## CHINAS EXHIBITION 香港科區區出版有限公司 SESIGN CLASSICS

大连理工大学出版社

## CHINAS EXHIBITION DESIGN CLASSICS III 中国展览设计经典 III

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EXHIBITION 香港科讯国际出版有限公司 编 DESIGN CLASSICS

# CHINA'S EXHIBITIO DESIGN CLASSICS...

## 前言Preface

展览设计作为一门综合性很强的艺术学科,在功能设计中蕴涵着经济效益和美观的环境氛围,既有艺术性,又有科学性,既有社会性,又有商业性。优秀的展览设计可增添品牌的魅力和号召力,大大地提升厂家的形象和地位。在21世纪的今天,展览设计已进入一个全新的时代,成为一门多学科、交叉应用的科学,除了观众的感受外,设计师更加注重观众的思维联想,并努力以空间造型为载体,将文化内涵和科技表现手段融合在一起。

综观目前展览设计的潮流,其发展明显朝着两个方面发展:一是恢弘大气、大场景,二是简洁、个性化。现代展会上信息高度密集,而观众的关注力是有限的。借助装饰、布景、照明、视听设备等大场景展示手段,给观众以强烈的视觉冲击和高科技手段的深刻体验;除可显示竞争实力,对观众的感染力大大增强外,宣传效果也往往事半功倍。而简洁、个性化是从空间、造型、色调和节奏等方面营造主题陈列相一致的、富有个性特色的整体艺术氛围;这些精彩设计放弃了面面俱到的思维,突出惟一的卖点,以此表现出独特的个性,凸显厂家或产品的形象。

作为《中国展览设计经典》系列图书第三册的《中国展览设计经典III》,无论从组稿的深度与广度都比以前有了很大的提高,作者群的地域范围比以前拓宽了许多,组到国内许多展示设计公司和名家本年度的力作,也收录了部分青年设计师 "啼声初试"的新作,为百花齐放的展览设计园地增添了亮色。而本书版式的编排和图片的选取上注重创新,注重版式与展场整体风格的协调,成为既展示剧情、也展示设计师创意和灵感的框架,除了实景图片外,还配上了显示设计师创作思维足迹记录的效果图、手绘图以及设计创作心得,希望能让读者在欣赏时加深了解,并且在创作上有所启迪。

As a comprehensive artistic subeconomy benefit and delightful scientific quality, social and comm not only draws attraction and ral enhances the image and status of exhibition design marches into a discipline subject. In addition to se more emphasis on the spectators' to for creating the spatial shape as the cultural content into sci-tech appro-

To generally survey the exhibition that it tends to be of two feat conciseness and individuality. In density information, spectators may exhibitors. And therefore, by arrandecoration, background, illuminated large-sized stand can give the spimpressive experience of high-tect also evokes spectators' inspir promotion result with less effect strength. Space arrangement, combined to echo with the exhibition

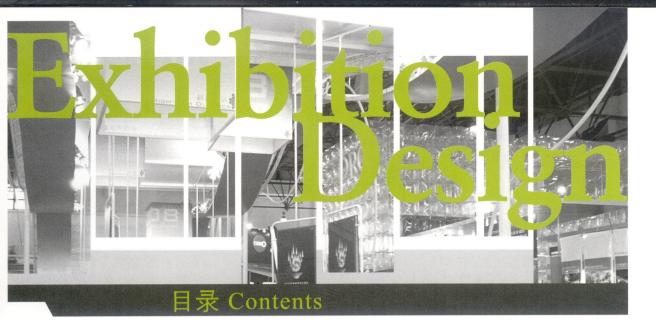


the exhibition design contains asphere. It owns artistic and all functions. An excellent stand point of the brand, but also appary. In the 21st century, the and new epoch, being a multiply experience, the designer lays ing and association and strives edium, which can integrate the ess.

gn current, it is obvious to see, generosity and large size, odern trade fair full of higher be easily appealed to all the such exhibition techniques as and audio-visual equipments, a tors strong visual impact and ilities. Moreover, a good stand and achieves successful then showing its competitive sture, tone and rhythm are teme, creating the entire artistic

ambience with conciseness and individuality. To articulate the exclusive selling point, the excellent cases not only abandon the ideas that take all aspects into consideration, but also pay special attention to the image of exhibitor or product and show their uniqueness.

