

墙暖梦飞

A WALL OF WARMTH

高校社区共建百米文化墙全纪录



程 宏 费雯俐 主编

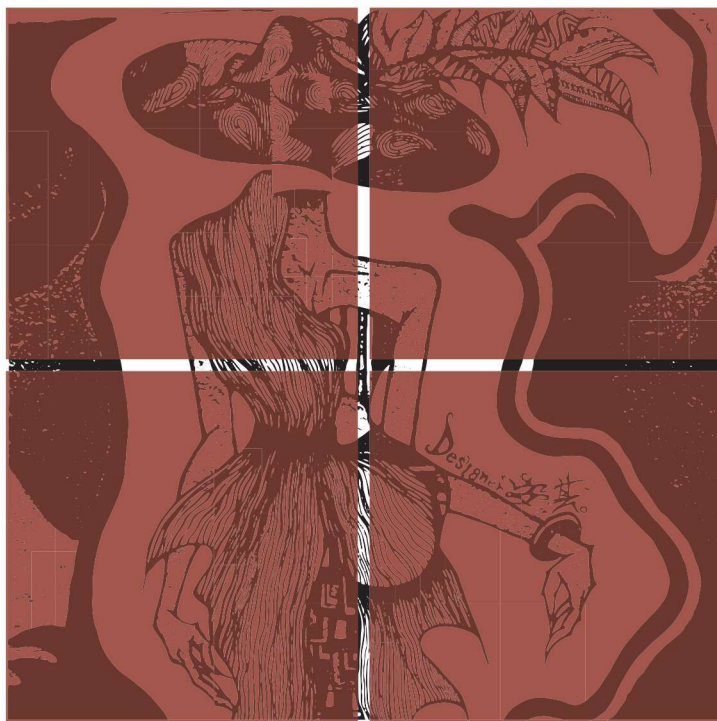


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序

一群年轻人用自己的画笔，用自己的专业能力向社会传递着正能量，叙说着他们的心声，放飞着他们的梦想。

墙暖梦飞，上海杉达学院时尚设计学生的梦想在此启航。新乐路134弄的“百米暖墙”能够受到社会的关注，是上海杉达学院师生共同努力，体现着学校培养具有中华美德、国际视野和创新能力的高素质、应用型人才的不懈追求。我为师者无私地为学生创造实践平台而感到骄傲，为学生结合专业所学创作的作品感到欣喜，为学生们的勤奋刻苦和团结协作而感动，更为学生的作品走向社会，走进百姓的生活而感到自豪。

同时，感谢著名插画家小熊老师对学生的帮助，感谢Next Generation PDT公司的Michael Cho先生的热情资助。

尽管梦想因艰难坎坷而布满伤痕，学子们难以忘怀却不曾放弃。每一寸墙，每一块石都足以证明，这里的梦想不会迷醉，不会沉沦，它朝着认定的方向，坚毅地飞去。在这里，我衷心祝贺画册的出版！

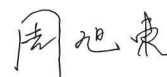
A group of young people, with their professional painting capacity, transfer their positive energy to the society. Following their dreams, they are flying high in the sky. Students of Fashion Institute of Sanda University started their dream from "A Wall of Warmth" -- a public welfare activity of Xinle Road old alley transformation.

This project and the teachers and students of Sanda University have caught the attention of the media and the community. It is result of the university's unremitting pursuit to cultivate high-quality applied talents with Chinese virtue, international vision and innovative ability.

I am so proud of our teachers who have created such a wonderful platform for the students to practice. Meanwhile, I am so happy for the students who can deliver such professional works within 40 days, and I am really touched by their teamwork and cooperation. Thanks to the famous illustrator Da Xiong for his help to students, as well as the sponsorship of Mr. Cho's Next Generation PDT.

Although the process was tough and covered with scars, the students never give up. Every inch of the wall, each piece of stone is enough to prove that. The dream flies firmly towards it.

Here, I sincerely congratulate on the publishing of the album!

