

国际平面设计协会会员丛书



主编 余秉楠 解建军

Finn Nygaard

芬·尼嘉德

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国际平面设计协会 (AGI)

余秉楠



国际平面设计协会，原文为Alliance Graphique Internationale，简称 AGI。

AGI1951 年创建于法国巴黎，首任主席是法国的 Carlu。它集中了全世界最优秀和最具影响力的著名设计师，领导着现代平面设计的潮流。

1919 年，由Gropius在德国创建包豪斯学院。它所创造的充满生命力的现代设计风格，深刻影响着包括建筑、产品和视觉传达等诸方面的设计。1933 年，包豪斯学院被纳粹解散，许多重要人物迁至英国和美国。其中 Bayer 以及在美国的其他欧洲移民 Lionni, Burtin, Binder, Matter, Tscherny和在英国的Schleger, Henrion后来成为AGI创建时的第一批会员。与此同时，第二次世界大战前后在平面设计领域做出杰出业绩的一个由8位设计师组成的来自英国的天才集体被接纳为 AGI 会员。

在法国，20 世纪 30 年代最成功的海报设计师有 3 个“C”，其中的 Carlu 和 Cassandre，以及其后的一些优秀设计师成为会员。法国人认为文化是最优先的，设计师与画家、雕塑家一起享有声誉和得到社会的承认。因此，巴黎很自然地成为 AGI 的基地。

通常来说，当时的一些重要设计的产生很少得到工业上的，也就是相信设计对工业和日常生活的重要性的组织的支持，然而德国的 AEG（通用电器公司）和意大利的 Olivetti 打字机公司显然是当时的先锋。Pintori 是 AGI 的第一个意大利成员，他承担了 Olivetti 的所有视觉传达设计，他的天才创意和半抽象的设计方法对于世界范围的平面设计有着广泛的影响。

在瑞士，Müller-Brockmann 和 Hofmann 致力于建立和发展瑞士的国际风格。由 Neuburg 等人创刊的《新平面设计》(New Graphic Design)就是瑞士国际风格的代表。Herdeg 于 1942 年创刊了《Graphic》杂志，它在世界平面设计领域中广为流传。他们都先后成为 AGI 的成员。Bühler 和 Brun 是创建 AGI 的成员，他们是杰出的海报、展示、广告的设计家，同时也是巴塞尔学校有影响的教育家。Carigiet 作为海报设计家的大师之一早已享誉远近，他在 1957 年加入 AGI。Richez 是 AGI 的第一个比利时成员，他在 1958 年的布鲁塞尔世

界博览会的海报设计，使他蜚声海内外。美国的杂志设计在国际上有极高的影响力，《时代》、《生活》、《观察》等杂志建立的创意指导，在新型的传播媒体中占有重要的角色，吸引了许多一流的本地和欧洲的天才设计家，他们中的大多数人是 AGI 的成员。还值得一提的是 Beall，他早在上个世纪 30 年代创立了典型的美国平面设计风格。

1955 年，AGI 在巴黎的卢浮宫举办首届展览，展出了来自 11 个国家的 75 位成员的作品。虽然包豪斯时期所产生的国际风格日趋明显，但由于历史的原因，展览会上各国的气质差异十分明显。仅仅在一年以后，针对 1956 年在伦敦的 AGI 展览，评论家 Elvin 这样写道：“很明显，国际风格已经统领一代潮流。”自 1951 年 AGI 建立起，每年轮流在世界各地举行聚会（1973 年由于中东战争取消了在耶路撒冷的会议），会员们在友好和相互尊重的气氛中，进行认真和富有成果的学术探讨，举办会员作品展览，培训有才干的平面设计学生和青年设计师，并用平面设计的方法帮助世界各国的企业、公司和它们的跨国组织的发展。1969 年，AGI 将总部从巴黎移至瑞士的苏黎世。目前，AGI 除拥有上述国家外，还有德国、澳大利亚、加拿大、捷克、丹麦、芬兰、伊朗、以色列、日本、墨西哥、荷兰、挪威、波兰、西班牙、瑞典、韩国和中国等的大约 250 名会员，清华大学美术学院（原中央工艺美术学院）的余秉楠先生于 1992 年被接纳为 AGI 的第一个华人会员，1998 年香港的靳埭强先生被接纳为会员。2000 年陈绍华和王序成为 AGI 的新会员。

AGI 作为各国著名设计师的联合组织，是国际平面设计界的权威组织，在国际上享有崇高的声誉。

The Alliance Graphique Internationale (AGI)

Yu Bingnan



The Alliance Graphique Internationale, abbreviated as AGI, was founded in 1951 in Paris, France. Its first president was Carlu from France. Among its ranks are the most outstanding and influential famous designers worldwide. It leads since then the trends of the modern graphic design.

