

/// PINGMIAN SHEJI XILIE

百家大印象

平 / 面 / 设 / 计 / 系 / 列

Zhu Tianming Zhubian

欧美版式设计

OUMEI BANSHI SHEJI

朱天明 主编

百 家 出 版 社
BAIJIACHUBANSHE



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平面设计系列
PINGMIAN SHEJI XILIEOUMEI
BANSHI
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欧美版式设计

朱天明 主编

北方工业大学图书馆



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ROCK CIRCLES

The London Freedom, 11 Piccadilly Circus, London

W1P 6JA, Tel: 01-754 174 174

London's most famous sight is the red and white roundabout in the heart of the city. The roundabout is a masterpiece of design, with its central island and surrounding roads.

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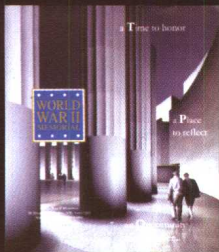
BAIJIACHUBANSHE

百家出版社

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，也许可以从优秀的作品中获得。

►► 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，如果能将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。



The Grand Tours of London

a melhor oferta para uma excursão em Londres

Apresentamos a melhor oferta de tours de Londres, todos com concertos completos em português:
Trafalgar Square, Abadia de Westminster, Casa do Parlamento, Big Ben, Downing Street, Whitehall,
Buckingham Palace, St. Paul's Cathedral, Tower Bridge, 2 dias de Londres e muitas outras atrações (2 a 4 horas)

- EXCURSÃO DE 30 MINUTOS: Sábado e Domingo, 10h30 e 12h30, 15h30 e 17h30
- EXCURSÃO DE 1 HORA: Sábado e Domingo, 10h30 e 12h30, 15h30 e 17h30, 19h30 e 21h30
- EXCURSÃO DE 2 HORAS: Sábado e Domingo, 10h30 e 12h30, 15h30 e 17h30, 19h30 e 21h30
- EXCURSÃO DE 3 HORAS: Sábado e Domingo, 10h30 e 12h30, 15h30 e 17h30, 19h30 e 21h30
- EXCURSÃO DE 4 HORAS: Sábado e Domingo, 10h30 e 12h30, 15h30 e 17h30, 19h30 e 21h30
- EXCURSÃO DE 5 HORAS: Sábado e Domingo, 10h30 e 12h30, 15h30 e 17h30, 19h30 e 21h30
- EXCURSÃO DE 6 HORAS: Sábado e Domingo, 10h30 e 12h30, 15h30 e 17h30, 19h30 e 21h30
- EXCURSÃO DE 7 HORAS: Sábado e Domingo, 10h30 e 12h30, 15h30 e 17h30, 19h30 e 21h30
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- EXCURSÃO DE 28 HORAS: Sábado e Domingo, 10h30 e 12h30, 15h30 e 17h30, 19h30 e 21h30
- EXCURSÃO DE 29 HORAS: Sábado e Domingo, 10h30 e 12h30, 15h30 e 17h30, 19h30 e 21h30
- EXCURSÃO DE 30 HORAS: Sábado e Domingo, 10h30 e 12h30, 15h30 e 17h30, 19h30 e 21h30



the London Dungeon

Visit London's most terrifying attraction, where actors ensure you have a perfectly horrible experience! New feature for 2000 is The Great Fire of London.

Opening times: April-July 10am to 5.00pm; 15th July-3rd September last admission at 8pm; October-March 10.30am to 5pm

The London Dungeon, Tooley Street (next to London Bridge Station)

Tel: 0900 1600 066 (calls charged at 60p per minute)



Rainforest Cafe

Use your special offer today!

The Rainforest Cafe in conjunction with London Pride offers you a free appetiser to share or a free dessert with every main meal ordered. Just present this voucher on arrival to your safari guide and enjoy the sights, sounds and smells of this superb theme restaurant!

20 Shaftesbury Avenue, London W1.

Advance Reservations: 020 7434 3111.

SAVE UP TO £15 EACH FOR TWO TOP WEST END SHOWS FANTASTIC OFFERS FOR LONDON PRIDE CUSTOMERS



Starlight Express

Celebrating over 16 years in London's West End, *Starlight Express* at the Apollo Victoria Theatre (Whitehall Road, London SE1) is one of London's longest running musicals. Top price tickets, normally £30.00 can be purchased for only £20.00 each.



