

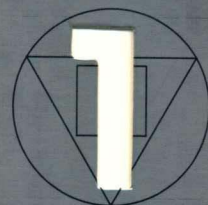


ORIENT STAR  
PACKAGE DESIGN

首届

东方  
之星

包装设计大奖赛作品





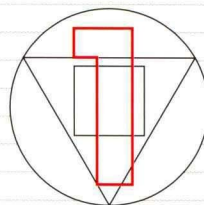
ORIENT STAR  
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首届

东方  
之星

包装设计大奖赛作品集



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曲毅 赵亮 曹海庆

The First Orient STAR Package Design Competition (2003)

Supporter: Shanghai Science & Technology Committee  
Shanghai Economic Committee

Sponsor Unit: SPTA (Shanghai Packaging Technology Association)

Co-organizer: Shanghai Jingying Color Printing Co., Ltd.

The packaging-printing-designing-processing platform of  
Shanghai Science & Technology Committee

Organizer: Shanghai Caidi Netdesign Co.ltd. (www.cndgn.com)

Internet Support: www.cndgn.com

General Directors: Zhuang Yingjie ,Zheng Zhaolun

Leader of judges: Chen Hanmin

Judges: Chen Hanmin, Hon Bing-Wah, Liu Weiya, Zhao Zuoliang,  
Li Shujun

Organizing Committee Members: Liu Weiya, Zhou Jianxin, Chen Aiping,  
Wang Wenbo, Song Wenxian

Staff members: Wang Wenbo, Song Wenxian, Zhao Yuyan, Cao Yang, Zhao  
Jun, Wang Duntao, Qu Yi, Zhao Liang, Cao Haiqing.

# Dedication

寄语



包装印刷设计是科学与艺术的完美结合，是智慧与信念的集聚，是繁荣经济与丰富人民生活象征，值此上海《首届“东方之星”包装印刷设计大奖赛作品集》出版之际，我谨代表上海市闸北区人民政府向陈汉民教授为主任的专家评委和来自中国香港、中国台湾及其它省市的获奖者，表示衷心的感谢和致以诚挚的问候！

闸北区是我国近代印刷出版业的发祥地。改革开放以来，闸北区印刷制品业已形成多层次、规模化的产业集群，印刷业中的设计制作、技术装备、经营管理和经济效益已走上全市同行业前列。上海精英彩色印务有限公司是设计、制版、印刷一体化和上规模的先进技术和高新技术企业。由上海市包装技术协会主办、上海精英彩色印务有限公司（上海包装印刷设计加工平台）协办和上海彩迪网络设计有限公司（中国设计网）承办的上海首届“东方之星”包装设计大赛，提倡和追求设计的原创性、市场的功能性和企业的效益性相统一的精神，面向21世纪上海经济的发展动态和设计发展方向，创新设计、开发新品，提升了包装印刷设计的内涵和能级。

首届“东方之星”包装设计大赛获奖作品参加第五届上海国际工业博览会和2004年上海科学与艺术展，充分体现了上海包装印刷设计加工平台的作用，保持了设计先锋的文化特点，弘扬了设计的自身价值，提升了设计创新的内涵，展示了最新的设计理念及设计趋势。通过这次大奖赛，将会推动包装印刷设计的新发展。

祝“东方之星”包装印刷设计大奖赛越办越成功！

2004年6月

上海市闸北区人民政府副区长  
上海市闸北区推进特色产业发展领导小组组长

Packaging and printing design perfectly combines science and art. Wisdom and faith also converge in it. Therefore, it represents economic prosperity and colorful social life. Taking the opportunity of publishing the works sent to the First Shanghai "Orient Star" Packaging and Printing Design Competition, I wish to give my sincere gratitude and regards on behalf of Shanghai Zhabei District government to the select committee led by Professor Chen Hanmin and prize winners from Hongkong 、 Taiwan Province and other provinces.

Zhabei District is the birthplace of modern printing and publishing industry in China. Since the drive of reform and opening up, a multi-level and large-scale printing industry group has formed in that district. Their design, technical equipment, business administration and performance rank among the best in Shanghai. Host by SPTA (Shanghai Packaging Technology Association), the First Shanghai "Orient Star " Packaging and Printing Design Competition is organized by Shanghai Caidi Netdesign Co., Ltd. ([www.cndgn.com](http://www.cndgn.com)) and supported by Shanghai Jingying Color Printing Co., Ltd. that is a big new high technology enterprise embodying design, board-making and printing. The goal of this competition is to promote the combination of originality, market function and enterprise performance. In this competition, new designs and products in accordance with the economic development trend in Shanghai and design development trend in the 21st century contribute to enrich the concept of packaging and printing design.

