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展示空间设计

辽宁美术出版社

ZHAN SHI KONG JIAN SHE JI

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藏书章



辽宁美术出版社

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前言

当今各式各样诸如展览、个人展示、博览会等活动已经开始呈现多样化的势头，在信息社会，人们的心态、生活方式和商业实践的变革都直接影响了时下的“活动热”。

世界正在对以下领域内所发生的变化开始逐渐去认识：高科技转化为信息产业；人口老龄化；知识转变为财富；妇女（尤其是职业女性）社会地位的提高；身兼数职成为全球人的目标。此外，人们对所购买的商品不太容易满意，对无形商品的认识逐渐提高；对质优价廉产品的概念发生了转变；人们的理性认识减弱，感性认识或智慧在增强。

在我们这个信息社会，交流方式多种多样，因此，作为人，我们期待着会有高水平的技术交流不断涌现。

就媒体而言，现今的比较单一化的大众传媒方式已经无法满足人们的需求。因此，富有创新意义和形式多样化的“传播媒体”正处于发展阶段。我们把这些新兴的多媒体当中的一种称之为“空间媒体”。“空间媒体”所强调的是对空间的有效利用，它正在成为当今大众传媒方式中一个无法替代的生力军。

“空间媒体”由三个因素构成：硬件（空间），软件（信息）和人件（文化）。这三个因素的相互配合和设计能赋予

参观者以身体和感觉上的体验，并使每一位参观者在参与某一个活动的过程中达到一种共识。

在这个信息时代，企业和产品形象的树立是至关重要的，“空间媒体”正是为这一目的而服务的。任何一个企业要想找到一个稳固的立足点和自己的坚固地位，“空间媒体”无疑就是一个宝贵的工具。作为“空间媒体”的形式之一，活动以其能快速满足消费者需求的优势而为时下的各个产业所需要。

对于这一极具价值的传媒方式，我们需要去不断探索和思考，以增加其展示力度和对空间的全方位利用，因此，设计和协调阶段就显得尤其重要。

在展览时增强展示的力度，要注意到如下几个重要的问题：1. 如何使计划、组织、展示、设计和管理过程更加有效而实用；2. 用什么方式才能使我们努力的结果为参观者所认可；3. 选用何种策略来达到我们预想的目标。我个人认为，活动的规模要大，影响面要广，地方产品展示和个人展示要多极化。此外，对于企业而言，可以将活动的内容分割为几种不同的展示，形成一种类似节日庆典的规模，以有力地促销产品。然而，任何一种媒体的基本作用

就是向特定的观众传播预定的信息。

从传统观念上来说，展室是将产品和企业的信息传播给消费者的地方。它的这种作为信息中心的传统形象正在发生着转变。如今，展室已经成为对时空有意义的利用，以此来把信息以一种愉快的方式传递出去。同样，这种具有进步意义的促销方式注定会成为市场交流的主要模式。

一般来说，博览会是对文化和社会做出贡献的一种方式。同样，在参加这类活动的过程中，企业形象的树立业已受益于此。

正如我前面所提到的，活动是交流的一种方式。直到现在，活动的方式仍然以参展者为主导。然而，以后的活动方式将会让消费者唱主角，为他们提供更多的时间和空间。这一转变必然会与时下对活动的设计和表现标准发生冲突。

在对传媒空间进行设计和利用的过程中，一定要考虑到观众的类型、设施能力和参展者的特点。设计和展示时单纯追求美观并不能保证一次活动的最终成功。在视听效果、展示效果和活动管理方面必须采用先进的方法，三者缺一不可，相互协作，成为一套完整的体系，才能真正达

到交流的目的。基于这些原因，“空间媒体”新的设计程序已经构建完成。实际上，如果在不久的将来，交流空间的设计真的能达到了一个先进的水平，对于人们生活水准的提高将会起到巨大的推动作用。

《展示空间设计1》一书囊括了最新的展览、个人展示和博览会设计范例。这些有关“空间媒体”范例的设计都很有独特性和超前意识，因此，对于有志于改进和提高“空间媒体”设计的专业人士而言，此书将会成为他们新的灵感的源泉。

环境设计部

百 漱 伸 夫

FORWARD

Today's assorted events, such as exhibitions, private presentations and showings, and expositions have begun to diversify substantially. The changes in social attitudes, lifestyles and business practices as well as the move to an information-oriented society in general has had a great influence in creating the current "event boom".

The world is beginning to recognize the change in the following areas: high-tech being transferred into information industries; an aging population; a growing wealth of knowledge; the advancement of women's place in society, particularly in the work-place; and the global aim at pluralization. Additionally, there is a shift away from gaining satisfaction from purchased material things and convenience to self-realization from intangible items; unified systems are changing to disseminated ones; quality products—made cheaply to value added ones; rationality to emotional or attached intelligence.