Phantom, Whistle Down the Wind

Nailed as his best show since *Phantom*, *Whistle Down the Wind* at the Aldwych Theatre (Aldwych, London WC2) is Andrew Lloyd Webber's latest production. Top price tickets, normally £35.00 can be purchased for £20.00 each.

These offers are valid for Monday to Thursday performances (7.45pm) and both matinee performances (3pm), until 31st August 2000.

TO CLAIM YOUR SUPERB LONDON PRIDE DISCOUNT, PRESENT YOUR LONDON PRIDE TICKET AT THE THEATRE BOX OFFICE.

This offer is subject to availability and at the sole discretion of the Box Office.

AN EXCLUSIVE OFFER TO LONDON PRIDE CLIENTS

10% OFF

ABOARD ONE OF OUR LUNCH OR DINNER CRUISES FOR TWO.

Terms & Conditions: These cruises are subject to availability. Offer valid from 15th April to 31st August. Not valid for New Year's Eve and Valentine's Day. Bookings are essential. Please quote London Pride's offer when making a reservation. Only valid for bookings of two people. Cannot be used in conjunction with any other offer.



BATEAUX LONDON

Embarkment Pier, Victoria Embankment, London WC2N 6NU

Tel: 020 7925 2215

Fax: 020 7839 1034

The American Air Museum



This award-winning building, designed by Lord Foster, is a remarkable example of contemporary British architecture.

Aircraft featured include the mighty B-52 Stratofortress, F-111, A-10 Tankbuster and U-2 spyplane, complemented by fascinating artefacts including uniforms, a section of the Berlin Wall, a cruise missile and part of the infamous Iraqi 'supergun'.

Named Building of the Year 1998 and awarded the 1998 Stirling Prize by the Royal Institute of British Architects



B-17 Flying Fortress
B-29 Superfortress
B-52 Stratofortress
B-24 Liberator
F-111
F-4 Phantom
B-25 Mitchell
P-47 Thunderbolt
U-2 spyplane



C-47
F-100 Super Sabre
A-10 Tankbuster
T-33
F-86 Sabre
P-51 Mustang
SPAD XIII
TBM Avenger
Stearman
Harvard
UH-1 Huey

relaxed

comfort

refreshed

no parking

no hassle

no problem

Why an airport stopover?

Airport stopovers offer a convenient combination of coach travel to and from the airport, along with comfortable overnight accommodation close by.

There's no driving or parking problems and no need for tiring, early morning or late night starts.

flexibility and value for money

You can arrange to stop over before you fly, on your return journey or both. If you want to stay more than one night, there are discount rates when confirmed at the time of booking - these are shown in the extra right column on the hotel price grids. These rates also apply to split stays, when an extra night is taken on your return to the UK.

stay in comfort and stay refreshed

All hotels are selected for comfort and convenience. Whether large or small, each offers quiet interiors for a good night's rest.

our coach services

Join from over 1200 departure points nationwide. All coaches provide comfortable seats and are fitted with toilet and washroom facilities. Many long distance services offer light refreshments served by a Steward or Hostess. For your comfort we have a no smoking policy on all our services.



Heathrow Hoppa

hotel coach transfers

Getting between the terminals at Heathrow Airport and the hotels could not be easier. Just show your National Express ticket as you board and travel FREE. The Hoppa coaches run from about 0530 to 2300 daily, approximately every 15 minutes to/from Terminals 1, 2, 3 and every 30 minutes to/from Terminal 4.

How to use the Hoppa

1. On arrival at the Central Bus Station, go to Terminal 2, Bus Stand 12.
2. Catch the relevant 'Hotel Hoppa' (see colour coding below for your relevant coach).
3. Show your National Express ticket as you board.
4. On your return to the airport, alight at your departure terminal.
5. After your return flight into Heathrow, return to the Central Bus Station to join your coach for your home destination (Flightlink services also call at Terminals 3 and 4).



Hotel	From/To T1, T2, & T3			From/To T4
Fortis Crest/Norotel/Covense Plaza	H1			H11
The Excelsior/Posthouse	H2			H12
Renascence	H3			H13
Heathrow Park	H4			H14

Note: The Quality Hotel and the Comfort Inn operate their own coach transfers and for the Jarvis International use the local bus service. See hotel descriptions for details. Other hotels have different transfer arrangements; some offer free connections, others charge a small fee, where transfers are not arranged by the hotel, we have indicated transfer alternatives. See individual hotel details.

Please note: The number of coaches sometimes printed in this section are correct at the time of going to print. These figures and times may vary and should be checked with the hotel before you leave. Details are subject to availability. If you do require a taxi, your hotel reception will be able to advise you.





