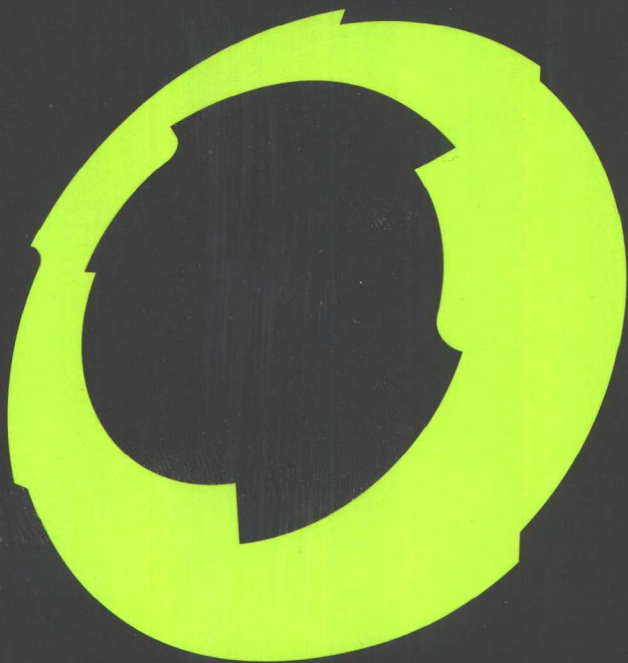


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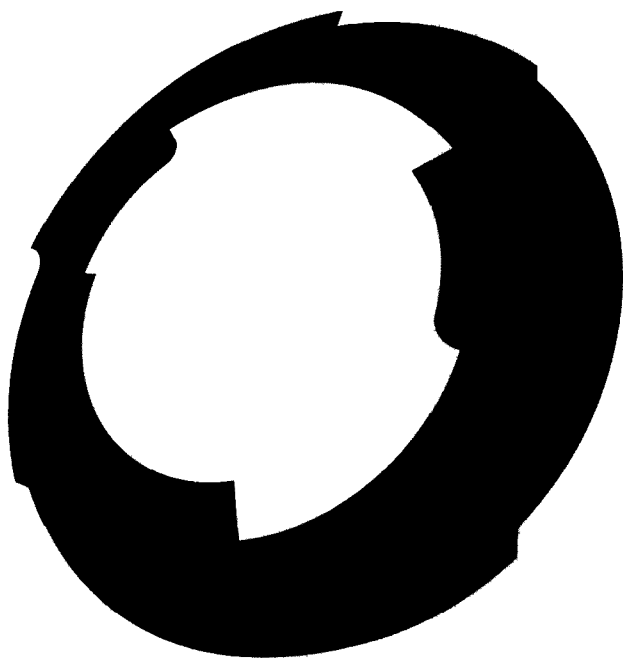


设计新视点丛书

拉索费殊公司的网页设计

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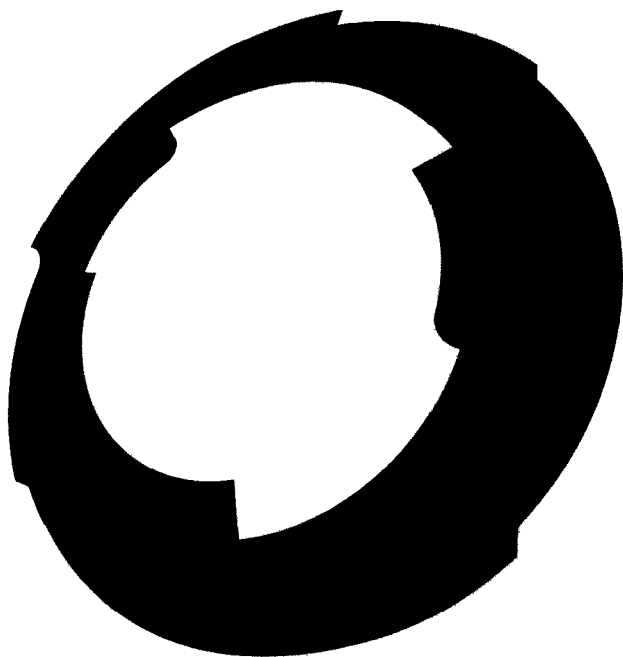
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P3/P10-11 工作室

P3/P10-11 Studio

P5 杰弗里·丹卓斯，公司总裁与公司创建人

P5 Jeffrey A. Dachis, CEO, chairman, founder

拉索费殊公司

拉索费殊公司体现了成功一代的数字电子商务平台公司。它为其它的互动公司树立了模式，拉索费殊开始只是由一小组的平面设计师组成；现已迅速发展为拥有一千五百名职员的全球性公司，资产超过七亿美元。在不到两年的时间内，该公司已策略性地拥有了在传播平面、宽频、广告公司、B2B技术平台、工程与产品拓展领域的公司。

拉索费殊最终成为了一间领先的电子商务平台组合，拥有重要的客户，如银行、保险及管理上市公司，同时将其划时代的互动设计形象在 R-SUB 多元化。

Razorfish embodies the ultimate successful e-commerce one-stop shop of the digital generation. A role model for other interactive bureaus, Razorfish, which started with a small team of graphic designers, rapidly expanded worldwide to count up to 1,500 members today valued at more than 700 Million dollars. Meanwhile, in less than 2 years the organization has strategically acquired complementary companies working in fields such as broadcast graphics, broadband, advertising agencies, business to business technology platforms, engineering and product development capabilities.

