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DYNAMIC ARCHITECTURE SERIES

中國建築畫(貳)



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ARCHITECTURAL

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ARCHITECTURAL
RENDERINGS
OF CHINA

SHANGHAI

貳

中國建築畫

香港日瀚國際文化有限公司
香港科文出版公司
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日瀚制造

MADE IN CHINA

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ARCHITECTURAL RENDERINGS OF CHINA

SHANGHAI

中國建築畫

日瀚制畫

香港日瀚國際文化有限公司 香港日瀚出版公司
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PREFACE

前言

開個小會——爲了自我表現

會議主持人：日瀚公司
會議嘉賓：極具表現力的建築表現公司

生活足 個環游電影

出國

熬夜

睡覺

吃飯

畫圖

熬夜

睡覺

吃飯

開工資

這是很多國裏人的夜生活方式，是在發展中的中國的一小撮人的發展中的生活。其實在吃飯和睡覺之間也可以修和一些休閒的事兒來調濟一下——那就讓我們大家來開個小會吧，建築師和表現大師們越來越「懶惰」了，連買書都是別人送上門去的，我說相互走動交流一下也挺好，大家相互擁抱，握手，寒暄一下，

這是個無政府無組織的聯誼會，大家隨便地展示出自己的作品，也沒有必要分個高低上下，互相切磋一下，相互批判一下，沒准哪句話刺激了你的靈感，又激情澎湃大作出世了。交個朋友唄。其實大家早已是只聞其名，不見其人的老朋友，隨意些，隨便些，

開個小會

其實我們也是通過這個小會才更加認識到一些事實：

中國是世界上最大的建築市場，

中國有世界上最優秀的建築表現從業人員，

中國有那么多優秀建築設計人員

——真正的中國國情

日瀚公司的工作是提供場所，OK

聯誼會開始

《中國建築畫》——中國製造

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求

上海百熙建築設計諮詢有限公司
SHANGHAI BASIC ARCHITECTURAL
CONSULTATION CO., LTD.

[illegible]

大文苑

Shanghai Bai Hui Architecture Illustration Co. Ltd has a staff consisted of over 50 young technical members. They have graduated from specialties of architecture, interior design, planar design, video manufacturing and etc. They are all enthusiastic and passionate young people full of inspiration and the desire of creations. Each one of these young guys has his own responsibility while they work along well with each other. When taking part in important projects, they contribute their talents and give appropriate suggestions to the architects in co-operation so as to make the projects end in perfect combination of arts and techniques. Complying to the discipline of "Come from design, and serve for design" and the ideology of "People first", we will commit ourselves to the career of architecture presentation with the best service and greater enthusiasm.

Shanghai Basic Architectural Consultation Co., Ltd. is an architectural consultation firm founded in December 1998 with the goal of providing fresh ideas and creative solutions. It dedicates to provide first class architectural services in two aspects – perspective design and rendering.

In spite of the relatively short period since it was established, BASIC has earned its reputation for design excellence: creative solutions, cultural sensitivity and careful attention to details. After being a small-sized firm at the beginning, BASIC has expanded in size, and potential, to include within its domain more than 30 highly talented and diversely orientated professionals, who through their previous engagements earned recognition and respect.

BASIC is now fully equipped to rise up to the challenge of the new era in the fields of architectural consultation. A number of joint venture alliances with other organizations of various specialties have also been developed in order to cope with the diverse requirements of the various projects which are undertaken. BASIC has played a key role in helping its clients win a considerable number of design bids both domestically and internationally. Among the greatest achievements of BASIC are the perspectives named "Dancing" and "Trajectory", which won the national perspective competition.

The development of BASIC is still underway. We aim to create ORDER out of CHAOS.

Providing best service to every client on each project is and will remain our philosophy.

Erle Studio is a professional studio for 3D Architecture Drawings, with an outstanding character of particularity, preciseness and impressiveness. In China, Erle Studio is among the first explorers on 3D Architecture Drawing, our successful cases including SHANGHAI YANGPO BRIDGE, SHANGHAI FUTURES MANSION and the most prestigious KANGXING HUAYUAN. Our works are listed in THE FIRST COMPUTER ART MEETING & EXHIBITION IN 1995 IN CHINA, and our works are collected into the book COMPUTER AND ART—GO HAND IN HAND INTO THE FUTURE; We got the first place in 1996 SHANGHAI ARCHITECTURE DRAWING COMPETITION and an AWARD FOR EXCELLENT WORKS in 1997 SHANGHAI INTERNATIONAL RESIDENTIAL HOUSES DESIGN CONTEST, which was also collected into the FLORILEGIUM OF PRIZE WINNERS. The founder of Erle Studio was a teacher of Tong Ji University, who triggered the study, teaching method and representation of computerized Architecture and Construction, namely, Computer Architecture Drawings and 3D Computer Animations.

