

THE BEAUTY OF PRINT DESIGN

平面印刷设计之美

(波兰)伊维莉娜·柏臣 编
李婵 译

PAPER CUPS
纸杯艺术

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图书在版编目 (C I P) 数据

平面印刷设计之美. 纸杯艺术 / (波兰) 柏臣编 ;
李婵译. — 沈阳 : 辽宁科学技术出版社, 2016. 4
ISBN 978-7-5381-9619-1

I. ①平… II. ①柏… ②李… III. ①饮食—生
活用具—平面设计 IV. ① TS972. 23

中国版本图书馆 CIP 数据核字 (2016) 第 018019 号

出版发行: 辽宁科学技术出版社
(地址: 沈阳市和平区十一纬路 29 号 邮编: 110003)
印刷者: 辽宁新华印务有限公司
经销者: 各地新华书店
幅面尺寸: 170mm×220mm
印 张: 12
插 页: 4
字 数: 50 千字
出版时间: 2016 年 4 月第 1 版
印刷时间: 2016 年 4 月第 1 次印刷
责任编辑: 周 洁
封面设计: 谭婷薇
版式设计: 周 洁
责任校对: 周 文

书 号: ISBN 978-7-5381-9619-1
定 价: 98.00 元

联系电话: 024-23284360
邮购热线: 024-23284502
E-mail: lnkjc@126.com
<http://www.lnkj.com.cn>

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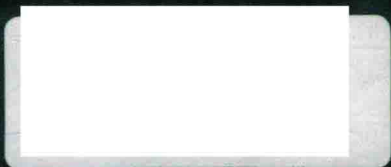
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9 787538 196191

定价：98.00元

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(地址: 沈阳市和平区十一纬路 29 号 邮编: 110003)

印刷者: 辽宁新华印务有限公司

经销者: 各地新华书店

幅面尺寸: 170mm×220mm

印 张: 12

插 页: 4

字 数: 50 千字

出版时间: 2016 年 4 月第 1 版

印刷时间: 2016 年 4 月第 1 次印刷

责任编辑: 周 洁

封面设计: 谭婷薇

版式设计: 周 洁

责任校对: 周 文

书 号: ISBN 978-7-5381-9619-1

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Definition of Paper Cup

纸杯的概念

In this modern society where convenience, health, safety and environmental protection turn to be important, disposable cups become the mainstream. Also the disposable paper cups gradually take the place of disposable plastic cups and become the market leader. What's more, they also gradually enter into the catering industry and instead of cutlery containers, being the common drinking tools in many homes and public places. The paper cup develops from the conical / pleated paper cup, waxed paper cup and the straight double-wall cup to today's laminated plastic coated paper cup.

The original paper cup was conical and made up by means of gluing manually. It was not so tight and should be used as soon as possible. Then the folding paper cups emerged, in which the pleats were added to enhance the strength of sidewall as well as the durability of paper cups. While printing pattern on the folded surface is quite difficult, even the final effect is unsatisfying. In 1932, the first waxed cup came out, whose smooth surface can be printed on a variety of exquisite patterns, improving its marketing effectiveness. Wax could isolate drinks from the paper material and protect cups, enhancing the durability of the paper cups; on the other hand, it would increase the thickness of the sidewall, greatly improving the strength of the paper cups, thereby reducing the amount of paper consumption and decreasing the production costs. Following the waxed paper cup for cold drinks, a convenient container to hold hot drinks was expected to be created. However, hot drinks would melt the surface layer of wax and cause the gluing joint open; hence, the wax paper cups do not suit for containing hot drinks. In order to expand the application scope of the cups, in 1940, straight double-wall cup was

introduced into the market. It was not only easy to take, but could contain the hot drinks. Some food companies began to paint the polyethylene onto cardboard, in order to increase the insulativity and tightness of paper packaging. Its melting point is much higher than that of wax, and the new drink cups coated with this material is ideal to contain hot drinks. Meanwhile, the polyethylene coating is smoother than that of the original wax, improving the appearance of the cups. This kind of paper cup had created a new world.

在人们追求方便、卫生、安全以及环保的现代社会，一次性杯子在人们的日常生活中逐渐体现其优越性。并且随着一次性塑料杯的逐步退出消费市场，一次性纸杯成为现代社会一次性杯子的主流。它也逐步进入餐饮行业代替餐具容器，是许多家庭和公共场所常见的饮水工具。纸杯是由圆锥形/折褶纸杯、涂蜡纸杯和直壁双层杯逐步发展到今天的淋膜涂塑纸杯。

