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汪炳文創意攝影集

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責任編輯 張肇基

裝幀設計 喬 磊 金 輝

責任印製 趙 恒

圖書在版編目 (CIP) 數據

汪炳文創意攝影集 / 汪炳文攝. —北京:北京美術攝影出版社, 2003.5

ISBN 7-80501-175-3

I.汪… II.汪… II.廣告-藝術攝影-攝影集-中國-現代 IV.J422.9

中國版本圖書館 CIP 數據核字 (2003) 第 014767 號

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出 版: 北京美術攝影出版社

地 址: 北京·北三環中路6號

郵 編: 100011

網 址: www.bph.com.cn

發 行: 北京出版社出版集團

製 印: 利豐雅高印刷 (深圳) 有限公司

版 次: 2003年8月第1版第1次印刷

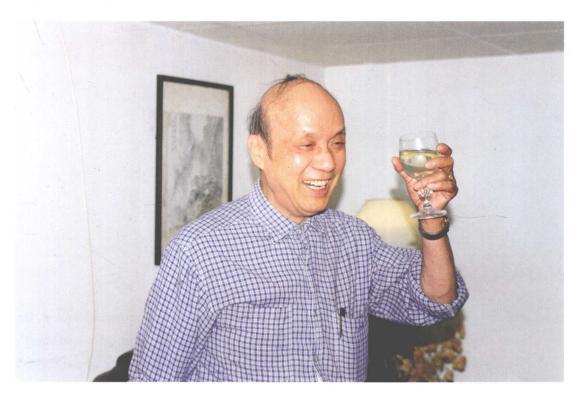
開 本: 889 × 1194 1/16

印 張: 7

期: 3000 册

統一書號: ISBN7-80501-175-3/J.170

定 價: 96.00 圓



注炳女 稼姜國際著名商業廣告攝影家 194 John Street, Oradell, NJ 07649 (201)262-4338/(201)262-4035 Fax john.wang@www.nyjpw.org

炳文自述

一九三二年八月十九日,我出生在安徽省一個貧窮的農民家庭裏,艱苦的生活使我從小就懂得了勤儉,誠實,奮發向上,關心别人和勇於奉獻精神的重要。不喜歡誇誇其談,四處張揚,只喜歡勤勤懇懇地多幹一些實事。三十多年來在海外艱苦奮鬥,成家立業,雖已有成就,但祖國大地及父母的養育之恩,卻始終銘刻在心,一天也没有忘記過。

我從小就喜歡攝影,後來又進一步成了終生的嗜好。一九五三年到日本留學,在東京千葉大學攻讀印刷,五年後在共同印刷公司任分色技術研究員。一九六二年到美國後,在紐約大陸彩色印刷公司擔任分色技術師。

一九六六年初,我獨資創辦汪炳文攝影公司,經過半年的努力經營,得到一家大廣告公司的青睞和贊賞,就開始與這家公司長期合作,爲他們拍攝各種各樣的廣告照片。

我拍的廣告照片常能在平中出奇,立意新穎,與衆不同。爲此不但受到了廣大顧客的喜愛,還屢屢得到各有關組織團體的褒獎。然而,藝海無涯,學無止境,通過三十多年的探索和實踐,加上當前攝影科學的日新月異,飛速發展,使我深感永遠不能滿足於已有的成就,必須虚心好學奮發圖强,在求真求善求美的攝影大道上,永不停步,永遠前進。我的專長是喜愛多次曝光和多張底片合成,將此特技充分發揮,才能在商業廣告界立一席之地,希望從這本書中能把我的經驗心得充分傳授,好讓後學者受惠,余願足矣。