WELCOME

to London

McDonald's would like to offer you a very warm welcome to the heart of London.

The Big Map guide has been put together to make your visit to our capital city easier and more enjoyable. On your Big Map you'll find a McDonald's close to all your favourite spots — Trafalgar Square, the Tower of London, Leicester Square, museums, shopping centres and many others. You can always trust you will find a McDonald's just around the corner — just when you need us. We hope McDonald's can help you 'enjoy more' of London's fabulous sights and events. HAVE FUN!

Getting around London Underground (tube)



The quickest way of getting around London. Trains run from 5.30 am until after midnight. Tickets and travelcards should be purchased before your journey and used to open the barriers on departure and arrival. See the other side of this guide for an Underground map.

Buses

Slower, but a little cheaper than the tube. You usually need to have money or a travelcard ready when you board. At request stops you must put your arm out to stop the bus. To make sure that the bus stops at your bus stop ring the bell in plenty of time to stop the driver.



24hr information on tube and bus travel: 0171 222 1234



Travelcards

An essential for saving money on buses and the tube. One-day travelcards carry some restrictions but the weekly and monthly cards (for which you may need a photocard) allow travel at any time and are also valid on the night buses that run after the tube has closed down.

Taxis

Black cabs cost more but you can save by sharing with three or four other people. They are for hire when the yellow light above the windscreen is on.



Save at Thomas Cook

Save on commission when you exchange your money at any of the Thomas Cook Bureau marked on this map. Take this map with you, and the third time you change money your transaction will be commission free.

Information, assistance and useful phone numbers

Free London information is available from the Britain Visitor Centre (sponsored by the British Tourist Authority). This is easy to find at 1 Regent Street, W1.

Tel: 0171 808 3800 for general information.

Police, fire and ambulance: 999 (free)

London Transport Lost Property: 0181 486 9000



McDonald's



McDonald's

Windsor Festival 2000

Windsor Festival 2000 is a celebration of the 100th anniversary of the coronation of Queen Elizabeth II. The festival will take place in Windsor Great Park and the town of Windsor from 1st to 10th July 2000. The festival will feature a wide range of events including music, dance, drama, and family activities. Tickets are available from the Windsor Festival 2000 Ticket Office, 100 High Street, Windsor, SL4 1JF. Tel: 01753 623400.

With grateful thanks to all our sponsors and supporters

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How to Book

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Bookings 01753 623400

WINDSOR ROYAL STATION



Arts Festivals Calendar 2000

100+ arts festivals across the UK with international theatre and dance at Brighton, Edinburgh, Belfast, literature and poetry at Cheltenham, Chester, Derbyshire, Leisburg, Swindon, classical, early and contemporary music at Aldeburgh, Bath and Cheltenham with jazz and world musics as well: free events at Streets Ahead in Manchester, free world music at WOW, and wide-ranging programmes of performances and spectacles in many towns and villages.

This directory puts you in contact with the arts festivals scene and provides a gateway to festival websites and to the collective arts festivals site which links them together.

www.artsfestivals.co.uk

British Arts Festivals Association, 3rd Floor, The Library
77 Whitechapel High St, London E1 7QX
Tel 020 7247 4667 Fax 020 7247 5010
bafafestnetcom.co.uk Reg. Charity 1010867

Arts Festivals Association

Feb 25: March 5
March 31: April 2
April 24: May 29
April 27: May 1
April 27: May 13
April 28: May 2

Bath's Inaugural Festival

Cheltenham Dance Festival
Manchester Streets Ahead
Cheltenham International Jazz Festival
Bromsgrove Festival
Haydon Festival Weekend, Leamington Spa

May

May 1-13
May 7: July 31
May 6-23
May 6-28
May 10-20
May 12-20
May 12-27
May 12-28
May 13: June 3
May 15-22
May 18-27
May 18-29
May 19: June 4
May 20: June 3
May 20: June 10
May 21: June 4
May 25: 29

Swindon Festival of Literature
Derbyshire's Millennium Literature Festival
Newbury International Spring Festival
Brighton Festival
Cheltenham Cathedral Festival
Cheltenham Festival (classical)
Sheffield Music in the Round May Festival
Bury St Edmunds Festival
BBC Covent Garden Festival (London)
Lichfield Spring Festival
Hempstead & Highgate Festival (London)
Porth Festival on the Arts
Bath International Festival of Music
Salisbury Festival
Leicester Early Music Festival
Ramsgate Spring Festival
Roxbury & Fast Riding Early Music Festival



