



Graphic Design in Vo. 2

海報設計 II

海報設計Ⅱ

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海報設計Ⅱ



平野 滄太郎 Kotaro Hirano

1959年在東京出生，78年，東京都立工藝高等學校設計科畢業。80年任職日本設計中心工作。經過仲畑廣告製作所後於87年設立Moon Rabbit Inc。曾於81年設計公會'81公募展銀獎受獎。和91年東京Typo Director's Club. Typo Direction金獎受獎。

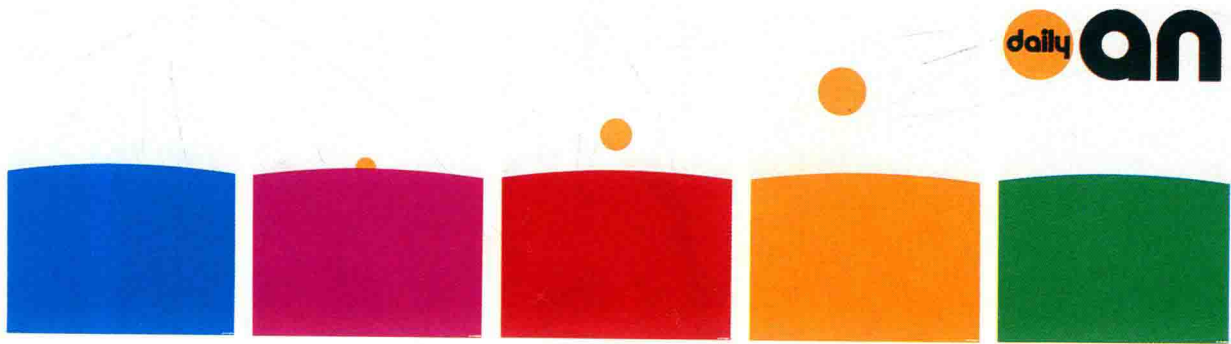
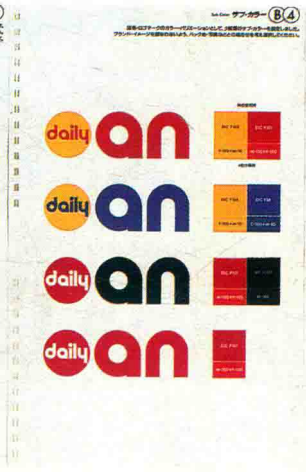
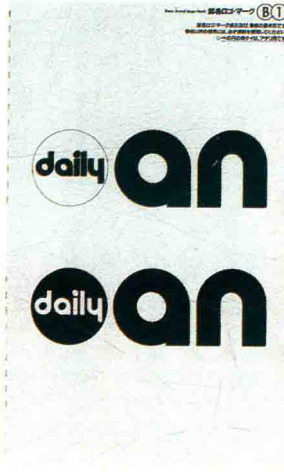
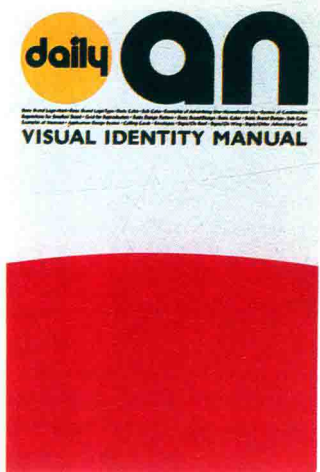
Born in Tokyo in 1959, Hirano graduated from Tokyo Metropolitan Craft Art High School in 1978. After having worked for Japan Design Center Inc., and Nakahata Advertising Production, he established Moon Rabbit Inc. in 1987. He received the Design Forum '81 Silver Prize, and Tokyo Typo Directors Club '91 Gold Prize.

自入平成以來，就以象徵性為中心的工作較多，因此開始思考象徵性所含的可能性。像這樣的工作，能夠得到新人獎，真是萬分高興。藉此場合，向照顧我的各位先生由衷的致謝意。特別對教導我，凝縮顧客的意向，找出表現形態的方法的恩師仲畑貴志先生，教導我一片美麗的形態，能夠超越國境和人種而傳達的恩師、畫家、豬熊弦一郎先生，衷心致感謝之意。謝謝

I received an increasing number of orders for designing symbols in the past few years, and came to consider the potentiality of symbols. Therefore, I feel all the more pleased to receive the award for designing symbols. I would like to take this opportunity to thank the many people to whom I am obliged. Among others, I extend my deepest appreciation to Mr. Takashi Nakahata who taught me how to give expression to the desire of the client in a condensed way, and also to Mr. Gen'ichiro Inokuma, who taught me that a beautiful form could be a tool for communication across national borders and national backgrounds.

