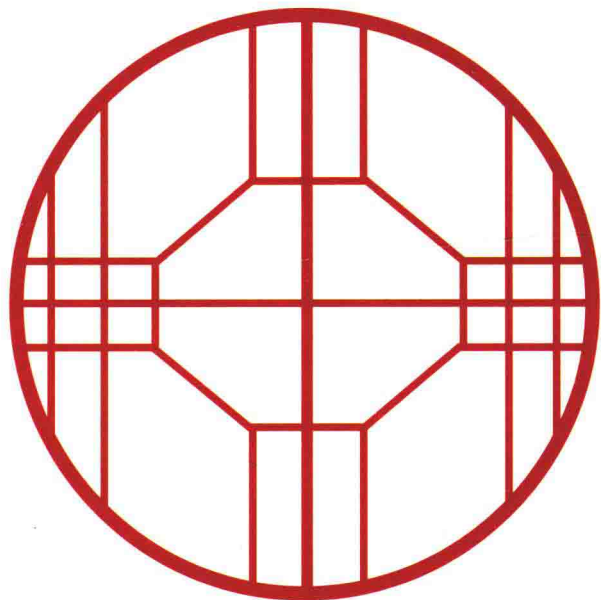


汉字之美
THE BEAUTY OF
CHINESE CHARACTERS



丛书主编 于丹

汉字之美

汉字与设计的创意融合

The Beauty of Chinese Characters:
Creative Fusion of Chinese Characters and Design

一辑 心生万物

lume One: Heart Gives Birth to All Things



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汉字是握在中华民族掌心里的纹路，循着它的指事象形，可以触摸到所有观念由来的秘密。

汉字也是笔尖下流淌的乡土，横平竖直皆风骨，撇捺飞扬即血脉。

写中国字，懂中国心。

——于丹《字解人生》



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卷首语



于丹

在“汉字之美”中感悟“心生万物”

对于绝大多数中国人来讲，我们从小就开始使用汉字，它是我们传情表意的载体。北京师范大学拥有一支从事汉字学研究的强大的学术队伍，大家一直希望把汉字作为中文的血脉，把汉字当作这个民族笔尖下的乡土。在表意功能之外，我们希望可以发现汉字的独立之美。2015年10月30日，北京师范大学文化创新与传播研究院在联合国教科文组织的巴黎总部开始了“汉字之美”活动的推广，试图把这样一次探索带出国门、使之走向国际，也希望“汉字之美”能够唤醒中国人心中对于汉字的归属感。

第一届“汉字之美”活动推出的主题叫做“心生万物”，也就是用汉字里的心字底和竖心旁作为基础字库的结构单位，阐发中国人的心灵观念。比如感恩、慈悲、意志等，跟这些因素相关的字都是靠一颗心托起来的，而惭愧、忏悔、懒惰（生活节奏的）快慢等都是由竖心旁组成的。王阳明曾经说过：“心外无物，心外无理”，对每个字的判断是自心念而生的。今天在越来越紧张忙碌的生活里，人们动脑子的时间越来越多了，用心的时间却越来越少了，我们还能不能寻着汉字回到最初的心灵生活呢？

我们在联合国教科文组织总部用竖心旁和“心”字底及其他部件一起做拼字游戏。邀请了母语是意大利文、希腊文等国家的大使，走上台将这些字拼在一起的时候，中文以一种象形文字的图案，直接昭示出其意义所在。这个游戏是超越语言和时空的，也是奇妙而温暖的。这些大使拼出来一个字，我在现场讲解一个字，为的就是让大家知道中国人心灵生活的历史脉络。这



次活动之后，我们向全球发出了以“心”为设计元素的青年设计大赛的征集令，希望能够借本次大赛的契机推广汉字文化。在当下，以汉字为载体，把一种价值判断通过百姓日常之用的设计推广出去，让家家户户能够在一杯一碟、在举手投足之间体会到汉字的独立意义、汉字的典雅之美。

2016年5月4日，我们在青年节这一天发出了征集作品的集结号，不到半年的时间里，我们收到了来自世界16个国家和地区的约1250幅作品。所征集的作品来自美洲、澳洲、亚洲、欧洲等区域，这些作品使我们看到活在当下的世界公民，用他们所理解的中文符号演绎出怎样的奇观世界。这次活动彰显出不同人在当下对于汉字的诠释，这些无不使我们叩问自己的内心：我们真的懂得汉字吗？比如说“意思”的“意”是什么意思呢？“意”是心上的声音，我们总说“听话听音，要懂得别人的言外之意”。这个“言外之意”是怎么流露出来的呢？再比如，“思想”的“思”，上面这个“田”字原来是象形之义，是指刚刚出生的婴儿头上还没有封的囟门，上面是“囟”字，下面是“心”，也就是说用头脑和心灵结合起来才有思考的能力。一个人只靠理性的头脑会过于拘谨，只靠感性的心灵则会冒很多风险。有头脑的理性，才能有心情去过一种具有思考力的生活。我们再来看“快”和“慢”。快者，习也，“快”字组的词一般是高兴的，比如我们有愉快的聚会；有欢快的庆典；见到了很多快乐的同学；合作方办事真是爽快；秋风乍起，大热天凉快起来了……什么叫“慢”呢，慢者，就是不敬，一件事情不当回事就慢了，比如说此人很傲慢，这个事做得好怠慢。

