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靳埭强 刘小康 [长江设计学院编委会]

汕头大学出版社

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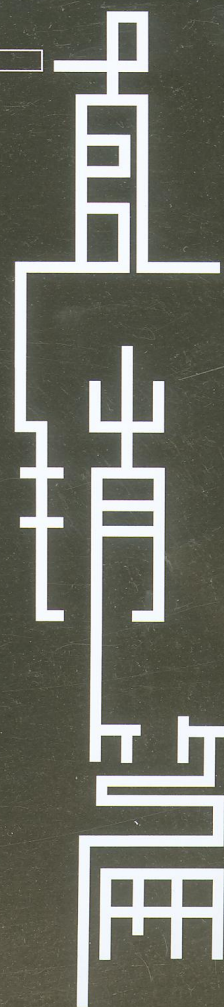
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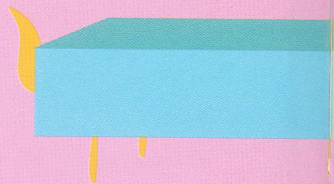
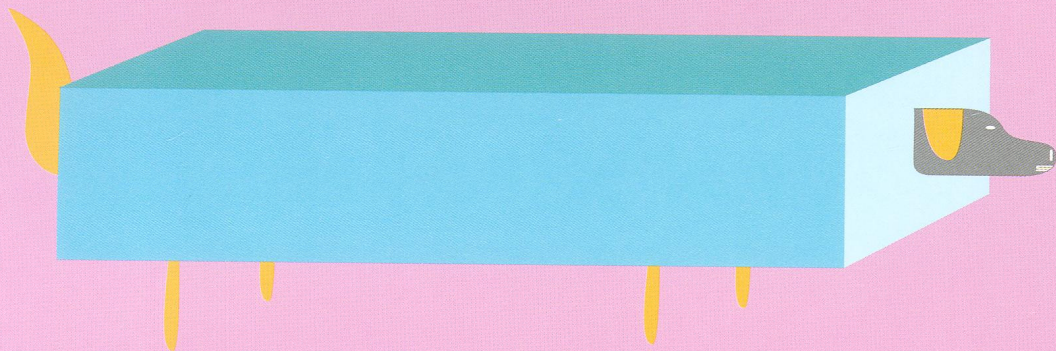
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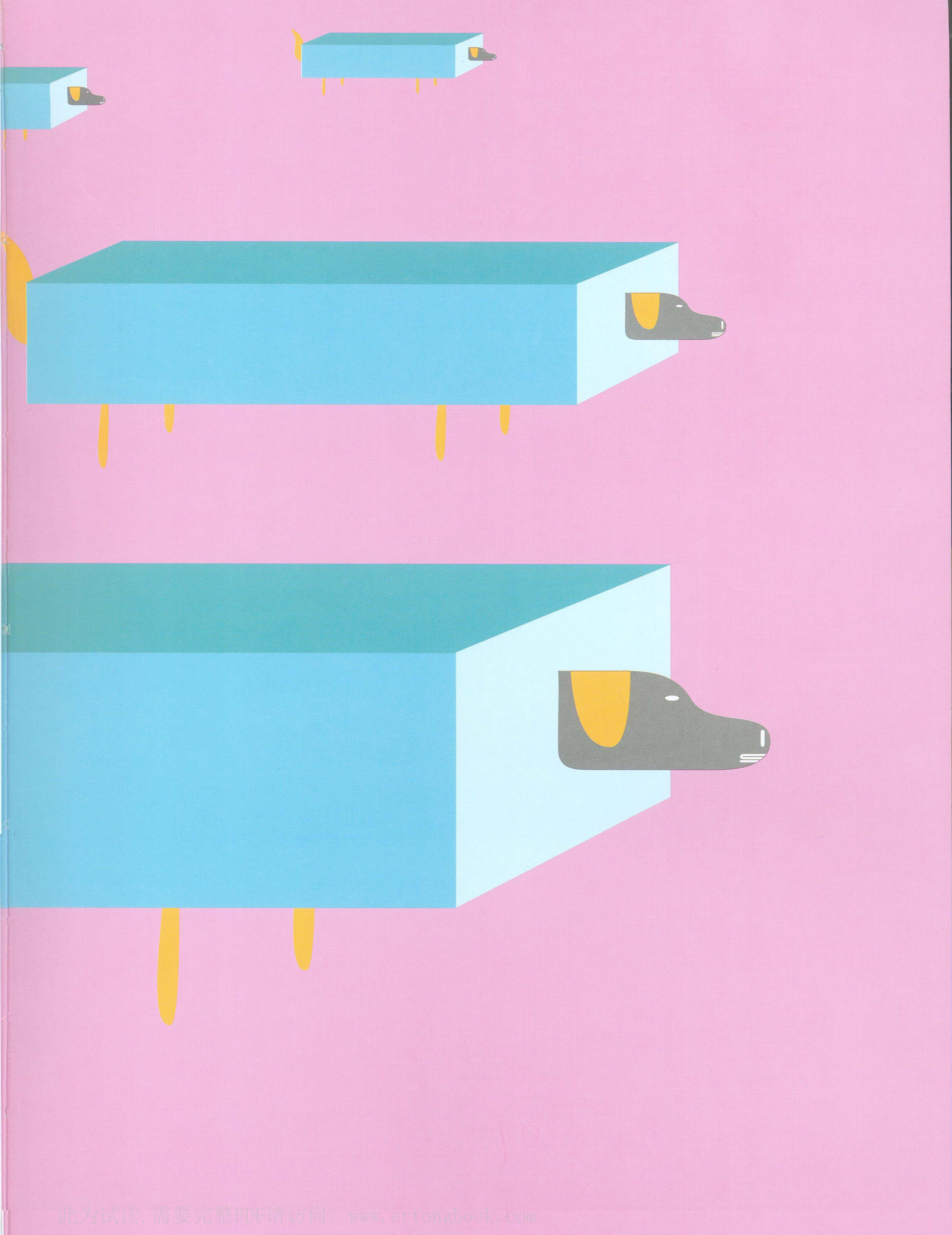