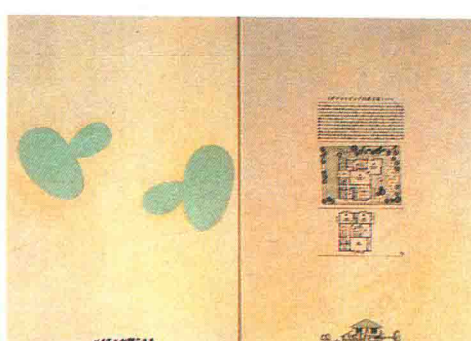
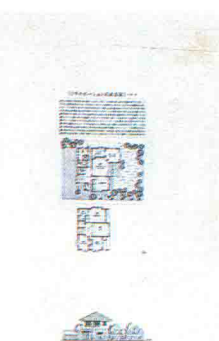
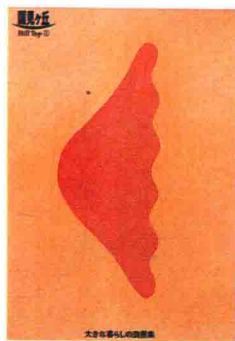


- I Newspaper Ad./electrical products
- AD 平野滄太郎 kotaro hirano
- D 平野滄太郎 kotaro hirano
- CD 牧野良三 ryozo makino
- C 岡田亜子 ako okada
- I 玄龜阿仁磨 anima genki
- PR 田口順一 jun'ichi taguchi
- CL 富士電機 fuji electric



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- 2 Corporate Identity/magazine
 AD 平野遼太郎 kotaro hirano
 D 平野遼太郎 kotaro hirano
 C 松本圭三 keizo matsuki
 CL 学生援護会 gakusei engokai

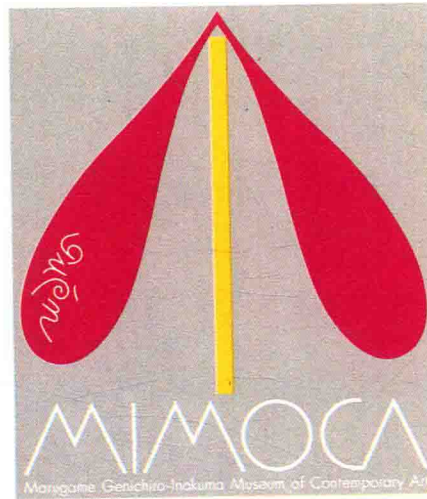


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- 3 Pamphlet/real estate
 AD 平野遼太郎 kotaro hirano
 D 平野遼太郎 kotaro hirano
 C 養田雅之 masayuki minoda
 I 平野敬子 keiko hirano
 PR 國井嘉元 kagen kumii
 CL 西洋環境開発 the seiyo



European Carriage House



4 Corporate Identity/car dealer
 AD 平野遼太郎 kotaro hirano
 D 平野遼太郎 kotaro hirano
 PR 園 秀彦 hidehiko dan
 CL ヨーロピアンキャリッジハウス
 european carriage house

5 Symbol/advertising production
 AD 平野遼太郎 kotaro hirano
 D 平野遼太郎 kotaro hirano
 CL ムーンラビット moon rabbit

6 Corporate identity/museum
 AD 平野遼太郎 kotaro hirano
 D 平野遼太郎 kotaro hirano
 A 猪熊哉一郎 gen'ichiro inokuma
 CL 丸亀市猪熊哉一郎現代美術館
 marugame genichiro-inokuma
 museum of contemporary art