在这场互动中，汉字让我们回到心存感恩、心念慈悲的心灵生活；让我们能够在紧张浮躁的日子里，去体会“心生万物”的设计。本次所有参与“汉字之美”全球设计大赛的年轻设计师们，都愿意为“心”搭出一片天空，“汉字之美”也会一届一届、一站一站地走下去。希望大家能够继续关注，也希望有更多的参与者拿出作品来参赛，衷心希望大家不仅是汉字文化的见证者，更是一位热情的参与者。今天的生活是多元化的，生活的审美是风格各异的。汉字同时也是汉字文化共同体国家联络的纽带，包括日本、韩国等国在内的专家们也在共同努力，试图把汉字变成东方文明的载体。希望汉字能够带给汉字文化圈里的所有人一种仪式感——一种印在笔尖上的仪式感——在你从容的书写中，自然地流淌着对于汉字的无限敬意。

于丹

北京师范大学文化创新与传播研究院（首都文化创新与文化传播工程研究院）院长

“汉字之美”发起人、总召集人

Yu Dan

The Beauty of Chinese Characters —“Heart Gives Birth to All Things”

Most Chinese people began to study Chinese characters from childhood, which helps us express ideas and feelings. Do Chinese characters enjoy independent beauty? Beijing Normal University boasts a strong academic team of Chinese character study. We all have a longing for Chinese characters as the veins of Chinese and the destination of our nation. We should find out the independent beauty of Chinese characters besides its role in expressing ideas. On October 30th, 2015, Institute of Culture Innovation and Communication of Beijing Normal University started to launch a contest to introduce “The Beauty of Chinese Characters” at the headquarters of UNESCO in Paris, hoping to help it step onto the international stage and awaken a sense of belonging for Chinese characters among Chinese people.

The theme of the first “The Beauty of Chinese Characters” Global Youth Contest is “Heart Gives Birth to All Things”, which requires to express ideas about heart and soul on the basis of Chinese characters’ bottom component “心” and radical “忄”. Many Chinese ideas like gratitude, mercy, will and other related expressions all have a “heart” (心) at the bottom, while expressions like shame, confession, idleness, life pace all share a same radical “忄”. Wang Yangming, a philosopher in Ming Dynasty, once said “There is nothing at all without our inner hearts and souls”. Every Chinese character is judged from our hearts. In such a fast-pace society, we spend more time on brains but less time on hearts. Can we come back to the original spiritual life with the help of Chinese characters?

At the headquarters of UNESCO, we invited ambassadors from different countries like Italy and Greece to join us in the scrabble game with the bottom

component “心” and radical “忄”. When they formed different Chinese characters on the stage, Chinese displayed different meanings directly as a kind of pictograph. This game, surpassing the limitation of language, time and space, was full of amazement and warmth. I would explain it as soon as they formed a new Chinese character to let them know this is the historical vein of Chinese spiritual life. After this game, we launched a global youth design contest with the theme of “heart” (“心”), taking this opportunity to advocate values under Chinese characters from daily character designs to make every family understand the independent meanings and elegance of Chinese characters from daily tableware and behaviors.

We called for Chinese character design works on the International Youth Day of May 4th, 2016. Within half a year, we received about 1500 pieces of works from 16 countries and regions, including America, Australia, Asia, Europe and other regions. With these Chinese characters they understood, people around the world drew different wonderful pictures to us. Different people's different interpretations for Chinese characters invite an unavoidable question for us: do we Chinese really understand Chinese characters? For example, what's the meaning of “yi” (“意”) in the phrase “yisi” (“意思”, meaning)? From the pattern of this character, we can know “yi” (意) is the voice (“音”) above heart (“心”). We often say “we should learn the implied meanings from one's voices”. How do these implied meanings expressed? Take “si” (“思”) in the phrase “sixiang” (“思想”, thoughts) as another example. “Tian” (“田”) in the Chinese character “si” (“思”) originally referred to the infant whose brain wasn't closed up. With a “xin” (“心”) at the bottom, we learn that we are capable of thinking only when we combine brains and hearts. One can be too cautious only with a brain, and one can take many risks only with a heart. Only with a rational brain can we live a life full

of thinking. Let's turn to another two Chinese characters “kuai” (“快” , quick) and “man” (“慢” , slow) . Habits make efficiency. Chinese phrases with a character “kuai” (“快”) often refer to something happy, like our joyful parties, exciting ceremonies, cheerful classmates, candid partners and cool days in autumn. What is “man” (“慢”) ? Slowness makes impoliteness. Slowness means to take things carelessly. For example, we say someone is arrogant or tardy.

