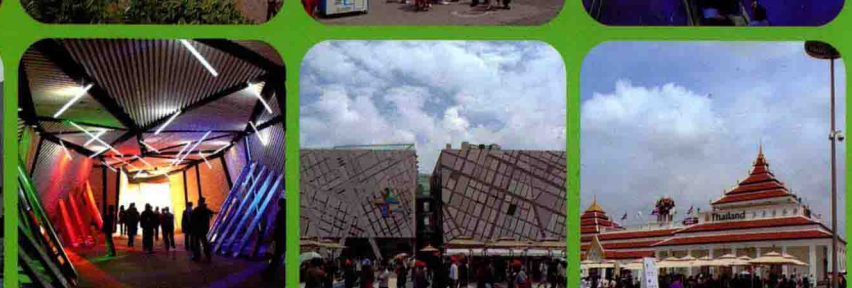
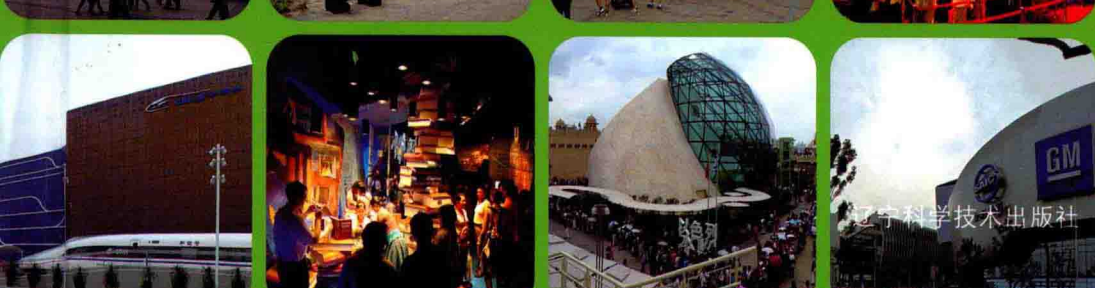
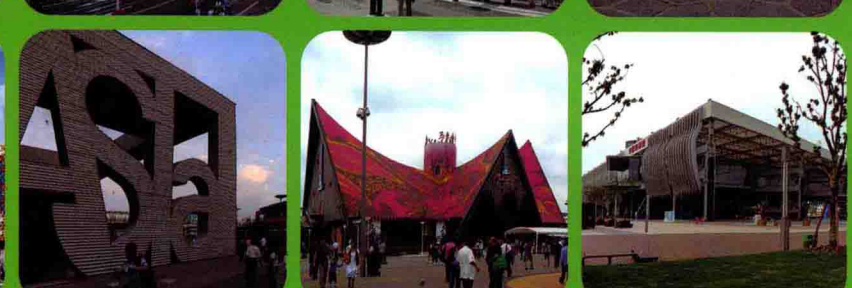
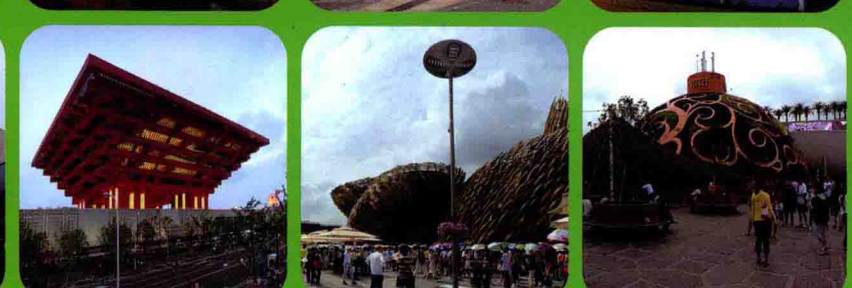
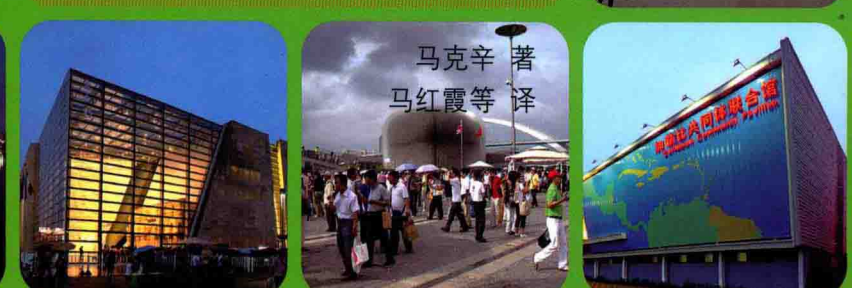
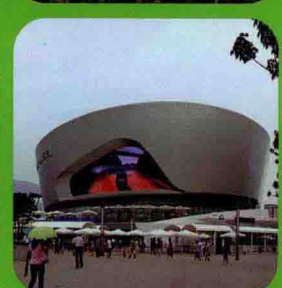