出版此書得力於攝影評論家狄源滄先生及愛妻正華之鼓勵,楊梁淑裕女士翻譯,趙淑俠女士序文,黄兆鎮先生與北京美術攝影出版社編輯而得完稿付印,特此銘謝。



Narrative of John Wang John Wang

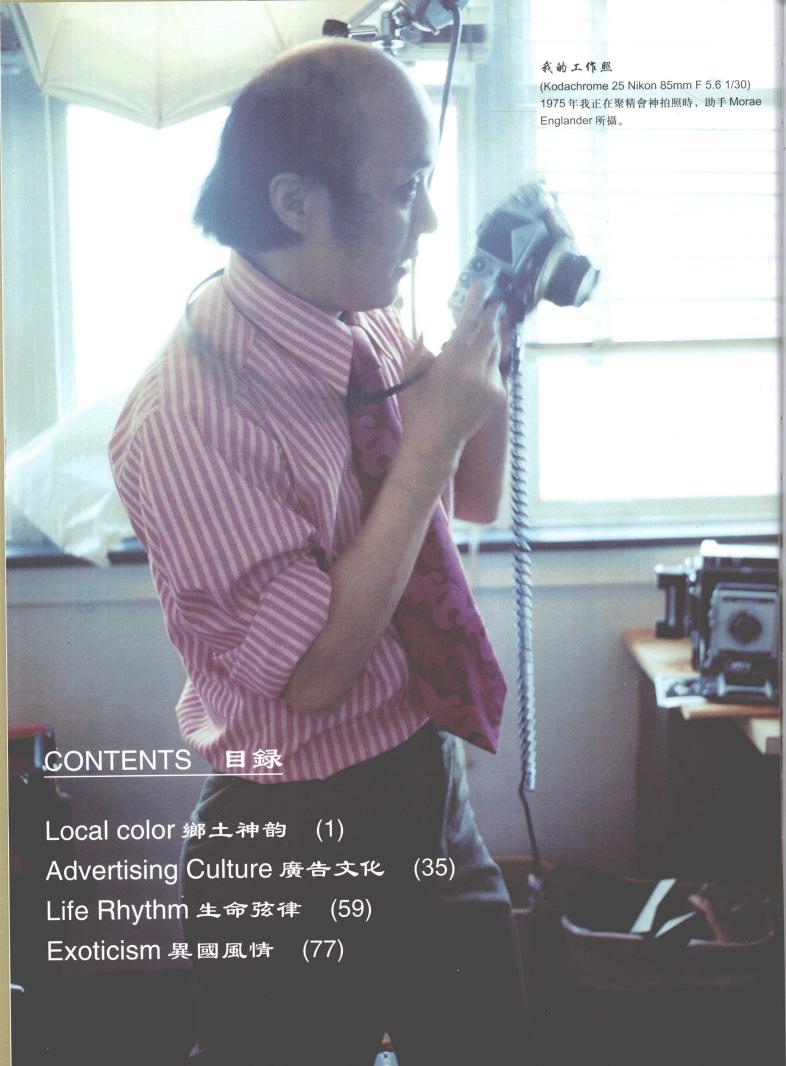
There was this air of tranquility and peace over the green paddy field that mystified the dilapidated old farmhouse in which I was born on August 19,1932, in Anhui Province, China. Indeed, I grew up well disciplined for surviving an environment of extreme poverty. I learned how to work hard and be self-motivated, to save and be thrifty, be honest and sincere, be compassionate, and furthermost, be willing to be helpful to others and be always generous in spirit. I did not like to brag and boast around. I worked hard and tried to accomplish as much as I could. For thirty some years I struggled diligently to survive overseas. I succeeded in establishing of my own business got married and raised a family. In spite of all my achievements, I never forgot the very mother country in which I was raised and educated. Its memory has so deeply carved into my heart and soul, that I never allow myself not to think of it for even a flitting moment.

I liked taking pictures since I was a kid. Later on in my career, I have developed this hobby into my lifelong devotion. In 1953, I went to study in Japan, majoring printing technology at the Chiba University, Tokyo. Five years later, I assumed the post of a primary investigator on color analysis technology in the Union Printing Company. After I arrived in the United States of America, I was hired as the color analysis technical specialist in the Continental Color Separation Company of New York.

In early 1966, I established the John Wang Photography Company. Within half a year of hard work and nurturation, I obtained high appraise and appreciation of my work and my products became greatly recognized by a major advertising company. I then started long term collaboration with this company and produced various advertisement photography for them.

My advertisement photographs frequently stood out in the field. They established a new trend, delineated from the other advertisement products. Because of their unique quality they were greatly loved by my customers, and won many, many awards from diverse institutions and organizations. Nevertheless, the world of arts knows no horizon, and the pursuit of knowledge suffers no boundary. In spite of my thirty some years of research and concentrated investigation, and being caught in the currents of rapidly changing photography science in high speed advancement, I realize that I cannot permit myself to be complacent with my present accomplishment. I must assume a humble approach to advance my knowledge, to achieve the truth, the grace and the aesthetics in this avenue of photography. I shall never halt, I will always be advancing. My specialization is a unique creation of multiple exposures and multiple negatives. By exploiting this special technique maximally, the apex of commercial advertisement arts can then be achieved.

My goal will be achieved if this book will convey my experience and my knowledge of photograph artistry to the benefit of the new comers in this field.