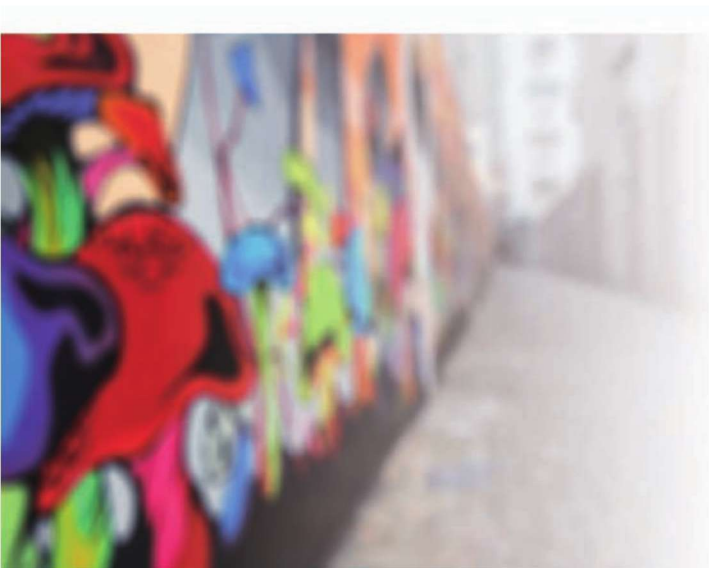


2015年4月3日

目 录

Contents

学院	1	Fashion Institute of Sanda University
心愿	4	Expectation
课程	6	Curriculum
团队	14	Team
大熊	16	Daxiong
工作	18	Work
收获	26	Results
结束语	41	Epilogue



我们都是单翼的天使，只有相互拥抱时才能飞翔。

We are the one-wing angels who can only fly when hugging each other.

时尚学院是上海杉达学院和上海纺织控股（集团）公司于2009年开展校企合作办学建立的二级学院。时尚学院位于上海国际时尚教育中心（上海市普陀区长寿路652号），学院培养时尚产业所需的应用型专业人才。

时尚学院充分利用与行业的合作优势，建立了多个专业教学实践基地，拥有先进的教学设施：CAD-CAM实训中心、多功能设计专业教室、缝纫实训室、语音室、时尚主题图书馆、多功能报告厅等。

目前，学院设有服装与服饰设计专业，并开设服装营销方向。拥有身心健康、品行端正、敏锐的时尚创新意识及个人素质的自我完善能力，是学院的人才培养目标；适应上海及周边省市广大中小型服装和时尚类行业从事设计、生产和管理等岗位的用工要求，是学院的人才培养定位。学生未来的就业方向主要为服装企业和服装设计工作室，以及相关时尚行业。胜任设计师与助理设计师、制板师专业人才、服饰采购人员、时尚杂志网站编辑、时尚橱窗设计师、时尚造型师、时尚品牌买手、时尚品牌公关等岗位。

时尚学院拥有一支高质量的师资队伍。高水平的行业专家也是重要组成部分，他们直接参与课程内容、教学形式和教学手段的制定。专业主要课程包括：服装设计、立体剪裁、流行时尚搭配、服装配饰设计、纺织品图案设计、设计绘画、服装效果图技法、立体裁剪、时尚产品展示与陈列、服装设计概论、服装英语、服装面料和再造、服装CAD-CAM、服装电子商务、服装摄影策划等。



Introduction to Fashion Institute of Sanda University (FIS) Fashion Institute, a secondary school co-founded by Sanda University and Shanghai Textile Holdings (Group) Corp. in 2009 and located in Shanghai International Fashion Education Center (No. 652, Changshou Road, Shanghai), aims at cultivating applied talents for the fashion industry.

FIS tries to make full use of the advantages of cooperation with the Fashion industry.


It has established a number of professional teaching practice bases and has advanced teaching facilities: CAD-CAM Training Center, Multi-Functional Design Classroom, Sewing Training Room, Language Lab, Fashion Theme Library, and Multifunction Auditorium, etc. Currently, FIS has two majors, Fashion Design and Fashion Marketing.

The goal of FIS talents training is to equip the students with the physical and mental health, good character, keen fashion sense of innovation as well as the personal qualities of self-perfection so that they can meet the requirements of the design, production and management positions of the most small and medium apparel and fashion companies. The students' future employment directions are clothing enterprises, clothing design studios, as well as the related fashion industry. They will be qualified for the designer and assistant designer, designer clothing, procurement staff, editor of fashion websites, visual merchandiser, fashion stylist, fashion buyer, fashion brand public relations etc.