三木 健 Ken Miki

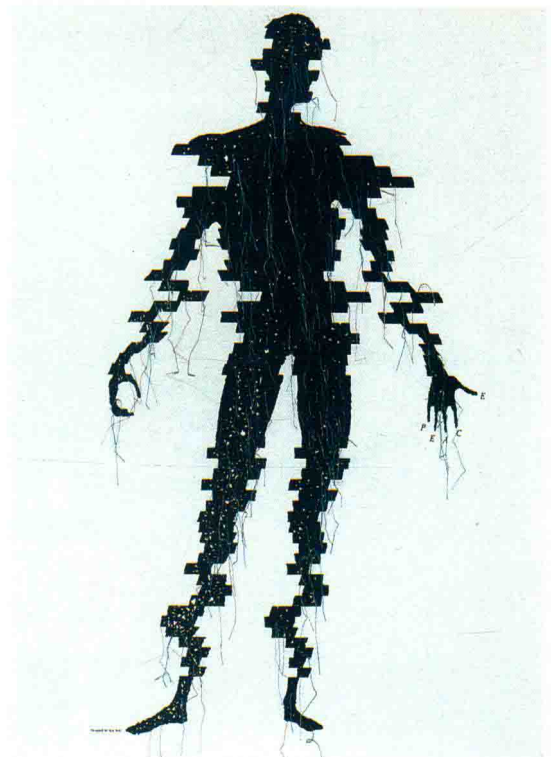
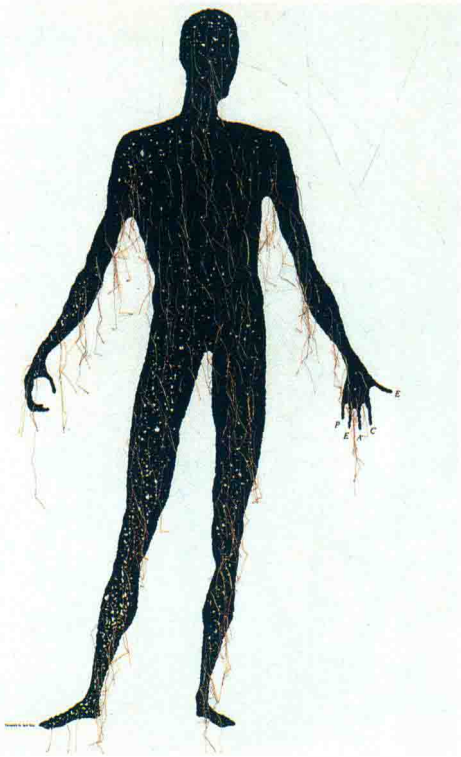
1955 年出生於日本神左；74 年畢業於神左設計學院；82 年成立三木健設計工作室；89 年獲日本包裝設計獎勵獎，同年又榮獲紐約ADC銅牌獎。

Born in Kobe in 1955, Miki graduated from Kobe Designers Institute in 1974. He was employed by Katayama Design Office in the same year, and worked there until 1982 when he opened his own office, Ken Miki Design Office. He received the Japan Package Design Award '89 for Fine Achievements, and the New York Art Directors' Club Bronze Award '89.

從小我就很愛作弄人，常喜歡用機智妙語與人交談，然後邊想像對方愉悅的笑臉邊思考新點子。我所謂的機智妙語是指簡單的點子加上運用與對方交談所得到的想像力，如此一來所得到的結果將使對方先感到困惑，接著便展露出會心的微笑。

我所秉持的創作理念是“希望自己是個感情十足的人”、“希望創作出有感情的設計來”。

I was fond of fun as a boy. I enjoyed the process of conceiving witty ideas while imagining others' smiling faces. The basic element for making others smile is a simple idea that invokes the imagination of the viewers. It is a kind of communication between them and myself. It should not hurt them. If the viewer looks puzzled for a while, and then starts smiling, that idea is successful. The source of my designing act is that I should be a person who feels with all senses, and that I should create what others can enjoy with all senses.