In our information-oriented society, diverse means of communication are available and, thus, as a people, we have come to expect an increasingly high level of communication technology to be continually developed.

When media is concerned, present day single-faceted mass-media has become dissatisfying. Due to this factor, innovative multifaceted forms of "communication media" are currently under development. One example of this is found in the new multi-media called "Space Media". With its emphasis on practical use of space, "Space Media" is becoming recognized

as a viable alternative to the single-faceted mass media of today.

"Space Media" is structured to give the participant a bodily and sensual experience by incorporating "Hardware" (space), "Software" (information), and "Humanware" (cultural) entities. The three factors are designed to cause active complicity by everyone attending an event.

In this information age, where business, product image and corporate image is crucial, "Space Media" has come to be regarded as a value-added vehicle to communicate that image. It is considered an invaluable tool in establishing strong footholds and cementing relationships within in any given industry. Thus, due to their capability of satisfying the immediate needs of consumers and marketers alike, events as forms of "Space Media" are in great demand throughout industry.

The new value added to this type of media, has brought about the necessity of further study and consideration concerning the power of its presentation, and the overall use of space involved—particularly when planning and coordinating general event participation.

The need for powerful presentations at these shows brings several important questions into play. 1. How can the process of planning, organizing, presentation, design and management of such events be efficiently actualized? 2. In what way will the result of our efforts be assessed by those attending? 3. What

kind of strategy is needed to accomplish our intended desires?

In my opinion, the fundamental scale of events will enlarge and globalize and in this process will become multipolar with local and private presentations and showings. Moreover, events will be subdivided for industry into presentations that are little more than festivals to forceful trade shows and anything in-between. It will, however, be essential that each media be capable of communicating intended information to targeted audiences.

Showrooms are traditionally places where product and industry information is conveyed to the consumer. This traditional image of a general information center is changing to where a significant use of time and space is incorporated to impart information in an enjoyable and entertaining way. Likewise, this progressive style of marketing is destined to become one of our key modes of market communication.

Expositions have been one source of contribution to culture and society in general. In the same way, industrial image has also begun to benefit, by participation in these events.

Participation by enterprises who do not possess tangible goods in all event-type activities is increasing. Thus, causing human interaction-intense convention needs to grow as well.

As I have mentioned before, events serve as one source of communication. Until now, event style has been exhibitor-intensive. Nevertheless, future event style will change to a more consumer-oriented time and space. This change will surely come into conflict with current design and expressionary

standards.

The targeted audience, facility capacity, participant segmentation, must be taken into account when considering potential use and basic design of any media space. Eventually, intricate beauty in design and presentation will not be enough to guarantee a successful event. Advanced methodology in AVCC, presentation, and event management must become ingrained entities in an integrated system to achieve real communication. For these reasons the new segment of design — "Space Media" — has been constituted. If, in fact, advanced levels of communication space are truly achieved in the near future, they will surely contribute greatly to raising the world's standard of living.

EXHIBITION AND SHOWROOM DISPLAY covers recent events such as exhibitions, private presentations and showings and expositions. The examples of "Space Media" that you will find in this publication were chosen for their unique and futuristic prospective in design. Thus, this volume is valuable to industry professionals striving to improve and advance "Space Media" as a new source of inspiration.

Dentsu inc. Sales Promotion Division

Nobuo Momose

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委托人	CL:client
策划人	DS:design
实施设计人	EDS:execution design
建筑设计	ADS:architecture design
内装设计	IDS:interior design
综合监理	TS:total supervising
制作	P:produce
指导	DI:direction
方案监理	PS:planning supervisor
方案	PL:planning
艺术指导	AD:art direction
施工	C:construction
建筑施工	AC:architectural construction
内装施工	IC:interior construction
艺术施工	ATC:art construction
设备施工	EC:equipment construction
效果制作	RSP:refraction software produce
效果设计	RSD:refraction system design
效果统系	RS:refraction system
多种幻灯片	MS:multi slide
摄影	PH:photographer
展台面积	FA:floor area
展厅面积	TA:total floor area
建筑面积	BA:building area