The winners' works was also sent to the Fifth Shanghai International Industrial Exhibition and 2004 Shanghai Science and Art Exhibition. The competition also helps consolidate the position of Shanghai as a pioneer in design, promote the value of design itself, enrich the concept of design innovation, show the latest design concept and tendency, and therefore drives the development of packaging and printing design.

I wish "Orient Star " Packaging and Printing Competition a greater success.

June,2004

Vice Head of Shanghai Zhabei District Government  
Leader of Advacing Special Industry Group of Shanghai Zhabei District Government

Liu Chunjing



## 全程回顾

“东方之星”包装设计大奖赛是上海市包装技术协会为推动包装设计产业，提高包装设计水平而创建的品牌活动。“东方之星”包装设计大奖赛系经上海市包装协会设计委员会集体商议，而命名的，旨在成就一颗闪耀在东方的包装设计明星。

首届“东方之星”包装设计大奖赛得到协办方上海精英彩色印务有限公司、CNDGN中国设计网的全力支持，保证了首届“东方之星”的成功举行，并得到上海市科委和上海市经委等政府部门的有力支持，使“东方之星”圆满成功。

以下是对首届“东方之星”包装设计大奖赛整个过程的回顾。

2003年6月16日，上海市包装技术协会、上海精英彩色印务有限公司与CNDGN中国设计网三方签订协议，举办首届“东方之星”的包装设计大奖赛。并于当天成立了首届“东方之星”包装设计大奖赛组委会，组委会的具体名单如下：刘维亚、周建新、陈爱平、王文博、宋文仙。

6月下旬，经过大赛组委会的认真研究，并征询多方专家的意见，出炉了大赛作品征集方案。大赛立足东方，面向全球，以“科学艺术与包装设计”为主题，以推动上海乃至全国的包装设计水准为目标。

6月底，大赛组委会开始通过多方媒体向社会各界发布大赛征集方案。我们发布过大赛征集方案的传统媒体有《中国包装报》、《今日世界》、《上海包装》等，网络媒体有以中国设计网www.cndgn.com为代表的设计类门户网站。配合媒体宣传，上海市包装技术协会多次召集其会员单位，进行参赛动员，并多次派专家前往参赛单位进行指导，为此付出了不少艰辛的劳动。

在进行大赛作品征集的同时，组委会开始向社会各界征集“东方之星”的标识。

此后，大赛组委会陆陆续续收到来自全球各地的包装设计作品，截止2003年10月24日，共收到参赛作品1237件(套)。根据作



### Reviews of the Competition.

"Orient Star" Packaging Design Competition aims at promoting the industry and improving the level of packaging and printing which is established by SPTA(Shanghai Packaging Technology Association). Its name comes from the collective counsel by SPTA Designing Committee. "Orient Star" Competition wants to be a brilliant star of packaging & printing in the orient.

The 1st Shanghai "Orient Star" Package Design Competition is effectively cooperated with Shanghai Jingying Color Printing Co., Ltd. and undertook by Shanghai Caidi Net Design Co., Ltd. (www.cndgn.com). It even got strongly support of the government, such as Shanghai Science Committee and Shanghai Economic Committee. All these factors made "Orient Star" Competition a great success.

The following are the reviews of the whole process of "Orient Star" Package Design Competition.

On June 16, 2003, an agreement of holding "Orient Star" was subscribed by three leaguers which are Shanghai Packaging Technology Association, Shanghai Jingying Color Printing Co., Ltd. and Shanghai Caidi Netdesign Co., Ltd. (www.cndgn.com). Just on that day came into existence the 1st committee of "Orient Star" Competition. The organizing committee members are Liu Weiya, Zhou Jianxin, Chen Aiping, Wang Wenbo and Song Wenxian.

After serious investigation by the organizing committee and consulting various specialists, the competition project of collecting works came forth in the middle of the June 2003. The competition based the east, faced the world and titled on "science & art". It also wants to heighten the packaging design level of Shanghai and even of the whole country. At the end of the June 2003, the organizing committee issued the competition project of collecting works through numbers of medium in designing fields, such as "China Pack"、"Today World"、"Shanghai Pack"、"Shanghai Pack Newspaper" and the website named "www.cndgn.com". Besides medium advertising, SPTA spared no efforts mobilizing its members to take part in the competition and often helping them by sending experts. The organizing committee received 1237 works in all from different areas till October 24, 2003. According to the evaluating standards, 509 works gained the qualification to attend the competition. At the same time, the organizing committee began to collect the logos of "Orient Star". By the end of September, we received more than 60 logos