- 7 Poster/peace campaign
CD 三木 健 ken miki
AD 三木 健 ken miki
D 三木 健 ken miki
CL 日本グラフィックデザイナー協会
japan graphic designers association

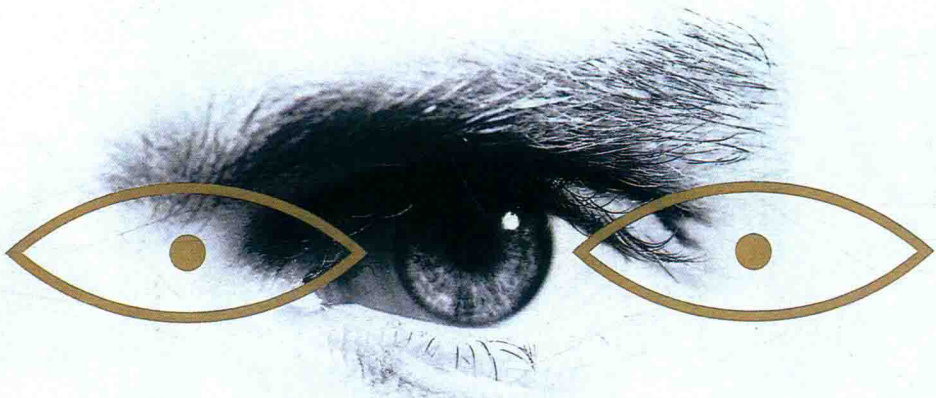
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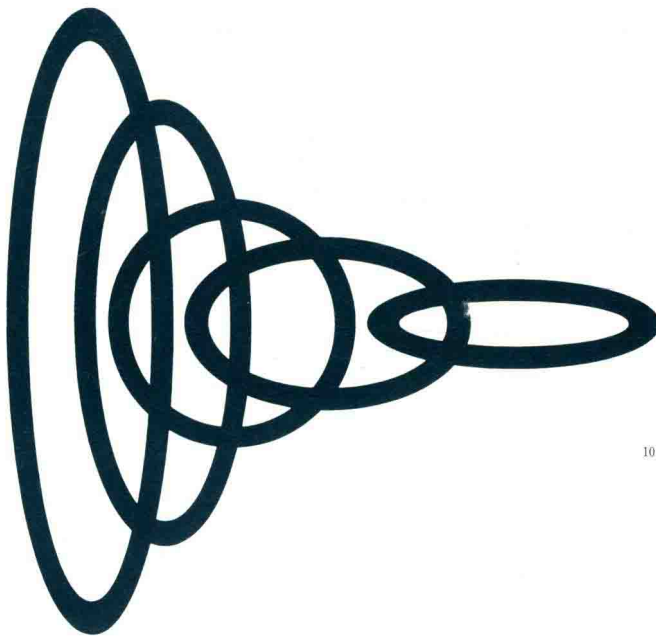
メロスの目

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8 Poster/transportation
CD 三木 健 ken miki
AD 三木 健 ken miki
D 三木 健 ken miki
C 滝本 明 mei takimoto
P 林 久雄 hisao hayashi
CL メロス melos



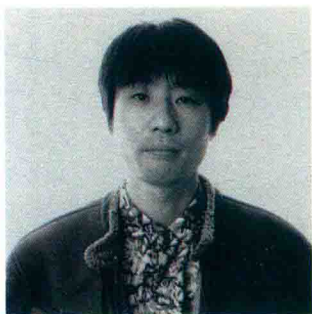
9



10

9 Poster/planning office
 CD 三木 健 ken miki
 AD 三木 健 ken miki
 D 三木 健 ken miki
 C 木原卓也 takuya kihara
 CL キハラプロジェクトオフィス
 kihara project office

10 Symbol/university
 CD 三木 健 ken miki
 AD 三木 健 ken miki
 D 三木 健 ken miki
 CL 大阪電気通信大学
 osaka electro-communication
 university