1

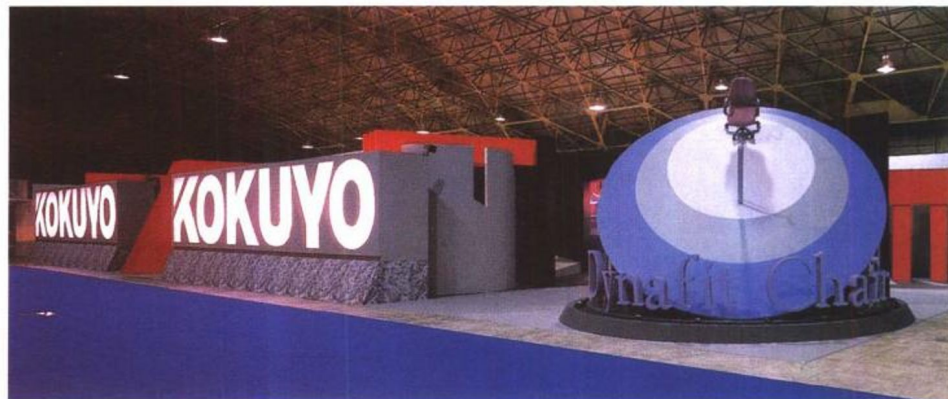
EXHIBITION

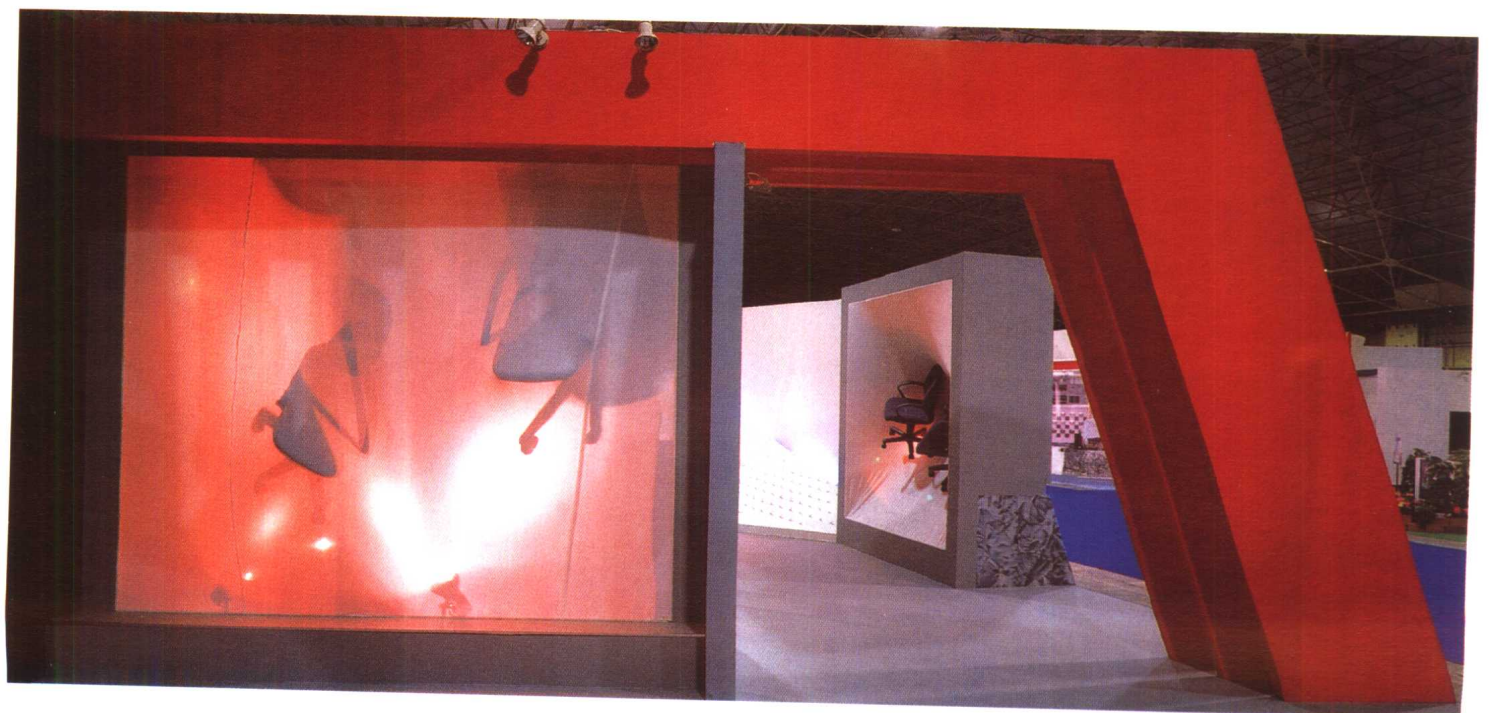
Large Scale

KOKUYOディスプレイ | '90ビジネスショウ
KOKUYO DISPLAY | '90 BUSINESS SHOW

CL コクヨ株式会社
DS 株式会社アルコス 大井初太郎
P 電通ヤング&ルビカム・アパス株式会社 中江哲夫
AD 電通ヤング&ルビカム・アパス株式会社 森嶋正幸
IC 株式会社大成社
PH ナカサ&パートナーズ
FA 500㎡

CL KOKUYO CO.,LTD
DS Hatsutaro Ohi ARC'OS INC.
P Tetsuo Nakae HDM K.K.
AD Masayuki Morishima HDM K.K.
IC TAISEISHA INC
PH NACASA & PARTNERS INC.
FA 500㎡







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