

GIN SUN 今尚建筑画 1

ARCHITECTURAL RENDERING

What we did what will be

We integrate you communicate



大连理工大学出版社

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GIN SUN

Architecture Rendering & Animation

Architecture Rendering 建筑表现

Interior Rendering 室内表现

3D Animation 三维动画

Multi-media Animation 多媒体动画

Virtual Reality 虚拟现实

Foreword

Xiang Bingren

Architecture students of our generation spent much more time on the basic skills of drawing under the orthodox training of the Bouza Academism, and subjects as perspective shadow, sketch watercolor and architectural rendering lasted through the 4 academic years. Of course, this exerted a subtle influence on the promotion of inherent aesthetic taste and the proficiency techniques and skills. At that time, these were beyond all doubt the necessary characters for excellent architectural students and future architectural masters. Our respected predecessors like Mr. Yang Tingbao and Mr. Tong Jun are just the models in such aspects. The levels of their drawing and watercolors brought them the title of artist.

How time flies! Nearly half century of time has struck and changed various aspects of the traditional Architecture. The computer-aided drawing technique, along with the emergence and advance of the era of digitalization has replaced the skills in manual architectural drawing that we regarded as the essence of architecture specialty. It freely and sufficiently reflects the architectural atmosphere, spatial form, details and the material texture to the utmost extent, achieving unprecedented authenticity and inspiration. Besides, with the infinite possibility of editing, printing and transmitting, the computer-aided drawing is incomparable to traditional manual drawing.

However, no matter how powerful digital technology is, it is always mastered and used by human, and the computer-aided drawing is operated by a human. Compared with the manual drawing that was popular half century ago, though the tool is different, the requirements for aesthetics taste, the architectural understanding, affection, personalization, etc. are still the same. On the other hand, the complexity of the architecture today has urged the architects to further divide the specialty of architecture—they have to abandon or transfer part of their jobs to more specialized persons. Therefore, the architects are willing to find the masters of computer-aided drawing who have the same enthusiasm and interest to architecture, understand the culture of architecture and arts, be capable of having good command of the architects' intention and are experienced in computer operation, to jointly complete the architectural representation and creation.

Shanghai Ginsun CG Design Co., Ltd. led by Mr. Xing Xiaobo is just such a professional company, well recognized by architects. Experienced with several years of development, Ginsun has already achieved remarkable results in the aspects of size and quality. The drawing effects in this atlas sufficiently reflect the promotion of their artistic standard and technical ability, and reflect their ability of understanding different urban environments and architecture types, and the ability of mastering the aesthetic feature, environmental atmosphere, light & color, material texture and details of an architecture. I believe, reading these pages of drawings will surely bring you a pleasurable visual enjoyment.

Besides, in such a times when people pursue personalization, as when a property owner wants a creative architect to bring an innovative project, the architect also needs to choose masters in drawing from the same camp to form a team. I hope Mr. Xing Xiaobo and his colleagues in Ginsun can set a further goal, not only doing well in the corporate business and occupying the market, but also with the ambition to become a master and artist of drawing effects.

序

项秉仁

回忆起我们这一代读建筑的岁月,在布扎学院派的正统训练下,曾在绘图基本功上面耗费了相当多的时光,单就透视阴影、素描水彩、建筑渲染就持续了四个学年,当然,潜移默化,内在的审美品位是提升了,技法和技巧也熟练了。在当时,这些毋庸置疑是一位优秀建筑系学生和未来建筑大师的必备素质之一,我们无限崇拜的前辈,如杨廷宝、童寯先生就是这方面的楷模。他们的绘画和水彩作品的水准使他们毫不逊色地跻身于艺术家之列。

时光飞逝,星移斗转,近半个世纪的光阴冲击和改变了传统的建筑学的方方面面。随着数字化时代降临和进步而发展的电脑效果图技术无情地取代了过去被我们视为专业之本的建筑绘图的手工技巧,它能肆意地、尽情地、充分地将建筑的环境气氛、空间形体、细部节点、材料质感表现得淋漓尽致,其真实性和感染力已达到了空前的程度。不仅如此,电脑效果图具有编辑、打印、传送的无限可能,也是传统手工绘画难以企及的。

但是,数码技术无论有多么强大,它都是由人来掌握和运用的,电脑效果图是由人来操作的,与半个世纪前的手工绘画相比较,工具不同了,但审美品位,对于建筑的理解、情感、个性化等要求依然故我。另一方面,今天的建筑与往日已不可同日而语,建筑设计的复杂性已经迫使建筑师在专业上进一步细化,不得不放弃或转移一部分工作给更专业的人们。因此,建筑师们非常乐意找到对建筑同样有热情和兴趣,具有建筑和艺术修养,能够充分理解建筑师意图并且有娴熟电脑操作技能的电脑效果图大师来共同完成建筑表现和创意。