In 1919, Gropius has founded the Bauhaus in Germany. The modern design style developed by the Bauhaus influenced deeply many creations in the fields of architecture, industrial products and visual communication. After the Bauhaus was closed by the Nazis in 1933, many of its teachers fled Germany and worked in Britain or the United States. Some of them, e. g. Bayer, along with other emigrates such as Lionni, Burtin, Binder, Matter, Tscherny in the United States and Schlegel, Henrion in Britain became the first members of AGI. At the same time, a talented body of eight British designers, who had proved their worth before and during the war, became eligible members.

In France, the most successful poster designers in the Thirties of the last century were the three Cs. Two of them, Carlu and Cassandre, together with other excellent designers afterwards, were members of AGI. Art and artists have been always much respected by the French people. Like painters and sculptors, designers in France enjoy a reputation and an acknowledged place in society. It was, therefore, natural that Paris became the new AGI headquarters.

Generally speaking, around that time many important designs are not supported by the industry and neglected by the organizations which should have believed in the meaning of design in the industrial and daily life. AEG in Germany and Olivetti Typewriter in Italy, however, played a pioneer role in this aspect. Pintori, the first Italian AGI member, was

responsible for all the visual communication of Olivetti. His imaginative and semi-abstract approach became a worldwide influence on graphic design.

In Switzerland Müller-Brockmann and Hofmann were instrumental in evolving and establishing the Swiss approach internationally. "New Graphic Design", of which Neuburg was a founder member, became the mouthpiece of the new Swiss International Style. Herdeg started "Graphis" magazine in 1942. This covered graphic design worldwide, with a much more general approach. Both of them were received as members of AGI. Bühler and Brun, the two founder members of AGI, had been well-established designers of posters, exhibitions and advertising and both were influential teachers at the Basel School. Carigiet was already well known as one of the masters of posters. He was made an honorary member in 1957. Richez is the first Belgic member of AGI. His poster for the Brussels World Exhibition has brought him international reputation.

American magazine design became highly influential on an international scale. "Time", "Life", "Look" established the creative art director of a magazine as the most important figure in this new communication medium. Magazine design in the United States attracted the best native and European talent. The majority of these art directors were AGI members. Special mention here must be made of Beall who had created a typical USA graphic style as early as the Thirties of the last century. At the first AGI exhibition at the Louvre in Paris in 1955, at which the work of seventy-five designers from eleven countries was shown, although the International Style, existent since the Bauhaus, had become more important, but the national characteristics of most were evident in the exhibits, for the

historic reasons given. Only one year later, however, when referring to the 1956 London exhibition, the critic Elvin stated: "Clearly the International Style had begun to dominate the scene."

Since the foundation in 1951 AGI holds assembly meeting every year in different places all over the world (except the meeting 1973 in Jerusalem due to the Middle East crises). In a friendly atmosphere members discussed seriously but fruitfully issues of graphic design, held exhibitions of their works, trained talented students and young designers in this field, and helped with their experiences enterprises, companies and their joint ventures all over the world.

In 1969 AGI has moved the headquarter from Paris to Zurich in Switzerland. Along with the members from the above mentioned countries, AGI has at present around 250 members from Germany, Australia, Canada, Czech, Denmark, Finland, Iran, Israel, Japan, Mexico, Netherlands, Norway, Poland, Spain, Sweden, Korea and China. Bingnan Yu of the Academy of Arts & Design, Tsinghua University, has become in 1992 the first Chinese AGI member. In 1998, Tai-Keung Kan from Hong Kong was accepted as member. In 2000, two designer from China, Shaohua Chen and Xu Wang became members.

As an Network of famous designers from all over the world, AGI is an authoritative association worldwide in graphic design, which enjoys high reputation internationally.



序

解建军

与芬·尼嘉德接触，最初你会感到他和其他丹麦人一样，温文尔雅、彬彬有礼。但不久，你就会发现他的幽默与活力。

芬·尼嘉德 1955 年出生于丹麦奥胡斯。在丹麦艺术暨设计学院学习后，1979 年他成立了自己的设计工作室，为丹麦和国际众多公司和机构提供招贴、企业识别系统、插图、个性化设计等多项服务。

他获得过多项国际著名设计赛事的大奖，作品被诸多著名博物馆收藏。他还是多类设计指导杂志的焦点，并执教于哥本哈根的丹麦设计学院和 Kolding 设计学校等学术组织和团体。现在，作为 AGI（国际平面设计协会）会员和 MDD（丹麦设计师协会）会员的芬是丹麦无可争议的最杰出的设计家之一。

读他的作品，你不得不被其中流露的自由和智慧所感染。他在一定程度上打破了设计的理性规则，却同时又以他自己的方式建立着规则。不拘一格的表现形式使他能够在多类设计和媒介上自由地发挥。透过那层自由，你可以看到更深层次的理智，或许是斯堪的纳维亚半岛那连空气中都充满了童话和海盗传说的美丽国度，带给芬无限的智慧和创造的力量，而这不恰恰正是设计的本源吗？

