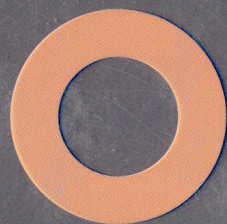


上海原模設計有限公司 謹

原模建築畫



Simple<sup>TM</sup>

● SIMPLE ARCHITECTURAL RENDERINGS  
SHANGHAI ● SIMPLE IMAGE DESIGN CO., LTD. YEARBOOK



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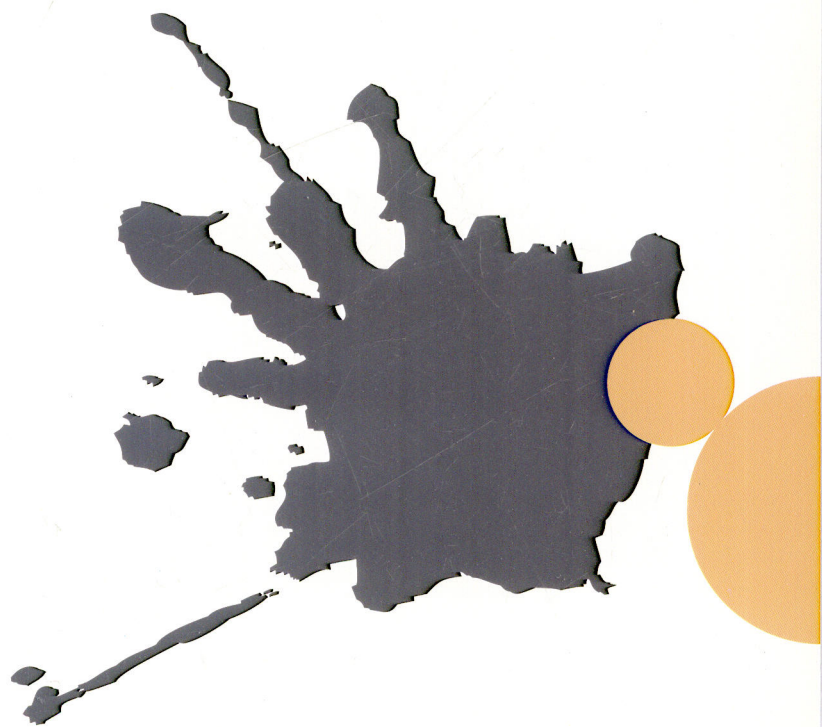
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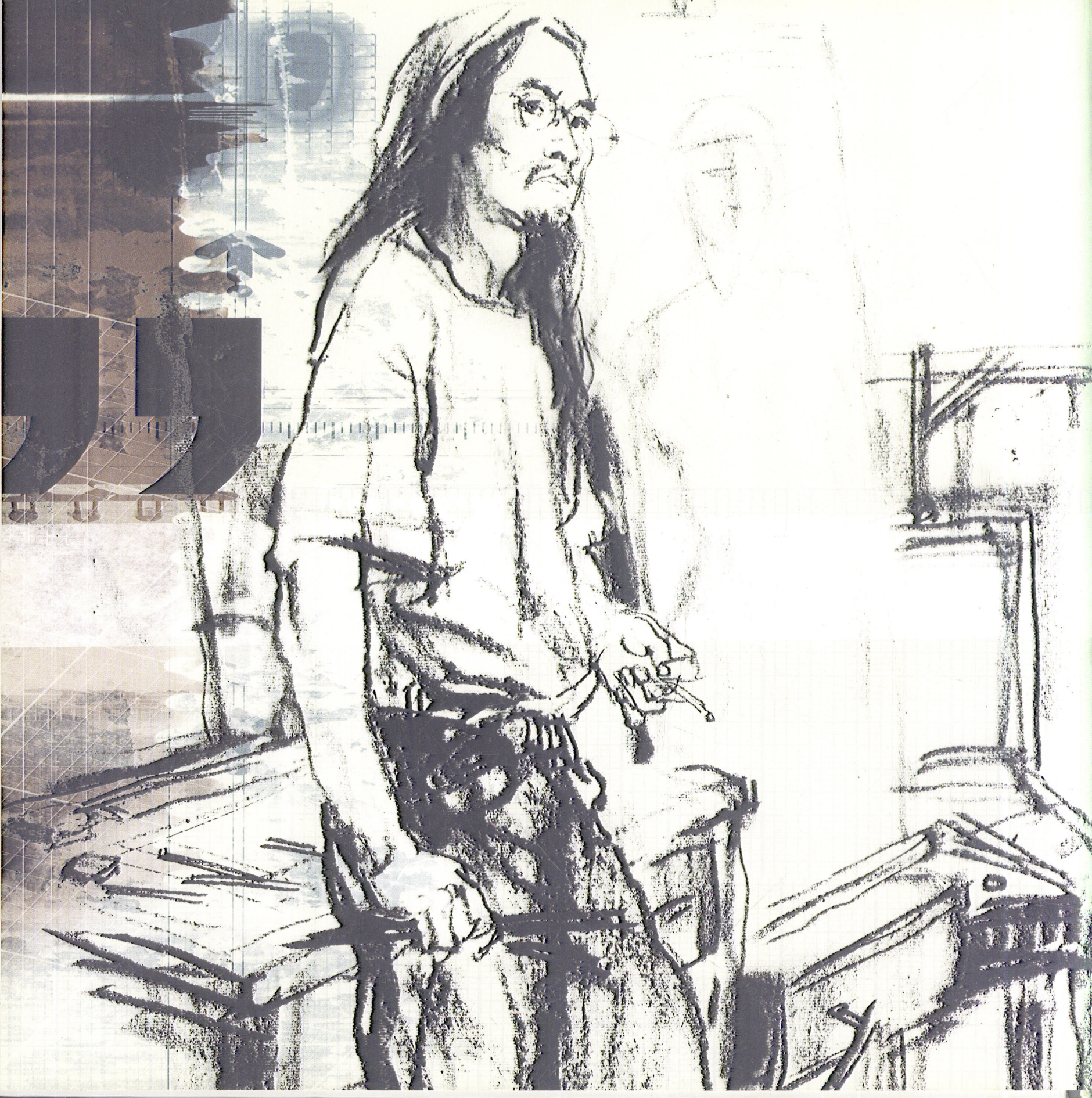


