large Exhibition platform design. It is a large and excellent collection of exhibition platform design. Strictly sifted by editorial Board, the annals are composed of piece of platform design picture. This collection is basically represented the wholesome national design level. The publishing of the Classics is helpful for the enterprise to absorb new-advanced fair exhibition design experience, for designers to get rational acknowledge of Exhibition design development situation in China.

In the end, many thanks for those who have provided support during this Classics compiling and publishing, for those who are working with us to press the development of China's exhibition design industry.

Many thanks!!!

我国的各个展览会因展场大小、建筑结构、各种配置、安全消防等种种理由和原因，大多都有各式各样的规章制度。设计公司的设计师或规划人员在设计规划初始，可能依据参展公司需求，场地（主办单位）规定或限制，客户（参展商）预算等因素，决定主、副工程体的结构与材料。

主工程体施工材料多为木作工程或金属钢架构等，基于预算或环境的考虑，可拆卸再次重复组装的复合材料（OCTANORM或meroform或TRUSS）越来越多，因为其重复使用，甚至可任意变化成其他形态的特性，所以非常受欢迎。

1. OCTANORM: 多被运用在团体摊位或联合展位。由八槽圆形铝合金柱及扁平或弧形铝合金板组合而成，柱体和面板皆可变化。
2. meroform: 多被运用在主题馆、大型或巨型展示空间的牌楼等建构，也可被使用成副工程结构体。由多孔球形体搭配铝合金柱条组合而成。
3. TRUSS: 性质与meroform相似，但TRUSS承重力较大也较强，可作展台主副工程体。
4. 特殊灯具与电视墙：因现场需要，可有投射灯、嵌灯、轨道灯、管灯、彩色舞台灯等。电视墙则由多台电视组成的墙面，有一般电视或反面投影的电视幕等。
5. 除了主副体结构外，周边运用材料还有：压克力、金属零件、浪板、中空板、轧空铝板、壁纸、贴皮、电脑海报输出、电脑割字、窗帘、桌布、桌椅、玻璃板、假植物、盆栽、鲜花、气球、DM、印刷品等，许多必须注意的细节，需要设计师注意。

Most of Exhibitions in China are conditioned by all types of rules and regulations, which are set on limits of exhibition space, construction structure, fire-fighting equipment and others supporting equipment and so on. At the beginning of design and program, the designers and planners in design companies are possible to make choice out of construction structure and material on main project or auxiliary project in according to the demand of exhibitor companies, space-using rules and regulations (of host company), and clients' budget (exhibitor company).

The material for major frame is mostly of wood or metal. In consideration of budget or environmental protection. Thank to their flexibility in shape, those detachable and reusable compound material are more and more favored.

OCTANORM are constructed by round 8-trough pillars, flat or curve boards of aluminium alloy. Pillars and boards are very flexible. This structure is most used to frame group or united exhibition room.

Meroform are constructed by porous ball and supporting post of aluminium alloy. This structure is mostly used to frame theme exhibition hall, large and huge exhibition room, particularly for archway or gateway, it can also use to frame auxiliary project etc.

TRUSS are similar to meroform on character. But TRUSS can burden more power. It is more suitable for main or auxiliary project.

Peculiar luminaire and TV wall:

According to the exhibition scene can design all kinds of luminaire, including projection light, implanted light, track light, tune light and colorful stage light and etc. TV wall is a wall composed by a series of TV, of common TV and scene projected from the backside and so on.

Except main and auxiliary project, we also need trivial material as: acrylic, metal parts, curve board, middle-blank board, aluminium board with hole, wallpaper, stick-cover, computer post, words made from computer, curtain, table cloth, desk and chair, glass board, artificial plant, flower, balloon, DM, printing and etc. Every detail is to be taken care with by the designers and planners.