From Ngynd



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芬·尼嘉德 Finn Nygaard

Finn Nygaard 1955 年出生于丹麦奥胡斯。经过在一个平面设计工作室实习和丹麦艺术设计学院一段时期的学习之后，他于 1979 年成立了自己的设计工作室。

在从事海报、插图、平面、企业识别系统的设计、壁画以及任丹麦和国际公司色彩顾问期间，他已创作了超过 200 幅海报且多次获奖。

Finn 的作品形式不拘一格，手法丰富，他已在世界主要的艺术画廊及博物馆举办过多次个人设计及插图展，其中不乏作品被永久收藏。如以色列博物馆、丹麦工业博物馆、丹麦海报博物馆、巴黎、美国纽约、匈牙利、芬兰、波兰华沙海报博物馆、圣彼得堡国家博物馆等等。

Finn Nygaard 的作品多次被各种杂志、报纸及书刊介绍，如日本权威设计杂志《理想》，美国的《设计》以及德国的 Novum 的介绍文章《如何在平面设计中表现自我》，《第一选择》。

1990—1995 年，他的工作室成为丹麦设计组织 Cleven Danes 及 EDEN 的合作伙伴。

Finn Nygaard 任教于丹麦哥本哈根设计学院和 Kolding 设计学校，并且经常在专业及学生团体中举办讲座。

Finn Nygaard 是 AGI 及 MDD 会员。

他住在哥本哈根以外的乡村 Fredensborg，那儿有他自己的工作室。在哥本哈根中部，他成立了 A/S 工作室。

Finn Nygaard is born 1955 Aarhus Denmark. After Being trained at a graphic design studio and a danish school of art and design he establishing his own studio Finn Nygaard Design in 1979.

Involved in creating posters, illustrations, graphic design and corporated identity programs, mural paintings and colorconsulting for danish and international companies, He has created over 200 posters and recived awards for many of them. Finn Nygaard's works in a variety of styles and media and he has had several one-man shows of his designs and illustrations they have been exhibited in major galleries and museums all over the world and weveral of his posters found their way into permanent collections, the Israel Museum, The Danish Industrial Museum, the Danish Postermuseum, Musée de la Publicité Paris, The Merrill C. Berman collection in New York USA, Pecs in Hungary, Lahti in Finland, Postermuseum Warsaw in Poland, St. Petersburg State Museum, and in Colorado state etc.

Finn Nygaard's work has been the subject of numerous magazine, newspaper articles and books. "Idea", Japan's leading graphic arts magazine, "Graphis" USA, "Print Magazine" USA, "Novum" in Germany "Who Is Who in graphic design" "First Choice" From 1990-1995 his studio was a partner of the danish design group Cleven Danes and the European Designers Network EDEN. Finn Nygaard has been a member of the faculty at The Danish Design School in Copenhagen and the danish Designschool in Kolding and is a frequent guest lecturer to professional and student groups.

Finn Nygaard is a member of AGI Alliance Graphique Internationale and MDD Member of Danish Designers. He lives at the contryside Fredensborg outside Copenhagen where he has his poster atelier and in the middle of Copenhagen he has seated Finn Nygaard Design A/S studio.

简历

Curriculum Vitae

1997年

成为 AGI 会员

1995年

丹麦设计学术委员会会员

1990—1995年

EDEN 哥本哈根合作伙伴（米兰、阿姆斯特丹、柏林、哥本哈根）

1994—1995年

EDEN 董事会成员

1994年

丹麦海报博物馆荣誉会员

1993年

丹麦设计学校学术委员会会员

1992年

丹麦哥本哈根成立平面设计机构

1984年

丹麦设计协会会员

1979年

在丹麦奥胡斯成立 Finn Nygaard 平面设计工作室

1978—1979年

工作于丹麦奥胡斯 Sködt 平面设计工作室

1977—1978年

丹麦 Kolding 设计学校

1973—1977年

在丹麦奥胡斯 Rahbek 平面设计学校学习，同期在奥胡斯美术学院学习

1972—1973年

丹麦奥胡斯商业艺术学校

1997

AGI Member of Alliance Graphique Internationale

1995

Member of the Institute committee, assembly on the Danmarks
Designskole

1990-95

Partner of E.D.E.N. The European Designers Network
(Milano, Amsterdam, Berlin and Copenhagen) Copenhagen

1994-95

Member of E.D.E.N. Board The European Designers Network

1994

Member of honour at The Danish Posters Museum

1993

Member of the Institute committee, assembly on the College of
Danish Design.

1992

Graphic Design Office in Copenhagen, Denmark.

1984

Member of Danish Design, MDD(ICORADA;ICSID and BEDA).

1979

Founded Finn Nygaard Graphic Design in Aarhus, Denmark.

1978-79

Worked at Sködt Graphic Design, Aarhus, Denmark.

1977-78

DK: Designschool Kolding, Denmark.

1973-77

Study at Rahbek Graphic Design, aarhus, Denmark.

Periods at Aarhus Academy of Fine Arts.

1972-73

School of Commercial Art, Aarhus, Denmark.

作品
Works