Erle Studio went all out into exploring the special need of each architect in each case, we went deep to dig and capture the glimpse of the inspiration and express their conception in delicacy. And this tradition will be succeeded and developed.

Shanghai Han Wang Architecture Renderings—where a group of youth with aspiration to Architecture Drawing started their career in the vast east metropolis in the early 2002. The founders of Han Wang came from Architecture Departments of several Fine Art Academies. We are exploring to interpret Architecture in a broad sense, also we emphasize on the artistry of the Architecture Drawings. We believe in that Architecture Drawing will be a new language for architects to express themselves, for what we call it:

"Whatever you want to say is in our drawings;
Whatever you want to write is in our paintings;
Whatever is real is visualized here;
Whatever is still in conception will be embodied here."
During the growing-up, we've got so much encouragement, trust and tolerance from architects. We would love to take this opportunity to express our thanks to all of them.

Founded in early 2000, HanYu Computer Graphics Co., Ltd. plays an active role in Architecture Drawing and Architectural Project Design. A group of talented professionals of Architecture, Drawing and Art of Environments are gathered around the company.

During the last two years since it is founded, in the cooperation with prestigious Architectural Design Institutions and Offices, we stick to the principle of "Serving architects whole-heartedly". Our creative conception and aborative works has won us far-flung recognition in all aspects.

Setting "Connecting People" as our belief and Teamwork as our principle, we are aiming to create a warm, relax, tolerant ambience, and the door is open to everyone who is searching for a better life.

SHANGHAI JINGYUAN ARCHITECTURAL DESIGN CO., LTD. specializes in making architectural design images by computer graphics. We focus on improving employee's personal artistic attainment, professional techniques and overall abilities. From the start to now, our organization has gathered a group of young stuff with ideal and technique. They have active and constructive thoughts and strong knowledge background. They devote their love and enthusiasm to this career. This kind of group efforts create vitality to organization each work.

We appreciate our clients, especially the designers who have given us so much concern and support. Their generosity and trust will encourage us to endeavor to improve our work.

FOUNDED DATE: Feb. 2000
STUFF: More than thirty

Shanghai LanDian Architecture Co., Ltd. was founded in 2001. With a huge human resources of professionals, backed by support and care from the community, and also by our pursuit for perfection, LanDian has established a renowned image in the trade, and also we won recognition and respect from all competitors.

In LanDian we believe in if there's a standard, the standard will be Supreme Professionalism and Moral Principles. And also we believe in Architecture Realistic Graphics is another representation of drawings, i.e. the art of architecture is born of life, but it's higher than life, only combining the creative plans by architects with soul of the building itself in form of a burst of art inspiration, could the beauty and harmony of the building be unearthed.

In face of internationalization and compellion from the trade, LanDian is under way of improving and making more and more progress. A faith always kept in our mind is—Pour our enthusiasm into your support, then we'll be unbeatable.



零肆肆

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ERLE STUDIO

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SHANGHAI HAN WANG
ARCHITECTURAL RENDERINGS

上海瀚宇電腦圖像有限公司
SHANGHAI HANYU COMPUTER
GRAPHICS CO., LTD.

上海境源建築設計諮詢有限公司
SHANGHAI JINGYUAN ARCHITECT-
TURAL DESIGN CO., LTD.

上海藍典建築藝術設計有限公司
SHANGHAI
LANDIAN ARCHITECTURE CO., LTD.



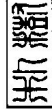
MADE IN CHINA

As a new force of the computer-graphic market, simple-tree was born in a time that full of competition. We mainly focus on graphic design, animation, multi-media and exhibition design.

Our team consists of many young people with different academic backgrounds such as architecture, interior design and arts. They are all specialists in their fields and have experiences in both architecture and interior illustration.

Independence is highly esteemed in our company and we encourage those promising people to be creative.

It is believed that architectural illustration is the combination of architectural aesthetics and visual arts. Being perfect is our dream and we will make our efforts to make it come true.



上海樸樹圖文設計制作
SHANGHAI SIMPLE TREE
IMAGING DESIGN CO., LTD.

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上海同瀚建築設計諮詢公司

SHANGHAI TONGHAN ARCHITECTURAL DESIGN CONSULTING CO., LTD.