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| 7 | 房地产展 Property Exhibition |
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Property Exhibition

房地产展

Property exhibition

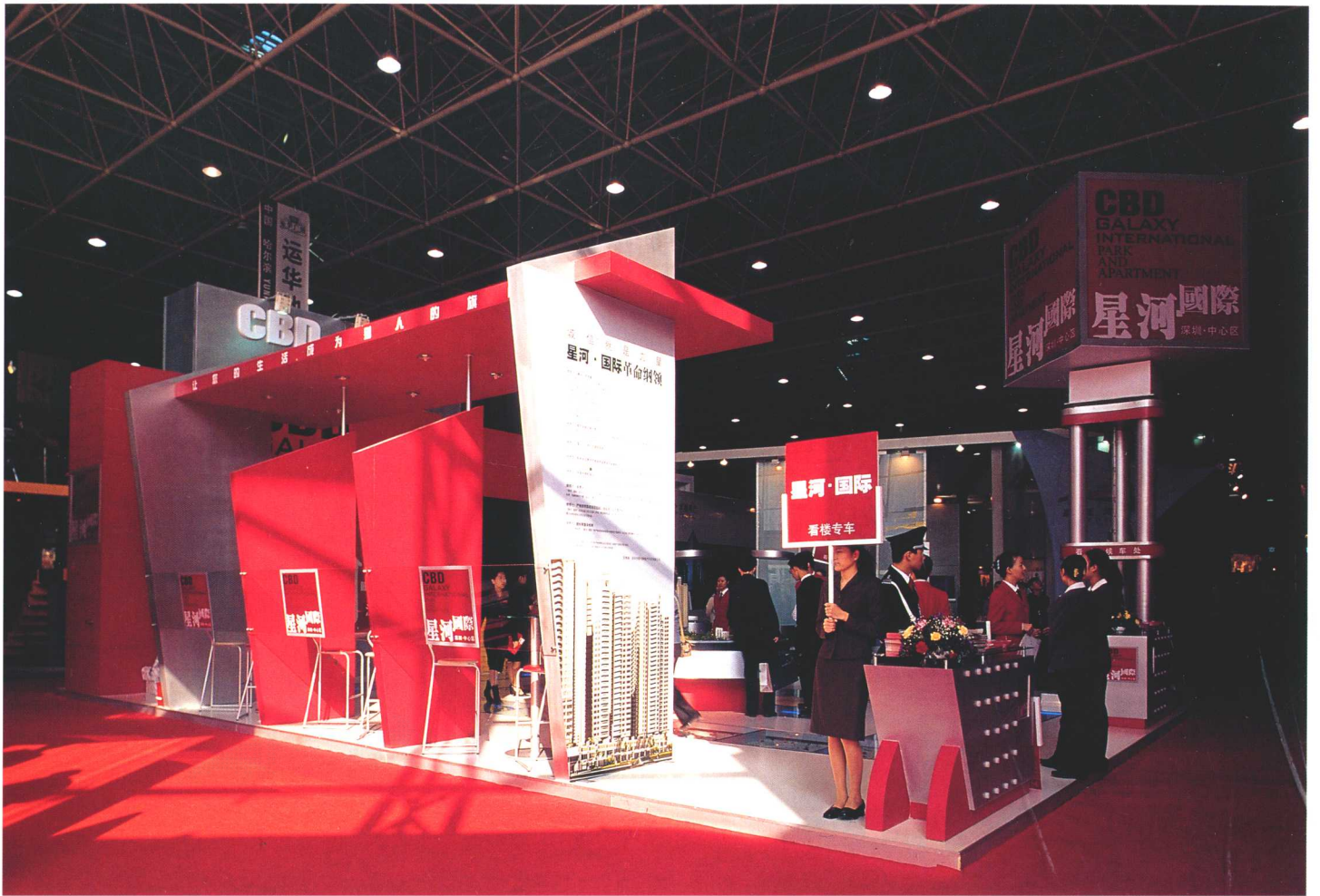
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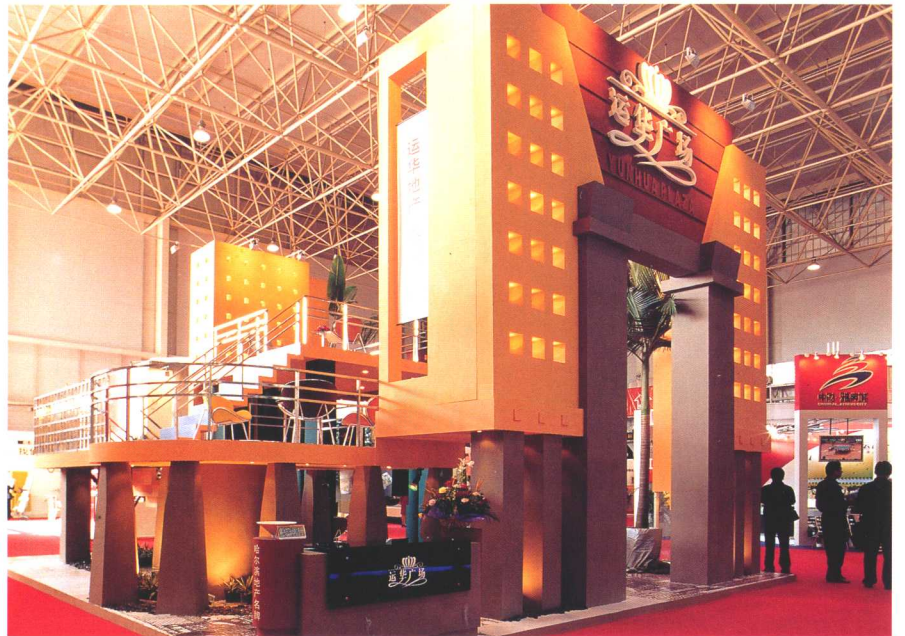


