

# 酷型 酷秀

COOL EXHIBITION  
DESIGNS

展 / 示 / 设 / 计

open 欧朋文化 黄滢 主编



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# 刹那间的芳华 更要酷型酷秀

展示空间设计，往往只是很短暂地存在。常规的展会活动常常只有 3~7 天时间，短的可能就是几十分钟的推广活动，长的也不过几个月时间。没有过去，没有未来，也没有足够的时间积累，就是要在最短的时间里，给受众清晰传达产品或服务信息，并烙下深刻的印象。因此，别出心裁的设计必不可少。

造型、色彩、图形、陈列方式、体验流程，每一个环节都需要有爆发力的设计，快速投影到受众的心湖，并形成印象符号。展示空间设计考验的不只是设计师的深厚功底，也需要瞬间的灵感迸发。所以一个优秀的展示空间，完全可以当作一场造型或行为艺术来欣赏。

本书从汽车展场、主题展场、节庆展示、舞台设计、品牌秀场、艺术装置 6 个方面来表现现代展示空间设计的独特构思。

汽车展场大投入、精制作、大场面、多功能，使之呈现出来的形态更为丰富与多元。本书推荐的奥迪、兰博基尼、奔驰等国际品牌的主题展场，让你掌握国际高端品牌展示设计的模式与趋势。主题展场以主题明确、个性鲜明为特色。这里既有以艺术展示为主打特点的 K-11 全商场展示，更多的却是各大行业展会及艺术展场中各品牌的个性展示，无论是概念、色彩、造型，都令人眼前一亮。

节庆消费从来都是各大商场冲刺年度销售指标的重要节点，如何制造话题，如何吸引人流，如何引导消费，本书的展示设计将让你恍然大悟。

舞台设计是艺术、文化与传播的跨界融合。本书推荐的舞台设计，包括奥斯卡颁奖会场等，以梦幻般的效果，让人为之迷醉。

从米兰时装展到品牌新品发布秀，服饰潮流是人类不老的话题，各大品牌都在绞尽脑汁，以期在年度的推广中制造潮流，引领时尚。品牌秀场就是各大品牌争奇斗艳的舞台，各大品牌在这里尽情展示。

艺术装置，是艺术创作的结晶，也是展示空间的焦点，本书收录的作品以概念设计为主体，为的是激发你的创作灵感。

本书以造型设计为核心，传播展示空间的设计理念。随着新材料、新工艺及新营销模式的变革，科技引导、互动装置、眼耳鼻舌身意的六感体验、从产品营销到情感营销的展示方式也纷纷出现，《酷型酷秀：展示设计》将与您一起捕捉展示设计的灵感火花。



## THE EPIPHYLLUM BLOOMING, THE EXHIBITION DESIGN COOL

Exhibition designs always exist for a short period. The regular exhibition activities always extend about three to seven days. The shorter ones maybe those promotional activities that only last dozens of minutes, and longer ones last no more than couple of months. They do not have past, future, and not enough time to accumulate as well. According to these characters, a ingenious design is necessary to not only convey the product or service information to the audiences, but also deeply impress them.

Shape, color, graphics, displays, experience of the process, every link needs to be designed with explosive force, thus rapidly project to the audiences' brain, and form symbols of impression. The exhibition space design challenges the designers not only their profound design skill, but also need their burst of inspiration. So a outstanding exhibition space could be regarded as a modeling or a behavior art.

This book shows unique design ideas of the modern exhibition designs through six aspects: automobile exhibition spaces, thematic exhibition spaces, festival exhibition spaces, stage designs, fashion shows and art installations.

Large input, elaborate production, grand scene, and multi-function make out the richness and diversity of car exhibition. This book recommends the theme exhibition of Audi, Lamborghini, Benz and other international brands, which will let you master the display design patterns and trends of international high-end brand.

Theme exhibition featuring specific theme and distinct individuality. Here we include K-11, the whole shopping mall display which focus on the art display, and there are more major trade shows and art exhibitions, showing the personality of each brand, no matter the concept, the color, or the shape all make people feel impressed.