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匠心獨  
運人年  
才後

辛巳秋 陸楚書





For Release

## 盧立保★農民★碩士

少兒時/初識世界/對廣博的農田/幽深之山水/頗有衝動/却不知何為/青年時/受外物造化/

痴迷繪畫/方知五湖四海/天地之大/曾深入學府/又流浪于畫家之列/有緣各流派之道/却感其中之迷茫/科學時代的進步/使我放下畫筆/拿起鼠標/先投身于平面/后進入三維

/一種天生造就的執着/總想做的更美/換得的一些成就 | | |

設計福建省50周年國慶畫冊>>設計建設部紀念檔案法頒布10周年展覽獎>>廈門回歸海報展入選《包裝與設計》]]  
更添許多自信/行踪也時常凸現于祖國大江南北/時感身心疲憊/總想松弛幾載

/終在而立之年/又次步入學府<上海大學美術學院研究生院>

靜觀走過之路/

認為設計可得用其豐富的視覺語言傳遞文化在時代中所呈現的精神力量/

並以其前沿的姿態/

啟發未來

## 沉迷建築畫是機緣 是運會

Lu Libao from Peasant to Master

When I was a child, I began to know the world. I had an impulse toward the broad farmland and the beautiful landscape; yet, I simply did not know what it is. When I was in my teens, I was somewhat affected by outside world and preoccupied with drawing. Then I came to realize how big the world is and how beautiful it is. I once had an opportunity to study in the school but also had the opportunity to rub shoulders with those artists. In this way I got in touch with every known variety of art. The question was that I was just at lost about them. As the scientific technology advanced, I laid down my painting brush and deal with mouse. First, I devoted myself to the plane; and then I came into the three-dimensional world. I know an inborn persistence always drove me to aim at perfection. And this resulted in a few accomplishments (Being a chief editor of Fujian province's 50th anniversary of National day picture album; Architecture department's exhibition for the 10th anniversary of the file law's issue; The playbill exhibition for the celebration of Macau's returning back was picked by "Package & Design"). These to a large extent added to my confidence. My footprint almost covered all over the country while at the same time I felt extremely tired, both physically and psychologically. For this reason, I had been expecting to relax myself for a few years. Now I am 30 years old and I come into school for a second time (The Graduate School Of Aesthetics In Shanghai University). Looking back on the past, I think design should make full use of its economic visual language to spread the power of spirit it shows in this era and further enlighten the future with its forward position.

Being immersed in architecture drawing is a kind of chance, a kind of luck and a kind of predestined relationship.