解析世博

2010上海世博
建筑景观摄影赏鉴
AN INTERPRETATION OF THE EXPO
Kexin Ma's Photography on the Architecture and Landscape of Shanghai Expo 2010





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马红霞等 译

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2010年,第41届世界博览会成功在上海举办,这次上海世博会是当今世界人类共同的盛会,又是第一次在发展中国举办的综合类世界博览会。近150年来,世界上不少最新的科技、理念、文化都始于世博会,汽车、电视、电灯、电梯等重大发明都是在世博会上首次亮相的。本次世博会的主题是“城市,让生活更美好”。作为第一次以“城市”为主题的世博会,在全球范围内遴选了若干经典城市案例集中展示,可以说是世博会发展史上的一个创举。它不仅集中展示全球有代表性的城市,为提高城市生活质量所做的有创新价值的各种实践方案和实物,还为各城市提供一个交流城市建设、发展经验的平台,它既是展区,也是展品;既是主题演绎的内容,也是主题演绎的手段。它将世博会一脉相承的凝聚全球智慧、孜孜探求人类发展进程的核心,推广到一个全新的高度。

为了进一步交流国内外设计理念和设计文化,推进艺术设计学内涵和水平的提升,鲁迅美术学院环境艺术设计系主任马克辛教授应邀与众多国内外相关领域的专家、学者入园参观、讨论、交流。至今,马克辛教授已经12次考察世博,他从艺术设计专业的角度,穿越时空,用镜头记录上海世博会的洋洋大观。同时,他注重从理论层面去诠释各个项目的设计理念,去解读当地设计中低碳、节能、环保的相关元素。本书的出版,就是他对上海世博的艺术视觉感受和理论思考的结晶,也将给相关行业的设计师搭建一个学习和交流平台,更是世博魅力的持续。



中国美术家协会副主席·鲁迅美术学院院长

2010年10月

The 41st World Expo was successfully held in Shanghai in 2010. The Shanghai Expo was a spectacular festival for all nations across the world. For the first time, the Expo offered a comprehensive event in a developing country. For nearly 150 years, many scientific and technological inventions, innovative ideas and cultural enlightenments were initially unveiled at World Fairs. The automobile, television, electric lights and elevators were all demonstrated for the first time to the public at the World Expo. The theme for the Shanghai Expo was "Better City, Better Life." As the first Expo in history to ever apply the concept of city into its main theme, the Expo innovatively brought together a showcase of numerous typical cities selected from around the world. The Expo not only brought together global cities with various practical innovations and materials to promote the quality of urban life, but also provided a platform for participants to exchange their experiences and development insights. The city exhibition became a showcase of the Expo theme. Thus, this creative strategy propelled the Expo to a new level of amassing worldwide wisdom and exploring the core of harmonious and sustainable urban development.

Provoking a profound exchange of design concepts from home and abroad in an effort to promote designers' insights and raise the level of art design, Professor Kexin Ma, Director of Environmental Art Design at Luxun Academy of Fine Arts, was invited to visit the Expo along with other experts and scholars from China and from nations across the world. He visited the Expo a total of 12 times to thoroughly examine and analyze masterpieces with his own point of view as an art designer. He traveled throughout various pavilions. He used his lens to capture the immense views of the Expo. While he applied art design theory to his interpretations of individual works of art at the Expo, he also paid much attention to developing his expertise on using low-carbon and energy-saving techniques to protect the environment in creating his artistic design works. The publication of this book is the result of his personal perspective on art and his insights into art design theory as applied to the Shanghai Expo. This book provides an avenue of exchange and study to people involved in design fields, thus articulating the sustainable appeal of the Expo.

