

中青 / P·I·E 平面设计系列



AD&M Announcement designs DM & 创意卡片设计

中国青年出版社

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Announcement

DM & c o l l e c t i o n

DM&创意卡片设计

中国青年出版社

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王修文

郭 光

责任编辑: 郭 光

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P·I·E 多年来都十分重视“DM”及“广告贺卡”的收集与出版,本书重点展示了来自世界各地一流设计师设计的用于邮寄、直递的DM和创意卡片。

信封包装的信函类卡片与明信片的接收过程和效果大不一样。前者是从审视邮件开始,到打开信封,再取出卡片,阅读信息并欣赏其创意。这一系列的过程往往能增加意想不到的乐趣。创意独特、制作精美的卡片也许是一个令人兴奋的邀请,或者是来自长期失散朋友的信息,使收件人在期盼和惊讶中获得快感。这有点像收到了一件意外的礼品。

对于寄件者来说,直递邮件的优点之一即是含载的信息量大而且形式简便、独特。这种媒体使设计师特别感兴趣,因为其形式虽然简便,但能让设计师发挥创意,展示独特的想象空间。比如立体效果、弹出式效果或使用信封、卡片折叠等多种形式已非常流行。卡片虽小,其艺术感染力和传递信息的效果却不次于其它媒体。

我们收到包括日本在内19个国家的优秀作品。这些作品在风格和形式上都有着丰富的想象力,每件作品都雄辩地诉说着创意者个人的天赋。

序 言

F O R E W O R D

我们注意到,目前流行的作品很少有像以前的卡片那样“耀眼炫目”。我们的印象是当今卡片直接采用艺术品作为素材的略有减少,而富有创意并且娱乐性较强的神奇之作越来越多,同时我们还对盛行多年的浮华风气被深沉的思想和理念所取代留有深刻印象。

在目前的经济现状和商业竞争日趋激烈的背景下,以最少的成本设计制作出趣味性、艺术性和高效率兼备的直递邮件是每个设计师面临的挑战。

我们力求使本书比较完整的体现近年来世界各地直递邮件、广告贺卡的创意主流,希望本书能对世界各地的设计师有所帮助。

P·I·E 图书企划部

TO OBTAIN THE THIRD DIMENSIONAL EFFECT,
PLACE YOUR STEREO SET OF IMAGES HERE
AND VIEW THROUGH LENSES. YOUR EYES
WILL ADJUST AFTER A FEW SECONDS.

Paul Smith



P·I·E Books has been bringing you outstanding greeting card art of every sort in our "Advertising Greeting Cards" series. We have concentrated on letter-type (enveloped) cards of singular design. Direct mailers from commercial promotion to private greetings, are also included in this theme. This book is the third volume in the series.

Letter-type direct mailers are quite different from postcards in their effect due to the sequence of actions required to access the information within. The process begins with examining and then opening the envelope, the experience of piqued curiosity that goes with revealing something hidden. Then there are the tactile sensations of taking out the card, examining the outside and again opening it with your finger-tips, exposing its hidden message to the light. This sequence of gestures adds to the fun by involving us in the process of communication. We feel a *frisson* of delight at the prospect of a surprise. Perhaps it comes out into the hand in a surprising shape or a dazzling color. Perhaps it is an invitation to something exciting or a message from a long-lost friend. It is a little like receiving an unexpected present.

One of the advantages of letter-type direct mailers for the sender is that more information can be contained within. This medium is particularly interesting for the designer, because it gives scope to incorporate some unique ideas such as 3-D effects,

F O R E W O R D

pop-up effects and various surprise effects made possible by the envelope, the folds in the card and so forth.

We had submissions in every imaginable style and form sent to us from 19 countries around the world, including Japan for inclusion in this volume. Each piece speaks eloquently of the creator's individual genius and his idiosyncratic message. Take for example the change-of-address notice with a magnetic compass attached, or the card that spontaneously turns into a box when it is taken out of the envelope, or the New Years card made of acrylic sheet.

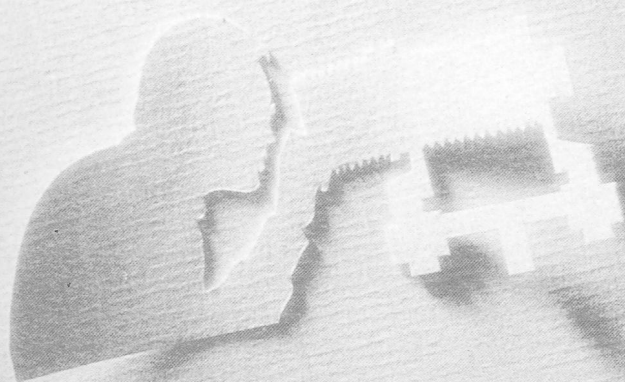
We noticed that there are fewer cards this year with that "glitzy look" or the highly contrived visuals and glossy production values that we have seen in previous years. Our impression is that the artwork on today's cards is a little more subdued. Nevertheless, there are plenty of refreshing surprises to be had, and we were impressed with the subtlety of ideas that have replaced the flash that prevailed in the past.