也許人類在大自然的懷抱裏營造建築是一種罪過。也許建築大師們是深知這種罪過的。但是,作為建築師,他們必須盡自己的天職,以推進人類文明的脚步。

秉着“敬天”、“護土”、“愛人”之深切的人文關懷,偉大的建築師們總是執着而謙遜地在他們的建築設計中努力地尋求一種和解,一種人與生存環境的有限和解。但,現代都市裏的人們對於建築的興趣,却是常常迎着它的“置業”、“投資”等商業價值概念而去的。至于建築中所涵掩的人文價值,想必是無暇顧及了。

即便如此,建築師們還是期待着有某種恰當的方式能讓人們感受到現代建築之商業以外的價值。

如果沿着這個角度來品鑒盧立保先生的建築畫時,我們會發現,他不僅把建築效果圖的電腦化制作提升到了建築繪畫藝術創作的高度,同時他還率真地向人們展示了建築師以及他自己的人文關懷。

因着他創造性的突破和建築畫作品中蘊涵着的某種與眾不同的神秘的美感,被現代商業運行規則演化成了一種業界的“新時尚”。

## 二

當制作建築的電腦效果圖成為一種職業的時候,委托者對建築的商業性願望是毋庸置疑的。如果制作者把狹義的商業性放在首位,那么將建築物置于明麗的藍天白雲之下,竭盡全力地去表現建築外觀上的每個細節就足够了。在這種情形下,我們永遠也無法期待建築效果圖的電腦化制作被提升到建築繪畫藝術高度的可能性。

盧立保先生曾告訴我,只有在他把建築效果圖當作建築繪畫作品來創作時,才會沉迷、才會充滿激情、才會感覺到自己工作的價值。他始終堅持,在創作中任何商業性的考慮——委托者的和自己的——都將破壞建築繪畫的真正價值。

他把建築畫的創作理解為一種具有雙重性的挑戰。第一重挑戰是“解讀”,即通過建築師的建築作品解讀建築師的創意理念和形式表達意蘊。第二重挑戰是“創造性表現”,即如何將建築師賦予建築物的靈魂以及自己對人、建築、生存環境的理解用構圖、色彩、線條等方式表現出某種特有的美感與和諧來。

## 三

在欣賞盧立保先生的建築畫時,會有一種想走進他所營造的意境動。也許是因為畫中建築令人仿佛觸摸到了理想,也許是因為的和諧讓人倍感親切,也許是因為你感覺到某種意境中似乎潛藏一樣的充滿誘惑的故事,禁不住心馳神往……

如果解讀他的作品,有時會令我們驚嘆。我們會驚奇地發現:生活着的人、建築、環境三者之間的高度和諧會出現在某個特定的時間與空間的結點上。如:陽光透過古樹時的王室公館;晨光與霧霾中親水別墅;落日余暉時刻的海邊泳池寓所;在樹木與積雪掩映下的林間別墅;黑夜中的體育館;藍天白雲下城市中心的巍峨寫字樓……

生活者所企望所追求的,建築師所創造所謙遜的,繪畫者所領悟所執着的,籍着這些作品悄悄地向着都市人走來。

## 四

君安國際置業的JAVES先生曾告訴我,盧立保先生制作建築電腦效果圖的樣式已經有不少人在模仿。但我們都有一個共同的看法:把制作建築電腦效果圖僅當作一門技藝,模仿起來並不難,但如果把它當作一種建築繪畫藝術來創造,那是無法模仿的。畢竟藝術創造的底蘊在于“境界”而不是“技藝”,它需要創造者對其所面對之事物之自然狀態的深刻領悟和應然狀態的執着關切;它需要創造者將其真實的性靈以最率真的方式涵貫其中。

盧立保先生很明確地表示過,拿起鼠標進行建築畫創作,他只是一個探求者,而不是一個完成者。

## 五

與藝術家為友,是快樂的;為藝術作品集寫序,則是一件令人惶恐之事。



黃家文

2002年1月17日寫于榕城黎明園

1.Perhaps it is a sin for human being to deal with architecture in face of nature. Perhaps our architecture is

"loving People", our great architects, modestly but stubbornly, try to search for a harmony in their architected

"Investment" idea.

