

International Design Exhibition

Held by The National Art Museum of China

时间 2006年8月29日—9月11日 主办 中国美术馆

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N A M O C

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中国美术馆国际设计邀请展

International Design Exhibition Held by The National Art Museum of China

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序

设计艺术是现代文化的重要载体之一。在我们这个飞速发展和变化的时代,科学技术像每天的朝阳一样日新又新,不仅体现出人类探询未知世界的智慧,而且带给我们生活上的新的享受。同样,与科学技术并驾齐驱的设计也在精神和物质两个层面上起着重要作用,而且在穿越空间阻隔的交流中,使不同文化的接触与交流日益频繁和直接,生活在不同地方的人们都有可能同时享有因设计而带来的新的生活。世界如此,中国也一样。

因为始终贯穿着不断的想象力与创造力,设计艺术往往与一个时代的文化和精神密切相关。在当代社会的发展中,设计总是在第一时间接受着各种最新的艺术思潮的洗礼。因此,一个成功的设计,在于它能够与时代合拍,能够担当时代新的生活态度与生活方式的代言人,映照出时代嬗变的轨迹。设计作为一种生产力,在世界经济的发展中越来越显现出智慧和审美的力量,这种前所未有的突出地位也标志着创意产业的一个新的时代特征。方兴未艾的设计就深深影响着中国当代经济的发展,并在经济建设中扮演着极其重要的角色。

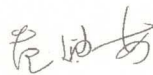
设计是如此地具有文化象征意义,就理所当然应成为艺术博物馆关注的对象,使其进入主流形态的展示空间体现其独立性的价值。中国美术馆近来特别重视展示的空间设计以及与展览相关的平面设计,也规划组织各种专题性的设计展览,并辅以与

之相关的收藏和研究,以体现我们对当下设计艺术发展态势的关切和重视。

“中国美术馆国际设计邀请展”首次展览确定为“海报”这一类别。为了配合举世瞩目的2008年北京奥运,在北京奥林匹克组织委员会文化活动部的大力支持下,我们将“2008年北京奥运”确定为这次展览的主题。展览的构想得到了国内外的一批著名设计师的重视和响应,在提交他们的设计代表作之外,每一位设计师都为北京奥运专门创作了作品。展览共有25位设计师的125件作品参展,这些作品以不同的形式语言表现了鲜明的个人风格,反映了当代艺术设计的潮流,也体现了国际设计界对北京奥运的热切向往和倾心支持。

我们将这个展览确定为“第八届亚洲艺术节”重要项目之一的“亚洲美术馆馆长论坛”的特别展览,同样是基于对艺术设计的重视,而且是前所未有的重视。我期望中国美术馆于8月29日开幕的这一展览和相关的学术活动,作为展示和交流当代国际设计艺术的平台,对于拓宽国内设计界的国际视野以及对设计现状的反思,对于促进中外设计界的交流,对于推动当代中国设计艺术的发展,都能够起到积极和重要的作用。

中国美术馆馆长



2006年8月19日

Preface

Design art is one of the ways to expound the ideology of modern art. In such a highly developing and changing era, technology updates as quickly as the sun that rises up everyday, bringing us surprises and fresh enjoyments of daily life. Through design, these achievements have embodied a new feeling and a new experience of aesthetic judgment of the sense of sight. Correspondently, in the communications that have passed beyond the barrier space, the contact between different cultures is growing frequently and directly. It is possible that to experience a new life which is brought by designs, simultaneously everywhere in this world. Consequently, China and the world are changing. Mostly, design art is closely related with the culture and spirit of an era, for it is penetrated with consistent imagination and creation. In the development of contemporary society, design always gets baptized by various latest artistic thoughts with no delay. Therefore, to be a successful design, it should be in accordance with the time, be able to serve as the spokesman of current modern living attitude and living style, and depict the trend of evolution. Design, as a workforce, is increasingly presenting wisdom and power of aesthetic judgment in the development of world economy. This unprecedented remarkable position marks a new feature of cultural industry of this century. Definitely, design also has a profound influence upon the development of Chinese contemporary economy, and plays a significant role in economic construction.

For contemporary people, design becomes more and more important; for contemporary culture, design occupies a more and more important position. However, when design goes into the displaying space of essential ideology, it is just a kind of assistance; it is design for others, which can hardly embody its value of independence. Take National Art Museum of China for example, although special emphasis has been put on displaying dimension designs and relevant plane designs, independent design exhibitions are still rare. Moreover, collections and researches related with design are virtually the blank of our work. Absolutely, this phenomenon does not inosculate with current situation of the development of this subject. For these reasons, we

plan to strengthen our work on exhibition, collection and research of artistic design, so as to express our concern and attention to present developing situation of design art. This has triggered the strategy of "International Design Exhibition Held by The National Art Museum of China".

To present our whole concept of artistic design systematically, we plan to hold some exhibitions of special subjects according to the classification of design subjects. Hence, our maiden presentation is decided to be on "bill". Besides, to coordinate the Beijing Olympic Games of 2008, we choose "Beijing Olympic Games of 2008" as the topic of this bill exhibition. This exhibition has gained attention and response from some famous designers at home and abroad, among whom 25 have offered 125 works for display. These works, in different forms and languages, manifest personal style of designers and the trend of contemporary artistic design.

Considering our unprecedented concern for artistic design, We define this exhibition as a special part of Asian Art Museum Directors' Forum, which is an important program of "The 8th Asia Arts Festival". I hope that, this exhibition which will commence on August 29th, and relevant academic activities, as an opportunity to exhibit and exchange contemporary international design art, will have a positive and important influence on promoting the international eyesight of native designers and reflection on current design situation, on enhancing the communication of designers at home and abroad, on advancing the development of contemporary Chinese design art.

Fan Di'an

Director, National Art Museum of China

August, 2006