Ershen Wei

President, Luxun Academy of Fine Arts
Vice Chairman, China Artists Association
2010.10

设计家的摄影视角

人类文化透射着人们无限的情感,这是一个民族、一个社会的生命价值之跃动。

举世瞩目的中国2010年上海世界博览会,“城市,让生活更美好”是她的主题,向世人展现出创造和谐的城市环境,使城市走向可持续发展的道路,体现了沟通与融合、创新与进步、成就与体验、传承与未来、和谐与发展的理念。

具有30多年艺术经历的我国著名环境艺术设计专家、鲁迅美术学院教授马克辛,向我们捧出了《诠释世博·马克辛2010上海世博建筑景观摄影赏鉴》大型世博图像展以及画册和年历等系列文化盛餐,旨在发挥他从建筑、景观、规划、装饰等深刻而独到建树的潜能,凭借多年的摄影进取,在设计与摄影的艺术空间过渡和转向上,抒写设计家摄影观看的艺术理念和图像艺术的表现匠心。马克辛教授在世界各国众多文化交流与融合中,以他独特的艺术视野,在东西方文化交汇、科技与艺术的综合作用下,创造了图像信息时代同幸运的地球人们休戚相关的视觉文化。

马克辛教授在历时两个月、先后12次拍摄参观的3万多个让人激动的瞬间提炼凝固之中,全面阐述和完整诠释了2010上海世博会各国的场馆及其细节。他用自主的镜头感,用自己鲜明的摄影语境,展现了“科技世博”、“绿色世博”、“人文世博”的精神和智慧,从而使人们更加了解城市发展的未来,带给人们艺术心灵上的震撼和共鸣。

摄影是对“刺激”视觉的东西进行必要的分离和选择,将注意力集中在需要突出表现的那些同主观意识相连接因素的意义,而且,能对兴趣的变化和知觉的变化进行自如间离和深入融合,马克辛教授世博摄影的潜意识正揭示出

了这一点。这是他设计家与摄影家兼而有之的艺术修养。

马克辛教授还把世博题材的摄影观看,从设计专家视觉习惯变成一种摄影的单纯心灵回归的感受,并凸现出纯粹摄影的主观视点。让生活节奏和某种秩序感的提炼,同创作过程中产生形式美的因素与艺术整体感等表现欲望相辅相成。这是他把世博客观生活演化成视觉艺术表现形式的自主把握。

在世博的宏大园区内,马克辛教授直面场馆与场馆的民族文化设计,在现场光的艺术作用下,在宽银幕的视野结构里来保证对熟悉之物的辨认和概括能深入进行,呈现出多彩宜人的摄影空间特色。这是他摄影记录的视角智慧。

总之,摄影的视知觉创造性活动是一个时间和空间发现的“陌生化”形象思维的行为过程,感知和研究摄影的视觉陌生发现,主要应在于:观察、思考的自我与可见世界,以及创造图像传达这三者之间的联系。设计家的摄影观看便存在于它们之间的“看”和“被看”这一视觉特别视野里,产生无限遐想的艺术魅力。

辽宁省摄影家协会·名誉主席
鲁迅美术学院摄影系·教授
2010.10

Photography from a Designer's Perception

Human culture reflects humans' infinite emotions, a dynamic life treasure for a nation or a society.

Drawing worldwide attention with its theme of "Better City, Better Life," Expo 2010 Shanghai China presented to the entire world its innovation for harmonious urban living and sustainable urban development. The Expo demonstrated the active concept of communication, integration, creation and promotion, achievement and experience, and harmony and development.

With more than 30 years of art experience, Professor Kexin Ma, China's renowned environmental art designer and professor at Luxun Academy of Fine Arts, presents to the public a series on his artwork, photography of the Shanghai Expo. His photography artwork includes "An Interpretation of the Expo—Kexin Ma's Photography on the Architecture and Landscape of Shanghai Expo 2010," and a grand photographic gallery of Shanghai Expo 2010. He also published an album of photography and a 2011 calendar showcasing select photographs. His artwork demonstrates his profound and unique perceptions on architecture, landscape, planning, and interior decoration while revealing his versatility with various artistic techniques. With years of continuous endeavors in photography, Professor Kexin Ma utilizes the ingenuity of his intelligent integration between the art of design and the art of photography to express his innovative understanding of theoretical art and photographic art from a designer's perspective. Through his worldwide multi-cultural exchanges and his artistic insight, he blends together the Eastern and Western cultures and implements his photographic technical skills to create his own visual culture.

Within a two-month period of time and after twelve visits to the Shanghai Expo, Professor Kexin Ma recorded more than 30,000 photographs capturing exciting moments and comprehensively interpreting each nation's pavilion and their details. Through his photographic language and his artistic use of his camera lens, he displays Shanghai Expo's spiritual scenes

and the wisdom of science & technology, environmental friendliness, culture, and humanity. He not only expresses people's understanding of future urban development, but also provides great visual art through his photography.