最初问世的纸杯是圆锥形的，由手工制造，用胶粘合，比较容易开，必须尽快使用。随后出现了折叠纸杯，在侧壁加了折褶，以增加侧壁的强度和纸杯的耐用性。但要在这些折叠表面印上图案就较为困难，而且效果不甚理想。1932年，第一只涂蜡两片纸杯问世，其平滑的表面可以印上各种精美图案，提高促销效果。纸杯涂蜡，可以避免饮品与纸材直接接触，能保护纸杯，增强纸杯的耐用性；另一方面也增加了侧壁的厚度，使纸杯的强度大大提高。从而减少制造较结实的纸杯所必需的纸用量，降低生产成本。随着涂蜡纸杯成为冷饮品的盛装器皿，人们也希望有一种方便的器皿来盛装热饮。但是，热饮会融化纸杯内表面的蜡层，胶口也会分离，所以，涂蜡纸杯并不适用于盛载热饮料。为扩大纸杯的应用范围，1940年，直壁双层纸杯被推向市场。这种纸杯不仅便于携带，还可用于盛装热饮料。一些食品公司开始将聚乙烯涂在纸板上，以增加纸包装阻隔性和密封性。它的熔点大大高于蜡质，采用这种材料涂布的新型饮料纸杯，能理想地用以盛载热饮料。同时，聚乙烯涂料比原先的蜡涂料平滑，改进了纸杯的外观。这为纸杯的设计开创了一片新的天地。



This ice cream paper cup is designed for Pinkberry brand. It has fully presented the characteristics of Pinkberry's products. A flower folded with a ribbon is attached on the side of paper cup; along with the balloon, the logo of Pinkberry sits at the back of cup has added the cup with a sense of cuteness and deliciousness.

这是为Pinkberry品牌设计的冰淇淋纸杯。这个纸杯充分体现了Pinkberry的产品特点，纸杯上面有一朵丝带叠成的小花，纸杯后面还附带印有Pinkberry企业标志的气球，更显得精致可爱，十分美味诱人。



These cups are designed for Gaufres & Goods rustic restaurant. The cups printed with the rustic but cosy patterns will give people a sense of warmth, strengthening the brand's characteristics of the restaurant.

这是为Gaufres & Goods乡村餐厅设计的纸杯。该纸杯印有乡村风格的温馨图案，让人有一种温暖的感觉，更加强了该餐厅品牌的特点。



These cups are designed by João Ricardo Machado for Yummy ice cream. This is specially designed for children, and vibrant colours as well as lovely expression on the cups could easily attract children's attention.

这是João Ricardo Machado为Yummy冰淇淋设计的纸杯。该产品专为儿童设计，鲜明的色彩以及纸杯上可爱的表情特别能吸引儿童的目光。

Types of Paper Cup

纸杯的种类

With the rapid development of socio-economic, the method of cup designing is always improved, which not only meets the aesthetic needs of people but lays more focus on the functionality. Having gone through four stages, which are conical / pleated paper cups, waxed paper cups, straight double-wall cup and laminated plastic coated paper cups, paper cup has gone beyond the pure function of drinking after so many years of development. According to the need of market and consumers, designers have designed a variety of creative paper cups, and paid more emphasis on the sense of design, environmental protection and convenience features, such as the easily identifiable cups, cups with handles, cups with stirrers, folding cups and environmentally friendly paper cups. Next we will introduce to you the excellent cups designed by the world-renowned graphic designers.

随着社会经济的迅猛发展, 纸杯的设计也是日新月异, 不仅满足了人们的审美需要, 也更多的注重纸杯的功能性。纸杯的发展经历了四个阶段, 圆锥形/折褶纸杯、涂蜡纸杯、直壁双层杯和淋膜涂塑纸杯。经过这么多年的发展, 纸杯已经超越了纯粹的喝水功能。设计师们根据市场和消费者的需要设计出了很多有创意功能的纸杯, 更多的注重了纸杯的设计感、环保和方便功能。如易于识别的纸杯、带手柄的纸杯、带搅拌功能的纸杯、折叠式纸杯、环保纸杯等。接下来我们就将为你介绍世界著名平面设计师们的优秀纸杯设计作品。

Paper Cup with a Lid

带盖子的纸杯

This kind of cup is composed of a cup body and a lid. Compared with those cups without lids, the paper cups with lids could be re-closed and more effectively keep off the impurity. Specifically, this cup includes two forms: one is the paper cup with a visible lid and the other is the paper cup with an invisible lid. The cup body is made of frustum cone or cylindroids - like paper cups, which fits flawlessly with the transparent or opaque lid. This cup with simple structure features simplicity in structure, convenience in operation, novel appearance and low price. The simple closed structure could well preserve heat and also prevent from dust or mosquitoes to fall into; hence it can be regarded as a dynamic new product with simple structure and complete functions. The visible lid, the transparent material could present the inner beverage completely and thus can be used for containing ice cream and other cold drinks. The invisible lid, which is made of special material can withstand the hot water vapour and be used for containing hot drinks, such as coffee, hot fruit juice, etc.