FIS has gathered a highly qualified and distinguished academic staff, who are directly involved in the formulation of curriculum contents, teaching forms and teaching means.

Main courses include: professional clothing design, three-dimensional cutting, fashion collocation, clothing accessories design, textile pattern design, painting, clothing effect diagram technique, three-dimensional cutting, visual merchandising, fashion design, English CAD-CAM, e-commerce, photography planning, etc..





“暖墙”——新乐路老弄堂改造公益活动

"A Wall of Warmth"

- A public welfare activity of Xinle Road old alley transformation

在上海杉达学院时尚学院和徐汇区湖南路街道的大力支持下，由费雯俪老师设计和手绘艺术家大熊老师组织指导的“新乐路老弄堂改造公益活动”，利用学生的寒假，走进社会大课堂，结合他们的专业所学，参与社会实践，促进高校和社区的文化建设互动，为扮靓上海添姿增彩。

With support of Fashion Institute of Sanda University and Hunan Street Office of XuHui District Government, Dr. Vivienne Fay and Hand-painting Artists Da Xiong have organized a public welfare activity to transform the old alley in Xinle Road. It aims at encouraging university students to apply their professional knowledge in social practice during their vacation time. Meanwhile, it promotes the cultural interaction between the university and the local community.

在成为“暖墙”之前，原本全长近百米的新乐路老弄堂，连接新乐路和长乐路，斑驳发黑的砖墙、密布的电线、随处粘贴的小广告、破旧的公告栏……小弄堂只是居民匆匆穿行的破旧“羊肠”捷径，晚归的行人在路过这条暗旧的弄堂时，都会带着些许忐忑而加快脚步。这让想要带给更多人更美生活的公益志愿者们——“暖墙”创作小组的年轻人，找到了施展才华的舞台。

Xinle Road is a close-to-100 meter historical alley which connects Xinle Road and Changle Road in Shanghai. Before this public welfare activity, what we can see was mottled black bricks, electric wires as well as the old bulletin board.

Basically, it is an old pedestrian passing lane only for the local residents who want to have a short cut at night. With the volunteers of "A Wall of Warmth" bringing their creative ideas in hand-painting to this lane, everything starts changing.

这堵目前上海单一主题最长的手绘墙，将时尚与建筑融为一体，体现了艺术的多样性与包容性。策划之初，大家就确定要将学校的专业课程教学成果融入到此次公益活动中。首先是参与此次活动的上海杉达学院时尚学院的同学们，所学专业是服装与服饰设计，因此费老师鼓励大家把自己设计的服装画到墙上去，大胆展示同学们的才华，并要体现出上海的时尚“魔都”魅力。而大熊老师则从墙画的主题和整体效果出发，帮助同学们完成弄堂墙画的总体设计和创作。

Now it is the longest hand-painted theme wall in Shanghai, which integrates fashion and architecture, embodies the diversity and inclusion of art. At the beginning of planning, Ms. Fay has been determined to applying the fruits of the professional courses in the public service activity. Since the participants are university students of FIS majoring in clothing and apparel design, Dr. Fay has encouraged them to paint their own fashion design works on the wall to show the charm of Shanghai as a fashion "magic city". Da Xiong has also directed the students on how to complete the fashion design on the alley wall from the perspective of theme and overall effect.

目标很灿烂，过程很艰难。所有参与活动的志愿者们共同经历了一个多月的艰苦创作，很多人放弃了春节假期提前回家和家人团聚的机会，坚守在自己的岗位上，共同经历了从创作之初被周围居民的质疑，到暖墙逐渐呈现后大家的赞赏和肯定，最后收获周围居民对活动的关心和感谢。这让我们创作团队看到了公益活动的力量，也让群众感受到艺术离生活不再遥远，时尚也可以很亲民、贴近大众的日常生活、为生活增添绚烂色彩。也让同学们体会到只要坚持自己的理想，并为此不断地付出努力，就一定可以成就梦想，创造未来。

The goal is brilliant yet the process tough. All the volunteers worked together for more than a month and many of them have even given up the family reunion during the Spring Festival holiday. At the beginning, the project received questioning from the surrounding residents. However, later the residents became satisfied with it. This activity not only enables us to see the amazing result of public welfare activities, but also let people feel the art is no longer far away from life. Fashion can also be very close to people, close to our daily life. We believe that the students will succeed in their life as long as they hold on to their dream and make efforts into it.

