



ORIENT STAR
DESIGN

第二届
东方之星

设计大奖赛作品集

上海科学普及出版社





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D E S I G N

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第二届东方之星设计大奖赛

The Second Orient Star Design Competition Anthology

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The Second Orient Star Design Competition Works Collection

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序 Preface

第二届“东方之星”设计大奖赛，伴随着第十届（APD）亚洲包装设计作品展示交流会在上海科学会堂同时隆重举行，中外来宾济济一堂，盛况空前。她预示着“东方之星”设计正以迷人的魅力，走向中国，走向世界。

“东方之星”设计大奖赛经过三年培育，不仅每年有大学生毕业作品展，也云集了企业中不少的优秀设计作品展出，覆盖面也逐步向全国各地延伸，尤如“星星之火，可以燎原”。“设计创造财富”的理念，正在受到人们的关注。“创意产业化、产业创意化”的浓郁氛围，在市场经济的大潮里显得格外和谐。新时代的设计火花，激荡着时代经济的发展，显示出顽强的活力。

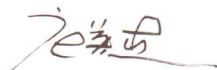
本届“东方之星”设计大奖赛与多项活动交相辉映，颇为引人注目。一是参赛范围大，来自全国各省市高等院校、设计公司共100多个单位的积极参与；二是作品涉及面广，涵盖包装设计、平面设计、装帧设计、标志设计、VI设计、工业设计等多项专业设计领域；三是参赛作品数量多，参赛作品总数达一千多件/套，超过上届；四是作品质量高，从中看到当代设计家和未来设计师的设计作品，有着鲜明的理念、前卫的风范、细腻的技巧，展示出近年来创造设计的丰硕成果，凸现出明日中国设计的旺盛生命力。


当前，我国正在以贯彻科学发展观为统领，建设资源节约型、环境友好型的和谐社会。为此，在评价参赛包装设计作品中融入了节约资源、降低成本，有利于保护环境和资源循环利用的要素，使优秀作品的层次与水准又有了新的提升。

“东方之星”设计大奖赛的初衷，旨在推动设计的改革创新和创意产业的发展，搭建创意设计作品市场化和产业化的桥梁。从连续两届大赛的成功举办，也充实了我们的自信和激情，印证“东方之星”设计大奖赛在产、学、研的结合上，又有了新的突破。

“东方之星”设计大赛，是广大设计界共同拥有的时代新星，是互通设计信息的窗口，是汲取设计营养的源泉，是施展设计才华的舞台，也是从教学基地连接实践一线的通道和桥梁，将为经济建设作出贡献。“东方之星”，我们热切企盼着你！愿你在繁荣与发展创意设计的事业中，永放光芒！

上海市包装技术协会会长





The second "ORIENT STAR" design Prize-giving Competition was successfully held and attracted visitors and guests from home and abroad and at the same time the tenth APD(Asian Package Design) exhibition was held at Shanghai Science Hall. It predicts the "ORIENT STAR" will take a bigger step in China and as well as to world with its unique charm.

The "ORIENT STAR" design Prize-giving Competition has been three years old. Every year not only students from college show their works but also great design products from companies were showed. The contest has enlarged its influence into almost every where in the country like only little sparkle could set the prairie ablaze. The idea "design brings out wealth" has been caught people' s attention. The strong atmosphere of "industrialization of creation" and "originality of industry" has been seemed perfectly harmonious in today' s market economy society. The sparks of new century designing arouse the development of economy of the time as well as display strong vigor.

The "ORIENT STAR" design Prize-giving Competition held this year and other events held in the same time benefit each other and caused much attention. First, the places where participants come from are covering a large amount of cities. Students from colleges and universities participated in actively, so do the 100 companies from design industry. Secondly, the type of the design work is of large variety, including packing design, plane design, frame design, logo design, VI design, industrial design etc. Thirdly, the number of works of participants is quite large. The total number amounts to over one thousand, much more than the last contest. Finally, the quality of the works is high. In this contest we see that contemporary and future designers have clear idea, advanced personal style, exquisite skill, which demonstrates the substantial progress that design industry has made and also we can predict there is blooming vital force in design are in future China.

Currently, our society is developing towards a resource-saving, environmentally friendly harmonious one, led by the scientific developing mode. Based on this mode, we blend elements such as resource-saving, cost-cut, environmentally friendly design, resource-recycling, which upgrade the level of excellent works.

The origin intention of "ORIENT STAR" design Prize-giving Competition is to impulse innovation of the designing industry and to make it easier for creative designing products to become marketable and industrialized. Two successful experience of holding this contest has made us more confident and enthusiastic and it verified the fact that "ORIENT STAR" design Prize-giving Competition has got a new breakthrough in the field of producing, research and learning.