品评审的要求，经过大奖赛组委会筛选，509件(套)作品参加评比。同时，截止2003年9月底，我们共征集到60多个“东方之星”标识设计方案，经过4轮的评议与修改，最终产生我们现在使用的方案。

2003年10月25日，大赛邀请到五位设计大师，在上海精英彩色印务有限公司进行公平公正的评选。他们是：清华大学教授陈汉民、原香港设计师协会主席韩秉华、上海市包装技术协会副秘书长刘维亚、上海市包装技术协会设计委员会秘书长赵佐良、台湾富景形象设计公司董事长李淑君。

经过一天半（10月25日以及10月26日上午）的紧张评选，最终产生大赛金奖3名，银奖6名，铜奖21名，入围奖113名。

专业组一共有92件（套）获奖作品，其中还包括中国香港6件（套）、中国台湾9件（套）。专业组中，获奖作品中以上海居多，61件（套）。在学生组的51件（套）获奖作品中，上海49件（套），河北1件（套），北京1件（套）。

2003年10月26日下午，组委会在上海精英彩色印务有限公司举行了作品评审观摩会，出席的有包括闸北区副区长刘春景、上海包协秘书长庄英杰等在内的20多位领导。会上陈汉民教授公布了大赛金银铜奖的获奖名单，刘维亚副秘书长揭晓了“东方之星”大赛的标志。各位领导对大赛取得的成绩表示了肯定，并对大赛未来的发展寄予厚望。

本书是对首届“东方之星”包装设计大奖赛工作的总结，因为是首届，所以我们在经验等各方面都存在着不足，但我们相信以后的“东方之星”会越办越好。

## 首届“东方之星”包装设计大奖赛组委会

2004年6月



of "Orient Star". After 4 times of evaluation and modification came out the final logo we used now.

We invited five famous designers to carry on fair and just assessment of all the works on October 25th and 26th, 2003 in Shanghai Jingying Color Printing Co., Ltd. The judges are Chen Hanmin, Han Binghua, Liu Weiya, Zhao Zuoliang, Li Shujun. After tense evaluating, we got 3 golden prizes, 6 silver prizes, 21 bronze prizes and 113 selected entries.

Among 92 pieces(sets) award-winning works of the professional group, there are 6 pieces(sets) from Hong Kong and 9 pieces(sets) from Taiwan province. In the professional group, most award-winning works are from Shanghai which have 61 pieces(sets). Among 51 pieces(sets) award-winning works of the student group, 49 pieces(sets) from Shanghai, one from Hebei and Beijing respectively.

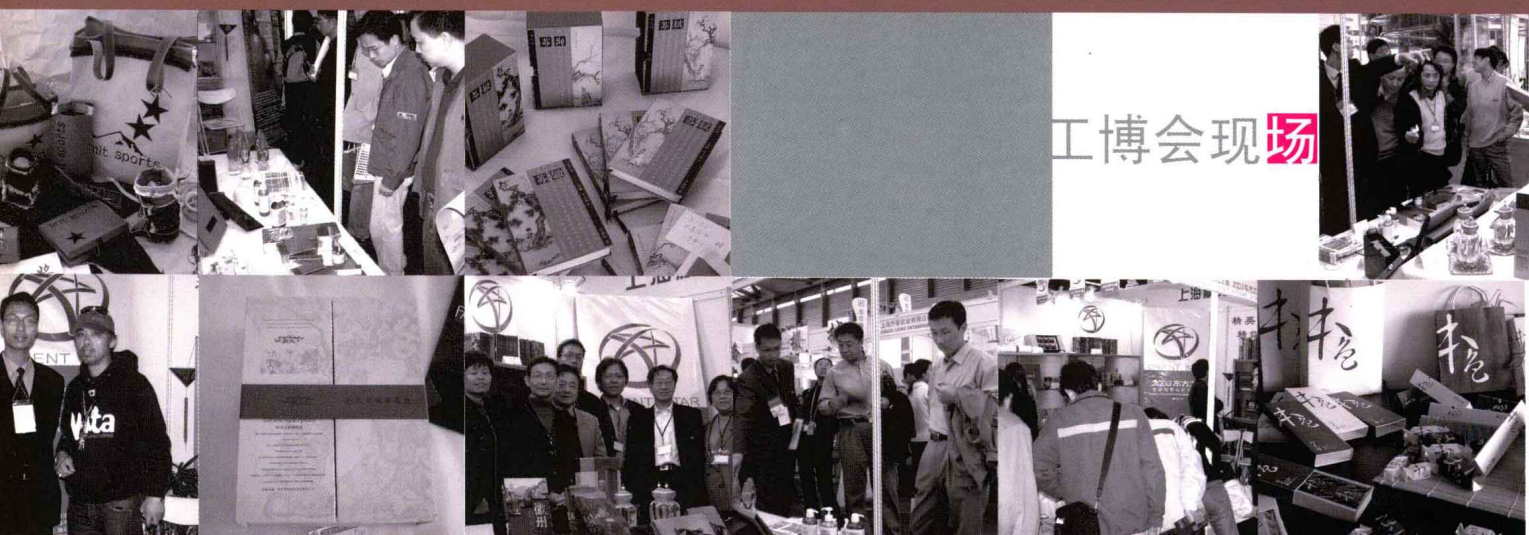
In October 26, 2003, the committee held the ceremony of evaluating works in Shanghai Jingying Color Printing Co., Ltd. Shanghai Zhabei District vice head Liu ChunJing, Shanghai Packaging Technology Association general secretary Zhang YingJie, Shanghai Science & Technology Committee section chief Zhang WeiMin, Shanghai Science & Technology Committee vice section chief Miu WenJing, leaders of Shanghai Zhabei District Economic Committee and Foreign Economic Committee, experts and the relevant representatives attended the meeting. The leader of judges Chen HanMin announced the awarding list of golden, silver and bronze prizes. Shanghai Packaging Technology Association vice general secretary Liu WeiYa declared the logo of "Orient Star" Competition. Every leader affirmed achievements of the competition and placed the great expectations on development in the future for the match.