China's Exhibition Design Classics III, the third volume of China's Exhibition Design Classics series, achieves better improvement in terms of its depth and scope of contribution, as well as the broader area coverage of writers. The cases available in this book present a galaxy of masterpieces generated from many exhibition design companies and prominent designers in China. Novel designs of some young designers are also included in this book, which display their outstanding works in the blooming exhibition design industry. Creative book arrangement and illustration, together with harmonious combination of page layout and the overall style of stand, skillfully offer references for exhibition design, the innovation and inspiration of designers. Photos of settings, complemented by the renderings, handpainting drawings, and design concept that record the design ideas and processes help enhance readers' understanding and enlighten their creation.



## 高新科技展

Hi-Tech Exhibition

- The 8<sup>th</sup> China Beijing International Hi-Tech Expo 第8届中国北京国际科技产业博览会
- **20** The 7<sup>th</sup> China Hi-Tech Fair 第7届中国国际高新技术成果交易会
- **30** The 13<sup>th</sup> China Cable Broadcasting Network 第13届中国国际广播电视信息网络展览会
- 40 Integrated Systems China 上海国际视听集成设备与技术展
- The 6<sup>th</sup> Shenzhen Hi-Tech Fair (Baoan District of Shenzhen/Nanshan District of Shenzhen) 第6届深圳高交会(深圳宝安区/深圳南山区)
- 52 Communications Exhibition (China Satellite Communications Corporation) 通讯展(中国卫星通信集团公司)
- 2005 Spring Chinese Export Commodities Fair (TCL) 2005年春季广交会(TCL公司)

## 汽车展

Automobile Exhibition

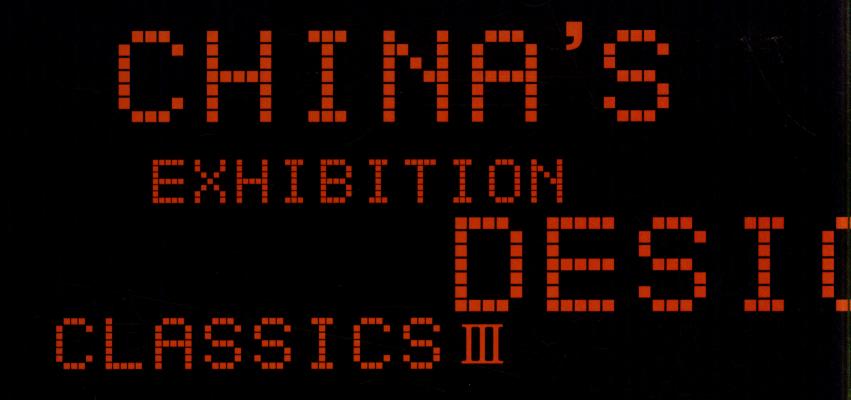
- **58** Auto Shanghai 2005 第11届上海国际汽车展
- 64 Auto Shanghai 2005 (BYD Auto) 2005上海国际车展(比亚迪汽车)
- Automobile Trade Fair of Central China Area 2004 2004华中汽车贸易博览会
- **70** Wuhan International Auto and Parts Exhibition 2005 (Geely Automobile/FAW Car)\* 2005年武汉国际汽车及零部件展览会(吉利汽车公司/一汽轿车公司)
- 76 Automobile Exhibition (Southeast Auto) 汽车展(东南汽车)
- The 4<sup>th</sup> China International Trade Fair for Auto Maintenance Technology and Equipment, Automobile Spare Parts and Accessories 第4届中国国际汽车维修技术及设备、汽车零部件、汽车用品展览会

## 房地产展

Real Estate Exhibition

- 96 Shanghai International Exhibition for Real Estate Exhibition Technology and Equipment 上海国际房展技术及设备展
- Fair of the Real Estate of Spring in 2005 2005年春季房地产交易会
- The 3<sup>™</sup> Xiamen Daily House ・Car Exhibition 2005 2005年第3届厦门日报房・车展