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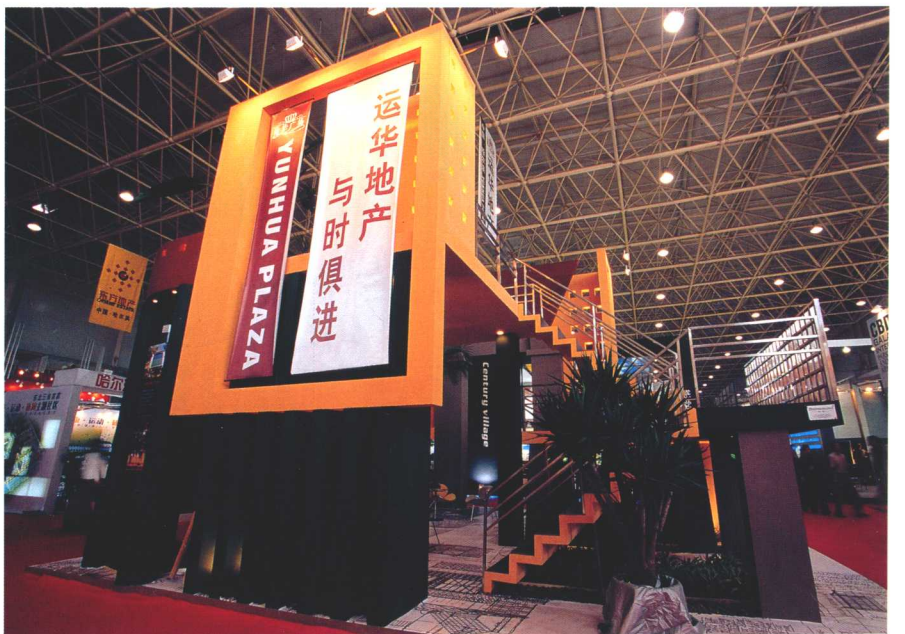