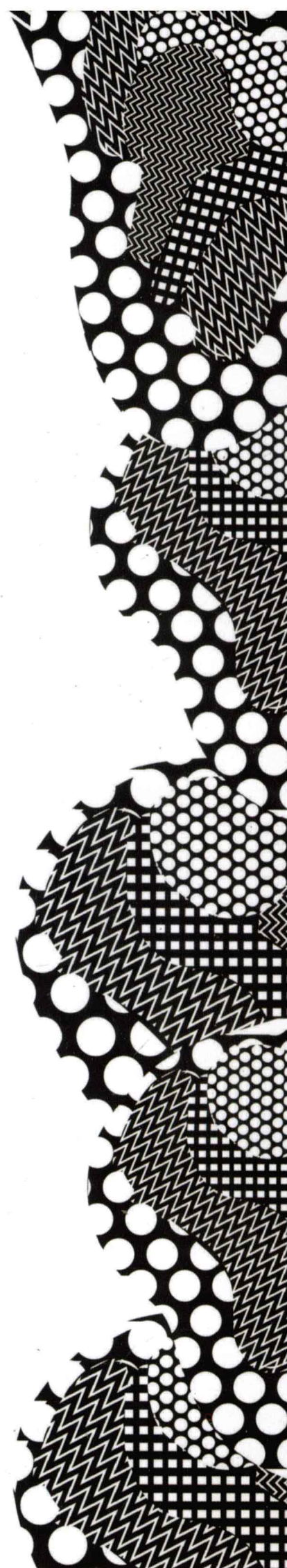
Festival consumption is always the important link of every big shopping center. How to make new topics, how to attractive customers, how to lead the consumption. The exhibition included in this book will access to your recognition.

Stage design is a transboundary integration of art, culture and spreading. The stage design recommended by this book including Oscar Award Venue which creates a dreamy space and makes people feel intoxicated.

From the Milan Fashion Show to the brand new release show, fashion trend is always the popular topic between us. Every brand racks their brains tries to produce the new trend of the year. Brand exhibition is the stage on which every brand contests and shows their best design.

Art instalation, is the crystallization of art creation, and it's also the focus of exhibition. The projects included in this book is mainly focus on the concept design, and aim to inspire you.

This book focus on the shape design, and spreads the concept of space design. As the new materials, new technology and new marketing model has being changed, appears the technology guide, interactive installations, six senses expericience, and the emotional marking instead of the old product marketing. For this, *The Cool by Exhibiton Designs* will seize the inspiration of exhibition design together with you.







## 汽车展场

### AUTOMOBILE EXHIBITION SPACES

- 008 ◎ 法兰克福“奥迪环”展厅 Audi Ring at Frankfurt Motor Show 2011
- 024 ◎ 奥迪 A1 巡回展巴塞罗那站 Audi A1 Roadshow Barcelona
- 030 ◎ 2011 法兰克福图书展——奥迪“开放空间” Audi “Open Space”  
Buchmesse 2011 Frankfurt am Main
- 038 ◎ 2011 上海奥迪展 Audi AG, Auto Shanghai 2011
- 042 ◎ 2011 上海车展兰博基尼展厅 Lamborghini Stand at the Auto Shanghai 2011
- 046 ◎ 街景 Streetscape
- 050 ◎ 星空下 I-WAY
- 060 ◎ 梅赛德斯—奔驰文化中心 Mercedes-Benz Arena
- 072 ◎ 东京 2007 车展 Tokyo Motor Show 2007
- 076 ◎ 2011 法兰克福兰博基尼展厅 Lamborghini IAA 2011  
Frankfurt
- 082 ◎ 丰田雷克萨斯展馆 Lexus L-finesse



## 主题展场

### THEMATIC EXHIBITION SPACES

- 086 ◎ 柏林 2009 无线电展览会三星展位 Samsung Messestand,  
Internationale Funkausstellung IFA 2009, Berlin
- 096 ◎ 香港 K11 购物艺术馆 Hong Kong K11
- 114 ◎ 杰伯别苑 Studio Job House
- 124 ◎ 夏日之恋 Summer of Love
- 126 ◎ 新德里美术馆 Delhi Art Gallery
- 130 ◎ 温馨之家 Housewarming MyHome
- 134 ◎ 横滨港开港 150 年庆典 Y150 Nissan Pavilion
- 140 ◎ 日本传统的创新 Japan Tradition Innovation
- 146 ◎ 黑色线网 Thin Black Lines Exhibition Space
- 150 ◎ 议案 Motion
- 154 ◎ 福田电器产品接待中心 A Reception Center for Futian Electronics
- 158 ◎ “橙”立方体 The Orange Cube
- 166 ◎ 361@IFFT
- 168 ◎ 骨展 Bone Exhibition
- 170 ◎ 玩味的盛宴 A Feast
- 178 ◎ 人间的自然 Second Nature
- 182 ◎ 超级纤维革命之长虹 Super Fiber Revolution—Miami
- 186 ◎ 超级纤维革命之霓裳 Super Fiber Revolution
- 188 ◎ 对话视觉 Visual Dialogue
- 194 ◎ 株式会社 70 年庆典 Hirata No Boshi
- 198 ◎ “衣”空间 INDULGI
- 204 ◎ “CATALOG” 北京店 CATALOG Beijing
- 208 ◎ 云城 Cloud Cities
- 210 ◎ 弹力线 Elastic Rope
- 212 ◎ ILLOIHA 健身俱乐部 ILLOIHA Omotesando
- 214 ◎ Established & Sons 2011 品牌展 Established & Sons@LDF
- 218 ◎ 纽约艺术设计博物馆 Ghost Stories 2nd Chapter
- 220 ◎ “鬼魅”空间 Ghost Stories
- 222 ◎ 雕塑“环” Ring
- 224 ◎ 卡塔尔 2022 世界杯 Qatar FIFA
- 230 ◎ LG Hausys 公司在 2011 年法兰克福世界建筑展的展台  
LG Hausys at Architecture World 2011 in Frankfurt
- 232 ◎ 柏林 MTV 网络总部 MTV Networks Headquarters
- 238 ◎ 赤坂心理健康诊所 A Mental Health Clinic in Akasaka
- 242 ◎ 设计潮 Design Tide 08 Torri
- 246 ◎ 法兰克福 2011 卫浴展丝宝亚创 Stiebel Eltron Trade Fair Stand  
ISH 2011 Frankfurt
- 252 ◎ 曼佳美 2011 欧洲商店展 Euroshop 2011