	Real Estate Exhibition (Aijia Royal Court/ Oasis Lakeside Villa/ Peach Blossory Land/ Chateau) 房地产展(爱家豪庭/绿洲江南园/桃花岛/夏朵・小城)
	Real Estate Exhibition (Spring of SuDi/ Spring of SuDi (Wenzhou Trade Fair)/ Shanghai T& D Real Estate/ Shanghai T& D Real Estate・The Spring of Shanghai) 房地产展(苏堤春晓名苑/苏堤春晓名苑(温州展)/天地行/天地行・上海之春)
	Real Estate Exhibition (Australia Home) 房地产展(天籁)
	Real Estate Exhibition (Winnerway) 房地产展(宏远地产)
	Real Estate Exhibition (Vanke) 房地产展(万科地产)
	建 <b>材家具展</b> Building Material and Furniture Exhibition
	The 10 <sup>th</sup> International Exhibition for Building Material, Building System, Construction Machinery and Architecture 第10届中国国际建筑建材贸易博览会
	Wood+Building China 2005 2005上海国际地板及生产设备展览会
	The 10 <sup>™</sup> International Building and Construction Trade Fair 第10届中国国际建筑贸易博览会
	Building Material Exhibition (LG Chem) 建材展(韩国LG化学公司)
	Building Material Exhibition (Zhuhai Mingshi Ceramics Valve) 建材展(珠海名实陶瓷阀)
	Building Material Exhibition (Suprema Zhuhai Thermostatic Sanitaryware) 建材展(珠海舒丽玛温控卫浴设备)
	Building Material Exhibition (JOMOO) 建材展(九牧洁具)
	The 6 <sup>th</sup> China (Beijing) International Light Fair 第6届(北京)国际照明电器博览会
	The 16 <sup>th</sup> Shenzhen International Furniture Expo 第16届深圳国际家具展览会
	金融展 Finance Exhibition
	<b>210</b> CeBIT Asia 2005 2005亚洲CeBIT展
	<b>212</b> Money Fair 2004 2004理财博览会
	文化产业展 Cultural Industry Exhibition
	International Cultural Industry Fair Shenzhen 中国(深圳)国际文化产业博览会
	服装展 Clothing Exhibition
	2005 China International Clothing & Accessories Fair 2005年中国国际服装服饰博览会
	Clothing Exhibition (Huafu) 服装展(华孚控股)
	2005 China (Shenzhen) International Brand-Clothing and Accessories Fair 2005年深圳服装展
	240 Clothing Exhibition (ANY-ALL Garment) 服装展(必然服饰)
	Appendix 附录



Hi-Tech Exhibition

CHINA'S EXHIBITION DESIGN CLASSICS III

高新科技展 Hi-Tech Exhibition



10 此为试读,需要完整PDF请访问: www.ertongbook.com

展会名称:第8届中国北京国际科技产业博览会

展览地点:北京中国国际展览中心

主办单位:科技部、商务部、教育部、信息产业部、中

国贸促会、国家知识产权局和北京市人民政府

展会面积: 近60 000m<sup>2</sup>

Sponsor: Ministry of Science and Technology of the P. R. C, Ministry of Commerce of the P. R. C, Ministry of Education of the P. R. C, Ministry of Information Industry of the P. R. C, China Council for the Promotion of International Trade, State Intellectual Property Office of the P. R. C, Beijing Municipal







第8届中国北京国际科技产业博览会主要展出电子 信息与现代通讯技术、生物工程、新材料与新能源、环 境保护、现代工程与制造技术、数字技术、科技与交通、 科技与安全、科技与生活、技术发明与创新成果等内容, 设有数字奥运技术与设备、环保、节能、新材料技术、汽 车科技、生物医药高新技术、传媒科技、循环经济与可 再生能源、信息安全与存储、住宅科技、汽车电子等专 业展区和部分境外国家展团、全国各省市展团、首都科 技创新与科技奥运成果、北京高新技术产业基地、中关 村自主创新项目、中小企业与个人创新科技成果等综合 展区,参展中外企业和机构2200多家。本届会展推出 了多项我国和世界的先进科技、最新发明和创新产品, 体现未来科技发展趋势, 也突出了专业化和区域化结合 的特色。

"北京留学人员成果展"展位星形顶棚造型,体 量和造型都引人注目

The stand of Beijing Overseas Personal Achievement Exhibition features a star-shaped canopy, which is imposing in volume and shape.