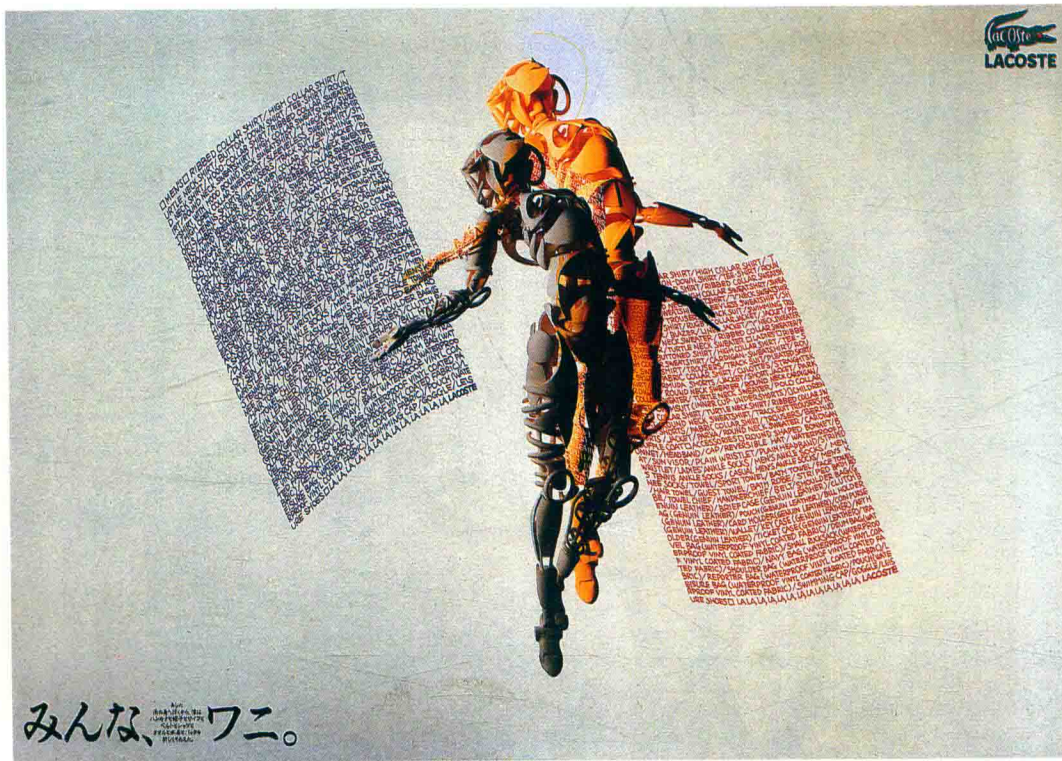
大木理人 Masato Oki

1957年出生於東京；76年進入淺葉克己設計室；91年成立大木理人設計室。87、89年榮獲東京ADC獎及'88國際戶外廣告大獎。

Born in Tokyo in 1957, Oki worked for the Katsumi Asaba Design Office from 1976 to 1991, when he established the Masato Oki Design Office. He received the Tokyo Art Directors Club Award '87, '89, and '88 International Outdoor Advertising Grand Prix.

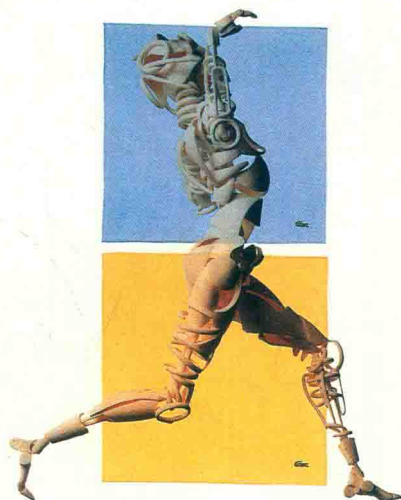
我曾為鱷魚牌做宣傳工作達五年，此期間亦曾給對方帶來困擾。近來我對抽象藝術頗為偏好，這是1990年秋天，我在紐約一家書店偶然間翻閱到Dada的畫冊，被其畫所感動的結果。當我翻開第一面，看到的是「達爾普所畫的下樓梯的裸女」，那時我能感受到我體內流竄著一股以前看畫作所沒有的衝動，我的頭腦好像有物體在裏面奔竄，似乎要崩裂了般。誇大來說，這作品可說具有某種能改變頭腦意志的魔力呢！這樣的感受連我自己都頗覺意外，我開始懷疑這到底該說是抽象或者是Dada呢？而這一點倒促成了我已邁向自我否定的第一步了。雖然至今我仍無法掌握何謂抽象藝術及Dada的作品，但無論如何；我耗費數個月製做，由200個零件組成的模特兒，現在正在陳列架上擺著「萬歲」的姿態呢！非常謝謝大家。

I have been working for the Lacoste campaign for five years. Recently, I have been inclined to abstract art. I was enchanted with a book of Dada's paintings that I came across in New York. On the opening page was the "Nude Descending A Staircase" by Duchamp. It was not the first time I saw the painting, but I can still recall the stimulation that ran through my body. I felt some impact in my mind, and it seemed to be destroying something of my value system. It was autumn in 1990. It was a concept which was revolutionary from which the doll was created. It was a surprise to myself. I cannot tell whether this is an abstract work or Dadaist work, however, it marked the first step of self-denial. I have not been successful, to this day, to accurately understand abstract art or Dada's work. However, the doll consisting of 200 parts, which took me a month to make, is now hoisting both its hands saying "I've got it!" Thank you very much.