“暖墙”行动是一次大学与社区公益互动的有益尝试，是上海社区群众性文化建设的创新成果，也是大学专业教学实践新模式的有益探索。

"A Wall of Warmth" rsity is no longer an ivory tower far away from the society; we wish to have more opportunities to participate in social practice so as to make our homeland Shanghai more beautiful.

弄堂之前被冠上一个定语，上海的，仿佛在默默显示出她的与众不同。

似乎在上海的弄堂里天天都发生着很多故事，又似乎是作家都眷恋着上海的弄堂。于是，上海的弄堂就以她交错的形象和交错的情感一起植入了人们内心深处。斑斑驳驳的砖块，爬满整面的爬山虎，还有墙根处绿色的青苔……上海的弄堂无时无刻不在散发出一种古老的气息，仿佛刻在上海弄堂里的，是十几年，抑或是几十年的时间。

——王安忆《长恨歌》

Adding an attribute "Shanghai" before "alley", it turned extraordinary.

It seems that there are many interesting stories happened in Shanghai alleys, and many writers have been attracted by those stories in Shanghai alleys. Therefore, Shanghai alley has been implanted in the heart of people with its interlacing image and staggered emotion. The mottled bricks covered with an entire surface of ivy, the green moss at the foot of the wall... Shanghai alley constantly sends out a kind of ancient breath, as if what engraved in Shanghai alley is more than ten years, or even decades.

——Wang Anyi's "The Song of Eternal Sorrow"

要是一个人到了上海而没有去上海的弄堂走一走，应该要觉得很遗憾。

去过上海的弄堂，大概再到上海的别处去，会看得懂更多的东西。因为上海的弄堂是整个上海最真实和开放的空间，人们在这里实实在在地生活着，就是上海的美女，也是家常打扮，不在意把家里正穿着的塌跟拖鞋穿出来取信。

——陈丹燕《上海的弄堂》

If a person goes to Shanghai for sightseeing without walking around in shanghai alleys, he should feel disappointed about it.

If you have been to the alleys of Shanghai, you will understand more about Shanghai culture and customs, because it is an open space where the local people live generation by generation. Then you will understand why the beautiful Shanghai ladies like to dress up, but also they do not mind to wear the sleepers to pick up the letters. "

——Chen Danyan's Shanghai Alley

《手绘服装效果图技法》课程是服装与服饰设计专业的重要基础课程。主要培养学生用不同的绘画工具表现服装的穿着视觉效果。本课程要求学生掌握时装画的基本艺术表现形式和色彩的设计应用，了解服装面料的肌理表现方法，认识各种服装类型的基本结构，以及对时尚流行元素的捕捉提炼能力，提升审美品位和服装的创新设计能力，为下一阶段的学习奠定坚实的基础。

“暖墙”活动是一次专业教学实践新模式的有益探索，其意义在于：首先，丰富了专业实践功能，有利于学生创新观念的培养；其次，拓宽了专业实践途径，将专业实践与社区公益活动融为一体；同时，改变传统专业实践模式对新时期人才培养的束缚，为高校教学改革，提供参考和借鉴。

"Hand-painting Clothing Effect Diagram Technique" is an important foundation course for Fashion design majors. The goal of this subject is to teach students how to hand-paint visual effects with different painting tools. This course requires students to master the basic fashion painting art forms and colors, understand the expression method of fabric texture, as well as the basic structure of various types of clothing. The students should learn how to capture the fashion elements and improve their innovative design ability so as to lay a solid foundation for their next phase of the study.

"A Wall of Warmth" is a new mode of teaching practice exploration, whose significance lies in: firstly, it enriches professional practice, conducive to cultivating student's creative ideas; secondly, it broadens the ways of professional practice, integrating professional practice with community activities. Meanwhile, it removes the restrains of the traditional mode of professional practice on the cultivation of talents in the new period, providing the reference for the teaching reforms in colleges and universities.