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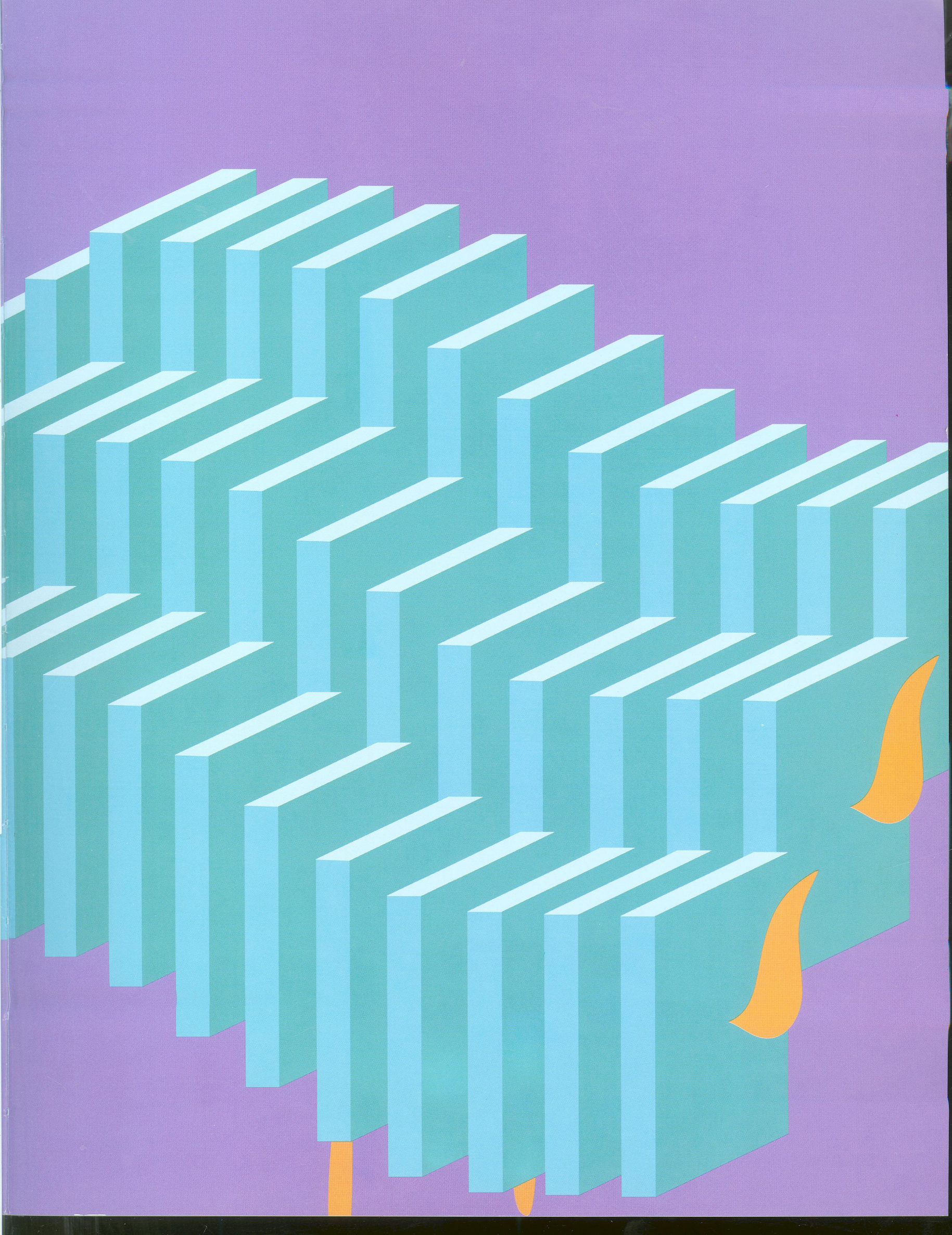
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A FEW WORDS FROM US...