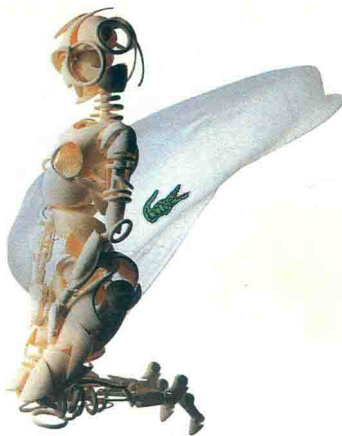


- 11 Poster
department store & apparel manufacturer
AD 大木理人 masato oki
D 大木理人 masato oki
向後 敦 atsushi kogo
A 大木理人 masato oki
CD 岡田園孝 kunitaka okada
CL 西武百貨店 the seibu department stores
ラコステ lacoste

LACOSTE



映画のハッピーエンディングで、いつも泣くんだね。



帽子の似合う人は、目がやさしい。

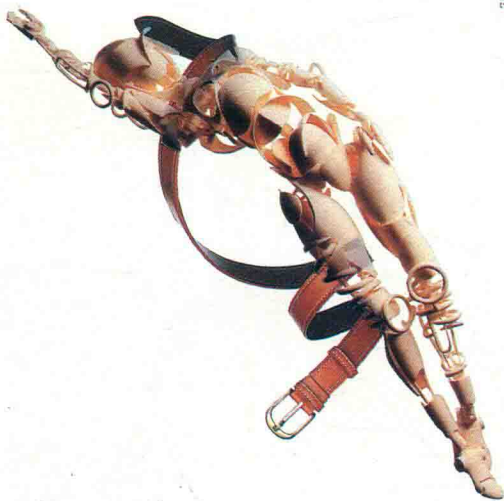
- 12 Catalogue
- department store & apparel manufacturer
- AD 大木理人 masato oki
- D 大木理人 masato oki
向後 教 atsushi kogo
- A 大木理人 masato oki
- CD 岡田 啓孝 kunitaka okada
- C 榎本りか rika enomoto
- P 日比野武男 takeo hibino
- CL 西武百貨店
the seibu department stores
ラコステ lacoste