Local color

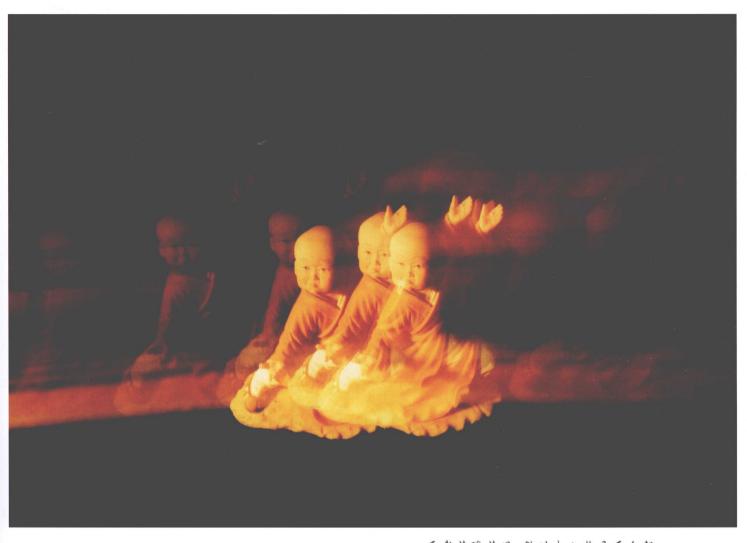


鄉土神韵



佛光普照

(Kodachrome 64 Nikon 28mm F8 1/60) 大肚能容容天下難容之事,開口便笑笑世間可笑之人。 這張照片的特點是大紅太陽光從佛肚射出,由兩張幻燈片合成。

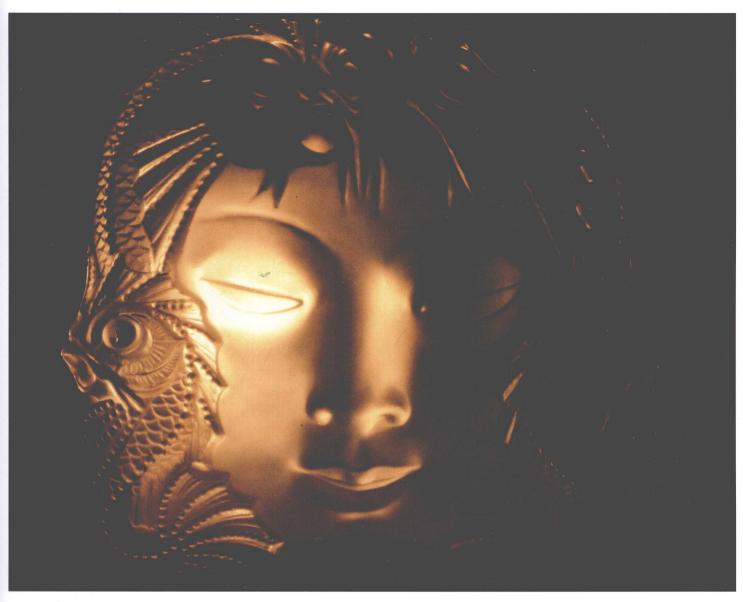


看我若隱若現 数功夫人物且看今朝

(Kodak Gold 100 Minolta 50mm Micro F22 T) 我們東方的武功由太極到氣功,已引起西方的注意了,希望我 們能發揚國粹。

這張作品制作經過兩週,用綫牽小和尚由快至慢,照了又改, 改了再照,才覺滿意。





人見人愛

(Kodak Gold 100 Nikon 55 Micro F3.5 1/5) 若把西湖比西子,淡裝濃抹總相宜。 美女的臉是在巴黎爲香奈爾五號香水廣告所用, 全照之美在燈光,有高度美術感。

雲霄飛車

(Kodachrome 64 Nikon 55 mm 1/60)

有朝一日春雷動,得會風雲上九重。

一對小人, 擺在桌上無聊, 用白布作背景, 順手拿來隨意照。無意之中, 找出

一張由飛機上往下照的雲景, 二照合一, 成爲雲霄飛車, 可謂無心插柳柳成蔭。



樂 在 春 中 (EPP Electronic Flash. Minolta 200mm F3.5 1/30) 笑看人間盡如戲,萬般春秋演不盡。 人動照相機也在動。

