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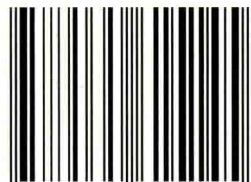
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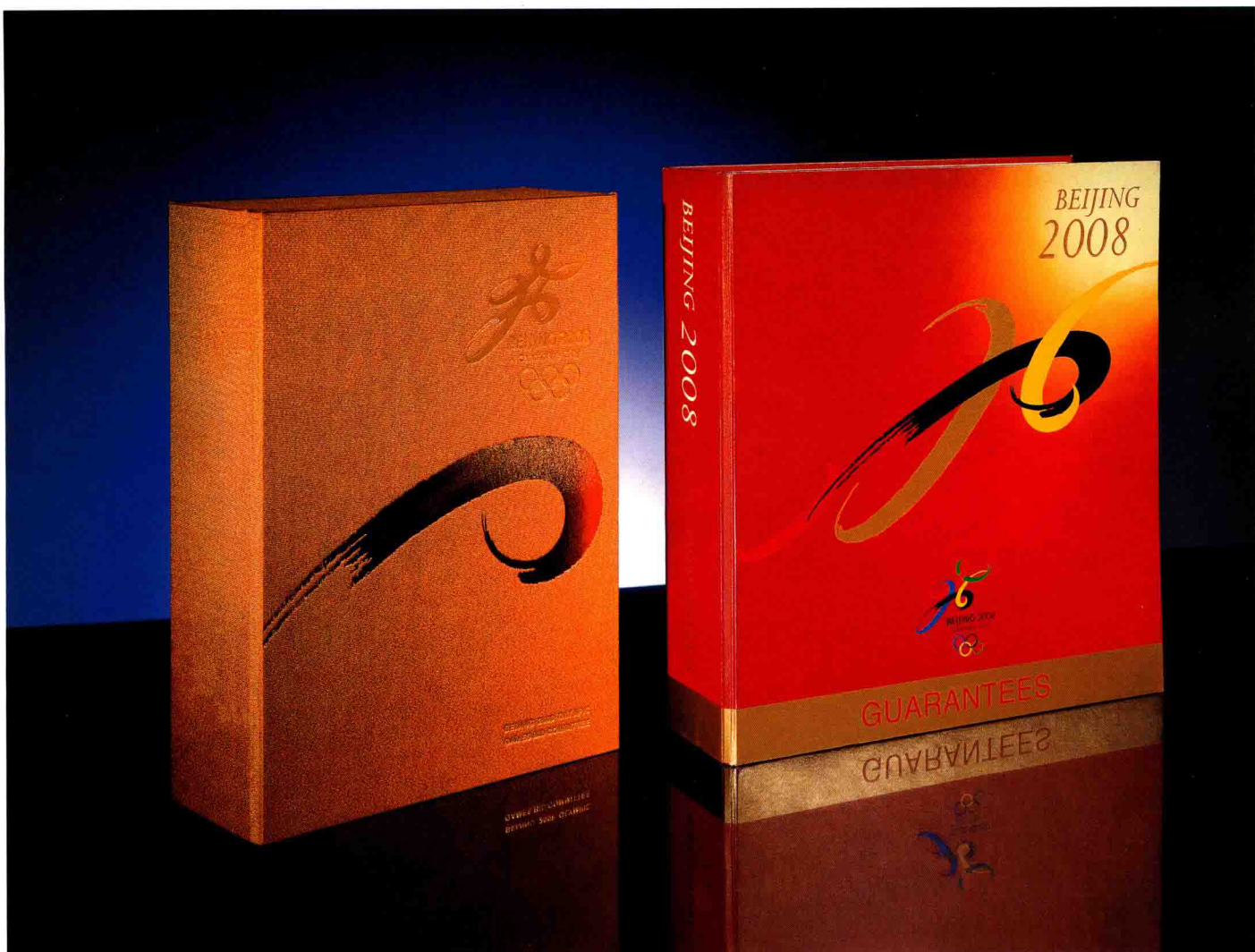
■ 一个看上去充满艺术家气质的中年人从工作台上直起身来，注视着人们。工作台上，放着他刚刚完成的四通集团的册子——封面上一把尖头已经磨钝的鋏子，斜置在一块粗糙坚硬的圆石上，圆石上已经凿刻出一颗闪烁的星。■ 这是一个使人们的心灵受到触动的画面；这是一个一旦拥有就再也没有背弃而贯彻始终的理念；这是一个切切实实向着理想的人们都会理解的符号。这是“北京理想”奉献给“四通”的，也是属于“北京理想”的。■ “北京理想”——一把鋏子！■ 这个从工作台上直起身来的中年人，就是邵新。他已经有 20 多年的艺术设计经历。他的设计作品，多次在国内外获奖：曾获莱比锡国际书籍艺术展览“世界最美的书”铜奖；曾获全国第三届书籍装帧艺术展览一等奖；曾获全国首届期刊封面设计二等奖等。就像在设计上他总是不满足于轻车熟路一样，他在事业和人生道路上又做出了一个大胆的抉择：告别了出版社稳定的职位和如日中天的装帧工作，开始了新的开拓。他创立了北京理想设计艺术公司。■ “北京理想”成立伊始就提出了明确的企业口号：“创造理想的设计艺术”。■ “北京理想”有一个高的起点。这个起点就是人——一群向着理想的人。邵新出生在一个设计世家。他的父母都是蜚声中外的设计艺术家，父亲邵柏林，是著名的邮票设计家、摄影家；母亲王卓倩，亦为著名的装帧设计艺术家。这一对成就卓著但却历尽坎坷的前辈设计家把他们的才华也把他们的执著遗传给了邵新。从一定意义上说，“北京理想”是站在巨人的肩膀上迈向一个更高的目标。■ “北京理想”有一块宽松的沃土，像一块磁石吸引着八方英才来到这里，云集了一批活跃在设计界的优秀的平面设计师，凝聚和吸纳着他们的智慧。■ “北京理想”是几代人的理想，“北京理想”是一个群体的理想。■ “北京理想”把“高雅、严谨、完美、意蕴丰厚”视为自己作品所应具有起码的品格。理想这样一个至真至善至美的目标，决定着要像拿起一把鋏子凿刻在存之久远的石上一样：更周密地规划，更严谨地制作，要更完美，“要最好的！”