

# 國際海報節

International Poster Festival 1997  
29 NOV. 1997 - 11 JAN. 1998

Taipei International Poster Exhibition.

- Salon International de L'affiche et Des Arts de La Rue
- Exhibition of Chinese Poster Design Association
- Subject of 1998 Child Protection.
- Topics of Exclusive Subjects.

Topics of Exclusive Subjects:

Tai-Keung Ken 靳康強 現代海報的東方心靈

November 29 / 2:30pm-4:30pm

Oriental Mentality of Modern Poster.

Keizo Matsui 松井桂三 平面的幻覺魅力 - 我的創作世界

November 30 / 9:00am-12:00am

My works and illusion graphics which is a characteristic of my works.

Dr. Jürgen Döring 德林博士 海報與革新 - 海報史上重要的創意

November 30 / 1:30pm-4:30pm

Poster and innovation- the importance of new ideas in poster history.

Hsing-Kung Wang 王行恭 由歷史看近百年中國海報發展

December 13 / 2:30pm-4:30pm

Development history of Chinese poster from historical viewpoint in the recent one hundred years.

Location of Lecture:

CKS Art Gallery of the National Taiwan Art Education Institute



# '97台北國際海報節

Taipei International Poster Festival 1997

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Taipei International Poster Festival 1997

展出日期：民國86年11月29日(六) - 87年1月11日(六)

展出地點：國立臺灣藝術教育館中正藝廊  
台北市中山南路21號(中正紀念堂內)

主辦單位：國立臺灣藝術教育館  
中華民國美術設計協會  
中華海報設計協會

協辦單位：國立臺灣雲林科技大學

贊助單位：龍辰出版事業有限公司

活動內容：台北國際海報邀請展  
法國國際海報沙龍展  
中華海報設計協會1998「保護兒童」主題海報展  
海報創作專題演講

Date:  
November 29, 1997-January 11, 1998  
daily from 9am to 5pm

Location:  
CKS Art Gallery  
(The National Taiwan Arts Education Institute)

Organizers:  
National Taiwan Arts Education Institute  
The Design Association of the Republic of China  
Chinese Poster Design Association

Assistant:  
The National Taiwan Yun Lin University of Science  
& Technology

Sponsor:  
Golden Publishing Co., LTD

Content:  
■ Taipei International Poster Exhibition.  
■ Salon International de L'affiche et Des Arts  
de La Rue.  
■ Exhibition of Chinese Poster Design Association  
Subject of 1998 Child Protection.  
■ Topics of Exclusive Subjects.

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Topics of Exclusive subjects

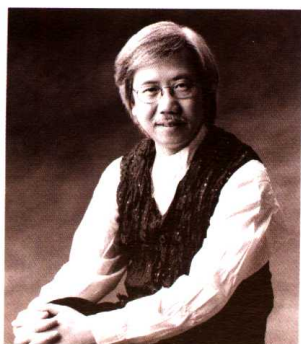
Tai-keung kan 靳埭強 現代海報的東方心靈  
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December 13 / 2:30pm-4:30pm  
Development of Chinese poster from historical perspective at one hundred years.