该纸杯由纸杯体和纸杯盖组成。一般的纸杯没有盖, 当不用的时候, 往往会有杂质进入到纸杯中, 当下一次用时不洁净。这种加盖纸杯在使用后将盖盖上, 下次用时干净而且使用方便。

具体涉及一种配有可视性杯盖的纸杯和配有不可视杯盖的纸杯。由筒体为圆台或圆柱形的纸杯构成, 其特征在于纸杯缘口与杯盖缘口相扣合, 杯盖是由透明和不透明材质分别制成。这种纸杯结构简单、操作方便、区别显著、成本低廉, 杯盖简单的扣合设计既具有保温的效果, 又可以防止灰尘、蚊虫的落入, 是一种结构简单、功能齐全非常有市场活力的新产品。可视纸杯, 杯盖透明, 可以看到里面的饮品, 适合盛装冰淇淋、冷饮料。不可视纸杯, 这种纸杯的杯盖有特殊材质制成, 不会被水蒸气烫变形。所以这种纸杯适合盛装热饮, 如咖啡、热果汁之类。



The picture above shows the Yogurt cups that are designed for Cone Kings Frozen Yogurt by Arjan van Woensel.

The picture below shows the ice cream paper cups that are designed for Orange cup by John Swieter. The transparent lids can not only present the inner ice cream, but give the product a sense of cleanness and coolness.

上图为加盖的酸奶纸杯，是由Arjan van Woensel为Cone Kings Frozen Yogurt所设计。

下图为John Swieter为Orange cup所设计的冰淇淋纸杯，透明盖子的设计不仅能让顾客清晰的看到冰欺凌，又使该产品看起来更加干净、清凉。



Paper Cup with a Handle

带手柄功能的纸杯

With the rapid development of economy, any best-selling products will quickly cause a large number of companies to flock into the same market. The identifiable differences between products are becoming increasingly blurred, which is also very prominent in the paper cup market. At this time we need to take into account the subtle differences of the product value, that is, to design the products based on the potential demand of consumers and carry out targeted marketing, so as to make it out of the homogeneity trap. Essentially, the functional design is the deepening of the market segmentation theory. There are various market segmentation techniques, all of which are actually based on functions.

Today, the commercial warfare has evolved into the psychological warfare of consumers. The winners are always those who firstly understand the customers' buying motives. In the functionally segmented market, it is not difficult to find new leading brands with absolute advantages. Designers who pay much attention to the products' function will play the important role in guiding the enterprise to be a famous brand. Also, the design of paper cup emphasises more on its functionality. Whether intentionally or unintentionally, the designer intends to select and use various materials to create a distinctive cup. An excellent designer should know how to use these materials to innovate and present the spirit of the times in his own design and resonate with the consumers.

Considering the thin sides of cup, a handle attached on it could ensure the hands not to be hurt by the hot drinks inside. This kind of cup not only benefits the users but also gives a sense of

design. It is this small design that brings a lot of convenience for our lives. Using this cup in public places will surely attract much more attention. The cup printed with corporate logo will be a good practical advertisement. This common daily necessity has got enough value of the overflow.

随着经济的不断发展,任何一种畅销的产品都会迅速导致大量企业蜂拥同一市场。产品之间的可识别差异变得越来越模糊,这种现象在纸杯市场中也极为突出。这时就需要我们考虑到产品使用价值的细微功能差异性,即以消费者的潜在需求为依据设计产品的功能,开展针对性的营销,使之跳出产品同质化陷阱进行设计。功能设计实质上是市场细分理论的深化,市场细分方法有好多种,但归根结底都是以功能细分的。

今天的商战已演变为消费心理战。战场的胜利者总是那些最早破译顾客购买行为动机的设计。在功能细分后的市场,往往能出现具有绝对优势的新领导品牌设计。功能设计师就是帮助企业成为名牌的指路人。纸杯的设计也是更加强调其功能性。无论是有意还是无意,设计师们都在想方设法的吸取来自四面八方的养料,在自己的纸杯设计中体现出来。好的设计师知道该如何运用这些养料,去超越、创新,在自己的设计中体现时代精神,并与消费者产生共鸣,令人们回味。

由于纸杯杯壁很薄,人们在喝热饮时,没有办法在很烫的时候拿起,这种防烫手柄纸杯就解决了这个问题。在饮用时可以拿着手柄,不仅方便实用,而且极具设计感。小小的设计给我们的生活带来很多的方便。我们在公共场所,用这种杯子喝饮品时,还会吸引很多人的眼球。如果在这种杯子上印上企业标志,这将是一个传播性极强的实用广告。这一司空见惯的日常用品,获得了极具张力的溢出价值。



The cup with a handle is designed by Vassiliki Argyropoulou for Draculi Coffee. The cardboard-based handle is stuck at the edge of cup which can effectively avoid hurting hands. However, this design is only suitable for small paper cups.

这是由Vassiliki Argyropoulou为Draculi Coffee所设计的带手柄的纸杯。该手柄采用硬质纸板卡在纸杯的边缘，这种纸杯的好处就是可以有效避免咖啡过热产生的烫手感觉，但这种设计只适合承载量不是很大的小巧的纸杯。