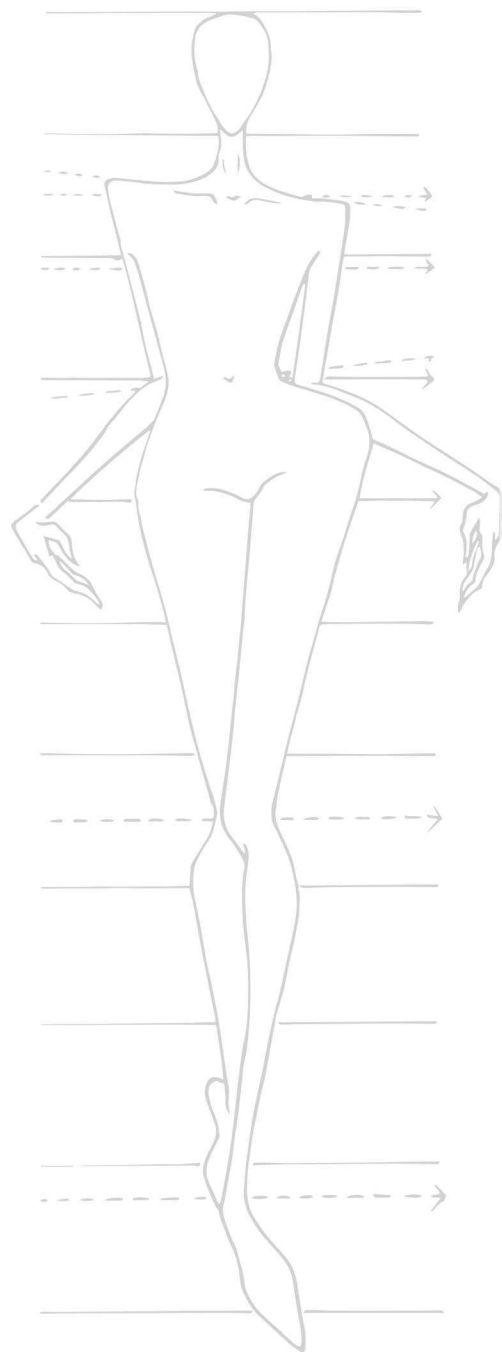
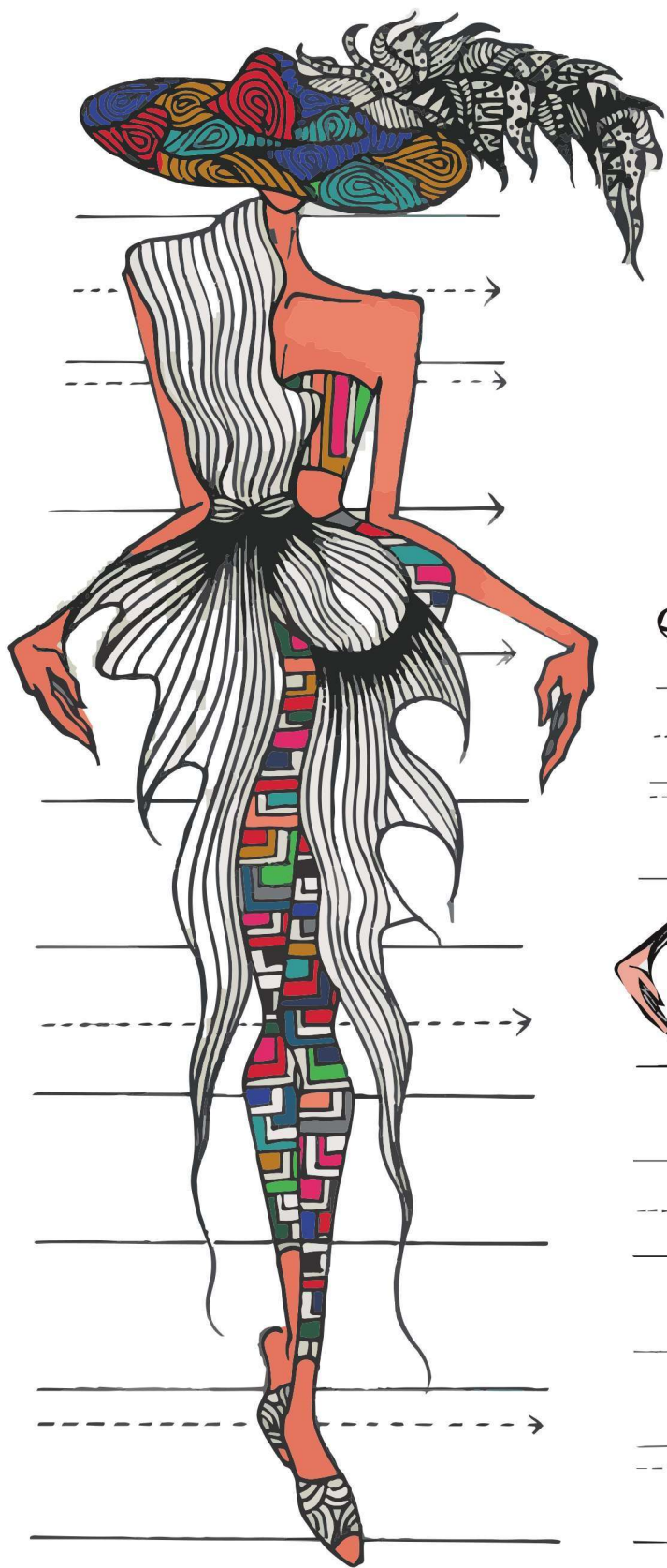