More and more companies are trying to cut back on advertising expenses in this period of economic recession. The challenge this presents for designers and direct mail programs is how to make interesting and effective mailers while incurring less cost.

We feel this book captures the creative energy that has been put into direct mailers over the past year or so. We hope that you will get the sort of pleasure from this book that you would as if you actually held the originals in your hands.

P·I·E BOOKS

香港英皇道1065號東連中心2103室 電話 5-635277 傳真 5-650290



C.K. WONG Photography

EASTERN CENTRE 1065 KING'S ROAD HONG KONG TEL 5-635277 FAX 5-650290

编辑注释

CD: 创意总监

AD: 艺术总监

D: 设计人

P: 摄影师

I: 图解者

CW: 广告文编写人

DF: 设计公司

CL: 客户

TC: 公司类型

标题可参阅意向用途

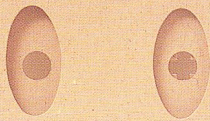
每个项目所指出的国家即是作品提供者所居住的国家

鉴于本书是一部艺术设计作品集

为将作品的有关信息表述准确

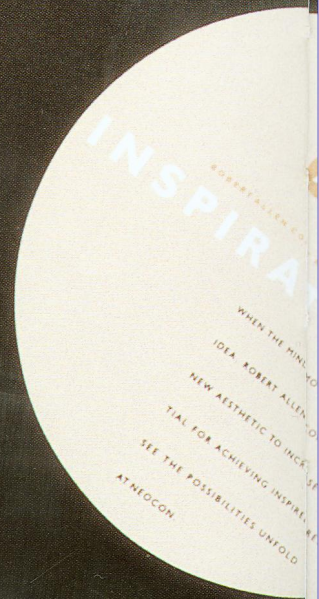
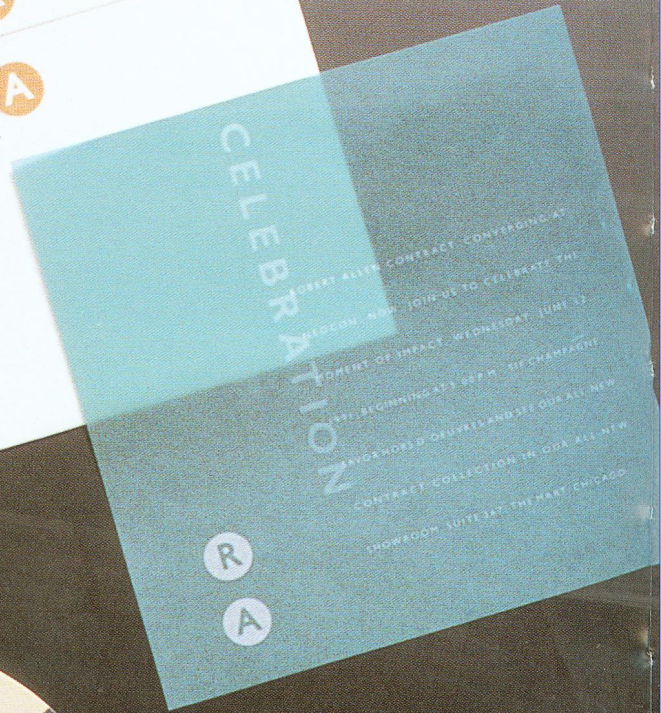
本书在印制中文简体版时保留了原版英日文。

