



The Artist  
Concept & Works Book

之后

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*The After Advertising & Media*



## Preface

上海、北京、深圳、广州、天津、杭州、南京、沈阳、成都、武汉、天津的广告业让北京、南方广告圈不以为然的，天津的地产水平或许让北京的地产大腕不屑一顾。天津的城市地位，或许让众多的历史名城、文化古都不屑一顾，或许天津在中俄知道几千个风情的城市论坛和排行榜中默默无闻，让众多区域炒文主义者愤慨优越；然而，谁也不能忽视天津，无论魅力城市、宜居城市、城市竞争力、综合实力天津都是鼎鼎的坐在位几者，滨海新区的潜力、基础建设的开拓、港口城市的优势正在获得国际化的支撑和改变着天津。当然，在所谓国际化进程中，也许最要改变的，还是天津人、天津人的思维模式和生活方式。

天津的本土人情不可谓不独特。天津的消费观念不可谓不特立独行，从类似“惜钱吃稀饭，不算不会过”的民谣中，可窥一斑。实然。

“硬碰”胜过一切，然而这并不说天津人没有品味，天津是一个文化二元化的独特人文社会，百年来的洋文化与大杂院文化相安无事，西餐文化与粗朴的鲁文化虽隔用厨，离公文化融合着鲁福文化。产业工人文化，曲艺文化与文艺理想，如知识分子更已久的底蕴和融映独特的文化风景。

陈静春代表或者代表的崛起。天津的二元化特色再次出现，大批新兴白领阶层，摸爬滚打中产阶级，和老国有工业改造后的普通产业工人、普通市民阶层及弱势群体分明，各自主导着自己的市场，因此，即使到现在，在天津地产圈摸爬滚打了十几年的普通操盘放高手，也时常摸不清自己的盘子到底为什么买的不好，又为什么想热卖得更好。

因此，在天津，地产和广告是一个奇妙的行业。出现外来的和尚不会念经，银龙挂不住地头能带水上不涨的状況也不屑什么新鲜事了，唯一遗憾的是，守着北京，很多人才向草鸡蛋一样撒往别处比投多的地方，其以太多最优秀者为首脑或不甘平庸的作家而散，造成了天津的地产业的颓势。李强，还有后海，还有一大帮和后海一样的本土精英离他们而去，赶上。

期待更多的天津地产、广告业所有行业的朋友为后海加油鼓劲援手，所以为此书，此序。

Shanghai, Beijing, Shenzhen, Guangzhou, Tianjin, Dandong, Nanjing, Shenyang, Chengdu, and Wuhan.

The advertising of Tianjin may be looked down upon by that of Beijing and of the south of China. The real estate level of Tianjin may be disdained to cast a look at by the real estate tycoon of Beijing. The urban status of Tianjin may not be considered by other historic famous cities or capitals. Tianjin may be unknown to the public in the urban forum or billboard. A great many persons may be proud of that. However, nobody could neglect Tianjin.

Tianjin is always in top city in the list for charming city, city comfortable for living, city competitiveness and comprehensive strength. The great potential of the Binhai New Area, expansion of infrastructure as well as advantages of the past are supporting and also changing Tianjin with each passing day. In the process of internationalization, what can be changed in Tianjin people, and their thinking mode and life concept.

The natural roadshows and social customs of Tianjin is quite unique, and so is the consumption concept. An old proverb goes like this: "It can not be reckoned as waste if a person borrows money to buy seafood". In spite of that, Tianjin people is still knowledgeable, as Tianjin is a place with cultural history. Century-old foreign building culture could connect with quadrangle culture. The culture of western food exists with that of Chinese cuisine. The water transportation culture contains the culture of industrial worker, opera and arts as well as intellectuals. All of these form a unique culture of Tianjin.

As TEDA (Tianjin Economic and Technological Development Area) zone, the Binhai New Area emerges, and so does the cultural clash with the emergence of the so-called white collar, the middle class, common industrial workers from old state-owned enterprises, and average citizens. They dominate their own market. Thus, sometimes, even professionals and experts in the real estate sector of Tianjin wonder why the building is sold so fast for these days but so badly those days or vice versa.

Thus, in Tianjin, the real estate needs and the advertising are wonderful industries. There is no wonder professionals from other places could not succeed. It is pity that Tianjin is so near to Beijing that a great many talents would rather work in Beijing and make great contributions to the GDP of Beijing but leaving Tianjin weak in the treasury of originality.

Luckily, Houdai with its local professionals and experts is catching up. We expect more friends from real estate, advertising and other industries to support Houdai. And thus the preface is written like this.





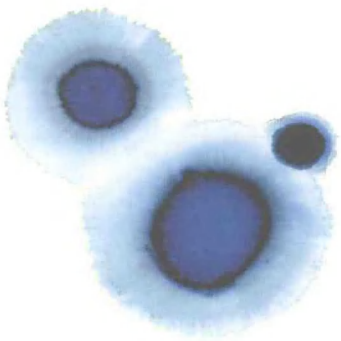








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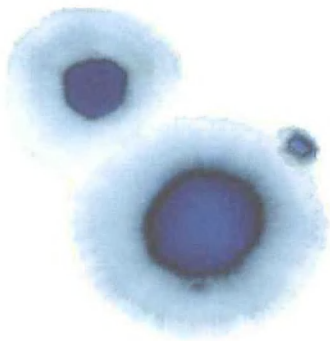


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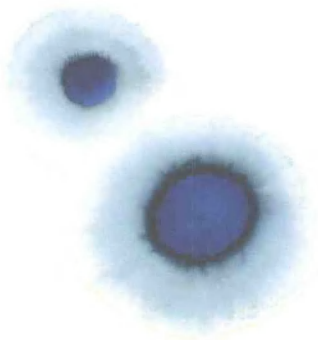
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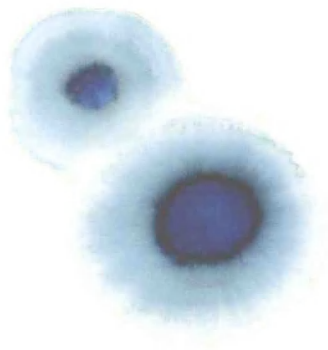
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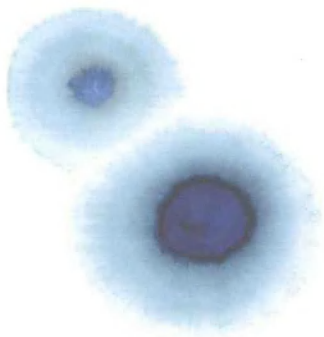


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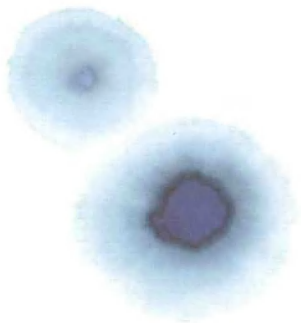
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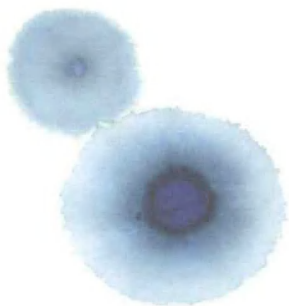
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