## 节庆展示

### FESTIVAL EXHIBITION SPACES

- 258 ◎ 香港海港城圣诞装饰: 玩具总动员 The Toy Story of Harbor City
- 264 ◎ 花园之光 Star Light Garden
- 268 ◎ 香港时代广场 2011 圣诞装饰 Times Square 2011 Christmas Decoration in Hong Kong
- 272 ◎ 香港 1881 商场圣诞节宫廷马车装置 The Court Carriage in 1881 Heritage
- 276 ◎ 广州市荔湾湖公园元宵灯会 The Lantern Festival in Liwan Lake Park
- 280 ◎ 越秀公园元宵灯会 The Lantern Festival in Yuexiu Park



## 舞台设计

### STAGE DESIGNS

- 286 ◎ 浮动舞台上的歌剧 Opera on the Floating Stage
- 290 ◎ 希腊剧院演出现场 Medea E Edipo A Colono Scenography
- 294 ◎ 红 Ao-red
- 296 ◎ 第 82 届奥斯卡颁奖典礼现场 The Sets for the 82nd Annual Academy Awards
- 300 ◎ 第 81 届奥斯卡颁奖典礼现场 The Sets for the 81st Annual Academy Awards



## 时装秀场

### FASHION SHOWS

- 304 ◎ 2011 普拉达春 / 夏女装秀 Spring / Summer 2011 PRADA Woman Fashion Show
- 306 ◎ 2011 普拉达春 / 夏男装秀 Spring / Summer 2011 PRADA Man Fashion Show
- 308 ◎ 2008 普拉达秋 / 冬女装秀 Fall / Winter 2008 PRADA Woman Fashion Show
- 310 ◎ 2008 普拉达夏装秀 2008 PRADA Man Fashion Show
- 312 ◎ 工业链 Industry Chain
- 314 ◎ 杰伯维克托·罗尔夫先锋高级时装展 Studio Job Viktor Rolf Cutting Edge Couture
- 316 ◎ 2012 夏季节拍器 2012 Summer Metronome
- 318 ◎ 奥菲利浦林 2010 春季时装展 Ao-philip Lim Spring 2010
- 320 ◎ 尼尔·巴雷特时装秀 Neil Barrett Fashion Show AW10