This book is the summary of the first "Orient Star" Packaging and Printing Design Competition. Because it is the first time in such a different field, we are insufficient in experience, etc. But we are sure that the "Orient star" competition will be better.



2003年11月6日至11月11日，大赛的金、银、铜奖作品在2003上海国际工业博览会上以实物的形式展出，这是“东方之星”大赛获奖作品的第一次公开亮相，也是上海国际工业博览会上唯一以包装设计为主题的展示。6天的展期，我们接待了大量的参观者，获得了他们的一致好评。与此同时，我们在CNDGN中国设计网-包装印刷设计加工平台上，公布了大赛的金银铜与入围奖名单。

From November 6 to 11, 2003, the golden, silver and bronze works of the match were exhibited at the 2003 Shanghai International Industrial Fair. It was the first time for award-winning works to appear publicly and it was the only show which taking packaging design as the theme at Shanghai International Industrial Fair. The duration of the 6-day exhibition, we received a large number of visitors and obtained their favorable comment. Meanwhile, we announced the list of the golden prizes, silver prizes, bronze prizes and selected entries on [www.cndgn.com](http://www.cndgn.com)—the packaging-printing-designing-processing platform.



2004年4月21日至4月24日，大赛的所有获奖作品在“东方包装设计展”上展出，世界包装组织秘书长卡尔·奥斯迈兹先生、台湾包装设计协会的领导等前来参观展览。

From April 21 to April 24, 2004, all the award-winning works of the match were exhibited on Eastern Packaging Design Exhibition. The World Packaging Organization general secretary Karl Olsmats and the leaders of Taiwan Packaging Design Association visited the Exhibition.

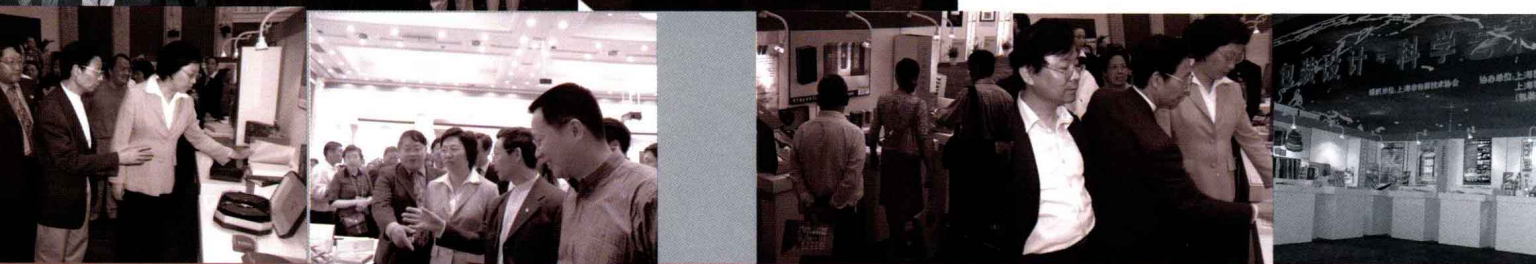


2004年4月12日至4月14日,首届“东方之星”包装设计大奖赛获奖作品参展上海茶叶博览会,宣扬茶叶包装文化。

From April 12 to April 14 , 2004, the organizing committee took some award-winning works of "Orient Star" , as a part of culture of tea, to join the Fair of Tea Industry of Shanghai held in the International Conference Center of Shanghai.