"ORIENT STAR" design Prize-giving Competition is like a new star in this time owned by all the members of the design are. It is a window opened for information communication and also a mine where designing nourishment could be extracted from. It is a stage for people to display their talent in design and also a bridge for students coming from education institution to experience what is like in front line of practice world. This contest makes great contribution to the economic construction based on what is mentioned above. We, on behalf of "ORIENT STAR" strongly look forward and wish you shine to your best in this thriving and booming career of creative design.

Shanghai Packaging Technology Association
Chairman Zhuang Yingjie

活动回顾 Retrospection of Activity

金秋硕果累累，和风迎宾八方。在上海国际创意产业活动周期间，第十届（APD）亚洲包装设计展示交流会暨2006“东方之星”设计大奖赛成功举行。这是上海市人民政府在创意产业上的重大举措，体现创意为生活带来的无限魅力。洋溢着创意产业化、产业创意化的和谐之风。

在上海市经济委员会、上海市科学技术委员会、上海市科学技术协会的关怀支持下，上海市包装技术协会主办了这次活动，得到上海烟草工业印刷厂、上海界龙艺术印刷有限公司、上海包装造纸（集团）有限公司、上海家化联合股份有限公司、上海国际包装印刷城等单位的协力相办。此次活动在上海市科学会堂国际展示交流中心隆重举行，“APD”和“东方之星”两个展示厅共展示了来自日本、韩国、中国台湾、中国上海及其它省市的近两千件/套优秀作品。展示的作品水平之高、数量之多、范围之广，可称历届之最，作品体现出了与社会结合、与产业结合的特色。

活动邀请著名设计专家中国美术家协会平面设计委员会主任/清华大学美术学院教授陈汉民先生、日本包装设计协会理事长笹田史仁先生、韩国包装设计协会理事长李权植先生、中国台湾包装设计协会理事长许富尧先生、中国上海市包装技术协会秘书长兼设计委员会主任刘维亚先生、上海同济大学建筑与城市规划学院艺术系主任吴国欣先生、上海博尚包装设计有限公司创意总监李涛先生组成评审委员会，采用评议相结合的方式，公正、公平地进行了评审，共评选出“东方之星”金奖7项、银奖14项、铜奖30项、入围奖97项。还评出了“APD”奖（各方选定评委，不对本方作品进行评审），12项作品获此殊荣，是亚洲包装设计最高奖项。



As autumn draws near, results are now coming in thick and fast. Warm winds welcome guests from all quarters. During the period of Shanghai international creativity industry campaign week, the tenth (APD) Asia Package Design display and exchange meeting and 2006 “Orient Star” design competition was held successfully, which brings harmonious breeze of industrialization of creativity and creativity of industry. This is a momentous measure of Shanghai government in creative industry. It shows the infinite charm that creativity can bring to life.

Under the support and care of Shanghai Economic Affairs Committee, Shanghai Science & Technology Committee, Shanghai Science & Technology Association, Shanghai Packaging Technology Association held this activity, sponsored by Shanghai Tobacco Industry Printing Factory, Shanghai JieLong Art Printing Co., Ltd, Shanghai Packaging&Paper(group) Co., Ltd, Shanghai Jahwa United Co., Ltd, Shanghai International Package&Printing City, etc. This grand activity was held in international display and communication center of Shanghai Science Hall. Near two thousand pieces (sets) of outstanding works from Japan, Korea, Taiwan, Shanghai and other provinces of China were exhibited in two halls. The level, amount and range of these works were the top in successive activities. These works show the characteristic of combination with society and industry.

This activity invited famous design expert—director of China artist association planar design Committee and professor of Tsinghua University Arts College – Chen Hanmin, Chairman of Japan Package Design Association – Fumi Sasada, Chairman of Korea Package Design Association – Lee Kwon Sik, Chairman of Taiwan Package Design Association – Lawrence Hsu, Secretary-general of Shanghai Packaging Technology Association and director of design committee – Liu Weiya, Director of arts department of Shanghai Tongji University Architecture and Urban Planning College – Wu Guoxin, Creativity Director of Shanghai BoSh packaging design co., Ltd – Li Tao as members of judge committee. With evaluation and comment, the committee justly chose out seven golden prizes, fourteen silver prizes, thirty copper prizes and ninety-seven chosen prizes of “Orient Star” Twelve pieces of works won the “APD” award that is the top award of APD (Judges do not evaluate works from their own country or region).