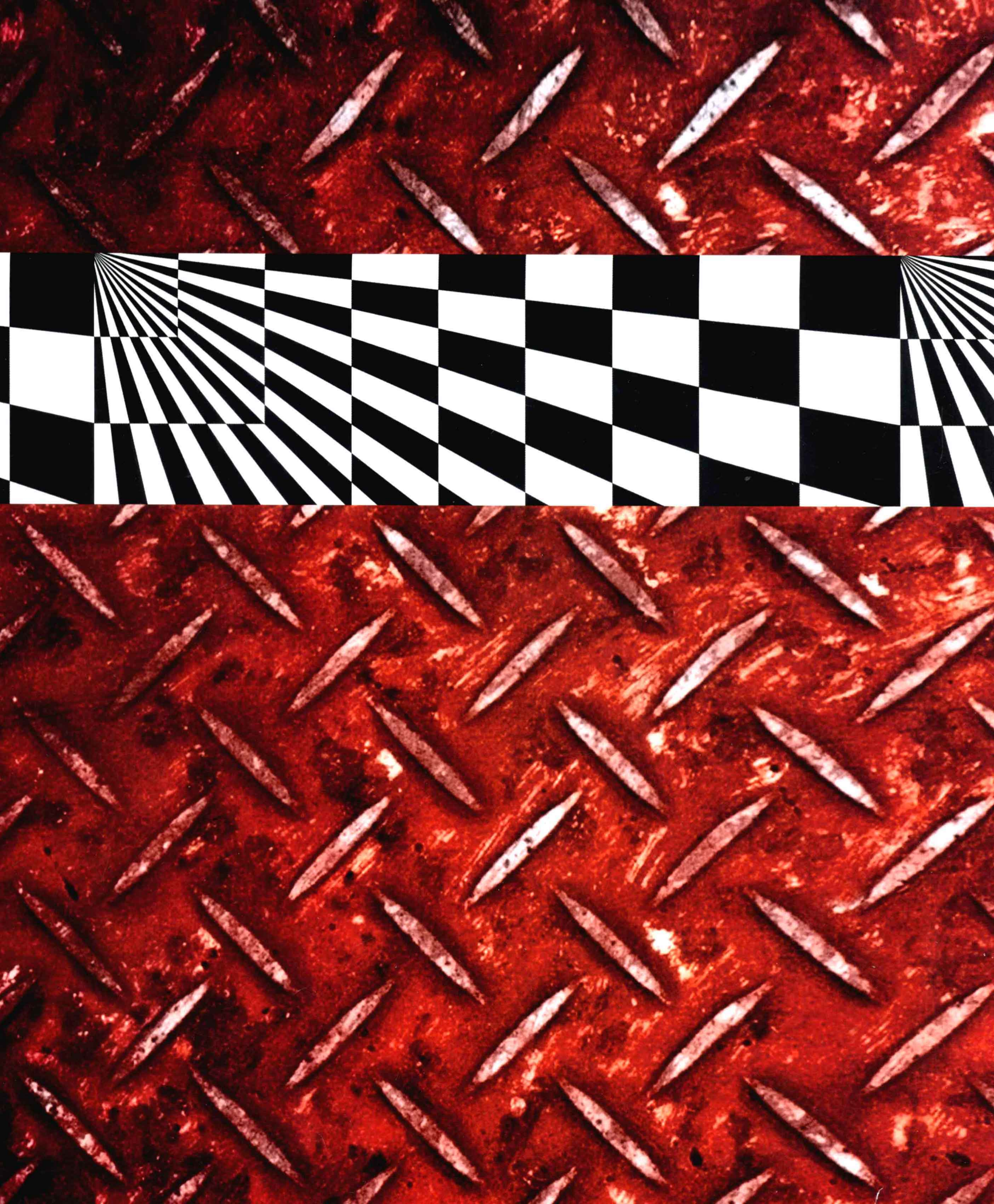


## 艺术装置

### ART INSTALLATIONS

- 324 ◎ 伯纳姆馆 Burnham Pavilion
- 326 ◎ JNBY
- 330 ◎ 透光墙 Osmosis
- 332 ◎ 彭博馆 Bloomberg Pavilion
- 334 ◎ 葫芦灯 Growing Vases









# 汽车展场

AUTOMOBILE  
EXHIBITION SPACES



法兰克福“奥  
迪环”展厅  
Audi Ring at  
Frankfurt Motor  
Show 2011

设计公司：塞奇米哈博建筑师事务所

Design Company: Schmidhuber + Partner, Munich

法兰克福车展，2011 见证奥迪环（Audi Ring）展厅独立建筑首次亮相于百花丛中，独占鳌头。展厅长 100 米，宽 70 米，高 12 米。正中揉合跑道设计，九辆奥迪尊驾在上下两层来回穿梭。便捷通畅之意像内可观，外借立面细长开口可赏。空间理念尽展奥迪活力、创新、价值。演示车辆行进之间，空间各处静可观看。展厅采用流水、曲线设计。立面、玄关、动线你中有我，我中有你，共同打造流畅之空间，印证奥迪理念。多媒体展示，互动气氛彰显奥迪定位核心理念——“突破科技，启迪未来”。展厅传承上届外观，奥迪延续，精彩无限。动线起始，大厅引领。空间齐聚最新奥迪车型。“奥迪 ultra”、“奥迪 connect”、“奥迪 e-tron”系列车模，亚克力制作，互相之间，期待无限。动线尽头，戏剧空间，高峰出现。奥迪 A2、奥迪 urban 及多媒体品牌展示，亦真亦幻。奥迪 Ring 持久、真实体验，尽在本案空间。奥迪驾驭人生，400 米跑道奥迪 Ring 尊贵体验，由此实现。