这在北京理想是经常听到的一句话。设计公司不是艺术家俱乐部，设计作品的功能性、工艺性和审美的多元要求使设计艺术像闻一多先生给诗歌艺术所下的著名美学定义一样，是在诸多的限制中“戴着脚镣跳舞”，至少要作者、客户、受众三点头。这已经是个难题。但在理想公司，最难点头的却常常是十分挑剔的理想公司自己。■ “北京理想”把创造性视为自己的生命线，把作品的含金量看得比带给公司的回报更为重要。设计艺术作品作为一种精神产品的价值在于它的独一无二，充满智慧。眼花缭乱的花花世界已经使形式变换平淡无奇，因此，“北京理想”十分注重设计的文化内涵。不管是文化类设计，还是企业类设计，他们都把精神的张扬和更多的知识信息的传播视为艺术表现的首要课题。■ 理想之路是没有人走过的路。创新，艺术的生命之树才能常青。创造性是不重复别人，也不重复自己。“北京理想”认为“即使是成功的。习惯手法甚至风格都仍会成为阻碍前进的陈陈相因的模式。”北京的同行称他们是设计的“学院派”，与另类的设计风格相比，学院派与理想有血缘关系。但“北京理想”又规避着会成为模式的风格，他们的作品吸收着多方面的营养。他们很少体味过孔子说的“登泰山而小天下”的感受，经常伴随着他们的是：环目四望，群山巍峨，千峰竞秀，登高山而自渺。■ “北京理想”在公众广告上曾经这样介绍着自己的设计核心——三位老总：“邵新，经历：农民，工人，出版社美术编辑。唐伟杰，经历：工人，出版社美术编辑。岳昕，经历：农民，油漆工，中央工艺美术学院教师”。他们是从生活中摸爬滚打过来的。他们是从文化工作的岗位上走来的，他们对生活和文化的理解都渗透在设计作品中。他们珍重声誉，但不事张扬，推脱掉许多出头露脸的活动和机会。《艺术与设计》的总编钱竹是他们相知的挚友，称他们三个“都是承担责任的挑夫，挚爱工作的痴人和严于律己的苦行僧”。■ “北京理想”以作品和良好的商誉使许多著名的企业和团体成为他们的朋友和合作伙伴，也为自己赢得了发展的空间。翻开这本汇集了理想公司近几年设计作品的画册，人们也许会惊讶于一下子遇到了这么多响亮的词组、图形和画面：北京 2008 年奥运会申办报告，中国电信，中国邮政，中国移动通信，中国国际航空公司，中国南方航空（集团）公司，四通，松下，中国交响乐团，中央芭蕾舞团，奥地利维也纳爱乐乐团，美国国家交响乐团，世界三大男高音……■ 向理想攀登是一条没有尽头的路。■ 创造一流的设计艺术作品是理想人永远追求的理想。