# 上海包装设计与 科学·艺术展





2004年5月18日至5月21日,上海市包装技术协会组织、cndgn中国设计网协办的“2004上海包装与科学·艺术展览”在上海东方明珠国际新闻中心场馆举行,展出首届“东方之星”包装设计大奖赛获奖作品。上海市委副书记殷一璀等领导前来参观。

From May 18 to May 21, 2004, some award-winning works of match participated in 2004 Shanghai Packaging Design & Scientific Art Exhibition which was held in international press center of Shanghai Oriental Pearl. During the exhibition, deputy secretary of Shanghai municipal Party committee Yin Yic ui came to the exhibition personally and expressed commendation to the works of "Orient Star" competition.

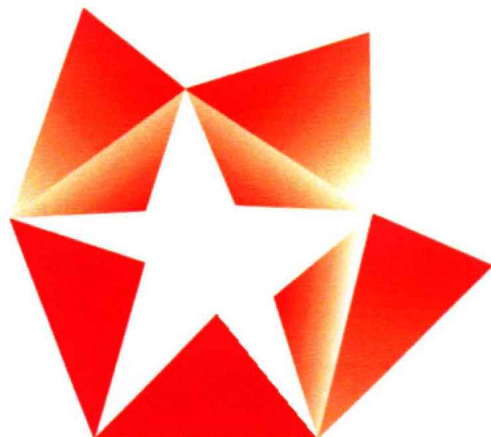


## 东方之星

ORIENT STAR

### 入围标志选登

Selected Logos



### 录用的标志

采用“东方之星”英文首字母“O”，为基本图形，整个图案以包装彩带编织成一颗五星，具有东方的风格，体现大奖赛交流沟通、凝结友谊的内涵，并表现五彩缤纷的包装荟萃，以崭新的面貌蓬勃发展。图形简洁明了，有视觉冲击力。

### The Logos Employed

Adopted the first English letter "O" of "Orient Star" as the basic figure, the logo embraced a Five-pointed star which is weaved by package-used colorful ribbon. It has style of the east, reflects communication, condenses the intension of the friendship, display the colorful packaging, grows vigorously with the brand-new appearance. The figure is succinct and clear, but have high visual impact.

# 入围标志选登 Selected Logos





ORIENT STAR  
PACKAGE DESIGN

评审

专家

Judges

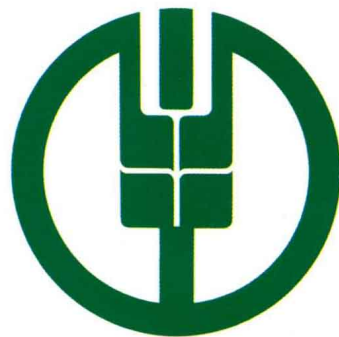




陈汉民 Chen Hanmin

著名教育家、设计专家  
清华大学美术学院教授  
中国包装技术协会设计委员会主任  
中国美术家协会平面设计委员会主任  
北京市人民政府包装专业顾问团顾问  
“中国之星”设计大奖赛首席顾问  
2008年奥运会会标评委  
出版著作《陈汉民标志艺术》  
曾为中国人民银行、中国工商银行、中国  
农业银行、国际与国内的重要活动及  
公司企业设计标志。

Famous Educationist, Designing Expert  
Professor of Tsing-Hua University Fine Arts  
Academy  
Director of Design Commission of China  
Packaging Technology Association  
Director of Chinese Artists Association  
Plane Design Commission  
Advisor of Beijing Municipal Government  
Professional Packaging Advisory Group  
Chief Advisor of 'China Star' Packaging De-  
sign Competition  
Judge of the Logo for '2008 Olympic Games  
Bookmaking : 《Chen Hanmin's Logo Art》  
Designed Logos for People's Bank of China;  
for Industrial and Commercial Bank of Chi-  
na; for Agricultural Bank of China.



中国农业银行行徽

Logo of Agricultural Bank of China



中国工商银行行徽

Logo of Industrial and Commercial Bank of China



北京兆龙饭店标志

Logo of Beijing Zhaolong Hotel