有关《是设计系列》.....

《是设计系列》的全球征稿，得到众多设计师的热烈支持，我们共收到200多份来自世界各地的稿件。

在《直销篇》里，我们收录了65间设计公司的作品，都是高水平的佳作，当中以中国和美国来稿为主，还有包括日本、欧洲和澳洲很多国家的作品。这可说是包罗了当今世界具代表性设计公司的装帧设计图书。

编辑《是设计系列》丛书是为世界各地的专业设计师建立一个发表作品的园地、和互相交流设计成果的平台。这套丛书系列亦是一份专业设计的国际资讯、一组内容丰富的普及参考书。一方面她向全世界介绍当今中国设计师的创意；同时面向内地读者，希望有助中国设计师多了解世界各地的设计风格，开阔视野。设计师在比较不同地区的文化差异，了解当代国际化的视觉新词汇后，最终定能创造更独特而高水平的设计风格，使21世纪的设计迈进多元多采的新境界。

靳埭强 AGI
是出版坊编辑顾问

IS Design Series's call for entries received cordial responses. More than 200 entries were submitted from all over the world.

IS - DirectMail records high quality works from 65 design firms. Most of them come from China and USA, then Japan. There are also entries from many European countries as well as Australia. The book is thus a comprehensive collection of the best DirectMail works from representative design firms all around the world.

IS Design Series aims to create a platform for designers worldwide to publish their design, and communicate with each other. The series provides substantial and popular information on international professional design. It shows readers from all over the world the creativities of today's Chinese designers while also introducing readers from the Mainland China to the latest world design trend. Through comparison of different design cultures, and exposure to new, contemporary international visual vocabularies, designers will be able to establish styles even more unique, and with high quality, leading the 21st century design to a richly diversified and colorful realm.

