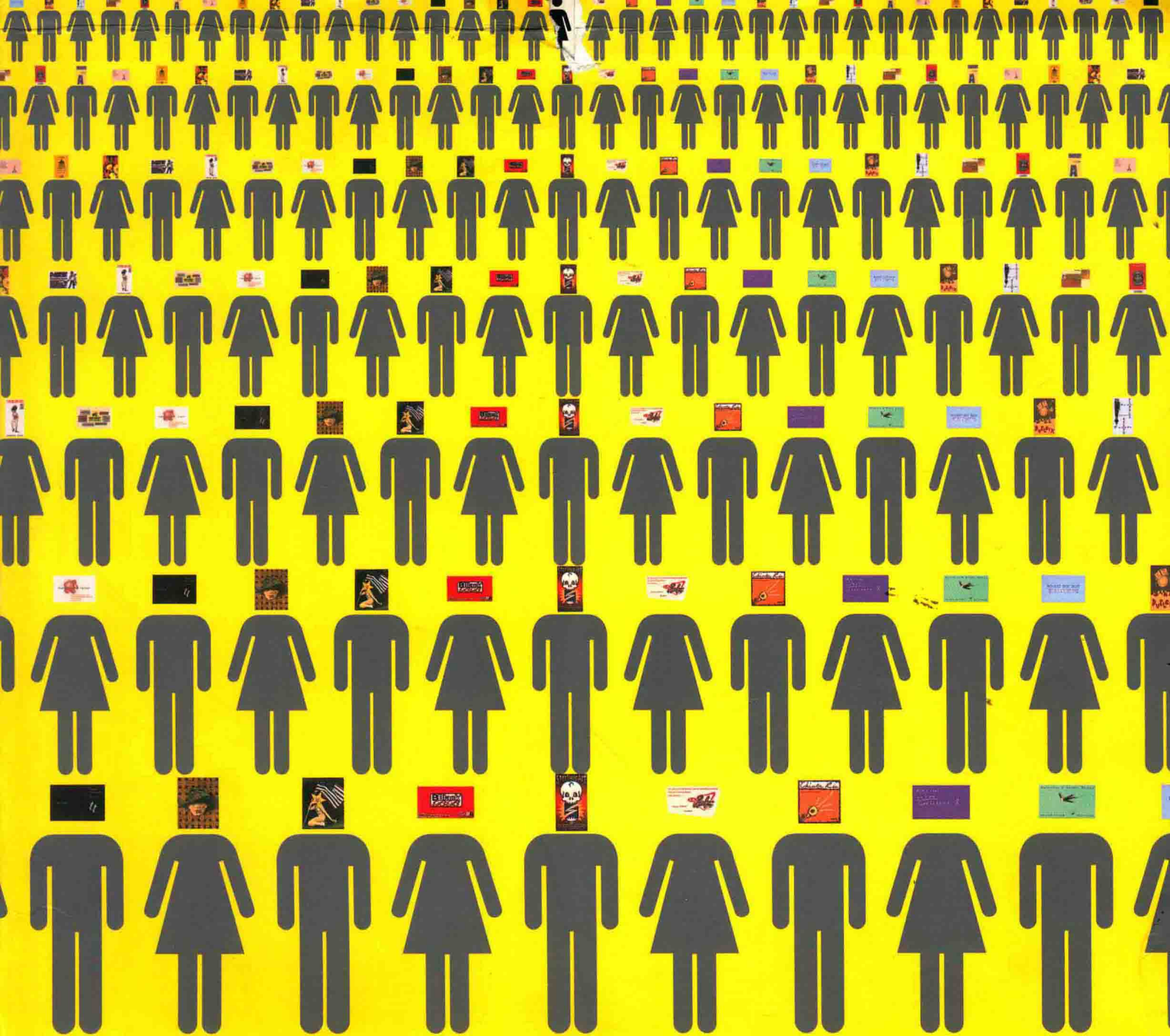




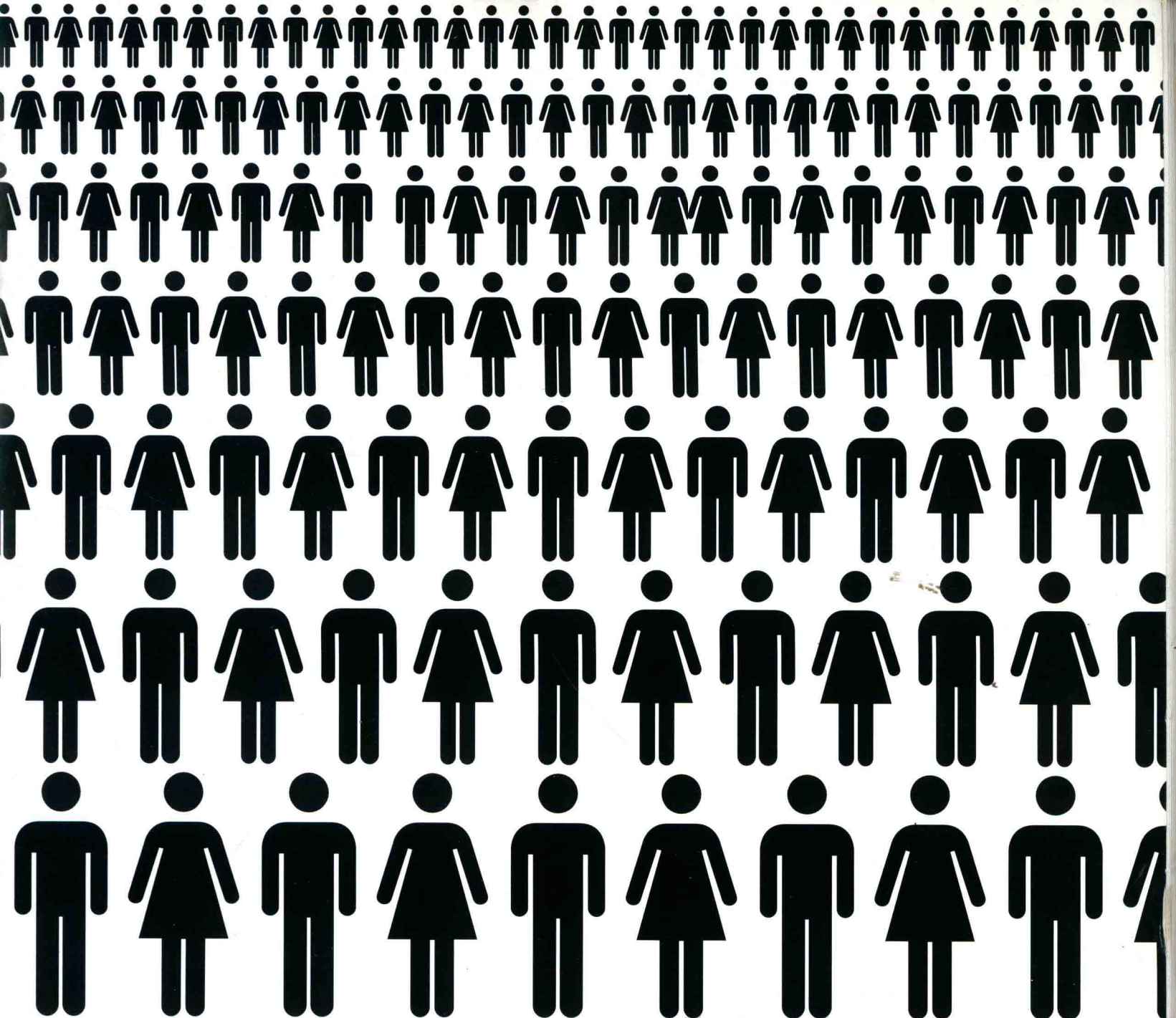
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プライベートな名刺からショップカードまで
世界のカードをコレクション!

Business Card Collection





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An International Collection Classified by Type of Business

1

BusinessCardCollection



New Business Card Collection 1

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本書は好評につき完売した
『ニュー ビジネスカードグラフィックス 1』の改訂版です。

This book was previously published in a popular
hardcover edition as "New Business Card Graphics 1."