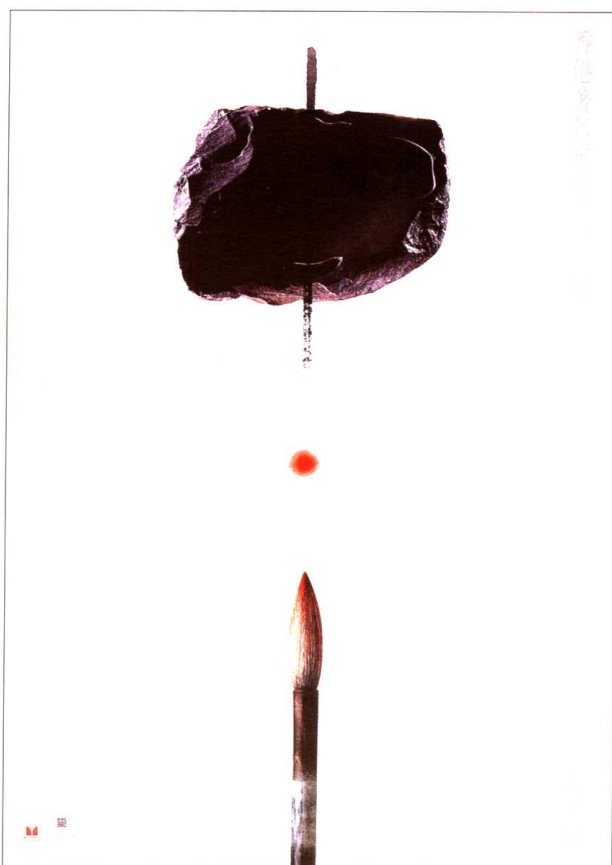
靳埭強  
Tai-keung kan



Poster 1995



Poster 1995



Poster 1989



Poster 1993





松井桂三  
Keizo Matsui



Poster 1994

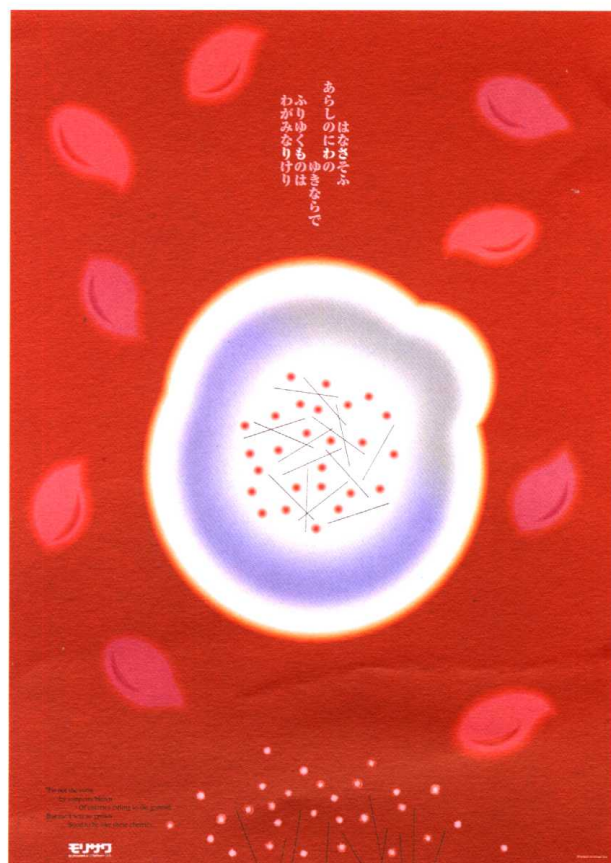


Poster 1995





Poster 1995



Poster 1996



德林博士  
Dr. Jürgen Döring



Le Frou Frou 1899  
Farblithographie 161x115 cm

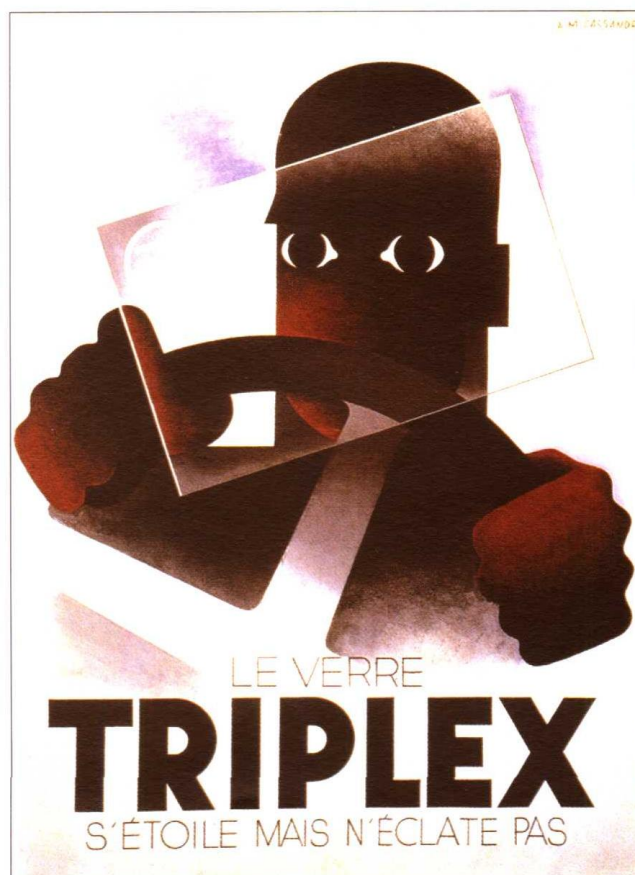


Alfons Mucha (1860-1939) Salon des Cent - die  
Zwanzigste Ausstellung 1896  
Farblithographie 63x42.5 cm