■ A middle-aged man full of artistic temperament is straightening his back from the working table, gazing at us. On the table lies the book that he has just accomplished. It is a book about the Stone Group, on the front cover of which is a blunted chisel, inclining on a coarse and hard round stone, with a star glittering on it. ■ This is a picture that you cannot help being moved at the first sight. It reveals a concept that, as soon as you have it, you will carry it out until the end. It is a sign that everyone who is genuinely aspiring after dreams would understand. Dedicated to the Stone Group by Beijing Ideal, it also belongs to Beijing Ideal. ■ Beijing Ideal Design Art Corp. is just like a chisel. ■ This middle-aged man is called Shao Xin. He has been working on the artistic design for more than 20 years. And his works have won many awards from home and abroad. In the Leipzig International Book Art Exhibition, he won the bronze for "the Best Book in the World"; in the 3rd Book Binding and Layout Art Exhibition, he has won the first prize; and he has won the second prize in the First National Magazine Cover Design. Unsatisfied with the familiar and easy ways of designing, Mr. Shao Xin exercised a bold choice in his career and life, that is, making his farewell to the steady position in a publishing house and his apex of career in books' binding and layout to set off for a new objective. And soon afterwards the Beijing Ideal Corporation came into being. ■ At the very beginning, Beijing Ideal has established its clear and definite enterprise slogan: "Creating the Ideal Design Art." ■ Beijing Ideal has started from a high point- a group of people yearning for dreams. Shao Xin was born of a design family. Both his father and mother are design artists, famous at home and abroad. His father, called Shao Bolin, is a well-known stamp designer and photographer; his mother, called Wang Zhuoqian, is a famous design artist of books binding and layout. Shao Xin has inherited the talents and the perseverance of this couple of venerable seniors, who have experienced a lot of hardships and difficulties, but who are still accomplished. So, in some sense, Beijing Ideal is going forward to a higher objective by standing on the shoulders of the giants. ■ Beijing Ideal is a free and fertile soil, which has attracted outstanding people from all quarters. A group of brilliant plane designers who are active in the field of design have gathered here to absorb and give full play to their wisdom. ■ Beijing Ideal is the ideal of several generations; Beijing Ideal is the ideal of a group of people. ■ Beijing Ideal has taken "elegance, rigor, perfection and deep implications" as the basic qualities of its works. This objective of pursuing the true, the good and the beautiful has determined that Beijing Ideal will be more thorough in planning, more rigorous in manufacturing so as to be more perfect, just like chiseling on a stone existing for ages. "To be the best" is frequently heard in Beijing Ideal. As a design corporation is not an artists club, the functional, technological and aesthetic demands on the works has made the design art like "dancing with shackles" within many restrictions as defined by Mr. Wen Yiduo, who has given this famous aesthetic definition of poetry. Hence, at least the authors, clients and recipients should respectively give their approval of the works, which is already a hard nut to crack, but the most difficult to please are Beijing Ideal itself, which is extremely critical. ■ Beijing Ideal regards creativeness as their lifeblood and considers the gold content of the works more important than the repayment they bring. As a spiritual product, the value of the design works lies in its uniqueness and great wisdom. Since this dazzling world has made the variation of forms a commonplace, Beijing Ideal has attached great importance to the works' cultural connotations. Whether it is a design of culture or enterprises, they take the expression of the soul and the transmission of more information as the key tasks of the artistic expression. ■ The road to dream is a road that no one has ever trod on. Only by innovation could the tree of arts be evergreen. Creativity means not repeating others, even oneself. Beijing Ideal has considered that the habitual techniques or styles can be the stereotypes that turn out to be the obstacles to the progress. People in the same profession have called them "the School of Academy". Compared with the design styles of the New Trend, the School of Academy has blood relationship with ideals. On the other hand, Beijing Ideal has tried to avoid the styles that will become stereotypes and their works have obtained nourishment from different aspects. On very few occasions have they experienced the feeling of "climbing to the top of Mount Tai and feeling everything around small", instead, the feeling that always accompanies them is that when looking around, the lofty mountains contending with each other often make them feel insignificant. ■ In its public advertisements, Beijing Ideal has ever introduced its key figures-the three presidents- like this: Shao Xin, farmer, worker, editor of fine arts in a publishing house; Tang Weijie, worker, editor of fine arts in a publishing house; Yue Xin, farmer, painter, teacher of the Central Academy of Arts and Design. As all of them have come from the bottom of life and the position of cultural work, their works have inevitably embodied their understanding about life and culture. Meanwhile, they also cherish their reputations, but they never show off and try to avoid a lot of activities and chances of being in the limelight. Their intimate friend, the chief editor of 'Art and Design' has described them as "the porters shouldering heavy responsibilities, the people mad about work and the ascetics strict with themselves." ■ With their excellent works and good business reputation, Beijing Ideal has won the friendship of many noted enterprises and groups, which have also become its partners, in this manner, Beijing Ideal has extended its space of development. When opening this book which contains design's works of Beijing Ideal Design Art Corp. for years, you can not help but wonder at meeting so many resounding names, figures and pictures. They are Beijing Bid Report for 2008 Olympic Games, China Telecom, China Post, China Mobile, Air China, China Southern Airlines (Group), the Stone Group, the National, China National Symphony Orchestra, the Central Ballet Group, the Vienna Philharmonic Orchestra (Austria), the National Symphony Orchestra (U.S.), and the Three Tenors of World Forbidden City Concert, etc.. ■ To scale new heights of ideals means stepping on a road without end. ■ To create the first-rate design works is the dream that the people of Beijing Ideal Corporation will pursue forever.