The result is a combination of a leading electronic business platform, with high-profile corporate clients like major Fortune 500 banks, insurance and management holdings, while diversifying their cutting-edge interactive design identity in a subsidiary called R-SUB.



托马斯·穆勒

北美公司设计副总裁

托马斯自公司的创建初期就一直推动拓展拉索费殊公司的前瞻性设计哲学。作为拉索费殊公司北美公司设计副总裁，托马斯负责北美公司的所有设计。他为以下机构提供了成功的设计方案：美国电话电报、美国在线、哥伦比亚广播公司、CHARLES SCHWAB、微软、SIMON & SCHUSTER、索尼、THE SMITHSONIAN 机构、时代华纳、RSUB、佳士得、KPMG、OMNICOM 及拉索费殊公司自己的视觉形象。

在加盟拉索费殊公司之前，托马斯在洛杉矶的 PRAXIS 设计公司任设计师，在该公司他与西蒙·庄士顿一起曾为以下的客户设计：格提中心、洛杉矶现代展、美国电影协会、艺术中心设计学院。他曾在德国有影响的设计公司工作，包括慕尼黑的 STAWICKI 公司。

托马斯在慕尼黑大学取得平面设计学士学位，帕萨迪纳的艺术中心设计学院传递与新媒体设计硕士学位，并在该院获得富布赖特奖学金。

托马斯的“流体字体”与“理解具体派诗歌”项目赢得众多的设计奖项，并在全球多个地点展出。他的作品包括为德国政府设计的纪念邮票。

托马斯曾在设计大会及因特网行业活动中作关于设计与互动媒体的演讲，他的作品刊登在多种书籍及杂志上，如《ID》、《多媒体平面》、由史提芬·赫勒与丹尼·得伦南编辑的《数字设计师》、由马特·伍尔曼编辑的《运动中字体》。托马斯也曾为设计竞赛担任评委，包括 ONE CLUB，出版设计师协会，艺术指导俱乐部与《传递艺术》杂志。





Thomas Müller

VP Design, North America

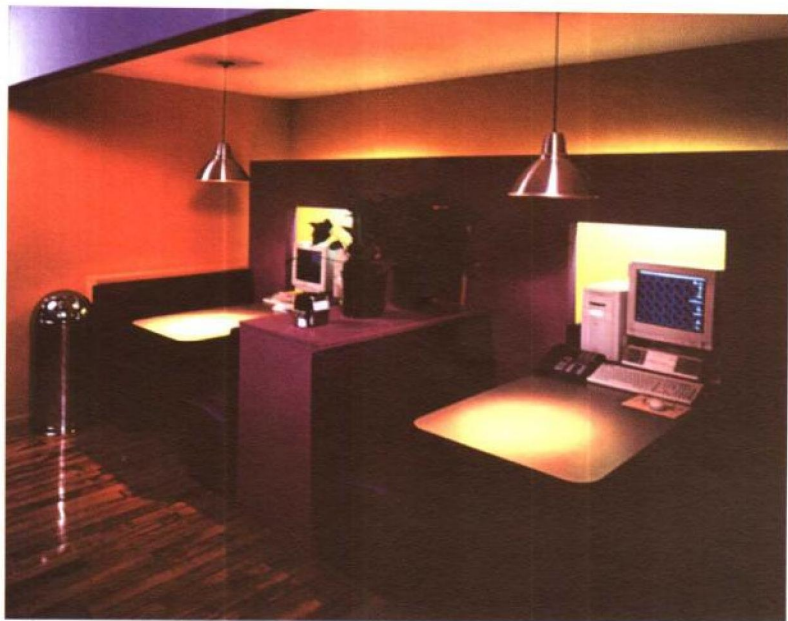
Thomas has been instrumental in developing Razorfish's forward-thinking design philosophy since the company's early days. As VP Design, North America, Thomas leads the discipline of Design for all of our North American Offices. He has driven successful design solutions for AT&T, America Online, CBS, Charles Schwab, Microsoft, Simon & Schuster, Sony, The Smithsonian Institution, Time Warner, RSUB, Christie's, KPMG, Omnicom and Razorfish's own visual identity.

Prior to joining Razorfish, Thomas was a Designer at Praxis Design in Los Angeles, where he worked with Simon Johnston for clients such as the the Getty Center, Los Angeles Contemporary Exhibitions, the American Film Institute, and the Art Center College of Design. He has also worked at influential design firms in Germany, including Stawicki in Munich.

Thomas holds a B.A. in graphic design from the University of Munich and an M.F. A. in communications and new media design from the Art Center College of Design in Pasadena, which he attended on a Fulbright Scholarship.

Thomas's projects Liquid Typography and Understanding Concrete Poetry have won numerous design awards and are widely shown worldwide. His work has included commemorative postage stamps designed for the German government. Thomas lectures on design and interactive media at design conferences and Internet industry events and his work has been published in a variety of books and magazines, such as I.D., Multimedia Graphics, The Digital Designer by Steven Heller and Daniel Drennan, and Type in Motion by Matt Woolman. Thomas also judges design awards events such as the One Club and the Society for Publication Designers, the Art Directors Club, or CA Communciation Arts Magazine.





P7 卡拉格·克纳里克。科研主管与公司创建人

P7 Craig Kanarick, chief scientist, founder

P8 汤马斯·穆勒

P8 Thomas Müller

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