Kan Tai-keung AGI
Editorial Consultant
IS Publishing Limited

KEY

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凡例

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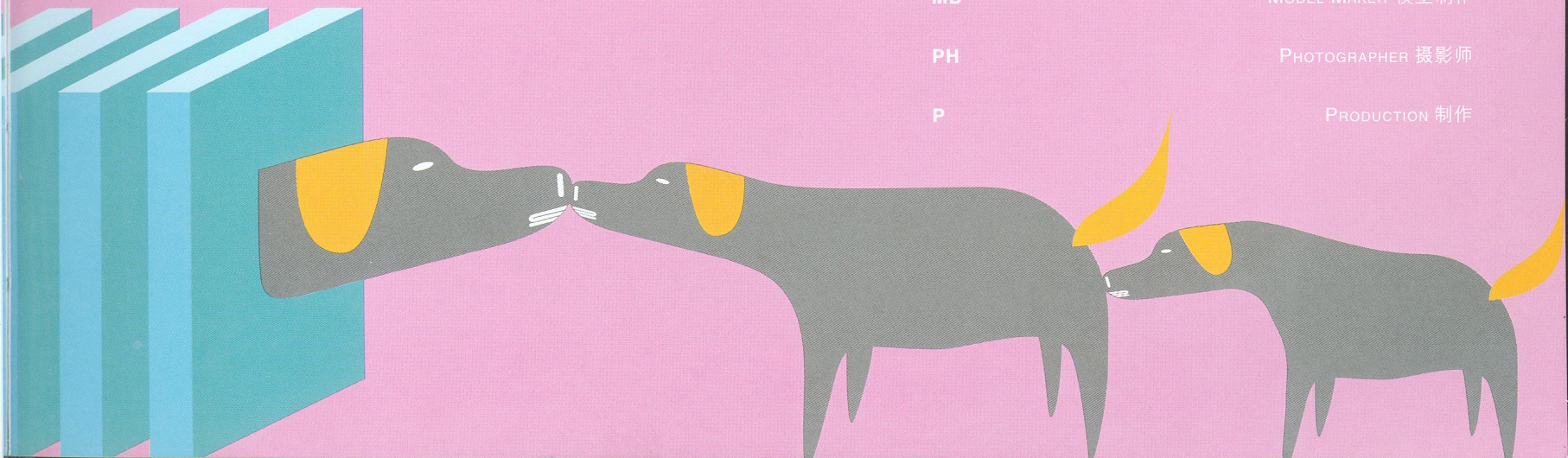
DESIGN FIRM 设计公司

ILLUSTRATOR 插图师

MODEL MAKER 模型制作

PHOTOGRAPHER 摄影师

PRODUCTION 制作







001

Designing with Resolve 以决心设计

DF:

BBK Studio

USA, Grand Rapids 美国激流市

CD, AD, D:

Yang Kim

D:

Brian Hauch

PH:

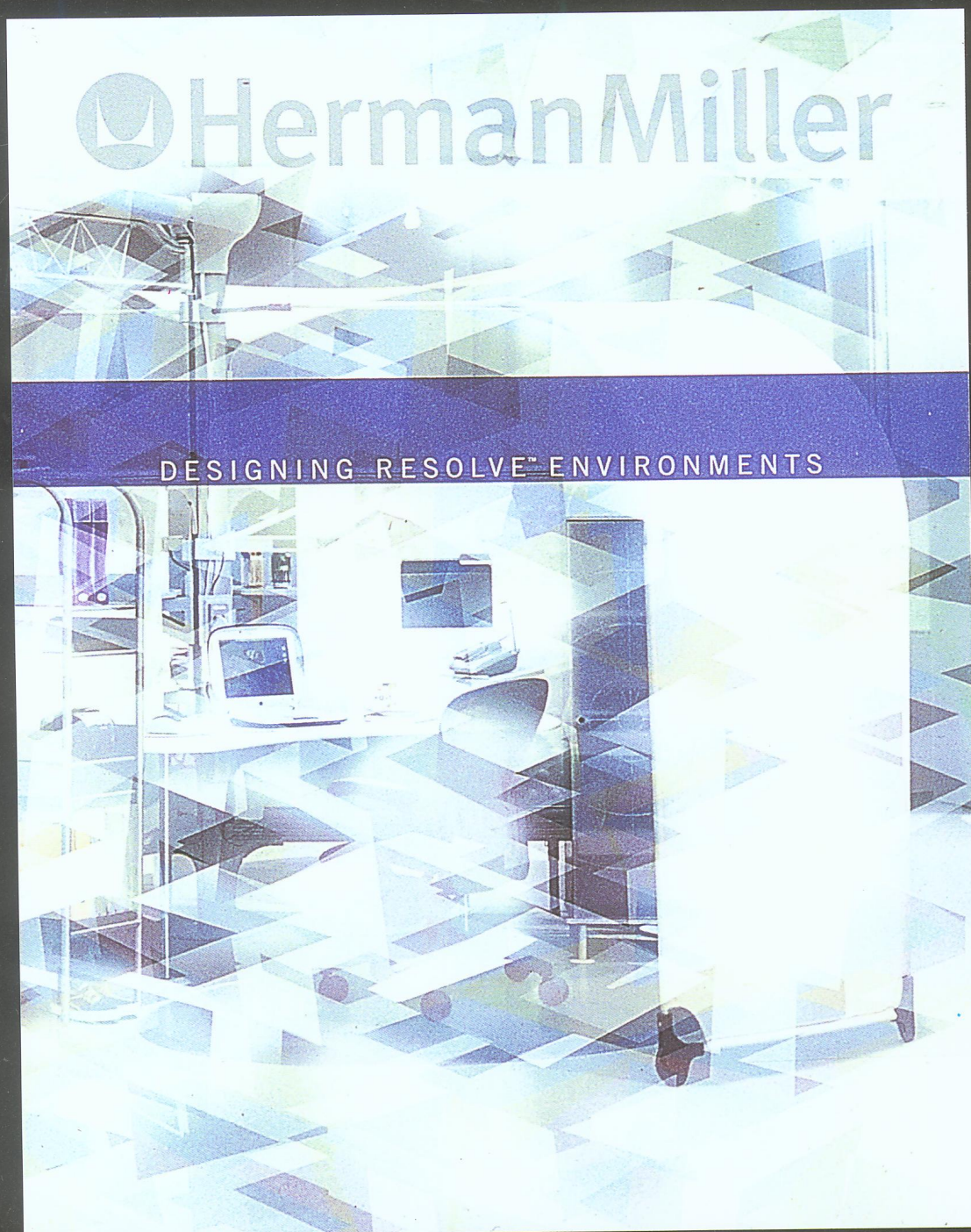
Various

IL:

Amy Franchesini, Jon Post

CL:

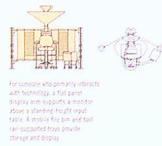
Herman Miller



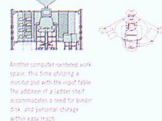
With clear paths among the stations, this Resolve plan retains some of the linear nature of the traditional systems plan. The focus here is on individual needs as opposed to team spaces, with user privacy and control emphasized.



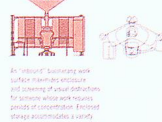
This Resolve configuration demonstrates how visual privacy can be enhanced through the use of ceiling screens, flags, and partitioning relative to architecture.



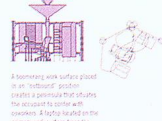
For someone who primarily interacts with technology, a full-sized desktop can supply a monitor above a standing-height input table. A mobile bin and cart can be positioned near the monitor and input.



Another popular solution is to place the monitor on a mobile cart with the input table. The addition of a roller wheel accommodates a need for larger bins and personal storage within easy reach.



An "extended" workstation surface can be used for the storage of materials and supplies. For someone who needs a variety of materials and supplies, a variety of reference materials and supplies.



A workstation surface placed in an "extended" position creates a personal space that allows the occupant to work with resources. A light fixture on the primary work surface provides the light for use as a reference or reading table.