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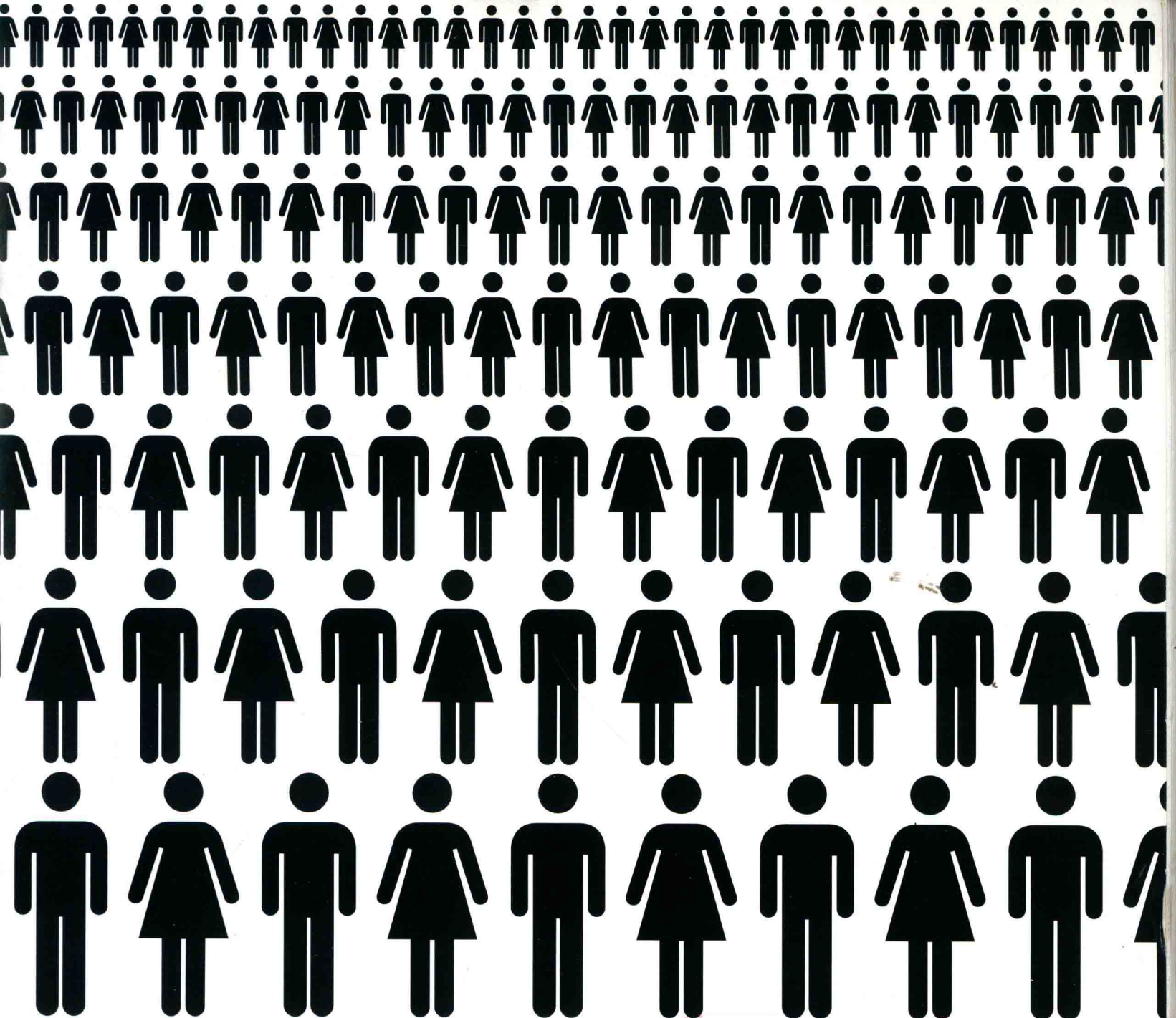
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New
New

Business Card Collection

An International Collection Classified by Type of Business

Business Card Collection

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New Business Card Collection 1

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序文

名刺：

小型で厚めの紙に、

名前・住所・所属先などの情報を印刷した物。

日頃何気なく目にしている名刺も、少し見方を変えると全く違った面が見えてくるものです。ビジネスの視点でみると、単なる”情報”でしかない名刺が、ほんの少しデザインに目を向けただけで、明るく元気なもの、シンプルで洗練されたもの、ポップで楽しいもの、シックでおしゃれなものとはさまざまな表情をみせてくれます。今回、ここに収録された世界各地からの約900作品をご覧になれば、その表情の多さに皆さんもきっと驚かれることでしょう。名刺も個性を表現するための一手段あるとすればそれも頷けることです。