LACOSTE
L'ÉTALON



水の中には、きれいな音楽が流れる。

LACOSTE
L'ÉTALON



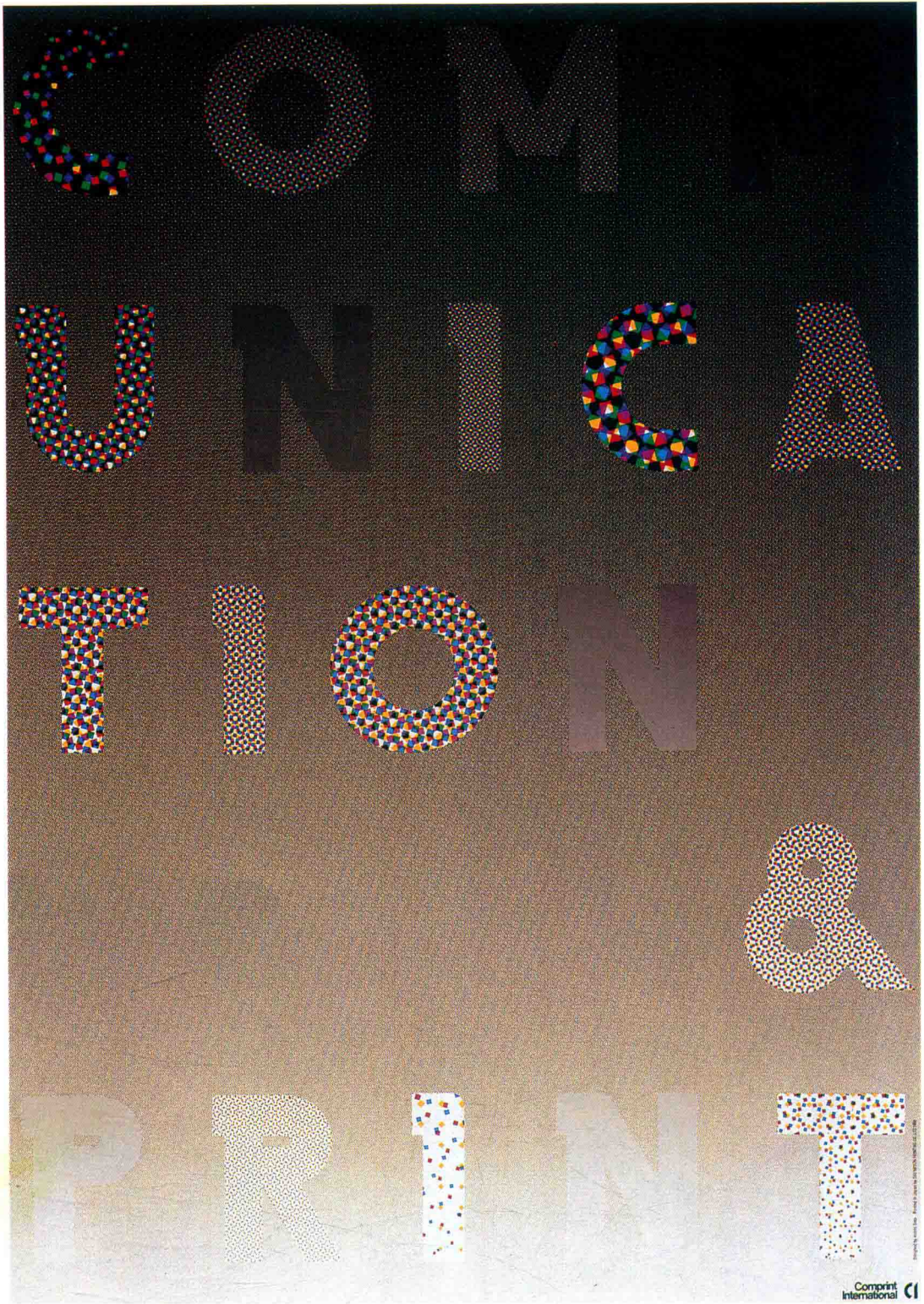
ひとつ穴をつめて、マッシュしてまった。

LACOSTE
L'ÉTALON



ボタンはずして、風にさわった。

ポスター
Poster



Comprint
International CI

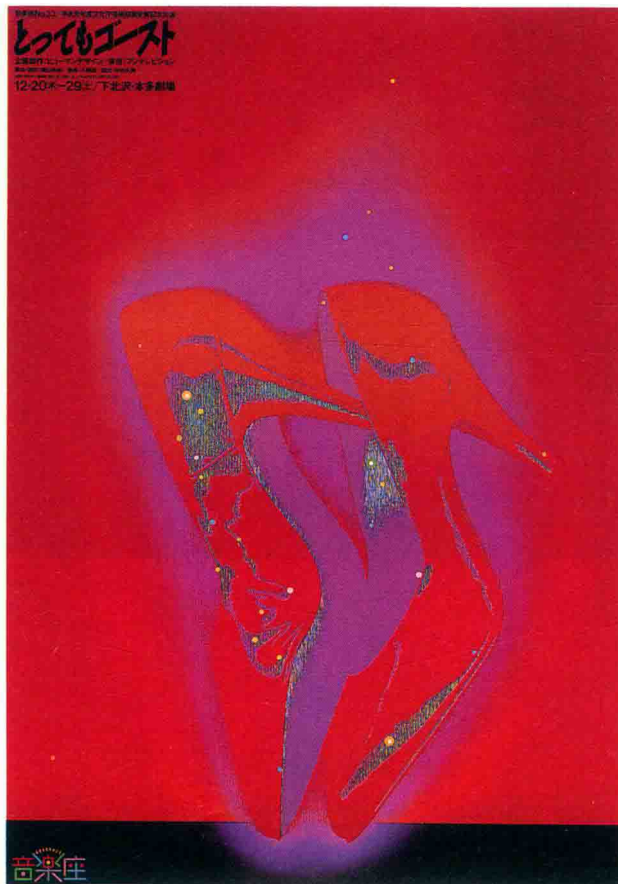
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13 Poster/poster exhibition
AD 佐藤晃一 koichi sato
D 佐藤晃一 koichi sato
CL 大日本印刷 dai nippon printing