邢小波先生领衔的今尚数码正是这样一个深受建筑师们欢迎的效果图专业公司。经历了过去短短数年的创业和积累,今尚数码已经在规模和质量两方面有了可喜的进展,这本图集所呈现的效果图作品充分体现了他们在专业效果图的艺术水准和技术能力两方面的提升,体现了他们对于不同的城市环境和建筑类型的理解能力,对于建筑审美的特点、环境氛围、光线和色彩、材质和细部的把握能力。我相信,各位在翻阅这些图页的时候一定会感到是一次令人愉快的视觉享受。

我还想,在当前这样一个追求个性化的时代,就如业主们寻觅富有创意的建筑师来为他们的项目锐意创新一样,建筑师也需要选择志同道合的效果图大师和巨匠成为创作团队的一员。我希望邢小波先生和今尚数码的同仁们要把目标定得更高更远大,不但要把公司的业务做好做大,占领市场,而且应该有志成为效果图大师和艺术家。

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公共建筑

PUBLIC BUILDINGS

办公旅馆及商业建筑

Office, Hotel and Business Buildings

文化体育及交通建筑

Cultural, Sports and Transport Buildings





■ 项目名称: 宁波市文化广场

设计单位: 上海秉仁建筑师事务所

设计师: 项秉仁 吴欣 等

设计时间: 2008年5月

建设地: 浙江宁波

■ Project: Ningbo Culture Plaza

Designed by: DDB International LTD. Shanghai

Designers: Xiang Bingren, Wu Xin

Date of Design: May 2008

Building Site: Ningbo, Zhejiang



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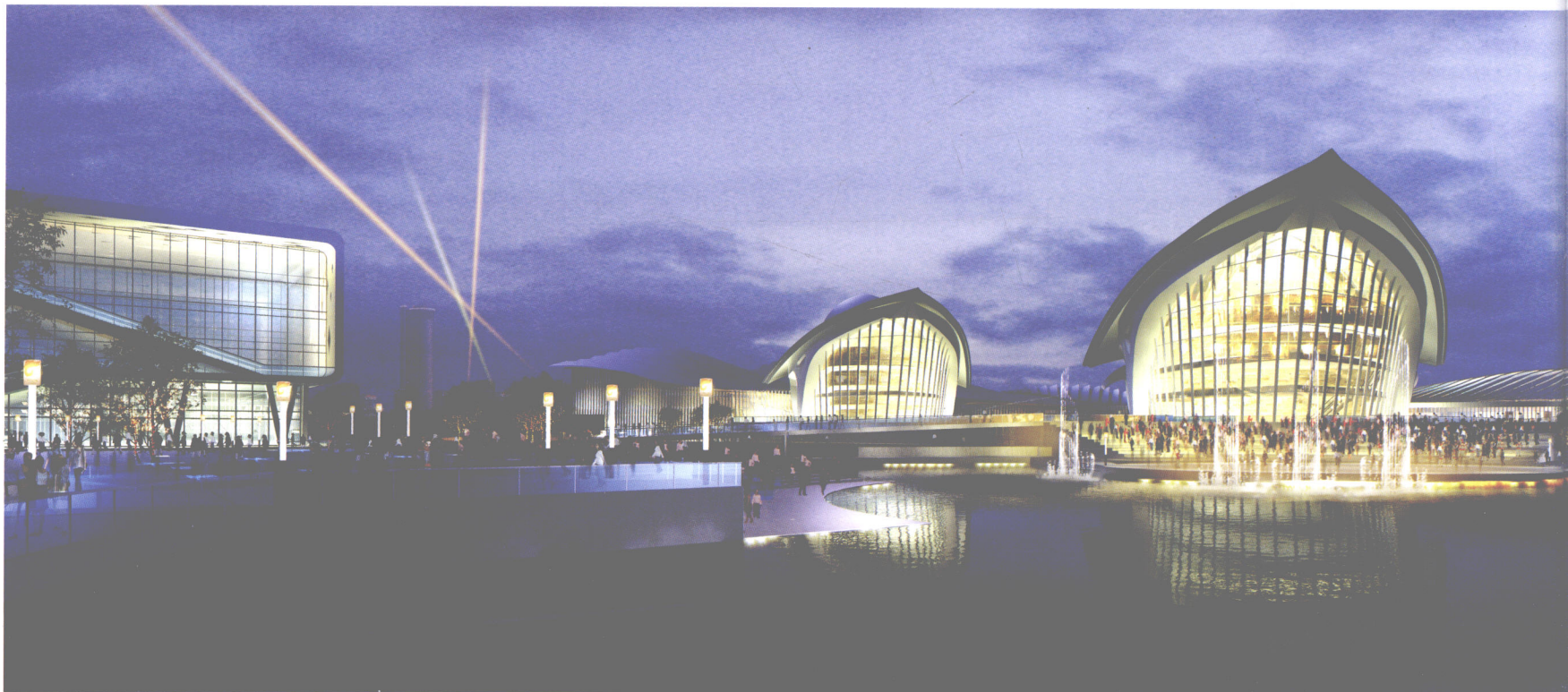
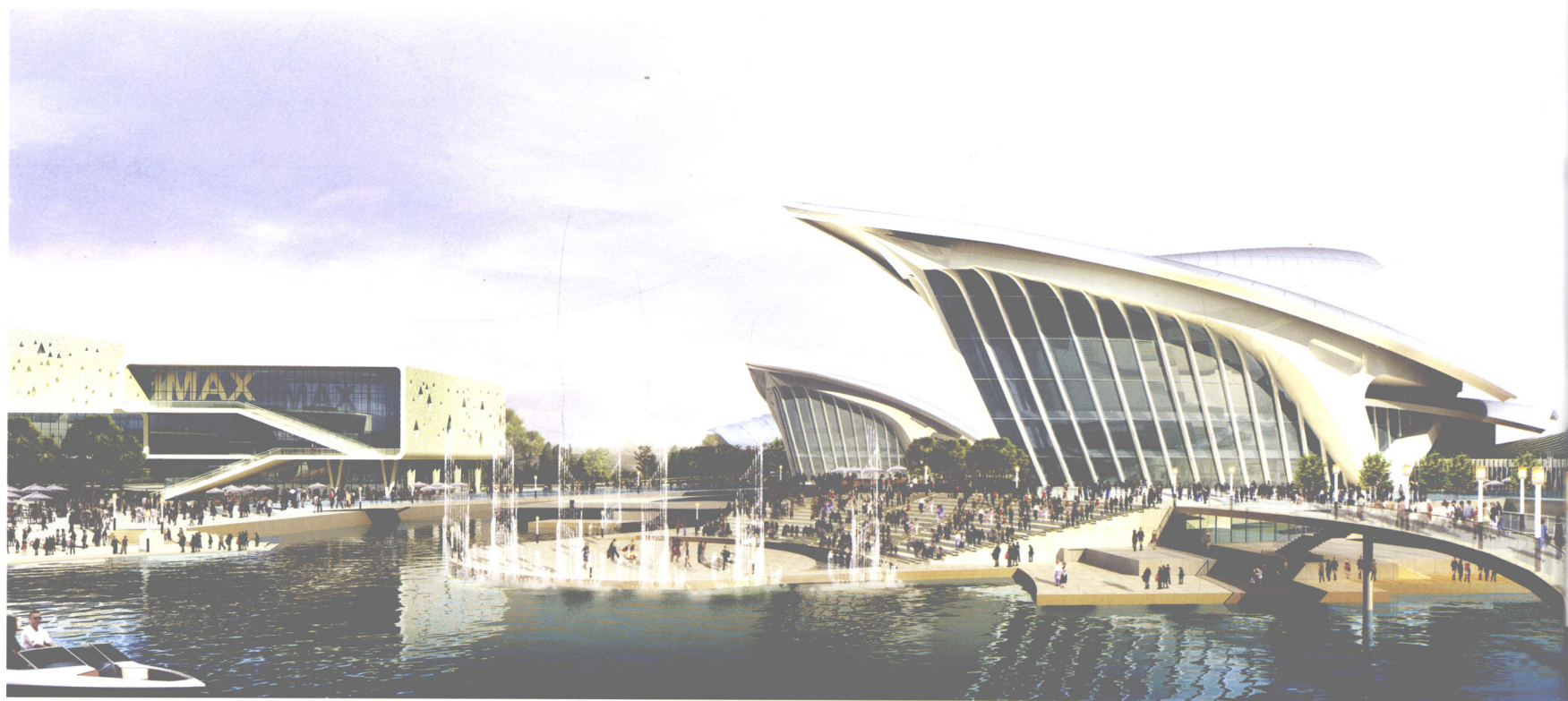
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