さて、今回本書を編集するにあたって感じたことといえば、以前ではクリエイター関係の業種に偏りがちだったデザイン性の高い

作品がサービス業や製造業などにも見られるようになったこと、スノーボードメーカーをはじめ各メーカー、クリエイターの今までにない積極的かつ斬新なデザインスタイルが加わったことなどです。経費削減が謳われていますが、デザインにはますますみがきがかかるばかりのようです。

今回は、以前ではあまり見ることはできなかったロシア、旧ユーゴスラビア、スロベニアなど東ヨーロッパからの参加もあり、世界各国から力作が勢ぞろいしました。

皆さんはどんな視点で御覧になりますか？

最後に、本書のために貴重な作品をお送り下さいました皆様、ならびに制作に当たりご協力頂きました皆様に心よりお礼を申し上げます。

ピエ・ブックス編集部

foreword

Business card: a small card printed with information

that usually includes the bearer's name, address and place of employment or affiliation.

So frequently are we obliged to glance at business cards in the course of our daily lives that most people rarely give them a second thought. But if we stop to examine them a little more carefully we come to see them in an entirely new light. From a strictly business standpoint, cards are nothing more than the information they convey. There is little scope for variation until we consider their design. Only then do we notice a surprisingly wide range of different types. There are bright, cheery cards, and simple, tasteful ones. Some set out to be hip or amusing while others are more stylish.

Well designed cards tended at one time to be specifically associated with business in creative fields, but they are now to be found in all business areas, and particularly in the industrial and service sectors. We also find brand new businesses such as snowboard manufacturers coming up with a completely fresh look. Considering that the need to cut costs is a priority everywhere these days, the design and quality of business cards is of a remarkably high standard.

Part of the explanation is of course that in business, one's card helps to make a favorable impression at that all-important first meeting. But people also seem to have realized that the cards they pass out say something significant about their individual personalities.

This time we have included card designs from various eastern European countries such as Russia, the former Yugoslavia and Slovenia, which have rarely been available before, and so this edition is a more truly representative selection of top-class business cards from around the world. We hope that after looking through it, you'll be encouraged to take a better look at the business cards that come your way.

We at PIE Books would like to take this opportunity to express our thanks to the many people who have contributed to this volume.

P·I·E BOOKS

vorwort

Visitenkarten:

kleine Karten,
bedruckt mit Informationen,
die in der Regel den Namen des Inhabers, seine Adresse
und seine Firma oder Gesellschaft beinhalten.

In unserem Alltag sind wir so oft gehalten, auf Visitenkarten zu schauen, daß die meisten Leute selten einen weiteren Gedanken daraufverschwenden. Aber wenn wir innehalten, um sie etwas genauer zu examinieren, kann es passieren, daß wir sie in einem völlig neuem Licht sehen. Aus dem reinen Geschäftsaspekt heraus sind die Visitenkarten nichts mehr als die Information, die sie beinhalten. Es gibt wenig Raum für Variationen, bis wir ihr Design in Betracht ziehen. Erst dann erkennen wir die überraschend große Vielfalt. Da gibt es glanzvolle, laute Karten und es gibt einfache, geschmackvolle. Andere sind modisch oder amüsan, während weitere besonders stilvoll anmuten.

Gut gestaltete Karten wurden bis vor einiger Zeit besonders Firmen im Kreativbereich zugeordnet. Heute jedoch kann man perfektes Design in allen Geschäftsbereichen finden, insbesondere auch in der Industrie und im Dienstleistungssektor. Auch kommen brandneue Firmen auf den Markt, wie etwa Snowboard-Hersteller, die mit einem völlig neuen, frischen Look

auftreten. Bedenkt man, daß die Kosten heutzutage überall Priorität genießen, dann sind das Design und die Qualität der Visitenkarten von einem bemerkenswert hohen Standard.

Eine Erklärung ist natürlich, daß im Geschäftsleben die Visitenkarte hilft, bei dem höchstwichtigen ersten Meeting einen günstigen Eindruck zu vermitteln. Auch haben anscheinend die Leute realisiert, daß die Visitenkarten, die sie ausgeben, etwas wichtiges über ihre individuelle Persönlichkeit aussagen. Erstmals können wir in diesem Buch bisher kaum verfügbare Visitenkartendesigns aus verschiedenen osteuropäischen Staaten wie Russland, Jugoslawien und Slowenien zeigen. So beinhaltet diese Ausgabe eine noch bessere repräsentative Sammlung von erstklassigen Visitenkarten aus aller Welt. Wir hoffen, daß, nachdem Sie dieses Buch in Ruhe betrachtet haben, Sie in Zukunft einen noch kritischeren Blick auf die Visitenkarten werfen, die Ihnen vorgelegt werden.