May 25-29
May 26-29
May 26: June 11
May 26: June 11
May 27-29
May 29: June 11

June 3: 23
June 5: July 1
June 7-10
June 9-25
June 10-21
June 10: July 9
June 10: July 16
June 11-25
June 16: 24
June 16: 25
June 16: July 1
June 16: July 2
June 17-27
June 17: July 2
June 20: July 13
June 23: July 16
June 24: 30
June 24: July 9
June 28: July 16
June 29: July 9
June 30: July 2
June 30: July 2
June 30: July 9
June 30: July 16
June 30: July 16

July
July 1-15
July 3-9
July 5-9
July 5-16
July 7-16
July 7-23
July 13-23
July 14-21
July 14-21
July 14-21
July 15-29
July 15-31
July 20-Aug 5

Walsley & Leamington Festivals
Leamington International Musical Light Festival
Hartley Festival
Lichfield International Arts Festival
York Early Music Festival
Cheltenham Festivals
Northern Ardour Festival
Buckton Festival
Oxford International Festival
BBC Proms (London)
Cheltenham Summer Music Festival
Roxbury Festival
Hampstead International Festival



FROM THE M25 Take Junction 5 of M25, sign posted for A21 Hastings (southbound). Drive 10.3 miles south on A21 (do not exit at Tonbridge north). Exit at A26 sign posted to Tunbridge Wells. Drive 400 metres towards Tunbridge Wells and turn right onto B2176, sign posted to Penshurst Place (i.e. avoid Tunbridge Wells town centre). Drive 3 miles past Penshurst village and turn left at T junction with A264. Turn almost immediately right sign posted Groombridge Place



Opening Times:
Daily from 31st March - 31st October 1999
9.00am - 6.00pm (dusk if earlier)

Group Visits:
We offer special rates for group bookings and school parties.

01892 863999 events info. hotline

fax: 01892 863996 www.groombridge.co.uk

By Car: Central London 1 hour 15 minutes, Blackheath 40 minutes, Brighton, 45 minutes, Dartford Tunnel 40 minutes, Dover, 60 minutes, Heathrow 60 minutes.
Train: Charing Cross to Royal Tunbridge Wells 50 minutes, Victoria to Eridge (change at Oxted) 1 hour 5 minutes, Ashford to Tonbridge 35 minutes.
Bus: Royal Tunbridge Wells Station to Groombridge hourly service (excl. Sun).

Please allow a whole day to fully enjoy your visit.
Take the Spa Valley Railway from Royal Tunbridge Wells (Sainsbury's car park) to Groombridge. The trip takes 15 minutes each way through beautiful countryside.

Events, facilities and animals are subject to change without prior notice. No refunds will be given in the event of bad weather. Walking shoes recommended.



Arrive by Train



Voyage to the Forest by Boat

THE RAINFOREST FOUNDATION

Groombridge supports the Rainforest Foundation's 'Madagascar 2000' fundraising event - If you want to raise funds by walking through Madagascar's rain forest contact them on 020 7251 6345

Exhibitions

Energy - A Celebration of Cultural Diversity

An exhibition of work from twelve London Borough of Ealing Schools

Tue 18 July - Sat 26 August

Energy - brings together the work of twelve schools from the London Borough of Ealing. This exciting mixed media exhibition comprises over one hundred works of art that have been produced over the last year, celebrating the rich cultural diversity within the Borough.

Art comes from art history. Generations of artists serve as

inspiration and a spur to new work, which, none the less, has very different, more contemporary concerns and perspectives. Equally, here are meditations on time, space, colour and form, the timeless concerns of art, all are celebrated through the creativity of youthful art.

In this exhibition we can focus on and reflect upon metaphors of



stimulation, both positive and negative, that remind us of the big issues of our time. The voice of youth is heard in its many forms through an amalgamation of music, food and fashion, waste and plenty, boredom and excitement, shelter and exposure, simplicity and complexity. This vibrant mixture of work, showing an element of local culture, brings new meaning to older forms to make them its own.

The intention of this exhibition is to raise the issue surrounding cultural diversity; who makes the work, who are its intended audience, whose social, cultural and political aims are being served, while attempting to question the viewer's own construction of the notions of the familiar and the foreign.

