

**C 2 H 0 I 0 N 0 A**

**ADVERTISING  
PHOTOGRAPHY  
YEARBOOK**

**中 国 广 告 摄 影 年 鉴**

中国广告协会编  
黑龙江科学技术出版社

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## 2000中国广告摄影年鉴

2000 CHINA ADVERTISING PHOTOGRAPHY YEARBOOK

中国广告协会编

EDITED BY CHINA ADVERTISING ASSOCIATION

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我非常高兴再次为《中国广告摄影年鉴》作序。

还记得我为第一本《中国广告摄影年鉴》作序时，中国广告摄影才刚刚起步，许多作品尚属初级阶段，许多摄影师还没有自己的创作风格。仅仅过了一年的时间，我却看到了一批更高水平的作品，一大批新涌现的广告摄影人才，一批摄影师已经展现出自己独特的个人风格，展示着中国当代广告摄影的风采。

广告摄影是伴随着社会主义市场经济而发展起来的新兴行业，在新世纪即将到来之际，它既充满着机遇也面临着挑战。这就要求我们的摄影师们不仅要具备世界一流的拍摄技能，而且要具有先进的广告理念和敏锐的市场洞察力，这样才能创作出不负时代的优秀作品。广告摄影师应增强使命感和责任感，努力把

我们的产品拍得更加靓丽，让市场认可，让世界了解，要通过广告摄影师的眼睛把中国市场经济的硕果拍得更加璀璨。

《中国广告摄影年鉴》是一座连接摄影师与市场的桥梁。它把摄影师和他的拍摄风格推荐给市场，同时又将市场信息反馈给摄影师。它在摄影师与摄影师，摄影师与市场之间架起了一座桥梁。沟通才能发展，沟通促进发展，沟通将带来更多的市场机遇。

我衷心预祝，《2000中国广告摄影年鉴》为推动中国广告摄影行业的发展和中国经济的发展做出更具特色的贡献。

国家工商行政管理局副局长



2000年9月12日

Hui Lusheng  
Vice Commissioner  
The State Administration  
for Industry & Commerce of P. R. China

I am pleased to preface the *China Advertising Photography Yearbook* with an introduction again.

I still remember when I prefaced the first *China Advertising Photography Yearbook*, the Chinese advertising photography just started and many works were at an elementary stage and few photographers had their own creative styles. Now after only one year, I have found that a great number of talents in advertising photography are newly emerging with higher-level works and unique personal styles, which presents the elegant demeanour of the contemporary Chinese advertising photography.

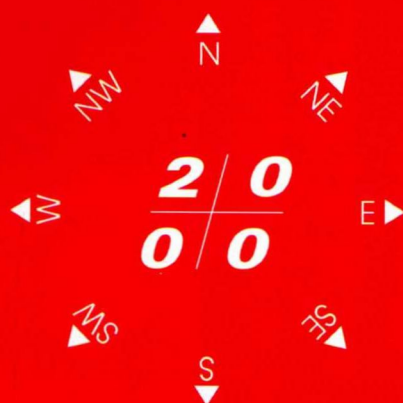
Advertising photography is a newly emerging profession developing with the socialist market economy. It is filled with opportunities and confronted with challenges as well. Therefore, it requires that our photographers should have not only world first-class photography technical skill but also advanced advertising ideas and keen insight into the markets. Only with these can we create excellent works worthy

of the times. Advertising photographers should enhance their sense of mission and sense of duty and take much more beautiful photos of our products in order to be accepted by markets and known about by the world. The great achievements of the Chinese market economy should be presented more resplendent through the eyes of our advertising photographers.

*China Advertising Photography Yearbook* is a bridge to link photographers with markets. It introduces photographers and their photography styles to markets and meanwhile feeds back market information to photographers, which builds up a bridge between photographers and markets. Development needs communication and communication enhances development. Communication will bring us more market opportunities.

May heartily the *2000 China Advertising Photography Yearbook* make more characteristic contributions to promoting both the development of the Chinese advertising photography profession and that of the Chinese market economy.







武高汉

武高汉



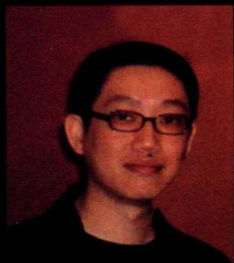
张小平

张小平



黄伟国

黄伟国



叶兆强

叶兆强



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王永辉

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香港专业摄影师公会 (2000年) 主席  
1998年起担任香港专业摄影师公会委员会会员  
著名商业摄影师  
擅长人物造型、杂志摄影和时装摄影

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现任恒美国际传信集团大中华地区创意总监  
曾任职于香港李奥贝纳、奥美及恒美等广告公司  
1996年任智威汤逊/中乔 (北京) 广告有限公司创意总监  
作品曾在中、港、台各创意评审中获奖  
并在首届“龙玺”世界华文广告奖中为华北区赢取奖项

**王永辉**

精信广告公司上海创意总监  
曾任奥美广告公司美术总监  
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1999年香港创意大赛冠军

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President & Chief Editor of Modern Advertising

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Vice President of Guangzhou Advertising Association  
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Judge of Hong Kong Advertising Awards  
Judge of Advertising Awards of Taiwan Times  
Judge of the First Dragon Seal Awards

**Can Wong,**

Chairman in 2000 of Hong Kong Trade Union of Professional Photographers  
Member of Hong Kong Trade Union of Professional Photographers since 1998  
A Well-known Commercial Photographer in Characterization, Magazine and Fashion Photography

**Kenneth Ip,**

Creative Director of China Region of Needham International Communications Group  
Worked in Leo Burnett Hong Kong, Ogilvy & Mather Hong Kong and Needham Hong Kong, etc.  
Creative Director in 1996 in J.W.T Beijing Co., Ltd.  
His Works Awarded in Creative Awards in the Mainland, Hong Kong and Taiwan and also in the First Dragon Seal Awards of World Chinese Advertising

**Larry Ong ,**

Creative Director, Shanghai Co., Grey China  
Former Art Director of Ogilvy & Mather Advertising  
Judge in 2000 of Cannes International Advertising Festival  
Champion of Hong Kong Creative Awards in 1999



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2/0 中国广告摄影年鉴  
0/0 优秀作品  
Excellent Works

□ 全场大奖 Grand Prix



☐ 最佳创意奖  
First Prize in Idea creation

谢舫  
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