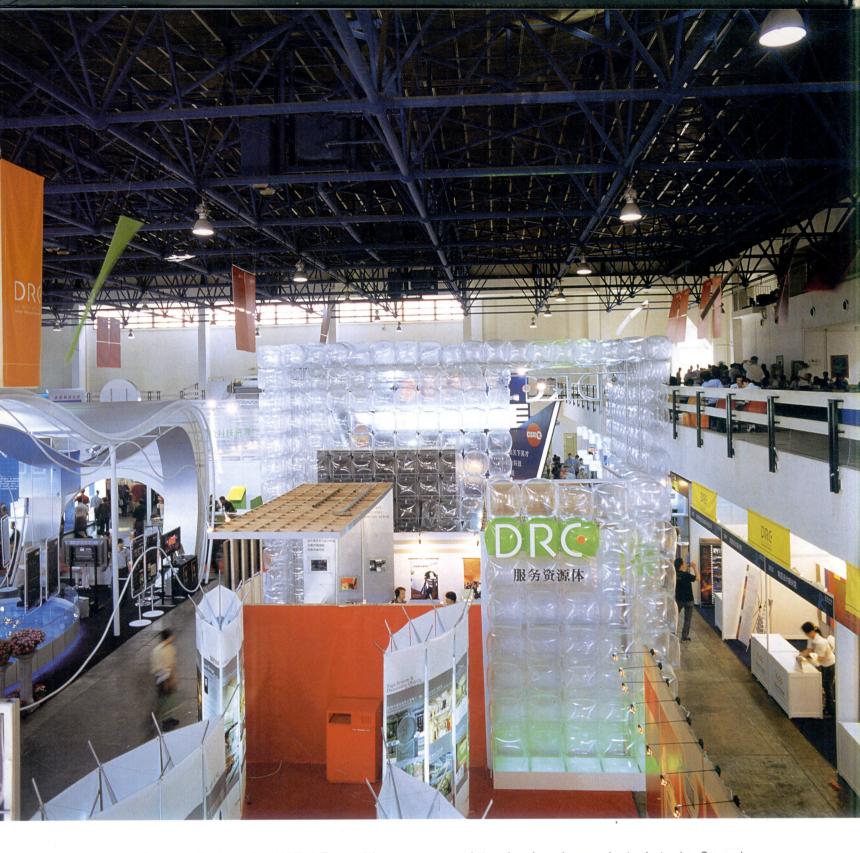
色彩柔和、时髦的 mp3 产品展台 Stand of mp3 products is of subdued colors and vogue.





水滴状展台呼应着波浪形顶棚 Drop-shaped stand echos with the wavelike canopy.





The 8th China Beijing International Hi-Tech Expo mainly exhibits a wide range of fields including electronic information, modern communication technique, biological engineering, new material and resource, environmental protection, modern engineering and manufacturing technique, digital technique, science, technology and communication, science, technology and security, science, technology and life, engineering invention and innovative products. In the hall, there are many professional exhibition areas in terms of digital Olympic technology and equipment, environmental protection, energy saving facilities, new material technology, auto science and technology, high and new technique of biological medicine, media science and technology, recycling economy and renewable energy, information security

and store, housing science and auto electronics. Comprehensive exhibition areas consist of some foreign pavilions, pavilions from various domestic provinces and cities, capital sci-tech innovation and sci-tech Olympic production, Beijing high and new technology industry base, independent and innovative project of Zhongguancun, medium and small companies and individual creative and sci-tech accomplishment. There are over 2 200 enterprises and institutions at home and abroad. This exhibition presents some national and international advanced science and technology, the latest inventions and creative products, which foresee the developing trend of science and technology in future and articulate the coalescent features of professional industry and regionalization.