As for the humane value inside the architecture, they have few things

# Prologue

Libao's architecture

humane concern. It

beauty inside his a

2.When producing effect drawing by computer has become a profession, there is no doubt that those clients

and try best to display every detail of the build outward experiment. Under those circumstances we will not

architecture effect drawing as an architecture aesthetic design, would he be passionate, be immersed and

one's own and one's clients', will devastate the real value of architecture works. His understanding toward

and notions. The second is "expression of creativity", that is, by the way of color, line and composition of a

building and living environment. 3When appreciating Mr. Lu's architecture works, you will have an impulse

mysterious harmony making you feel intimate; or maybe it is because you feel there is a tempting story in

being, architecture, environment] will lie in a conjunction which involves certain fixed time and space. For

covered by the accumulated snow; stadium in the darkness; city-centered high-office building under the b

4.Mr.Javes working in Junan International Purchase once told me, the style of computerized architecture

special skill, it will not be difficult for others to imitate; however, if you treat it as a kind of art, you can never

needs creator endows his works with its soul in the most frank way. Mr. Lu once said, those who do archite

5.To be a friend with artist, is delightful; to write a prologue for a collection of art works, is horrible.

also fully knows this is sinful. Yet, as an architect, every one of them has to fulfil its duty so as to advance the whole civilization. Holding the deep humane concern-"Respecting Heaven", "Protecting Earth" and  
 ture drawing. Or to be specific, a limited harmony between people and their living environment. However, modern urbanite's interest in architecture has been taken away by so-called "Purchase" and  
 ne to take to take a look. Even in this case, our architects always anticipate that they can let people feel the value outside architecture business in an appropriate way. If we appreciate Mr. Lu  
 e works, we will find that he not only promote the computerization of architecture effect drawing to a high level involving artistic design, but also frankly shows people architects and his own  
 addition, a "new fashion" has been created in process of modern business operation. And this new fashion is Mr. Lu's creative breakthrough in architecture design and the mysterious  
 chitecture works  
 ts have a business-oriented motivation. If  
 ver be able to anticipate the possibility of promoting the computerization of architecture effect drawing to a kind of artistic level. Mr. Lu Libao once told me, only when he took  
 d be feeling the value of his own work. All the time he holds the opinion that in the process of creation, any concern about business, including both  
 is architecture design is that it has a dual nature about challenge. The first is "interpretation", that is, through architect's works to interpret their ideas  
 picture, how to express certain special beauty and harmony, which are embodied in the soul of building and in the architect's understanding towards human,  
 on to go into the world created by him. Maybe it is because the architecture in picture seems to touch your ideal; maybe it is because there is a kind of  
 certain area and you cannot help... When interpreting his works, oftentimes we will feel surprised. And it is really amazing to find out that the trinity [human  
 example, royal residence with sunshine penetrating through trees; villa immersed in the fog and dawn sunshine; seaside swimming-pool house in the sunset; woods-villa  
 blue sky..... What bread earners anticipate, what architects create and what drawers perceive have come to these urbanites quietly through these works.  
 e effect drawing created by Mr. Lu Libao has been imitated by many people. Yet, we have one thing to share with you-if you take computerized architecture effect drawing as a kind of  
 e be able to imitate it. After all, the basis of artistic creation lies in the "state" rather than in "skill", for it needs creator's deep understanding and concern about the original state of those he faces and  
 tecture drawing with a mouse are just a seeker, not an inventor.

Huang Zongwen  
 Oct. 17, 2001  
 Rongcheng Xingmin garden

### 主人公

從前有個人，人叫盧立保，盧立保喜歡畫畫，畫畫却没有錢，錢從哪裏來，來畫效果圖，畫圖換來錢，錢有了以后，大概的時間表是這樣：

上個世紀裏——“藝術農民”——從事繪畫和平面設計

這個世紀開始——2001年初——“誤入”建築圈——爲了妻子和母親在新的世紀裏可以不用上街買餃子

2002年初——“建築畫家”——大師

出版個人作品集《原樸建築畫》。

之所以說是個人作品集是因爲全部的藝術效果均出自他一個人之手。（注解：公司九個人，其他八個人建模和渲染，月產量是100張、有時一天十幾張畫）這種項羽式的打法也許是藝術人個有的風格。

### 圈子

說到圈子，我感受頗深。兩個圈子兩類人的思維方式是差別很大的。立保是從另一個圈子裏進來的，帶着他那個世界的東西來的，然後跟建築繪畫雜揉在一起，后成了“原樸”的畫風——畫意十足，讓人感到眼前一亮，然後爲之感動，跟隨着進入畫境，最後走進了他滿身色彩和激情的生活。