小琪

流行时尚的波普新写实
揉入刺激和新奇的欧普
如一对艺术视幻的精灵
不甘平庸的外表下
明亮颤动的视感
犹如破茧的蝴蝶

The new realistic of fashionable Pops
Adding excitement and novelty of Oppl
Such as the spirit of optical illusions in art
Bright and vibrant vision like butterfly cocoons
In the appearance unwilling to mediocrity

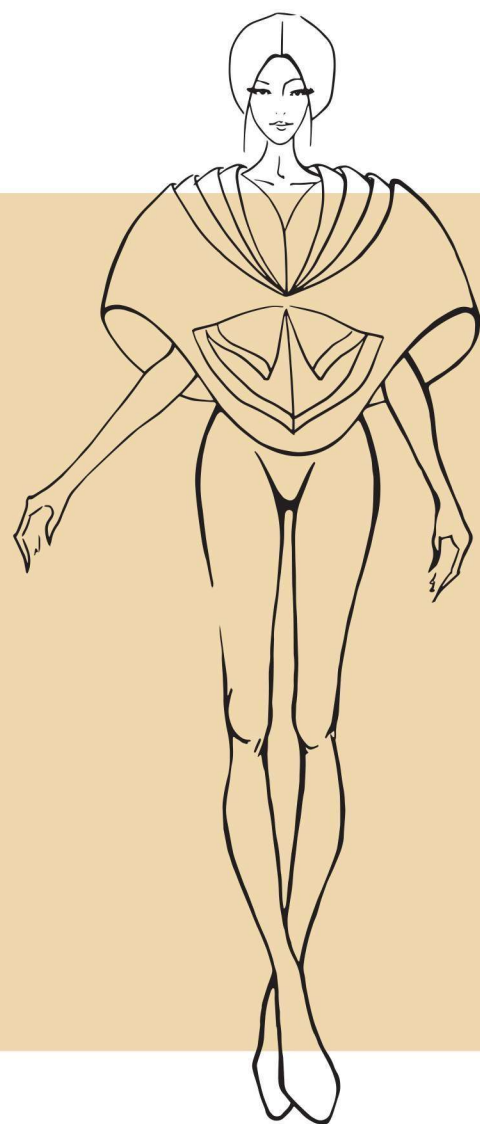
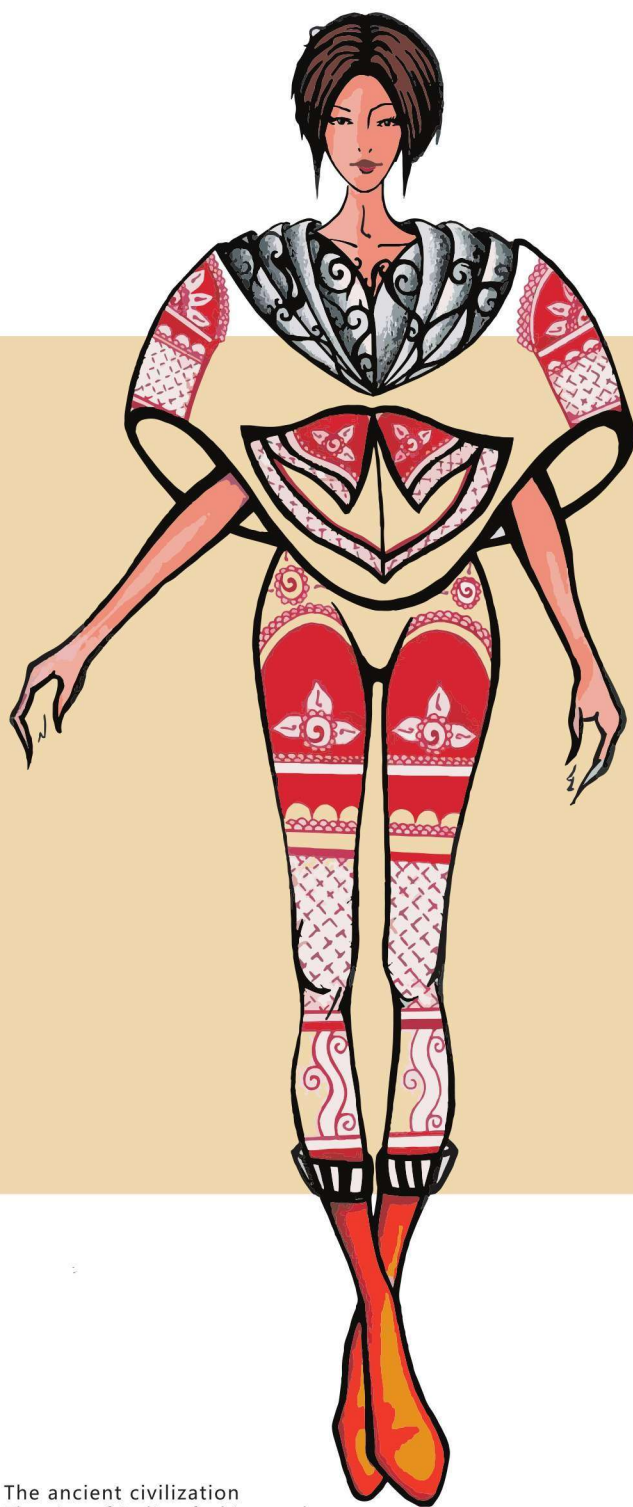
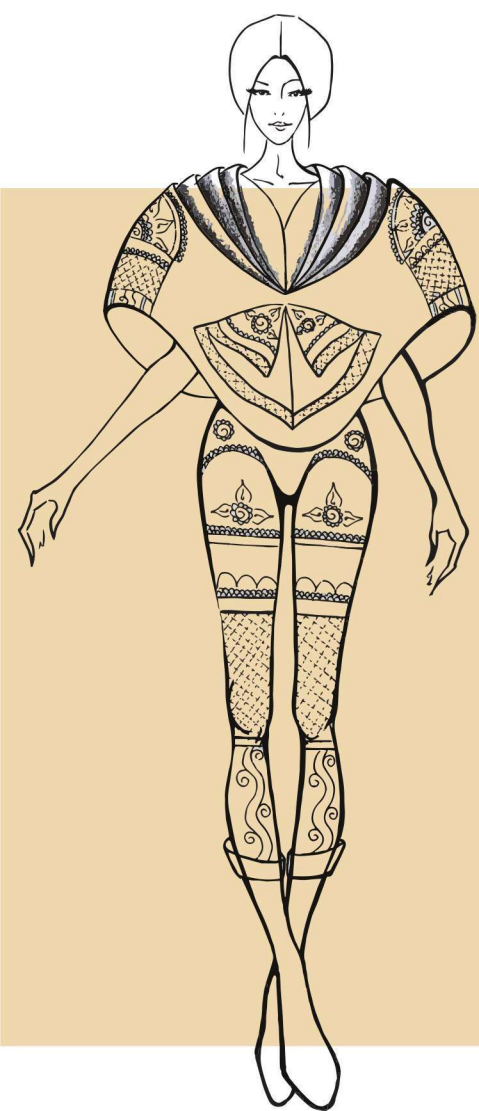