Participating schools:

Belvue
Brentside High
Cardinal Wiseman RC High
Dormers Wells High
Featherstone High
Greenford High
Mandeville
Springhallow
The Ellen Wilkinson School For Girls
Twyford CE High
Villiers High
The Study Centre



The Original Tour

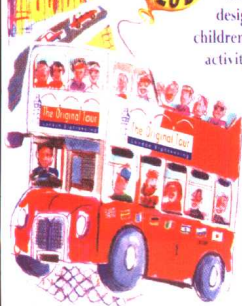
London Sightseeing

The Original open-top bus
sightseeing tours

Live English commentary plus
a wide choice of language
commentaries



NEW - Kids
Club with
commentary
designed for
children and free
activity packs



Tel: +44 (0) 181 877 1722 Fax: +44 (0) 181 877 1968

E-mail: The.Original@btinternet.com www.TheOriginalTour.com

STREETWISE



1 The City of London

Every tourist will want to see Yeard's masterpiece, St Paul's Cathedral, in the heart of the original city's square mile. It is open Monday to Saturday until 4.30 p.m. Inward tube St Paul's. Pop into the City of London Information Centre in St Paul's Churchyard, where you can find out all you want to know about the City.

The City is London's financial centre. At the centre by Bank tube station, you'll find the Bank of England, the Stock Exchange, the Royal Exchange and any number of international banks. The Guildhall stands to the NorthWest — with its great statues of the giants Gog and Magog.



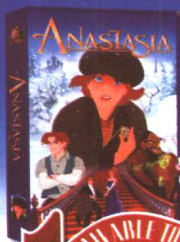
2 Kensington and Chelsea

Take a tube to South Kensington station and you'll find yourself in museumland. The Victoria & Albert and Natural History museums are on Cromwell Road and the Science Museum just north on Exhibition Road.

Chelsea was once a byword for bohemian chic. It has lost some of that reputation now, but is still a very fashionable area. Take the tube to Sloane Square and stroll down the length of the Kings Road, lined with trendy shops and boutiques.

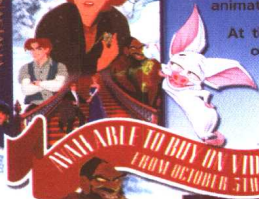


Win a Trip to the Fox Animation Studios in the USA.



To celebrate the launch of *Anastasia* on video on 5th October, Domino's Pizza have teamed up with Twentieth Century Fox Home Entertainment. We are offering one lucky winner the chance to take their family away for a week in the USA and visit Fox's state of the art £100 million animation studios in Phoenix, Arizona.

At the studios, you can see how the magical story of the Russian Princess *Anastasia* was brought to life creating a spellbinding mix of adventure, romance and laughter.



ANASTASIA

We also have 50 runner-up prizes of an exclusive *Anastasia* goodie bag to be won.

Terms & Conditions: 1. The instructions form part of the rules. 2. Open to U.K. residents except employees of Domino's Pizza, Twentieth Century Fox and its agents. 3. No purchase necessary. 4. Entries must be received by 1.1.99. The winners will be drawn at random after this date. Winner will be notified by 30.1.99. 5. The first prize is a one week trip to Phoenix including flights & accommodation for 2 adults and 2 children. 6. There are no cash alternatives to any prize. There are age and departure restrictions on the first prize. 7. A list of winners will be available from the entry address by sending a SAE from the 30.1.99 - 28.2.99. 8. The judges' decision is final, no correspondence will be entered into. 9. Promoter: Twentieth Century Fox Home Entertainment Ltd, London, W1Y 6AP.

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To enter, simply answer the questions below, fill in your name and address, and return the entry form to:

Anastasia, PO Box 88, Fleet, Hants, GU13 8YP.

Entries must be received by 1.1.99



ENTRY FORM

When will you be able to buy *Anastasia* on video?

What tasty dessert do you get with the special Domino's Royal Meal Deal?

Name:

Age:

Address:

Postcode:





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If you like garlic, welcome to Domino's Garlic Love-In.

If you're a garlic lover, you'll adore our Garlic Love-In pizza. Caressed with garlic butter and smothered in Domino's own sauce, then dressed seductively with mozzarella cheese, sausage, fresh tomato slices and herbs, the Garlic Love-In is impossible to resist.



And because you can never have too much of a good thing, there's a garlic and herb dip to go with it.

We understand that you may want to hide your passion for garlic from a loved one, so each Garlic Love-In pizza comes with a free 75ml bottle of Macleans Mouth Guard mouthwash*



*while stocks last

**Domino's - A Fresh Approach to
Every Pizza**