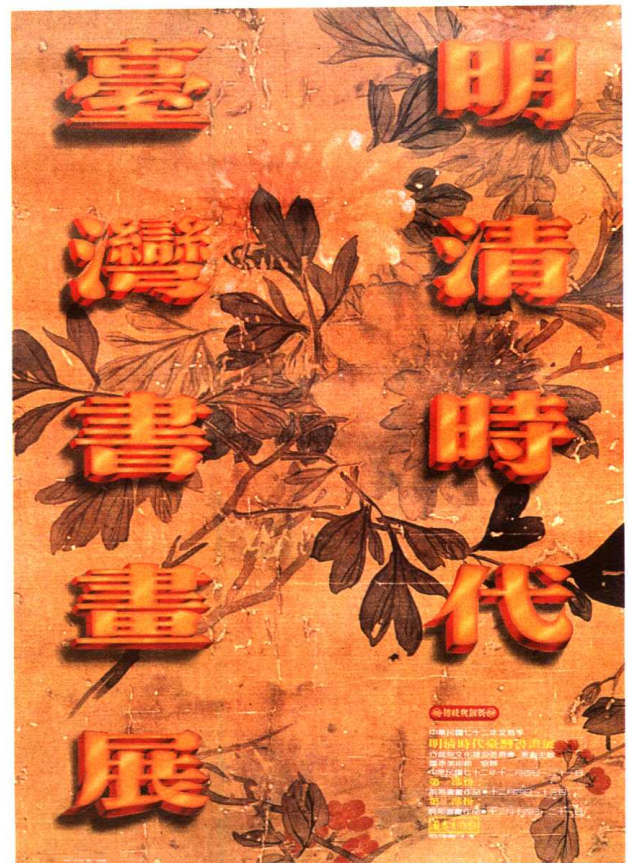
Die Frau Ohne Namen Zweiter Teil



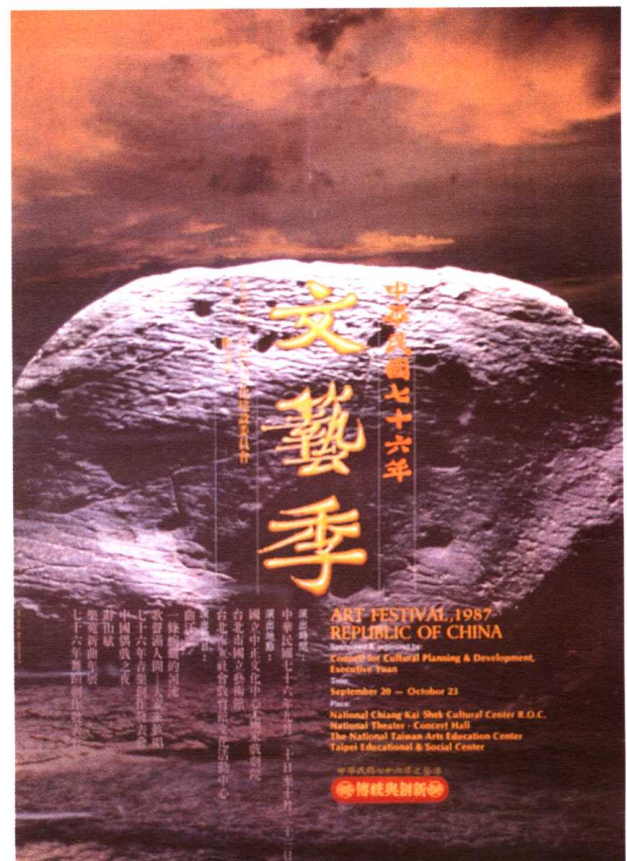
Triplex Farblithographie 118x78 cm 1931



王行恭  
Hsing-kung Wang



Poster 1984



Poster 1987

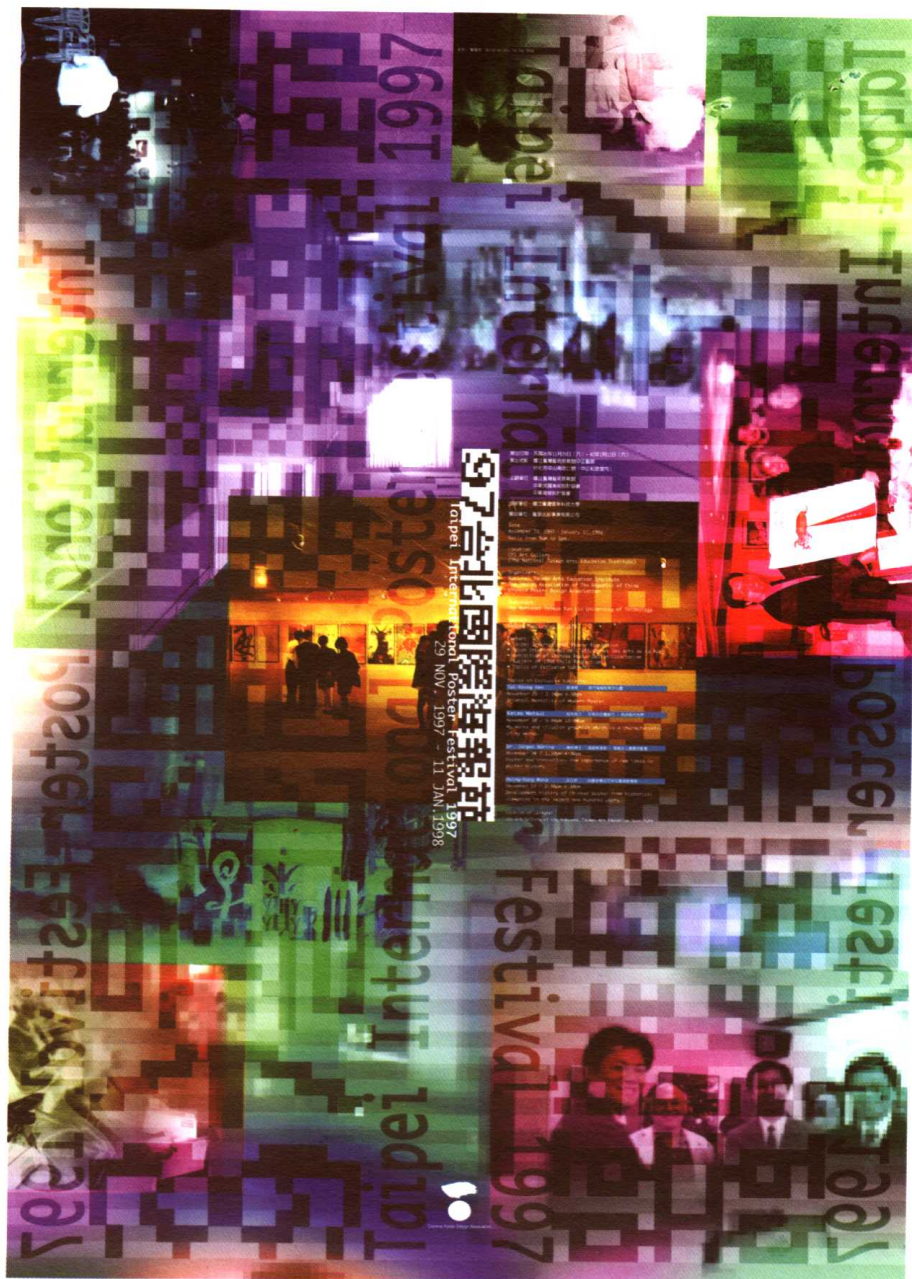




Poster 1993



Poster 1997



Design by Gary Yeh Kou-sung



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中華海報設計協會1998「保護兒童」主題海報展

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來自世界各國的一五七位平面設計師，第一次將自己滿意的海報作品送交「1997台北國際海報節」執行委員會，揭開了在台灣以海報為橋樑的交流盛會序幕，這些優秀的海報作品將在一九九七年十一月廿九日的開幕式中以耀眼的地位展現，每件作品不只是閃耀設計師的創意與藝術氣息而相互輝映，更豐富了觀賞者心靈與視覺饗宴，更是台灣設計界近來最大盛事。