小怡

来自巴黎的摩登女郎
优雅地走在潮流之巅
不止是高贵的气质
更有浪漫的情怀

Freedom, romance
Those are words describing a modern girl from Paris
Standing on the top of fashion trend gracefully
Is not only the elegant manner
But also romantic feelings





小霞

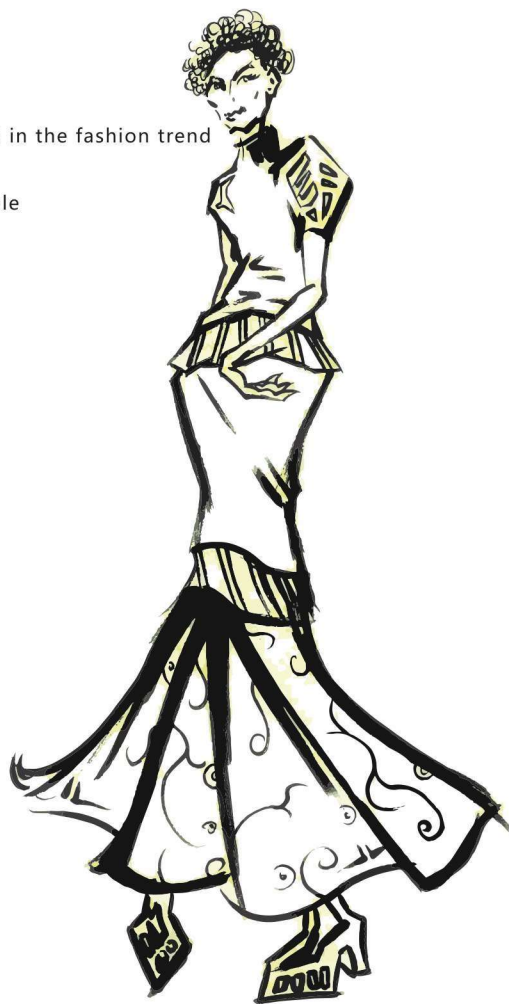
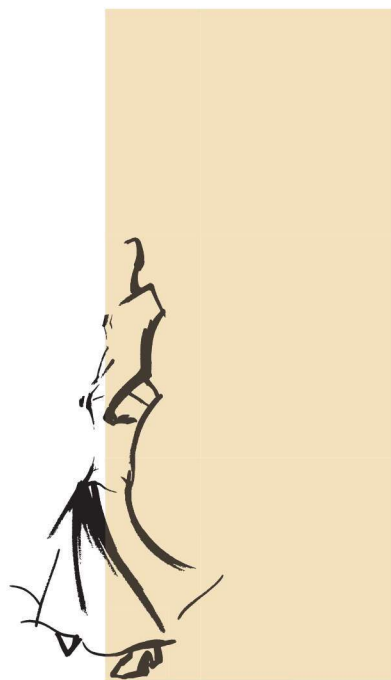
古老的文明
印度风高调崛起
泰姬陵和印度纹身元素
时尚流行元素和传统手工技法
复古中的前卫

The ancient civilization
The rise of Indian fashion style
The TajMahal and the India tattoo elements
Fashion elements and traditional handicraft techniques
The retro with avant-garde

小玲

传统与现代的碰撞
设计与绘画的交汇
中式建筑元素依然屹立于流行的轮回之中
披上明丽的战袍
它将不再中庸
尽显独立 坚强 尊贵

The collision of tradition and modernity
The intersection of design and art
Chinese architectural elements embodied in the fashion trend
Putting on bright coat armor
No longer monotonous
It is fully independent, firm, and honorable





方圆

硬朗的建筑和柔美的服饰
是艺术对艺术的呼唤
悉尼歌剧院的建筑元素
落在湖蓝色的落地长裙上
分外清丽 大气端庄

Tough construction and beautiful clothes
Calling from art
Architectural elements of the Sydney Opera House
The acid blue maxi-skirt
Looks so elegant and dignified