Photography represents a complex and cognitive-related process that involves catching stimulating objects and focusing on the most expressive and interesting objects using photographic analyses and selection. Photography also requires a skillful manipulation of photographic separation and configuration of changes in cognition and interest. This complex process can be found in Professor Kexin Ma's photographs, which show his deep knowledge of art as a designer and photographer.

Besides a designer's perspective, Professor Kexin Ma also simply uses a photographer's perspective to capture the Expo's rhythm of life and beauty of nature, presenting them in the form of pure visual artistic beauty.

From pavilion to a pavilion throughout the Expo, Professor Kexin Ma faced a variety of global cultural designs of architecture and landscape. He used scenery lights and wide angle lenses to present the magnificent views captured by his artistic eye infusing his own style and photographic perceptions. In short, photographic creativity is a process of visualization via time and space through observation, cognitive process, and photographic creation. The magic from a designer's perception to photographic result is unlimited by artistic imagination and creation.

Dapeng Zhao, Professor
Honorary Chairman of Lian Ning photography Association
Department of Photography
Luxun Academy of Fine Arts
2010.10

主要社会任职:

联合国教科文卫专家组大中华地区专家
国际室内装饰设计协会 IFDA 中国理事
国际商业美术师协会 ICADA 特级设计师
中国美术家协会环境艺术委员会副主任
中国建筑装饰协会设计委员会副主任
中国美术家协会壁画艺术委员会理事
中国流行色设计协会理事
中国室内装饰协会设计委员会副主任
中国城市雕塑专家评审委员会委员
辽宁省教育厅高级职称评审专家
第十届、第十一届全国美展评委、终评委

主要学术论著:

1998 年主编《环境艺术手册》，辽宁美术出版社
2003 年主编《色彩构成》，辽宁美术出版社
2004 年编写《中国室内设计师培训教材》，中国建筑工业出版社
2005 年编著《综合色彩训练新法》，辽宁美术出版社
2005 年编著《环境艺术快题创意设计》，辽宁美术出版社
2006 年编著《诠释手绘设计与表现》，中国建筑工业出版社
2007 年编著《景观设计教学》，辽宁美术出版社
2008 年编著《景观设计》，中国建筑工业出版社
2008 年编著《室内设计基础》，中国建筑工业出版社
2008 年编著《现代园林景观设计》，高等教育出版社

主要获奖作品:

1997 年，“沈阳绿岛森林公园规划设计”获首届全国设计大展金奖
1999 年，主持设计并施工的大连滨海路《海之韵》广场获第九届全国美展铜奖
2002 年，大连《绿之梦》景观设计获第三届全国设计大展金奖
2004 年，《源》（辽宁中国移动公司大型不锈钢壁画）获全国首届壁画大展金奖
2004 年，《大连金石滩主题公园入口广场》获全国首届环境艺术设计大展银奖
2004 年，《大连金石滩主题公园》获第十届全国美展铜奖

主要工作业绩:

1997 年，沈阳《绿岛森林公园》规划及景观设计
1998 年，大连滨海路《海之韵》广场景观及主题雕塑设计
2002 年，大连市主题地标建筑《绿之梦》方案设计
2004 年，中国移动通信公司辽宁分公司大型不锈钢壁画《源》设计
2004 年，长春龙嘉国际机场候机大厅壁画《逐鹿》设计
2004 年，大连金石滩主题公园《发现王国》整体景观设计
2007 年，辽宁绥中新城区整体规划设计
2008 年，沈阳《同一首歌》KTV 全案设计
2009 年，沈阳《首席 CEO》商务 KTV 全案设计



马克辛

1982年毕业于鲁迅美术学院，同年留校任教。现任鲁迅美术学院环境艺术设计系主任、教授、硕士研究生导师，著名手绘艺术家，城市规划、建筑景观及室内资深设计师。

Kexin Ma

In 1982, Kexin Ma received his B.F.A. from Luxun Academy of Fine Arts. That same year, he began teaching at LAFA. He serves as Chairman of the Department of Environmental Art Design at LAFA and is a senior professor, an academic advisor of graduate students, a renowned hand-drawing artist and designer in city planning, architecture, landscape, and interior decoration.