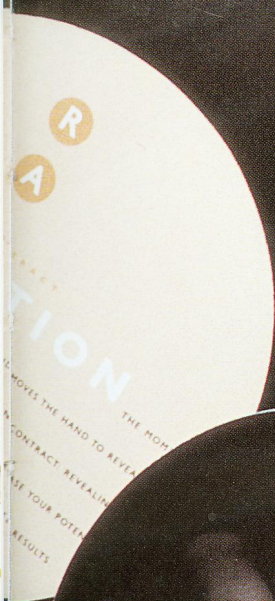
STEVEN GUARNACCIA



Paper Work

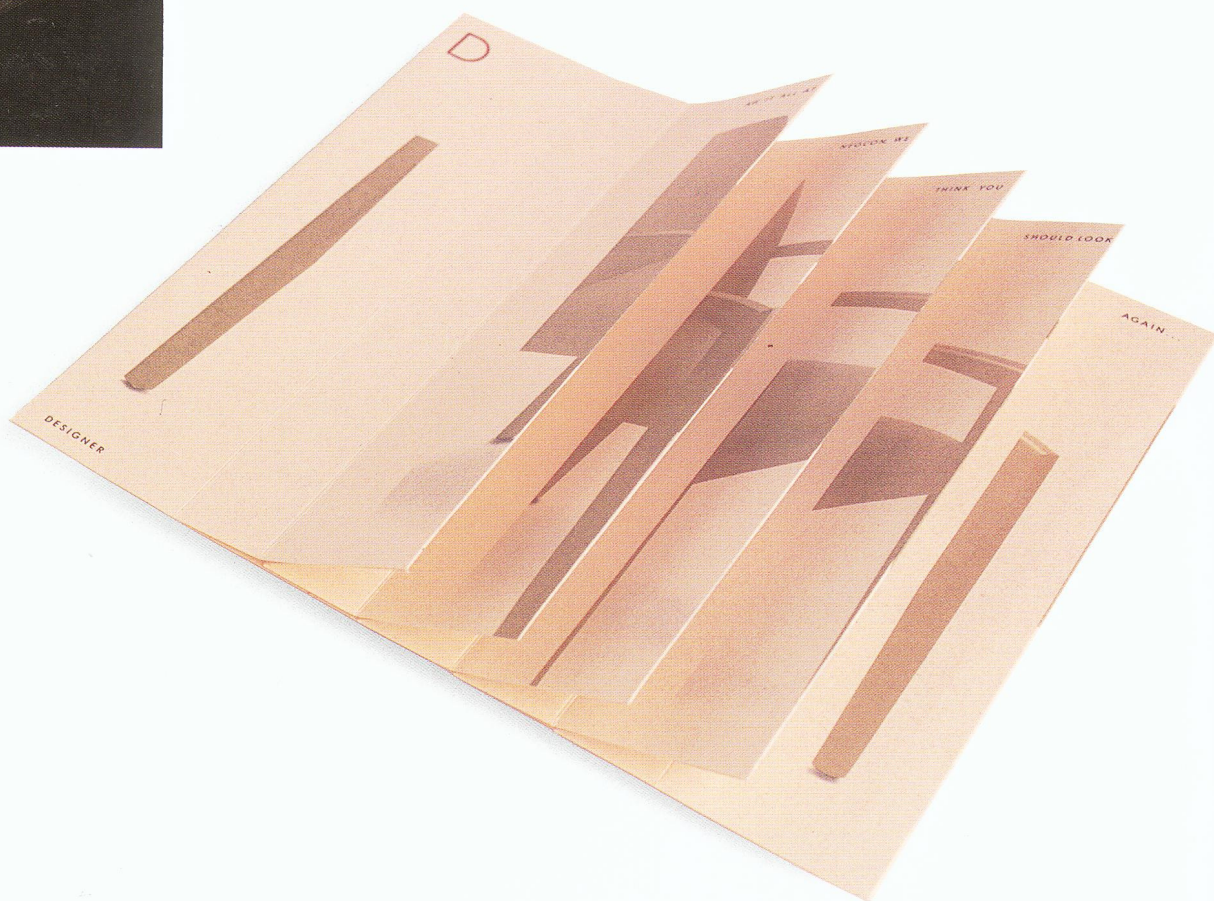
REACTOR
GALLERY





テキスタイル（流通）

in·spi·ra·tion (in'spə-rā'shən)
 mind or emotions to
 b. The condition of being
 person or a work of
 or that prompts
 inspired;



Invitation to a trade show

商品展示会案内状

USA 1989

CD, AD, CW: Susan Slover

D: Thomas Bricker

P: Racanne Giovanni

DF: Susan Slover Design

CL: Donghia

TC: Designer and Maker of Interior
Accessories

インテリア・アクセサリーの
デザイン及び製造

The card is folded in such a way that
the angle of the chair changes
depending on how you turn the folds.
カードがヒダ状になっており、めくり方によって
椅子の向きが変化する。



▲
Invitation to
a fashion preview

ファッション・プレビュー案内状

USA 1990

CD: Susan Slover

D: Cliff Morgan

CW: Laura Silverman

DF: Susan Slover Design

CL: Luc Bendit

TC: Designer of Lether Accessories

レザー・アクセサリーのデザイン

▼
Invitation to an exhibition

展示会案内状

JAPAN 1992

CD, D: Mutsuko Morita

CL: Art Print Japan

TC: Poster, Card Publisher

ポスター、カード制作販売