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壹陸肆



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Leading Rendering Graphics is a professional company in architectural blue print drawing. Since our foundation in 1998, we have rolled up abundant manufacturing experience, meanwhile, our accomplishments of cooperation have come into being. We pursue the mystery aesthetic feeling in architecture. We are master to roll out the harmonies of the buildings with the scale map and appropriate colors. We try to express our works in two ways: one is to explain the designers' idea; the other is to show our own understanding of the buildings—the harmony of human being and nature.

The members of Leading Rendering Graphics studio are from all corners of the land. The same target combined us together to overcome all the difficulties on the way to success and made us an amity and understanding group.

Our principal to draw the blue print is as if we draw that trace of our own life. We'd like to show our prints to meet friends. During the work we always have good communication with designer, try our best to be cooperated, meanwhile, get their trust and support in return.

We would like to extend our gratitude to our fellows, and welcome those who has the same ambitions to join us.

C & B Ltd., established in 1998, is an company specializing in vision art design. Our service contains complete consultation for building design, 3D animation for architecture, imagery rendering, multimedia production and layout design.

Our highly talented design team, which includes both computer and architectural specialists, coupled with the cutting-edge computer systems and the state-of-the-art HP and Epson laser printing equipments, have been making C&B a leading performance player within the industry.

More importantly, the company is always committed to what the clients truly demand by focusing on the convergence of the human, technology and architecture.

Since our inception, the aspiration in best catering our clients has led C&B to an ever-growing company. Undoubtedly, it must be the crucial driver of keeping C&B going further in future.

Shanghai Renhe Architectural Design & Engineering Co., Ltd., was founded in Shanghai in 1999. We focus on the performance of architecture and we also set foot in urban planning, architecture designing, interior and environment designing and consulting. We aim at exploring the advanced architecture rendering, which can take the good actions to express the design intention of architect, being a good assistant to assistance design.

We introduce and absorb some new ideas of architecture designing and rendering, meanwhile we have more than twenty excellent young persons who are specialized in architecture art, interior design and three-dimensional design. With the development of our business in Shanghai and some areas around Shanghai, we have developed to a quite large company.

We hope our deep understanding of architecture and aesthetic can manufacture the architecture design or effect image to touch others. It is necessary to architecture designer, and it is also the pursuit of the whole designers of Renhe Company.

Shanghai Rison Architectural Rendering Co., Ltd. is one of the most outstanding company which has the strongest strength in specialized architectural design and interior decoration perspective.

With the team of the experience, inspirational and sensitive commercial planning designers who are ahead of digital picture design, we are fully aware of the latest changes of the market and firmly follow the steps of the international trend within the development of the internet.

Our company, each member of which clearly understands how to fulfill the customers requirement.

Perfect and exquisite is the only definite goal we are seeking for.

Tonghan Architectural Design Consulting Co., Ltd., the former Shanshui Tianyuan Studio, was established in May 2001. It is mainly engaged in architectural rendering, animation, multi-media presentation, virtual reality, etc.

Since the reorganization of the company in May 2001, we have taken some critical measures to face the new challenges in the field. We recruit personnel of high professional capability. Every staff member is the elite in the field, and seventy percent of the staff members have the degree of B.A.

We hold that the best way of architectural presentation is rendering rather than post processing. So more and more emphasis is laid on rendering since the reorganization. We are sparing no effort to approach the new destination.

We would like to express our sincere thanks to the architects, planners, and all the other cooperators, because we believe that the support from them is the indispensable stand point of the development of our company.



MADE IN CHINA

Vivision Graphics Design & Producing Co., Ltd. was founded in 1999. The company views creating perfect designing expressions and visual art as its basic concept, and devotes itself to providing various designing expressions and supplementary services for architecture, indoor, planning, gardening and so on. Presently, the company is focusing on developing its business in computer graphic rendering, three-dimensional animations, mutual multi-media and etc.

The company is composed of experts and a group of excellent designers, who have been engaging in designing and producing of computer graphic rendering for many years. Based on the aim of serving customers, with repeated exchange of information and communication, designers make the unreal imagination become reality. The company expects to win its developing space in the competitive architectural expression field with excellent quality, fast and efficient services.



上海唯真

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Shanghai Xueqing Picture & Word Making Agency is a company that is specially engaged in interior and exterior effect drawing of buildings, interior and exterior animation design and making. The company was established in August 2001, located in Floor 15 A6, Yangpu Building, Anshan Road, Yangpu District, Shanghai. The company possesses abundant equipments and huge technical staff, particularly owning a stable technical force. Most staff is graduated from architecture departments or art departments, with many-year experience of making effect drawings. On internal management, the company stresses on the communication and cooperation among staff and individual development. All these lay a solid foundation for the company's development and expansion. From the beginning of establishment, the company has been stick to serving customers as the core, striving to express architects' design intention in making, relying on "top-notch service, satisfactory price". The company cooperates with many designing institutes and companies, and has long-term relations of cooperation with Tongji Institute, East Institute, Northwest Institute, etc.