### 畫畫和喝酒

畫畫是工作，是打仗，也是宣泄；喝酒是休息，是慶功，也是交流——多的是朋友間溝通的一種方式，周而復始……

我問——你喜歡建築畫嗎？

他說開始喜歡了——以前畫完畫買了，兒子就沒有了；現在畫完畫買了，家裏還有個兒子。

我問——你喜歡建築嗎？

他說：想跟幾個哥們一起走遍全國，整理出一套中國56個民族的建築畫，那叫個爽。中國的寶藏實在太豐富了。

搖滾樂不僅是音樂，而是一種生活方式和行爲藝術。

其實畫畫也是，反正看到盧立保以后，我認爲畫建築畫到了一定境界，是這樣。

我喜歡原樸的 LOGO，它確實活潑得可愛，一瞬間爆發了激情，而內涵又是最完善的圓圈。這個東西有點象立保的自畫像！對，沒錯。

### 學習

我翻看完《原樸建築畫》的初稿后，想跟畫建築畫的同行門講一句：向異類學習，向身邊的藝術學習。

一次在酒吧喝酒……我有點醉了……好象立保講他會在建築圈裏干上三、五年，而后可能去幫助一些藝術圈裏的老朋友實現他們的夢，再然後……

醒來時，已是陽光明媚。



## Protagonist

Once upon a time there was a person;  
a person whose name was Lu Libao;  
Lu libao enjoyed drawing;  
but drawing did not offer money;  
so where should money be from?  
from architectural effect drawing;  
the drawing was exchanged for money;  
but after having money.....

A general timetable goes like this:

In the last century--"Artistic Peasant"--Engaged in drawing and plane design

From this century--the beginning of 2001--"Gone astray"into the architecture group--in order not to let his mother and wife sell dumpling on the street in the new century

At the beginning of 2002--"Architecture Painter"--great master Published his own album of paintings "O. SIMPLE ARCHITECTURAL RENDERINGS"

The reason why we refer to it as his own album of paintings is because all of architectural effect designing works are done by himself.<notes:The firm all together has 9 persons. Apart from

Mr Lu, the other persons are responsible for the mould of the architecture and adding color to it. Their monthly output is 100 pieces and sometimes nearly a score of pieces per day.

Such kind of bold strategy maybe is an artist's inborn style.

## Circle

As for circle, I have a deep and strong feelings. That is, the thinking way adopted by different types of people from different circles is sharply in contrast. Lu Libao comes from the other circle with the thing from that world. He mixed it with the architectural drawing and then formed the "SIMPLE" style, which is full of painting mood and has people's mind refreshed. And consequently, you will feel deeply touched by it and come into that mood and finally come into his life which is full of color and passion.

## Drawing and drinking

Drawing is work, fight and also a way to unbosom oneself; drinking is rest, celebration and also communication--moreover, a way of communication between friends.And this goes in cycles.....

I once raised a question"Do you enjoy architectural drawing?"

He replied that he began to love it--Once he finished drawing and sold it but he lost his son; now he finishes his painting and sells it, he still has a son at home.

I ask--Do you like architecture?

He answered that he wanted to travel all around China together with his friends and at the same time sort out an album of architectural drawing which covers Chinese 56 ethnic groups. That's really cool, for the treasure in China is amazingly abundant.

Rock music is not only a kind of music but also a kind of living way and living art.So is drawing. After all, after knowing Mr Lu, I think architectural drawing has reached to a certain level. And it's true.

I love the logo of "SIMPLE", for it is really cute and lively. It explodes the passion in the twinkling of an eye but its connotation is a perfect circle. This is somewhat like Mr Lu's self-portrait. Yes, that's it.

## Learning

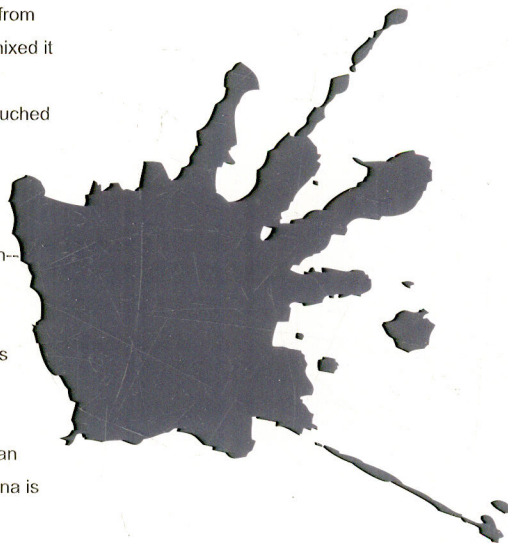
After going through the draft of "O. SIMPLE ARCHITECTURAL RENDERINGS", I want to tell my peer group, who has been long engaged in architectural drawing,"Learn from different class and learn from the art at your own side.