■ Wang Zhong, the Member of the Chinese Books Binding and Layout Art Committee



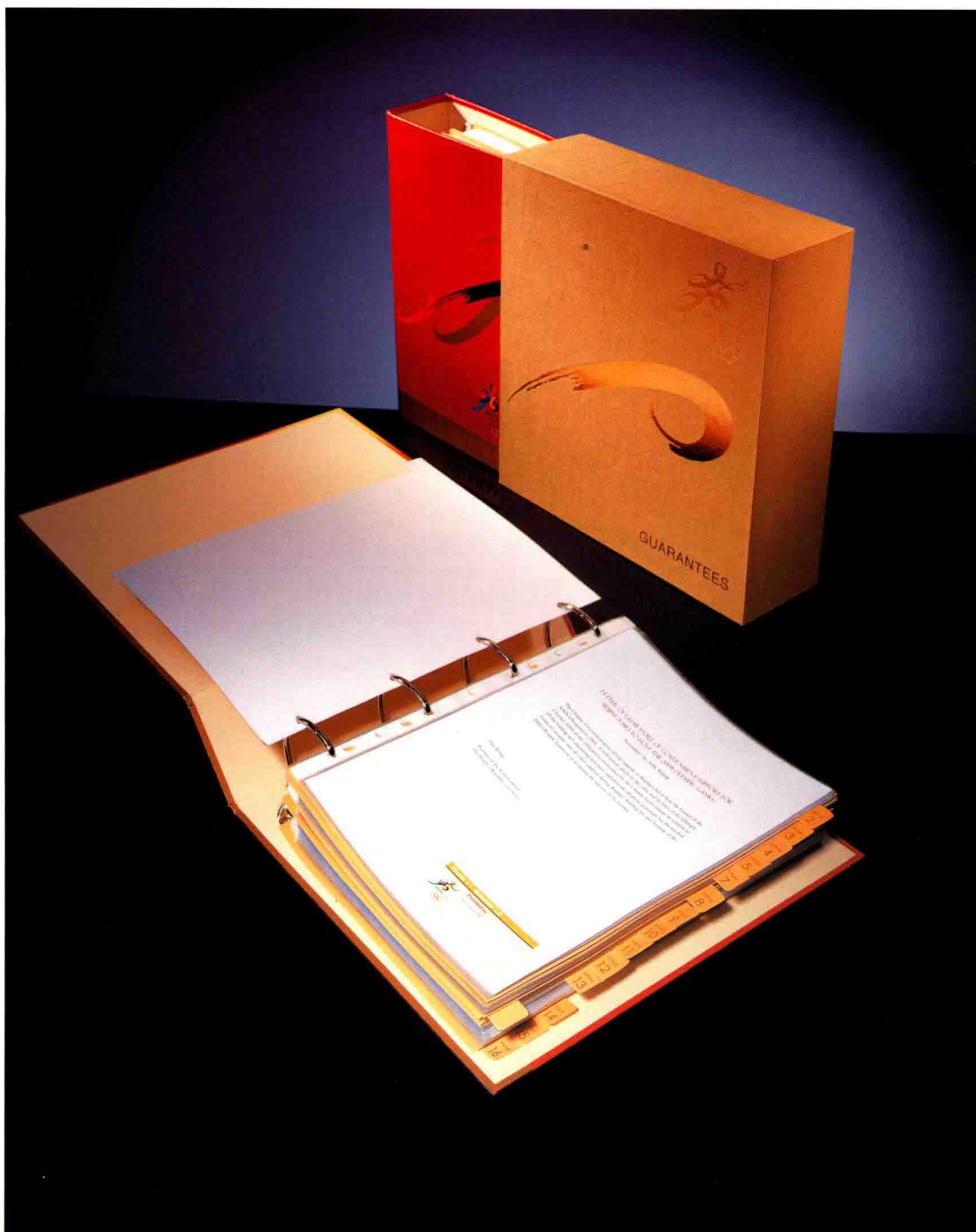
邵 新(右) 北京理想设计艺术公司总经理
唐伟杰(左) 北京理想设计艺术公司副总经理
岳 昕(中) 北京理想设计艺术公司副总经理
Shao Xin (Right), General Manager of
Beijing Ideal Design Art Corp.
Tang Weijie (Left), Vice General Manager
of Beijing Ideal Design Art Corp.
Yue Xin (Middle), Vice General Manager
of Beijing Ideal Design Art Corp.