摄影师 谢军

Social Services and Membership:

Member of Great China Group of Experts of the UNESCO
Member of International Furnishings and Design Association
(IFDA), China Committee
Top-Ranked Designer of the International Commercial Art Designer
Association (ICADA)
Associate Director of the Environmental Art Committee, China
Artists Association
Associate Director of Design Committee, China Building Decoration
Association
Executive Member of China Mural Art Committee, China Artists
Association
Executive Member of China Fashion & Color Association
Associate Director of Design Committee, China National Interior
Decoration Association (CIDA)
Member of China Municipal Sculpture Art Expert Committee
Member of Professor Job Classification Assessment Committee,
Education Department of Liaoning Province
Final Judge of the 10th and 11th National Fine Art Competitions,
China

Selected Publications:

1998 Handbook of Environmental Art, Liaoning Fine Arts Press
2003 Color Formation, Liaoning Fine Arts Press
2004 Training Materials for Interior Designers of China, China
Architecture & Building Press
2005 New Strategy for Comprehensive Color Training, Liaoning
Fine Arts Press
2005 Innovative Design in Environmental Art, Liaoning Fine Arts
Press
2006 Annotation of Hand-Drawing Design Representation, China
Architecture & Building Press
2007 Landscape Design, Liaoning Fine Arts Press
2008 Landscape Design Basics, China Architecture & Building
Press
2008 Interior Design Basics, China Architecture & Building Press
2008 Modern garden Landscape Design, China Higher Education
Press

Distinguished Awards:

1997 Planning and design of Shenyang Green Island Forest Park,
the First National Environmental Art Design Exhibition, Gold Prize
1999 Lead Design and development of the project, Charm of the
Sea Square, at Binhai Street, Dalian, the 9th National Art
Exhibition of China, Bronze Prize
2002 Landscape design of Dalian Dream of Green, the Third
National Design Exhibition, Gold Prize
2004 Source, a grand stainless steel mural for Liaoning Branch
of China Mobile Communications Corporation at the First National
Mural Art Exhibition, Gold Prize
2004 Design of the entrance to Golden Pebble Beach Park at
Dalian, the First National Environmental Art Design Exhibition,
Silver Prize
2004 Design of Dalian Kingdom of Discovery theme park, the
10th National Art Exhibition, Bronze Prize

Major Projects Accomplished:

1997 Planning and landscape design of Shenyang Green Island
Forest Park, Shenyang
1998 Landscape and sculpture theme design of Charm of the Sea
Square, Beach Street, Dalian
2002 Landscape theme design of Dream of Green, a landmark
architecture for City of Dalian
2004 Design of the grand stainless steel mural, Source, for
Liaoning Branch of China Mobile Communications Corporation
2004 Design of the mural Deer Chase for the Departure Waiting
Hall at Changchun Longjia International Airport, Changchun
2004 Landscape design of Kingdom of Discovery at the Golden
Pebble Beach Theme Park, Dalian
2007 Planning and design of Suizhong New District, Suizhong,
Liaoning
2008 Design of the Same Song, KTV, Shenyang
2009 Design of Chief CEO, a business KTV club, Shenyang

2010年5月我飞往上海参观2010年中国上海世界博览会并开始了为期两个月的拍照。

首届世博会1851年在英国伦敦召开, 全称为伦敦万国工业产品大博览会, 最初其作用只不过是推动各国工业产品和技术交流和推广。经过150多年的发展, 如今的世博会已经成为多元化、综合性的全球经济、科技和文化等诸多领域的交流盛会。它为各国人民提供一个平台, 以总结历史经验、交流聪明才智、体现合作精神、展望未来发展。那么为期6个月的上海世博会又会带给我们什么样的惊喜? 作为一个艺术工作者, 我有着自己特别的期待。

本届世博会的主题是“城市, 让生活更美好”—— Better City, Better Life。众所周知, 全球的发展已经进入了“城市时代”。根据联合国2009年修订版公布的全球城市人口预计表明, 2010年全球过半的人口居住在城市。预计到2050年全球总人口中的68%将居住在城市, 而中国内地总人口的73%将会居住在城市。随着时代的发展, 人们的生活也与城市的发展紧密联系起来。为了满足人们不断提高的生活需求, 城市该如何发展, 向何方发展呢? 世博会所给出的答案是: 创造和谐的城市环境, 使城市走可持续发展道路。参与世博会的各国设计师, 以其创造性的思维在园区完成了一件件精美的艺术品。这些作品不单是功能与艺术的载体, 同时也体现了沟通与融合、创新与进步、成就与体验、传承与未来、和谐与发展的上海世博会的活动理念。