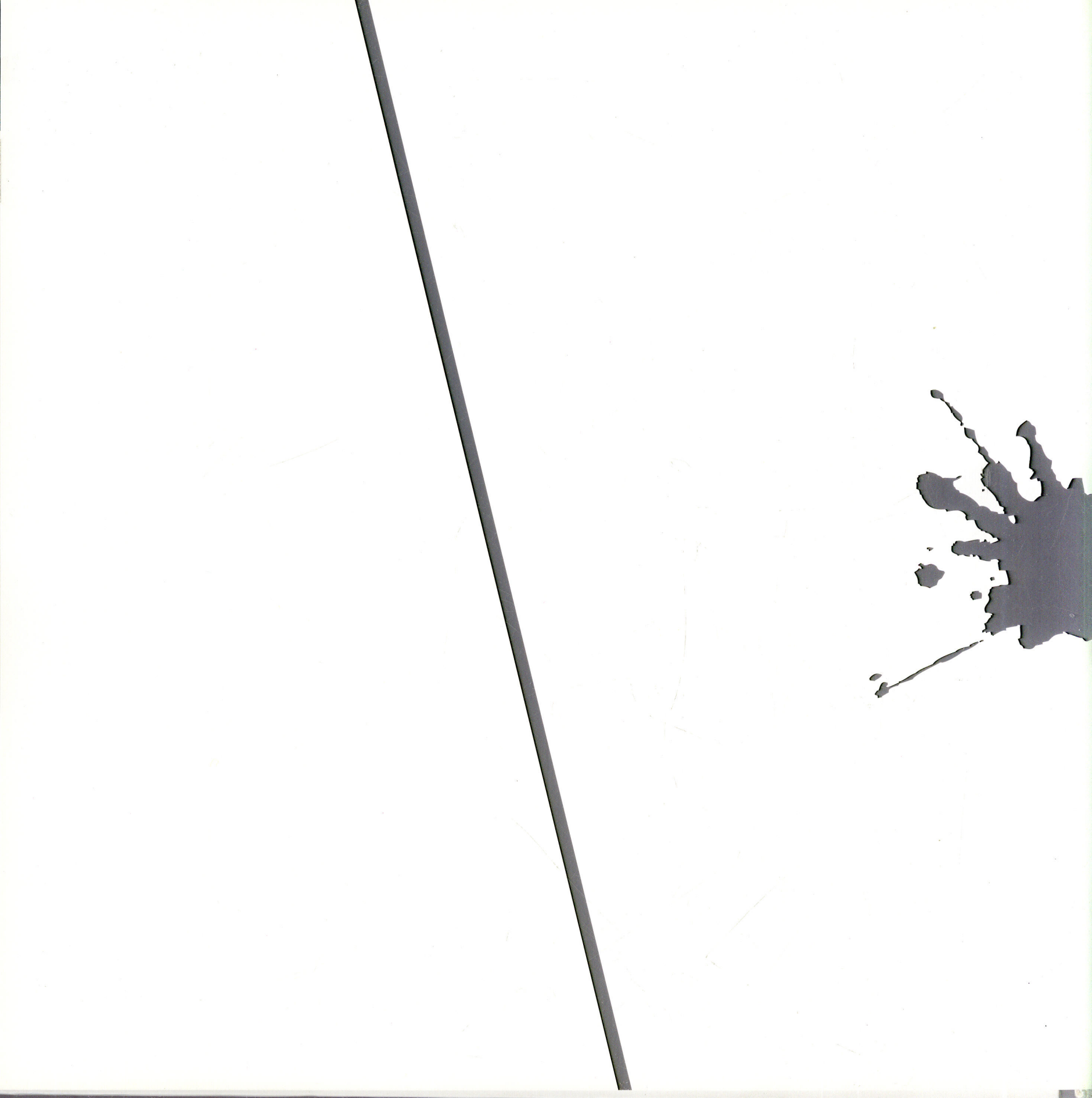
Once drinking in a bar.....I was a little drunken.....as if Mr Lu told us he would spend three or five years on architecture and then he would help his old friends in the art circle to fulfill their dreams, and then.....

When I awoken, sunlight has flooded the earth.

RiHan

one night, at the beginning of 2002





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VILLA