The company is developing, and we are still making efforts. We expect to become the competent assistant of architects through constant efforts.

Shanghai Yifei Graphics Design Co. is a professional design company specialized in 3D rendering, architectural design, brochure design, animation development and landscape design.

With its first-class hardware facilities, the company is in good command of cutting edge technology, and provides various services in architectural design, including renderings and animations. Being strict on recruiting and training, the company has employed a team of staff, who is always working with team spirit, passion, and responsibility. On the belief of "beyond space and creativity unlimited", the company is trying its best to provide clients with the most satisfactory and perfect services possible.

The company has been in business for over 3 years, with reputations obtained and clients throughout the world. We are very much like to work our best with all kinds of design institutions and real estate companies to create more top quality products.

Founded in Feb 2001, Shanghai O. Simple Image Design Co., Ltd. is characterized as architectural rendering and graphic design, focusing on the relation between architectural esthetic and the rules of color palette. Simple has gradually formed its own "Simple Style" which wins good reputation in its business field for excellent coordinate both artistic architectural express and environment harmonization in the final process. Nowadays, Simple's continuous pursue on architectural renderings is leading its way to get a more advanced place.

1998 Establishment of Yun Gang;
2001 YUN GANG ARCHITECTURAL PICTURES is published all over the country;
1997 Establishment of Tong Hui;
1999 Starting Project of Architectural Animation;
2002 Yun Gang and Tong Hui officially merged to YGTH Imaging Design Co., Ltd.

The integration of Yun Gang and Tong Hui - YGTH has seen a good combination of technology and management, it raises the new company to a higher level. Based on this upgrade platform, the quality of the products is ensured to be stable, first class and continuously improving, also a complete team is organized to accomplish smoothly the complicated large projects like animation, virtual reality.

YGTH is going to make the products and service better and better by increasing the value of employees, and develop deeper in the digital areas of design, video animation, multi-media, and virtual reality.

Shanghai ZhuLin Graphic Design Co., Ltd. was founded in April 2000. All our 8 members are composed of qualified personnel of Architecture, Structure and Drawings. With the faith of serving architects whole-heartedly, we've made good representations of architectures and planning. With more and more experience in the trade, we will do better.



雪青陸

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上海百慧建築繪畫有限公司自一九九八年成立以來，從最初單一的建築室外表現起家，逐漸發展為集建築諮詢（弘亮建築設計諮詢公司）、室內外建築表現、三維動畫、多媒體演示、文本製作為一體的專業公司。四年的風雨歷程，我們與國內外知名的設計院、事務所的合作過程中，積累了豐富的經驗，及時掌握到最新的信息和最先進的表現手法，得到了衆多建築師的支持，可以說我們的成功是有我的一半也有你的一半。

上海百慧建築繪畫有限公司現在擁有三十餘位年青的專業技術人員，分別畢業於建築學、室內設計、藝術設計、平面設計、影視制作等專業。他們是一群有朝氣、有激情、有靈感和進取的創作者，是年青人。分工明確，配合默契。在參與重大項目時與建築師積極配合和提出適當的意見，以期該工程項目達到技術與藝術的完美結合。本着來自設計、服務設計的原則，以人為本的理念，本公司將以最優質的服務、更大的熱情致力於建築表現事業。

Shanghai Bai Hui Architecture Illustration Co., Ltd. was founded in 1998. It has started its business from the singularity of designing for indoor and outdoor architecture representations, and has gradually developed into a professional company providing multiple services as construction consulting (Hong Liang Architecture Design Consulting Company), indoor and outdoor architecture representation, 3D animation, multi-media demonstration and text illustration. Four years of co-operation with the famous domestic and oversea designing institutes and companies not only built us abundant experiences in this field, but also brought us the latest information and the most advanced techniques in presentation. The company has got support from many architects. We have to say that our success owes to you and us both at the same time.

Shanghai Bai Hui Architecture Illustration Co. Ltd has a staff consisted of over 50 young technical members. They have graduated from specialties of architecture, indoor design, planar design, video manufacturing and etc. They are all enthusiastic and passionate young people full of inspiration and the desire of creations. Each one of these young guys has his own responsibility while they work along well with each other. When taking part in important projects, they contribute their talents and give appropriate suggestions to the architects in co-operation so as to make the projects end in perfect combination of arts and techniques. Complying to the discipline of "Come from design, and serve for design" and the ideology of "People first", we will commit ourselves to the career of architecture presentation with the best service and greater enthusiastic.



特此鳴謝

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