同时举办以“包装设计与和谐社会”为主题的亚洲设计师学术研讨会。在会议上各方代表团团长致辞对会议祝贺，由日本、韩国、中国台湾、中国上海的设计师代表作学术报告，探讨设计与社会、人们生活的和谐结合，从不同角度提出设计创新的理念的浓烈气氛。

在亚洲百名设计师大聚会上，举行了独特的娱乐晚宴。各方代表团的倾情表演及环保材料时装秀精彩表演，把气氛推向高潮，洋溢着节约、环保、美化生活、构建和谐社会理念。

这些活动得到各级领导和业界人士热情关注，上海市人大常委会主任龚学平先生，上海市科学技术协会党组书记、副主席孙正心先生，上海市科学技术协会副主席俞涛先生，上海工程技术大学校长汪泓女士，浙江省包装技术协会会长张耀权先生，上海市包装技术协会名誉会长李晓航先生，上海市包装技术协会会长庄英杰先生亲临现场参观并对活动寄予厚望。

整个活动体现了新理念、新创意、新发展，是一次推动上海包装产业和设计产业化发展的盛会！



Meanwhile Asia Designer Seminar adhering to the theme of “Package Design and Harmonious Society” was held. Delegation leaders from all sides gave speech to celebrate the meeting. Delegate of designers from Japan, Korea, Taiwan and Shanghai gave lectures, discussing the harmonious combination of design and society, design and people’s lives, offering ideas of creative design from different aspects.

On the party of One Hundred Asian Designers, special entertainment banquet was held. Enthusiastic performances from all delegations and fashion show of Environmental protection materials which advocates the idea of saving, environmental conservation, beautify of life, harmonious society led the dinner party to the culminating point.

These activities win the warm concern of leaders from different levels and people of package design industry. Director of Shanghai People’s Congress, the Standing Committee – Gong Xueping, Party secretary & vice-chairman of Shanghai Science & Technology Association – Sun Zhengxin, vice-chairman of Shanghai Science & Technology Association – Yu Tao, President of Shanghai Engineering University – Mrs. Wang Hong, Chairman of Zhejiang Packaging Technology Association – Zhang Yaoquan, Honorary chairman of Shanghai Packaging Technology Association – Li Xiaohang, Chairman of Shanghai Packaging Technology Association – Zhuang Yingjie appeared in person in these activities and held the highest hopes.

The whole activity demonstrated new idea, new creativity and new development. It is a grand meeting of promoting the development of Shanghai package industry and design industry.

评审专家 Judges

陈汉民 Chen Hanmin



著名教育家、设计专家
清华大学美术学院教授
中国包装联合会设计委员会主任
中国美术家协会平面设计委员会主任
北京市人民政府包装专业顾问团顾问
2008年奥运会会标评委
2010年上海世博会会标评委
“东方之星”设计大赛首席评委

Famous Educationist, Designing Expert
Professor of Tsing-Hua University Fine Arts Academy
Director of Design Commission of China Packaging Federation
Director of Chinese Artists Association Plane Design Commission
Advisor of Beijing Municipal Government Professional Packaging Advisory Group
Judge of the Logo for '2008 Olympic Games
Judge of the Logo for Expo 2010 Shanghai China
Chief Judge of the Orient Star Design Competition

刘维亚 Liu Weiya



高级设计师、突出贡献专家
中国包装联合会理事、设计委副主任
上海市包装技术协会秘书长、设计委主任
上海市科学技术协会委员、高级会员
上海交通大学媒体与设计学院硕士研究生导师
上海工程技术大学艺术设计学院兼职教授
上海国际包装·印刷城设计中心专家顾问

Senior Designer, Outstanding Contributive Expert
Director of China Packaging Federation, Vice-Director Design Commission
General Secretary of Shanghai Packaging Technology Association, Director
Design Commission
Committeeman, Senior Member of Shanghai Scientific and Technology
Association's Committee
Graduate Student's Tutor of Project Master Degree in Shanghai Jiaotong
University Media and Design Institute
Visiting Professor of Art Design Institute (Shanghai Technology & Engineering
University)
Advisor of Design Center (Shanghai International Packaging & Printing City)

许富尧 Lawrence Hsu



正圆广告设计坊 / 总经理、创意顾问
台湾包装设计协会 / 创始召集人、理事长
APD亚洲包装设计交流展 / 台湾召集人
台湾限制产品过度包装 / 审查委员
农产品批发市场分级标准化、包装规格化之
研究计划 / 委员
多项茶叶包装、米包装、环保包装、绿色包
装、包装设计评选 / 评审

Cheng Yuen Advertising Design Studio / General Manager & Creative
Consulting
Taiwan Package Design Association / Beginner & President
APD Asia Package Design Commerce Show / Taiwan Convener
Taiwan Abridge Products Excessive Package / Examiner Committeeman
Farm Produce Terminal Market Classification & Package Standardization
Investigate Plan / Committeeman
Package Design & Green Package & Eco-awareness Package & Rice Package
& Tea Package Jury Committeeman

吴国欣 WU Guoxin



教育部艺术类专业教学指导委员会 委员
教育部本科教学工作水平评估专家
中国包装联合会 会员
中国工业设计协会理事
同济大学建筑与城市规划学院艺术设计系
主任·教授