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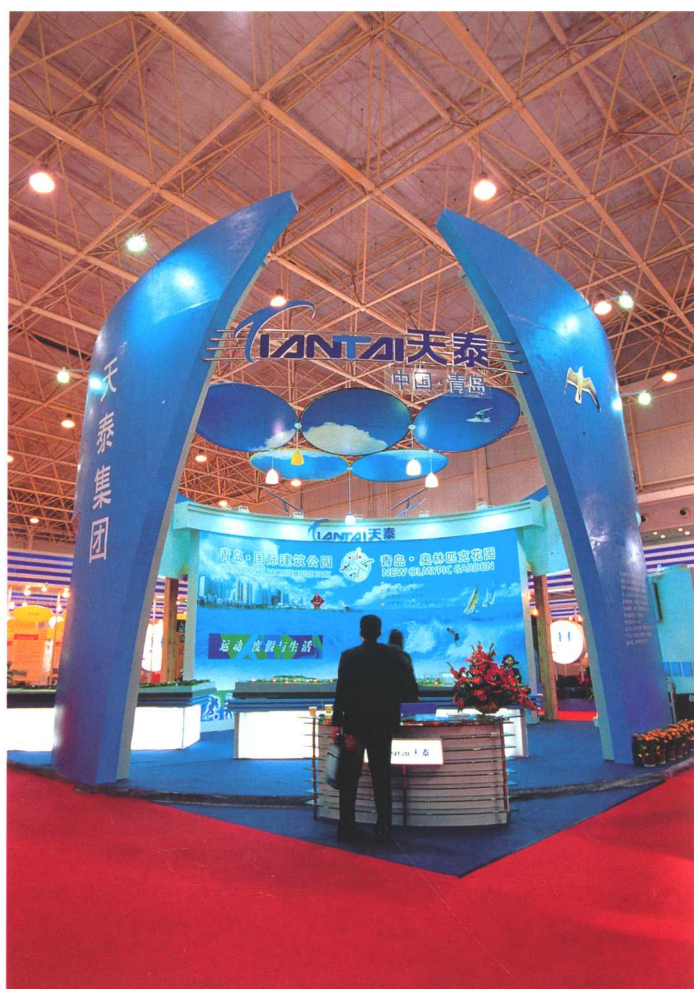
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安佳（中国）置业顾问有限公司，既为顾问公司，需要展示的并不是商品，而是与客户沟通，展位不大，但却营造了一个很好的沟通氛围。



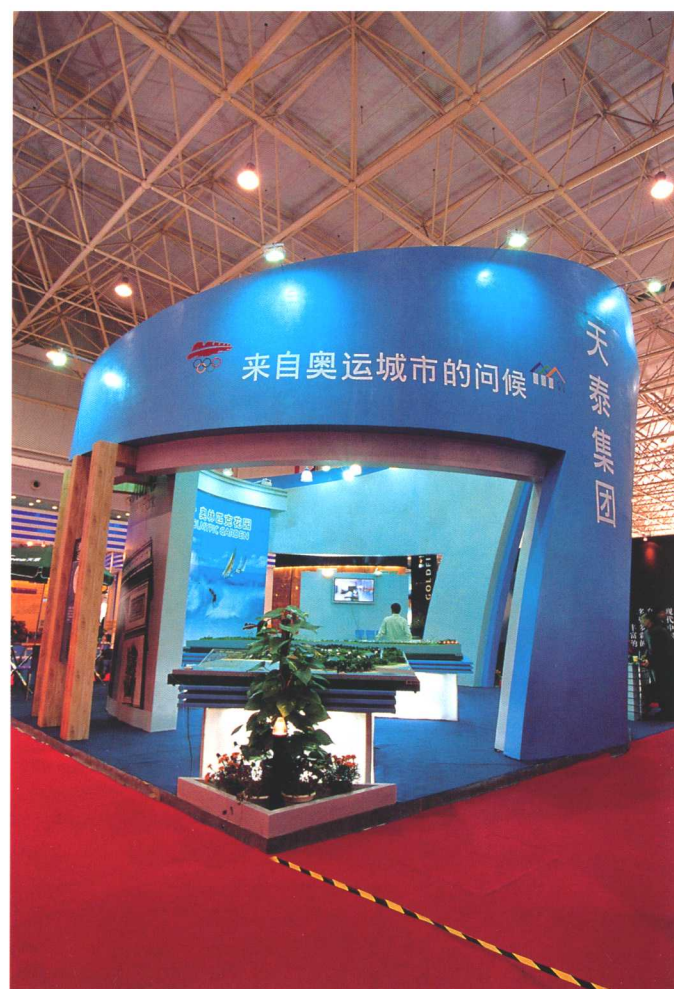
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该展位用一半圆的造型置于展位中央，周边布置了小径，并做了相应的展示牌，让人充分了解楼盘的特性。绿色地毯仿佛楼盘的如茵绿草，与楼盘所传颂的绿色生态相呼应。



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