Heart sometimes even can disrupt the rhythm between you and time. In this contest, Chinese characters, a rallying call driving us back to the spiritual life full of gratitude and mercy, bring us to the real “Heart Gives Birth to All Things” in a stressful and fickle environment. All the young designers in “The Beauty of Chinese Characters” Global Youth Contest are willing to prop up a stretch of sky for “hearts” . This contest will be held year by year and we are looking forward to more and more passionate participators rather than witnesses for Chinese character culture only. We are now in a kaleidoscopic world in which Chinese characters belong to a culture circle of “the big mandarin” . Many experts, some even from Japan and South Korea, are striving to turn Chinese characters into the carrier of oriental civilization. Chinese characters are not only a kind of square characters tapped on the keyboards by Chinese people, but also a sense of ritual that carved at the tip a pen owned by all the people who use Chinese characters—a overflowing rush of respect for Chinese characters may hit you as writing leisurely.

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第一章

活动篇

融合创意设计，发扬汉字之美

汉字，是握在中华民族掌心里的纹路，循着它的指事象形，可以触摸到所有观念由来的秘密。

——于丹《字解人生》

中国的甲骨文和古埃及纸草文字、巴比伦泥版文字、美洲印第安人的玛雅文字并称世界四大古文字。中华文化源远流长，其发展、流传和继承都在汉字中有所体现。因此，中华文化既保持了汉字文脉的稳定性，又推动了汉字在每个时代语境下的创新发展。如今，汉字成为世界范围内唯一没有间断使用的表意文字。

汉字，一方面是承载和传播了中国故事和东方哲学的符号载体，另一方面则是蕴含着中国风格与东方气韵的美学元素。而这一切都是为全世界青年设计师们所共享的文明成果和文化财富。

- 四位嘉宾展开书卷，宣布“汉字之美”大赛正式启动
The four guests opened the scroll and announced the launch of "The Beauty of Chinese Characters" Contest.





● 法国国民教育部汉语教学总督学白乐桑接受媒体访问
Joël Bellassen, the Inspector General in the field of Chinese Language Teaching at the Ministry of Education, France, received media access.

传统字魂，日常之用

2016“汉字之美”全球青年设计大赛由北京师范大学和清华大学美术学院主办，首都文化创新与文化传播工程研究院发起与承办，清华大学平面设计系统开发研究所、汉仪字库联合承办。大赛以“心生万物”为主题，要求参赛者以三十个包含“心”字偏旁的汉字字库中任意一字为创意起点，在理解其意义内涵并进行积极思考的基础之上，立意“心生万物”，完成一件设计作品。大赛通过极富创意的形式，开启了传统文化与现代生活对接的新篇章。

本次大赛凝聚青年活力、艺术灵感，同时也是一次传统与现代的激情碰撞。此次赛事打破国界，消除形式与语言的隔阂，容纳一切有创意、有思想、有艺术感的作品。本次大赛面向世界范围内的18岁到44岁设计类专业院校的师生，以及自由设计师，广泛征集汉字创意设计作品。

全球青年设计大赛立足于创意设计，以汉字作为设计载体，以“心生万物”作为主题与沟通世界的桥梁，将汉字作为灵感的源泉，打造出一场心灵与汉字的盛会，激发青年设计师们的热情与灵感。本次活动旨在启发青年人



- “汉字之美”大赛汉字文化类召集人王立军教授发表演讲
The advocate in Chinese character culture of “The Beauty of Chinese Characters” Contest, professor Wang Lijun gave a speech.
- 联合国教科文组织教育助理总干事唐虔发表演讲
Director general of education assistant of UNESCO, Tang Yu gave a speech.

- “汉字之美”大赛总召集人于丹教授宣布启动仪式正式开始
The general advocate of “The Beauty of Chinese Characters” contest, professor Yu Dan announced the official start of the ceremony.
- “汉字之美”大赛视觉传达类召集人陈楠教授发表演讲
The advocate in visual communication of “The Beauty of Chinese Characters” Contest, professor Chen Nan gave a speech.