

CHINA'S

EXHIBITION

DESIGN CLASSICS

香港科讯国际出版有限公司 编

III

中国展览 设计经典3

大连理工大学出版社

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EXHIBITION DESIGN CLASSICS Ⅲ

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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，而观众的注意力是有限的。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 subject, exhibition design has economic benefit and delightful scientific quality, social and commercial nature. It not only draws attraction and raises the image, but also enhances the image and status of the exhibitor. In the 21st century, exhibition design marches into a new era, becoming a multidisciplinary and cross-applied discipline subject. In addition to satisfying the audience's feeling, it puts more emphasis on the spectators' thinking association, and strives to use space modeling as the carrier to integrate the cultural content into sci-tech approach.

To generally survey the exhibition design trend, its development obviously tends to be of two features: grand and large-scale, and concise and individualized. Modern exhibition is highly dense in information, while the audience's attention is limited. With the aid of decoration, background, illumination, audio-visual equipment and other large-scale display means, it gives the audience a strong visual impact and a deep experience of high-tech. Besides showing competitive strength, it greatly enhances the感染力 (infectiousness) and publicity effect. Concise and individualized design is to create a unified and personalized overall art atmosphere from space, modeling, color and rhythm. These excellent designs abandon the all-around thinking, highlight the unique selling point, and thus express a unique personality, highlighting the image of the exhibitor or the product.

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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.



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Hi-Tech Exhibition

CHINA'S EXHIBITION DESIGN CLASSICS Ⅲ

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高新科技展
Hi-Tech Exhibition



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 000m²

Trade Fair: The 8th China Beijing International Hi-Tech Expo

Location: China International Exhibition Center

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 People's Government

Area: About 60,000m²



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2 200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.



see it

feel it

do it

see it

MP3 Player

see it

see it

feel it

do it

see it

feel it

do it



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 wave-like 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.