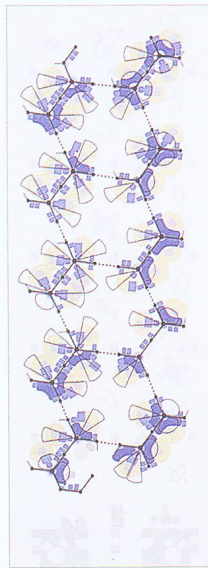
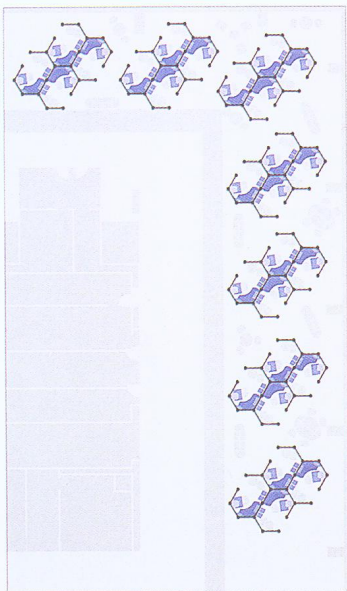
36 DESIGNING RESOLVE ENVIRONMENTS

PLANNING 37

Extended Honey
Clusters in groups of four along an exterior wall. Extended Honey configurations support the computing, meeting, and expert-based work of their multifunction workspaces.



EXTENDED HONEY



Support Extended Honey
Clusters placed in the center of the building, where space is being maximized by placing workstations in the center of the building, where space is being maximized by placing workstations in the center of the building.



SUPPORT EXTENDED HONEY

44 DESIGNING RESOLVE ENVIRONMENTS

100 SCALE



100 SCALE



EXAMPLES 45

Shell Wall Honey
To support work that requires intense concentration and quiet, the Shell Wall Honey configuration uses the space between the building core and the exterior wall to create a quiet workspace. The building core and the exterior wall are used to create a quiet workspace.



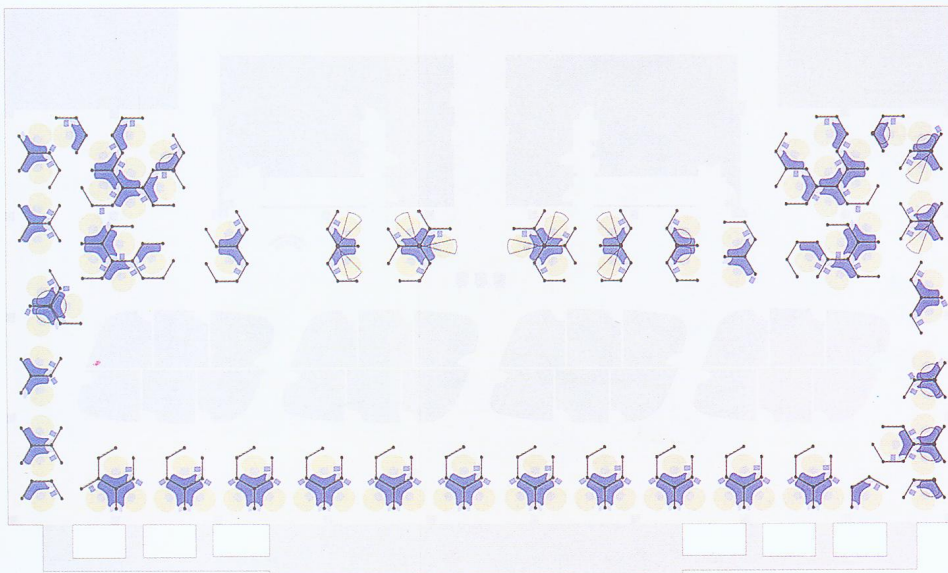
SHELL WALL HONEY



SHELL WALL HONEY



SHELL WALL HONEY



36 DESIGNING RESOLVE ENVIRONMENTS

100 SCALE



100 SCALE



EXAMPLES 47



Neutral palette
 Infrastructure: Metallic Silver and Folkstone Grey
 Storage: Metallic Silver and Folkstone Grey with frosted tops and fronts
 Boomerang work surfaces: Chalk White
 Canopies: Seashell White
 Display screens: Star Blue