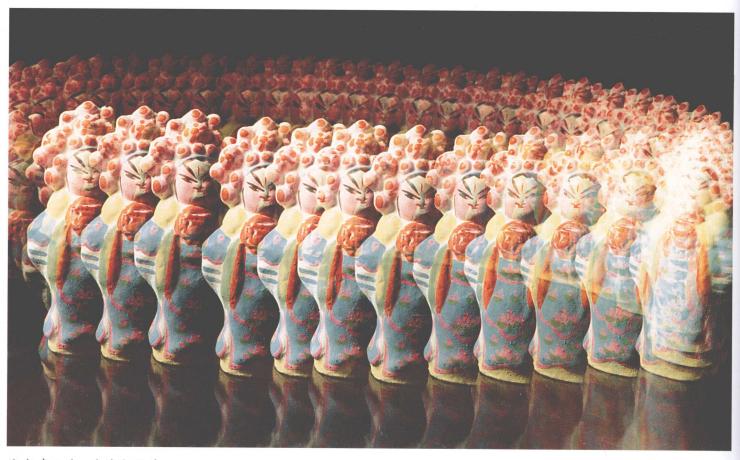


雙飛雙跳

(Fuji Color 800 Nikon 85mm F5.6 1/250)

人間多少傷心事,臺前臺後演不休。

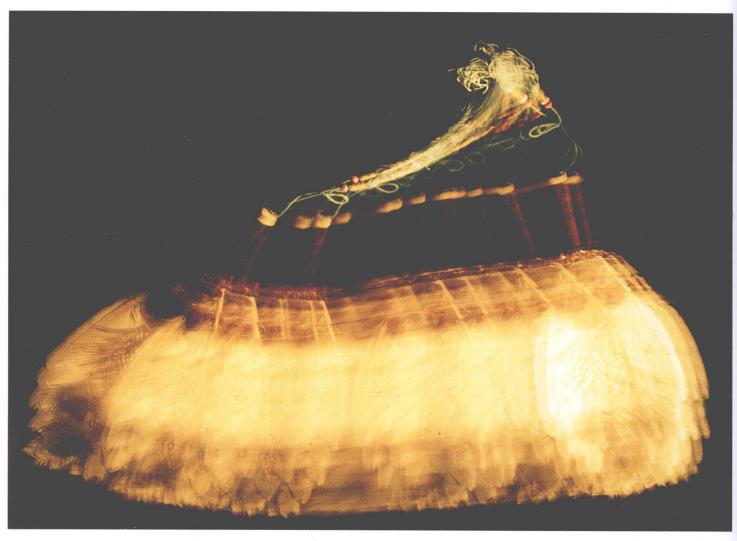
這是京劇《打店》中鏡頭之一。鏡頭先對準,全神不動,等跳到空中 時按快門。這種照片只有靠運氣,不可多得。舞臺表演,更無法重做。



多頭花臉

(Kodak Gold Plus 100 Nikon 55mm Micro F22 T) 看我非我,我看我,我亦非我。 先將花臉頭從左到右慢動,最後將頭放到中間最下方,同一張底 片再曝光。全照曝光十五次左右,可說極高難度。

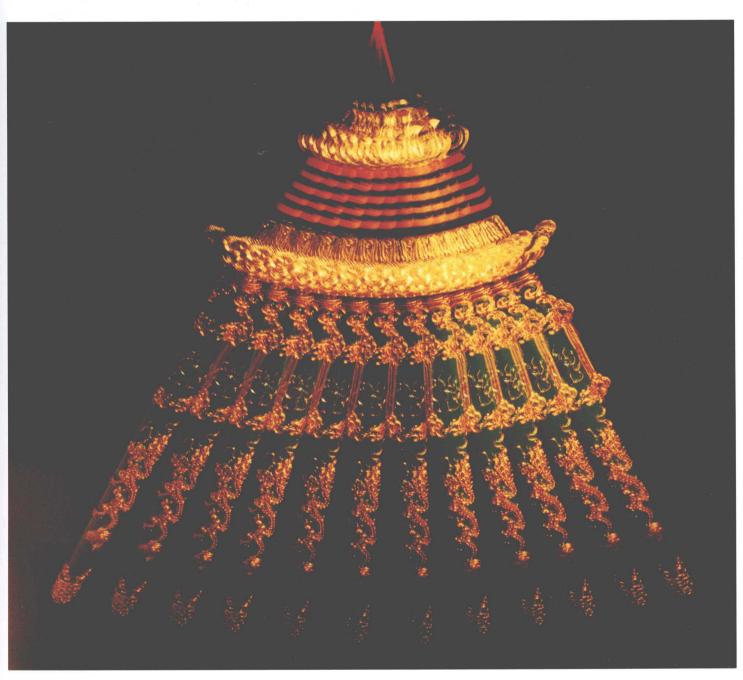




飛扇

(Kodak Gold 100 Minolta 50mm Micro F22 T) 一把古董羽毛扇,從左到右,必須静心有規則輕動。 此扇乃孔明所用,此照有神來之筆。

10



刻 為 (Kodak Gold 100 Minota 50mm Micro F22 T) 看來像扇又像掃把,其實是由一把寶劍用細綫牽好, 從左到右慢動,功夫就是要整齊平均。