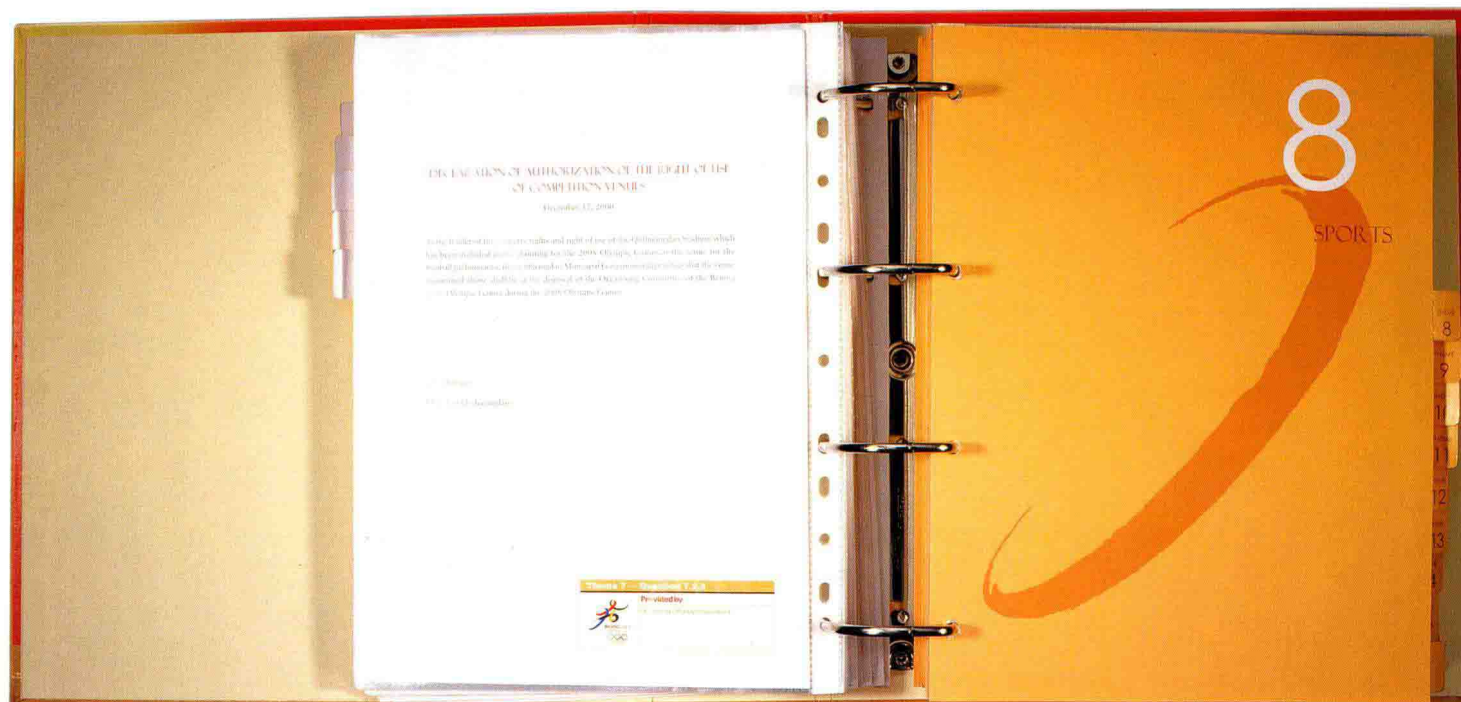
《北京2008年奥运会申办报告》 BEIJING BID REPORT FOR 2008 OLYMPIC GAMES