PLANNING

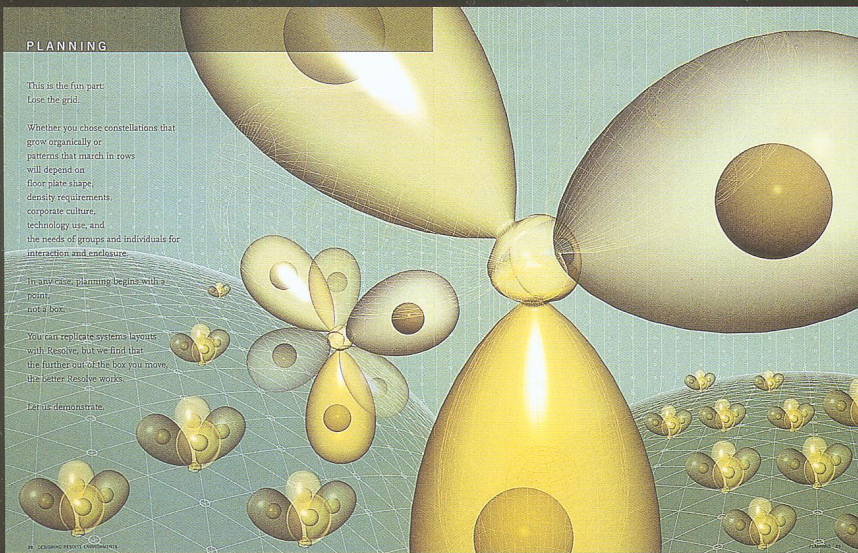
This is the fun part:
 Lose the grid.

Whether you chose constellations that grow organically or patterns that march in rows will depend on floor plate shape, density requirements, corporate culture, technology use, and the needs of groups and individuals for interaction and enclosure.

In any case, planning begins with a point, not a box.

You can replicate systems layouts with Resolve, but we find that the further out of the box you move, the better Resolve works.

Let us demonstrate.



PATTERNS

When we first looked at Resolve configurations in plan view, they reminded us of star formations.

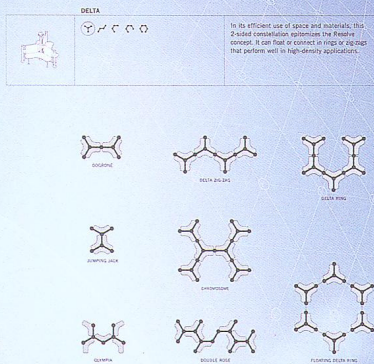
We identified five base constellations:

Delta™
 Zig-Zag™
 Shell™
 Half-Honey™
 Honey™

We expanded each constellation into functional patterns, and had fun naming the variations.

The pages that follow present some of our favorites; you're bound to discover your own.

Cluster and combine them to meet unique requirements for technology support, storage and display, collaboration and enclosure.

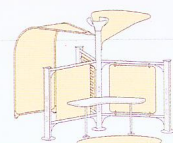


VOCABULARY

We kept it simple.
Infrastructure supports it all and delivers power and data.
Space division elements enclose and define.
Surfaces support work and hold electronic tools.
Storage elements organize and display.
Tools individualize.



SPACE DIVISION



Boundary and display screens attach to arms to separate work spaces. They come in three heights: 148", 127", and 80" and three widths: 120", 84", and 50".

Boundary screens add color and character. Display screens support screen tools. They are also available.

Marker screens (127" at attach to arms at 80" and 148").

Complex attach to full poles. They provide a ceiling and delineate territory.

Floor mats help establish personal space.

Rolling screens move in and around full poles. Users can position them for protection from distractions or glare.

Fixed rolling screens create expandable boundaries.

