

/// PINGMIAN SHEJI XILIE

百家印象

平 / 面 / 设 / 计 / 系 / 列

Zhu Tianming Zhubian

欧美封面设计

OUMEI FENGMIAN SHEJI

朱天明 主编

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BAIJIACHUBANSHE

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百家大印象

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平面设计系列

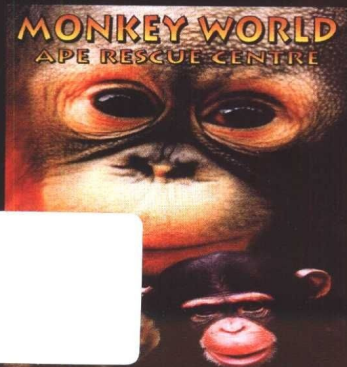
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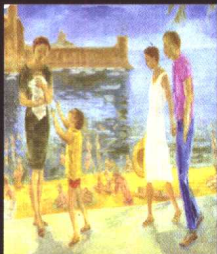
BAIJIA CHUBANSHE

平面设计中的创意表现，从抽象思维到形象思维，对于设计者来说，无疑是一种飞跃。表达意念的视野，构图和色彩的处理，是再现艺术家灵魂的视觉语言。

而设计中的空间想象和超时代的灵感，也许可以从优秀作品中获得。

▶▶ W HY TMZDS 朱天明





伦敦，作为世界广告业中心，其在平面设计理念上的领先成就，着实令世人瞩目。这里荟集了一大批欧美出类拔萃的平面设计艺术家，他们的设计作品：在构图的表现上，创意新颖；在色彩的应用上，大胆活泼；在字体的选择上，稳中有变；在图片的处理上，细腻清晰；在表现技巧上，风格各异。几乎达到令人无法挑剔之程度。

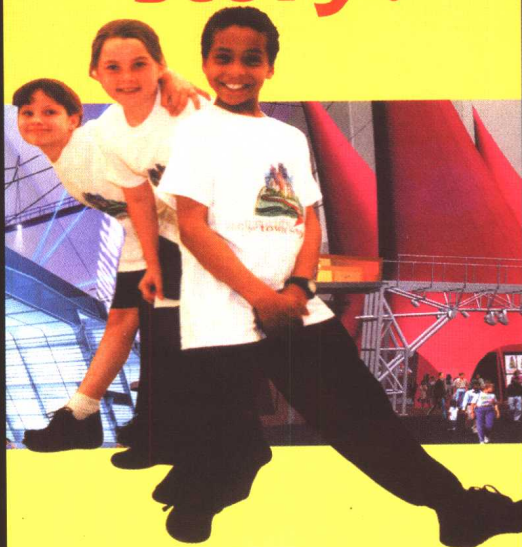
当有幸身临其境感受这一切时，兴奋之余，忽然产生了这样的念头，如果能把欧美各种平面设计风格介绍给国内同行，那无疑是一件极有意义的事。于是，我便收集了大量的相关作品，回国后又进行了细致的整理和遴选，汇编成册。

艺术是没有国界的。相信这些小册子能给我们带来一种审美的享受和创新的启迪。

需要说明的是：这些平面设计作品的收集和拍摄，均来自美术馆、旅游点、商店和户外随意免费索取处。对于这些不知名设计师们的艺术作品所带给我们的艺术享受和创作灵感，在此表示真诚的感谢。



What's Your Story?





Ron Arad

13 June - 1 October 2000

Before and After Now

This is a display about Ron Arad.
It has also been designed and conceived by him.

Born in Tel Aviv in 1951, Arad moved to London in 1973, studied at the Architectural Association, graduating in 1979. Since he founded One Off in 1981 and Ron Arad Associates in 1989 with Caroline Thorman, Arad has gained an international reputation as a leading figure in the world of design and architecture. In 1997 Arad was appointed to the Royal College of Art where he is currently the Professor of the Design Products department.

This installation runs through the heart of the Museum, juxtaposing with the medieval treasures, this intervention demonstrates the common ground with the historic exhibits and equally the departure from it. This work spans much of Ron Arad's career. The earlier work shown in this exhibition puts in context the recent and current projects that form the main body of this show.

The exhibition also shows several new prototypes of projects currently under development.

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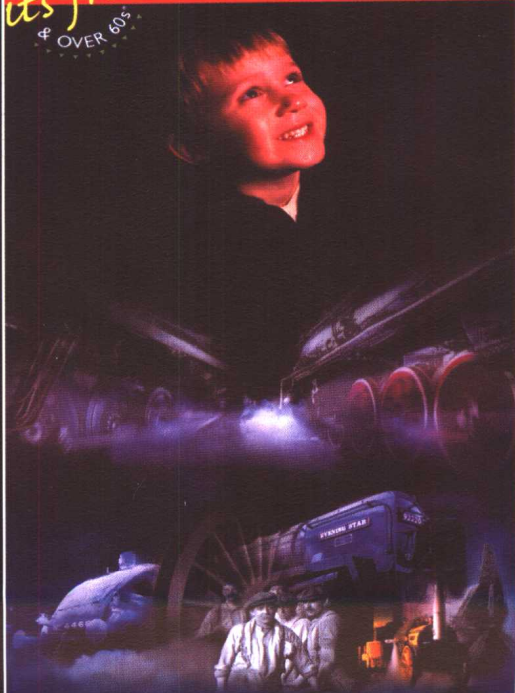
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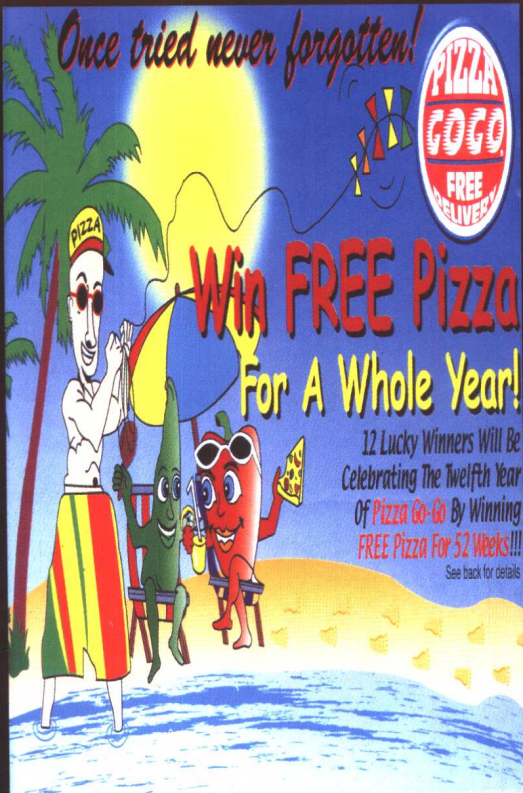
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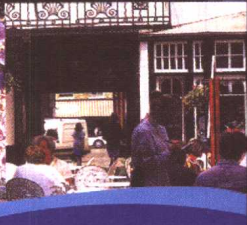
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