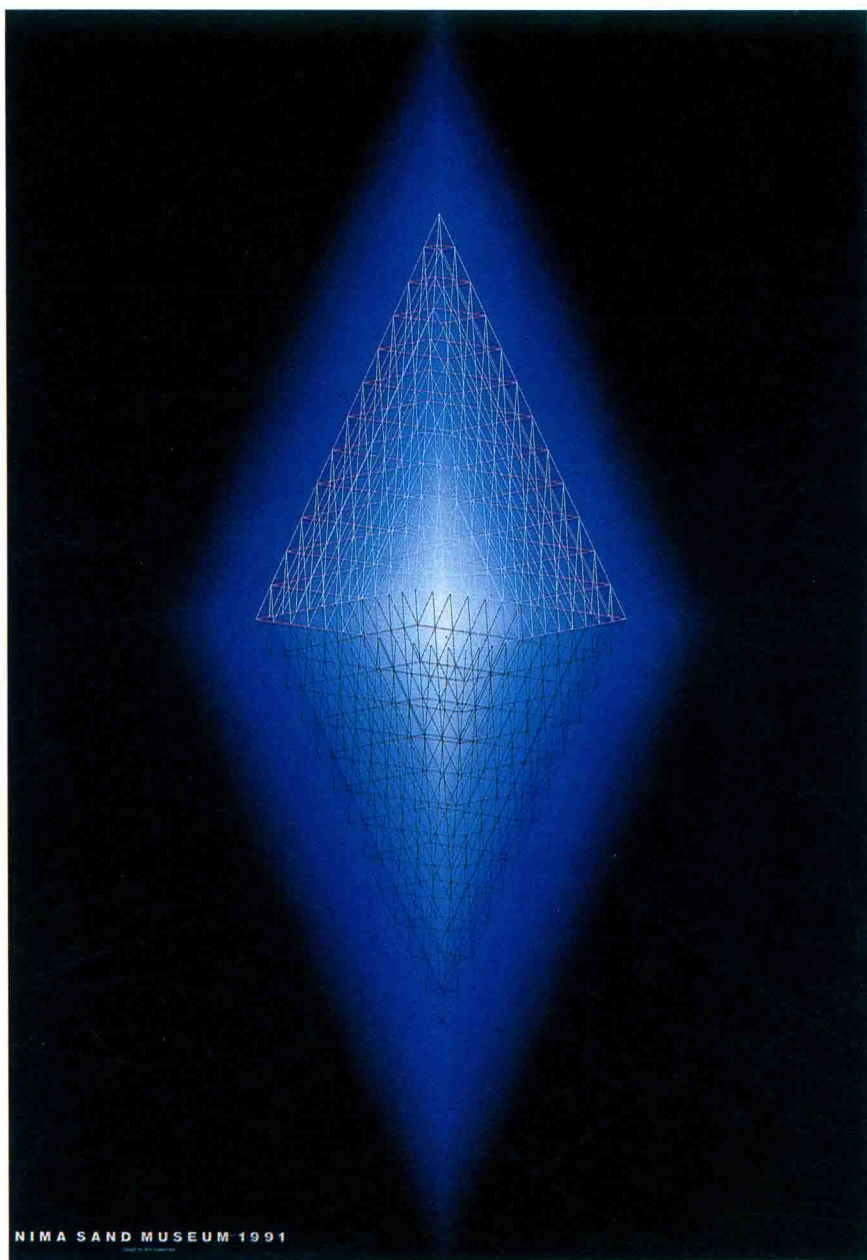


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- 14 Poster/lighting design competition
 AD 佐藤晃一 koichi sato
 D 佐藤晃一 koichi sato
 CL 小泉産業 koizumi sangyo
- 15 Poster/theatrical performance
 AD 佐藤晃一 koichi sato
 D 佐藤晃一 koichi sato
 CL ヒューマンデザイン human design



16

16 Poster/museum
AD 松永 真 shin matsunaga
D 松永 真 shin matsunaga
I 松永 真 shin matsunaga
CL 仁摩 サンド・ミュージアム
nima sand museum