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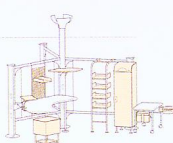
Fixed rolling screens create expandable boundaries.

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Fixed rolling screens create expandable boundaries.

STORAGE



Cabinets attach to short or tall poles or to upper support arms. Interchangeable cabinet components, including cabinet tops, of metal, plastic, have locking rolls and are available open or with a door that locks.

Ladder shelves attach at any point along an upper support arm. In three heights: 148", 127", and 80". They organize materials for easy access.

Pole shelves come in two depths: 19" and 127" and attach to short or tall poles.

Bookshelves (128" and 30") attach at any point along the back of a boom-style work surface.

Small tray sets hold small items and attach to work surfaces or input table legs. Three different sizes are available.

Tool rails attach at any point along upper and lower support arms. In three heights: 148", 127", and 80". They accept standard Miller work tools.

Mobile file bins are freestanding, on wheels. Locking tabs keep them from rolling.

Sanitizers come and transport letter-size papers and forms. They attach under an input table or work surface.

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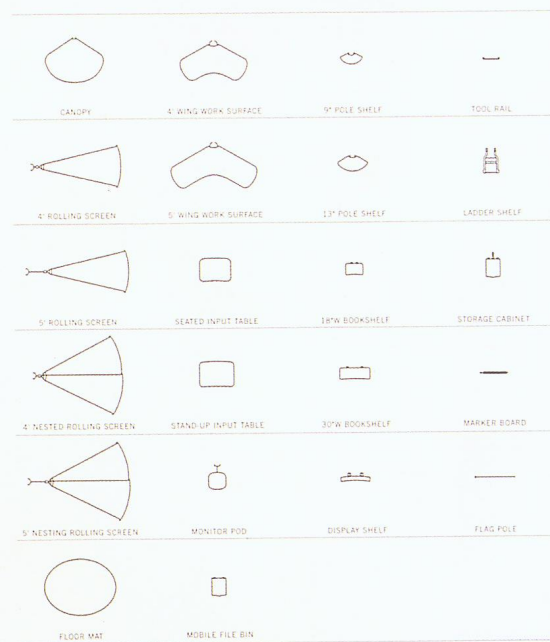
TOOLS

Be equipped.

Use these component and constellation templates to sketch your own Resolve plans.



COMPONENTS



1/8" SCALE



To celebrate Royal Caribbean's recent 18 million expansion, the designers created a commemorative keepsake program. Die cut in the shape of a ship's prow, the booklet not only provides a schedule of events and site map, it conveys the company's rich heritage through colorful copy, vintage artifacts, hand tinted photos and original illustrations.

为了庆祝皇家加勒比海 1.8 亿美元的扩张, 设计者创造了一个纪念品的计划。形状象船头的小册子不但提供了时间表和地图, 它通过彩色的画面, 古老的手制品, 人手上的图画和新颖的解说, 传达了公司的丰富的历史传统文化。



002

Royal Caribbean Brochure

and Invitation

小册子及邀请卡

DF:

Greteman Group

USA, Wichita 美国威奇托

CD:

Sonia Greteman

AD, D, IL:

James Strange

CW:

Deanna Harms, David Kameron

IL:

Craig Tomson

CL:

Royal Caribbean Cruise Line

This millennium-edition calendar communicates Bombardier Aerospace (an aircraft manufacturer)'s aviation heritage in the form of a slip-cased, perfect-bound book. Photo illustrations and aviation milestones portray a different era in aviation for each month, with a tie-in to a current Bombardier aircraft.

这款活页装的硬皮千禧版日历表现了 Bombardier Aerospace(飞机制造公司)的飞行传统历史。相片的说明和航空业重要事件描绘了飞行史上每月新的发展台阶都与 Bombardier 的流行飞机相关联。

003

Bombardier Aerospace

Millennium Calendar

千禧年日历

DF:

Greteman Group

USA, Wichita 美国威奇托

CD:

Sonia Greteman

AD, D:

James Strange

D:

Craig Tomson

CL:

Bombardier Aerospace