这一主题与我所从事的工作有着密切的关联。30余年的环境艺术设计专业的研究、实践工作使我对建筑、景观、规划、装饰等有着自己独特的视角和深刻的理解。在历时两个月的参观、拍摄中, 30000多个让人激动的瞬间由大脑中枢带动手指下的快门, 凝固在照片之中。这是一个从事30余年环境艺术的工作者, 从专业视角, 采用照片的形式对世博会每一个场馆及细节的完整再现和全面诠释。

本书以图片的方式从环境艺术设计专业角度出发, 全面、准确、细致地展示了2010年中国上海世博会各个场馆的建筑、景观、规划、装饰、材料等多方面的艺术属性和建造工艺, 也全面地展示了各国家馆的设计理念、建筑特色、景观规划、场景分析等项目。所有照片都是由我亲自实地拍摄的, 而照片和图像的后期合成和艺术处理也是应用我的全景图合成技术精心制作完成的, 因而具有普通相片无法比拟的超大场景制作能力。它不仅能够使读者更直观地感受到上海世博会建筑及景观设计的艺术理念和场景氛围, 也表达了我对场景的艺术理解和挖掘。本书采用精装版本, 以中英文对照的方式, 无论从内容含量和装帧质量, 还是从书的功能性上都是精心制作的。因此, 本书对世博会观赏者, 从事建筑、景观、规划、室内展示设计等工作, 相关专业学生以及摄影爱好者都有着极高的收藏价值。

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In May of 2010, I flew to Shanghai to visit Expo 2010 Shanghai China and began my two-month task of taking photographs of the magnificent pavilions.

In 1851, London held the first World's Fair, the Great Exhibition of the Works of Industry of All Nations. More than 150 years ago, the Expo set a goal to improve industries and manufactured products. Today's Expo has attained prominence as a multifunctional, comprehensive, and spectacular event that exchanges innovative ideas and thoughts in areas such as global economy, social, culture, science, and technology. It serves as a grand platform for international participants to share their experiences and wisdom, demonstrate their abilities, and seek collaboration for future development. Thus, the excitement Shanghai Expo promised the public over the next six months fully aroused my anticipation for experiencing the Expo with my own perspective.

The theme for Shanghai Expo is "Better City, Better Life." It is well documented that the global growth of urbanization has entered "city times". According to World Urbanization Prospects (2009 Revision) published by the United Nations, more than half of the world's population lives in urban areas in 2010; the percentage of urban dwellers is expected to jump to 68% worldwide and 73% in mainland China by 2050. Therefore, people's lives and lifestyles will increasingly be closely connected to city development. What direction should cities take to meet people's needs for improving their quality of life? One solution offered by Shanghai Expo is to promote cities that provide a harmonious living environment and to create strategic and sustainable development in urban areas. Illustrating their creativity, designers from around the world completed their masterpieces that not only integrated creative art with functionality but also conveyed the Expo's ideas of communications, novelty and improvement, achievement and experience, heritage and future, and harmony and development.

The theme of the Expo closely reflects the focus of my career. More than 30 years of experience with design, teaching, and research in the field of environmental art enables me to possess a profound understanding of concepts related to architecture, landscape, planning, and renovation and also enables me to see things with my own unique perspective. After two months of taking photographs at Expo, more than 30,000 photographs recorded exciting moments captured by my snapshots. The photographs presented in this book fully express my interpretations of each individual pavilion at the Expo.

This book comprehensively and precisely illustrates through photographs my perspective on the attractive qualities and characteristics of each pavilion's art and crafts in terms of their structure, scenes, landscape design, decorations, and materials utilized. This Expo's themes are highlighted through the photographs in the areas mentioned. I did all the photography and processing of image enhancements, as well as splicing the segmented panoramas utilizing the best of my photographic technical skills blended with my own artistic insight. Compared with traditional photography, I believe panoramic photography has a superior capability to capture images with ultra-wide and elongated fields of view. Thus, the photographs presented not only enable readers to immediately grasp the concept of the Expo in terms of architecture, landscape and scenery, but they express my own interpretation as well.

This hardcover book will be printed both in Chinese and English. Its paper quality, photographic allure, coverage, and functionality all contribute to the highest level of quality with which this book is published. Without question, it holds value as a collector's item to those who would like to see Expo 2010 Shanghai China, to those who are currently and will be pursuing architecture, landscape, planning, and interior designs, and to experienced photographers and amateurs alike.

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2010.10

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