《北京2008年奥运会申办报告》 BEIJING BID REPORT FOR 2008 OLYMPIC GAMES



《北京2008年奥运会申办保证书》 BEIJING BID GUARANTEES FOR 2008 OLYMPIC GAMES

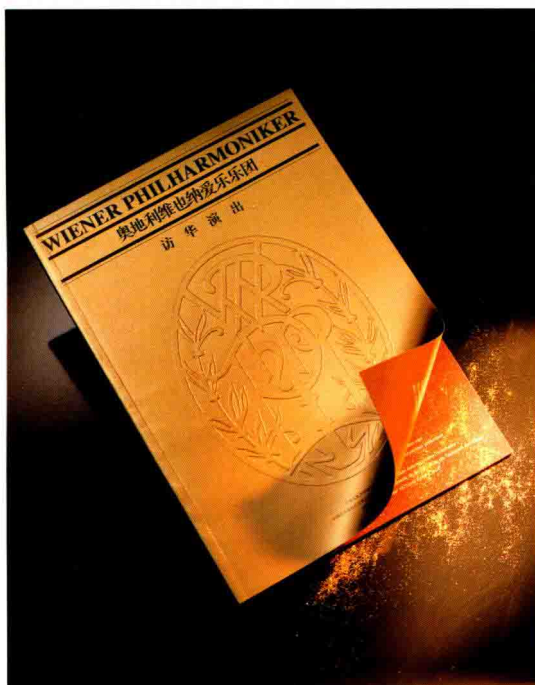


文化艺术 CULTURE & ART

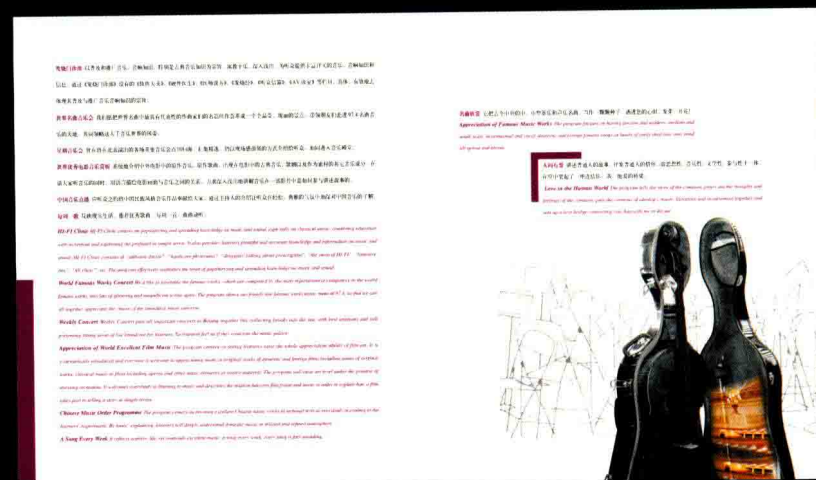


中国芭蕾舞剧《大红灯笼高高挂》海报 POSTER FOR THE CHINESE BALLET RAISE THE RED LANTERN





奥地利维也纳爱乐乐团访华演出节目册 PROGRAM FOR VIENNA PHILHARMONIC'S CHINA TOUR CONCERT
 维也纳国家歌剧院演出歌剧《费加罗的婚礼》节目册 PROGRAM FOR OPERA THE WEDDING OF FIGARO PERFORMED BY VIENNA NATIONAL OPERA HOUSE IN CHINA
 北京音乐台画册 PICTURE ALBUM FOR BEIJING MUSIC RADIO





为庆祝中俄建交五十周年，在克里姆林宫举办“为中国喝彩”大型音乐歌舞晚会而设计的海报
 POSTER FOR APPLAUSE FOR CHINA LARGE-SCALE SONG AND DANCE EVENING PARTY IN THE KERMLIN
 CELEBRATION OF THE 50TH ANNIVERSARY OF THE ESTABLISHMENT OF SINO-RUSSIAN DIPLOMATIC RELATIONS