Member of the Steering Committee for Arts Teaching in Universitys and
Colleges under the Ministry of Education
Expert of Higher Education Evaluation Center of The Ministry of Education
Member of China Packaging Federation
Director of China Industrial Design Association
Director of Department of Art Design, College of Architecture and Urban
Planning, Tongji University

李涛 Li Tao



博尚包装设计公司 (posher design) 总裁
上海市包装技术协会理事
1994年在上海创立博尚设计有限公司
1998-1999年赴法国BORDEAUX III 大学进修视觉传
达
2000年至今 担任博尚包装设计创作总监

President of Posher Design Company
Director of Shanghai Packing and Design Association
Found Shanghai Boshang Design CO.,LTD in 1994
Went to France BORDEAUX III University for further studying in visual sense
transmit from 1998 to 1999
Creative Chief inspector of Boshang Design CO.,LTD from 2000 until now

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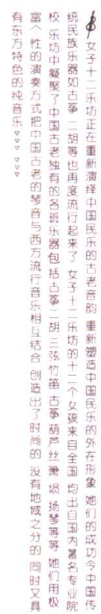
平面广告类

Classification of Plan Advertisement



ORIENT STAR
DESIGN

金奖

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女子十二乐坊之古典音乐会宣传海报

“女子十二乐坊”融汇了中国古老且独有的各种乐器，是在古典音乐中融入现代化元素的演绎，是中国古老琴声和西方流行音乐的融合。她们风靡亚洲、北美等国家和地区，引领着中国民乐的世界流行风潮，对民族文化的弘扬与发展、教育与普及做出了重大的贡献。

乐坊十二名队员分别使用的乐器主要有：古筝、二胡、三弦、竹笛、古琴、葫芦丝、箫、埙、扬琴，更有鲜为人知的少数民族乐器：菊苣、吐良、独弦琴等等。宣传海报作品既保留了浓郁的中国民族音乐色彩，又兼具时尚与流行的世界音乐风格，音乐的精灵们创造性地创作出大量属于自己的、独特的音乐风格。宣传海报设计中以民乐器为表现主要承载物，配上丰富的线条曲线，结合光、影变化，传达出悠扬的音乐声环绕在整个视听空间，给人美妙、梦幻般的联想。整个画面与现场表演的效果交相辉映，利用高科技的声、光等手段，把整个舞台效果烘托得美轮美奂，使观众的视听效果得以达到完美。整组海报近20张，这种听觉与视觉的双重效果，给人充分享受。



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中国20-30年代服饰回顾展
20-30's CLOTHES IN CHINA EXHIBITION

The Beautiful Cheongsams
Like A Wind Blow
Off The Yearn For Beauty,
There is Nearly No Kind Of Clothes Can Be
Compare With The Cheongsam
Because Of Its Charming And Exquisite Style.
The Cheongsam
Included The Classically and Contemporary,
Tradition And Fashion.
And It Is A Perfect Corporation
With Surface And Intention.
The Cheongsam
Is A Quintessence Of Our Country,
So Let Us Go Into
This Wonderful Cheongsam World.

作品名称: 中国20~30年代服饰回顾展
Name Of Works

设计者: 徐轶婷
Designer

设计单位: 上海应用技术学院
Design Unit

中国20-30年代服饰回顾展

20世纪二三十年代，旗袍逐渐在中国广大妇女中间流行起来，甚至成为了中国妇女的标准服装。旗袍象征着华夏文明，它委婉地道出中国所特有的文化底蕴。人们在记忆中追寻她那残留的美。她的美是具有想象的、带有东方式的情调，如同东方女子温顺文雅的品质。

整个画面使用了许多色彩各异的极细的线条构成了一件“旗袍”，这些线条颜色丰富但不张扬，反而透出了些许的梦幻和神秘感。你可以认为它是一件彩色的旗袍，又或许它只是一个虚幻的影子。一条围绕着整件旗袍的皮尺仿佛将人们带回了那个“花样年华”的年代。同时也暗示着旗袍准确的紧身裁剪，能将东方女人柔顺曲美的身体线条凸现无遗。整个作品全部使用斜排的文字，打破了以往沉闷生硬的构图，添加了些许柔美感，也比较符合旗袍给人的优雅之感。背景的处理使用了素雅的米色，将人们的视线集中在绚丽的旗袍之上。小字部分使用了中英文结合，以此表达旗袍独特的审美趣味打破了国界，被全世界所接受和赞赏。



徐轶婷 Xu Yiting

上海应用技术学院



作品名称：河塘跃色
Name Of Works

设计者：高慧卿
Designer

设计单位：上海工程技术大学艺术设计学院
Design Unit