「1997台北國際海報節」主要宗旨在於促進國際海報創作的觀摩與欣賞、國際海報設計師之間的相互交流及進行國際海報創作的發表與學術研討，於一九九六年的十月起，由中華海報設計協會開始籌辦，成立執行委員會，快速確立了海報節的活動內容：

- 國際海報邀請展：發函邀請世界各國優秀平面設計師提出海報作品。
- 海報創作專題講座：邀請國際知名專業人士進行海報創作相關主題專題講座。
- 「保護兒童」主題海報展：中華海報設計協會會員一九九八年主題海報「保護兒童」作品。
- 法國國際海報沙龍展：邀請由聯合國教科文組織和法國巴黎市政府合辦之國際海報沙龍展－世界巡迴展之精選作品。

在今年的九月，執行委員會將邀請函寄出之後，便獲得世界各國平面設計師熱烈的迴響，除了送交海報作品外，更陸續以傳真或信件、電話溝通方式，表達對海報節的關心與期望，讓全體工作人員非常感動，在最短的工作日中，發揮效率全力籌辦活動，以達完美境界。

相信來自三十餘國，三百多件的精彩海報作品，匯集了平面設計師的心血成果，不只呈現了不同地域的文化風貌與各自的創作風格，迸出交流火花，而透過藝術的魅力與設計的創意，更令人駐足在每件海報作品前，引發觀賞者省思與啟發，提昇對社會議題的關心與對設計專業的認同，相信「1997台北國際海報節」將影響深遠。

特別感謝每一位送交海報作品的優秀平面設計師

特別感謝專題演講的貴賓：

靳埭強先生

松井桂三先生

德林先生

王行恭先生

特別感謝每一位參與的工作人員

期待下一次的盛會來臨

「1997台北國際海報節」執行委員會代表

游明松



## Introduction

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157 graphic designers from all over the world, for the first time, will send selected posters they have designed to the [Taipei International Poster Festival 1997], Executive Committee. These posters will serve as the curtain raiser for this international poster pageant. The posters will be on display starting from the opening ceremony on November 29. Each of these posters not only reflects the designer's creativity and artistic flair but enrich the viewer's spirit and senses. This is the most important event in recent times for the Taiwanese design world.

The 1997 Taipei International Poster Festival's objectives are to promote the tour and appreciation of international posters, encourage exchange between poster designers worldwide and to stage lectures and seminars on international poster design. The Chinese Poster Design Association came into being in October 1996 and formed the Executive Committee, which quickly established the content of the event;

- Taipei International Poster Exhibition : Send invitations to the worlds finest graphic designers to present their posters for display.
- Topics of Exclusive Subjects : Invite internationally renowned experts to topics on various topics related to poster design.
- Exhibition of Chinese Poster Association Subject of 1998 Child Protection : The Chinese Poster Design Association members' 1998 works on the theme of Child Protection.
- Salon International de L'affiche et Des Arts de La Rue : Invite a selection of the works from the International Poster Salon Exhibition World Tour Jointly sponsored by UNESCO and the Paris Municipal Government.

In September of this year, after the Executive Committee had sent out invitations, it received positive feedback from many of the world's graphic designers. Apart from receiving many posters, it also received a flood of faxes, mail and telephone calls wishing the festival success, much to the appreciation of organizing staff who in a short period of time, have exerted much effort to ensure the smooth running of the event.

I firmly believe that the more than 300 posters, the realized dreams from graphic designers in 30 countries will not only give us a glimpse of the different cultures, customs and creative styles of different regions, they will also provide a spark for exchange. I also believe that the magic of art and creativity of design will inspire and motivate viewers, raise their awareness of and concern for social issues and allow them to identify with the profession of design. I believe the impact of the 1997 Taipei International Poster Festival will be far-reaching indeed.

Special thanks to all those graphic designers who have contributed posters to the festival.  
Special thanks to guest lectures.

Mr. Tai-keung Kan

Mr. Keizo Matsui

Dr. Jurgen Doring

Mr. Wang Hsing-Kung

Special thanks also to organizing staff.  
I look forward to seeing you next time.

Representative of the executive committee of  
the Taipei International Poster Festival 1997  
Ming-Lung Yu