Wir von P·I·E Books möchten uns hiermit bei allen, die zu diesem Buch beigetragen haben, recht herzlich bedanken.

P·I·E Books



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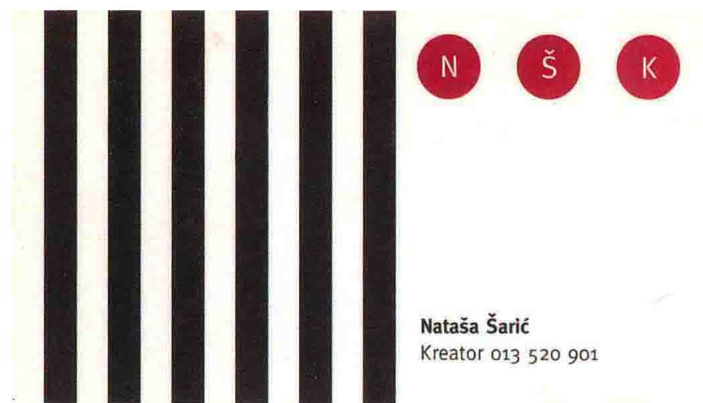
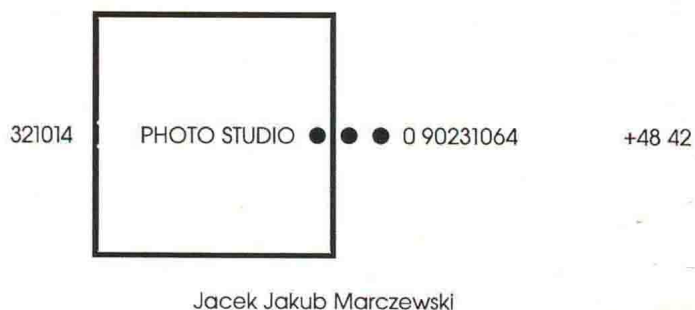
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CREATIVE BUSINESS



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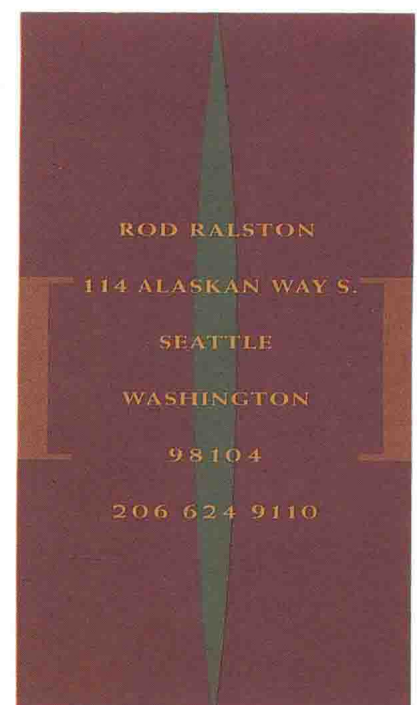
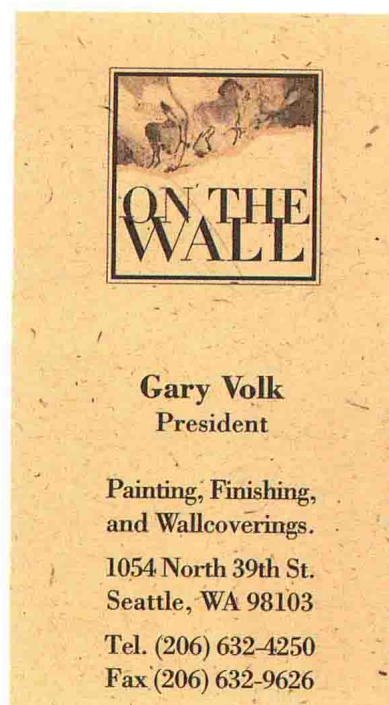
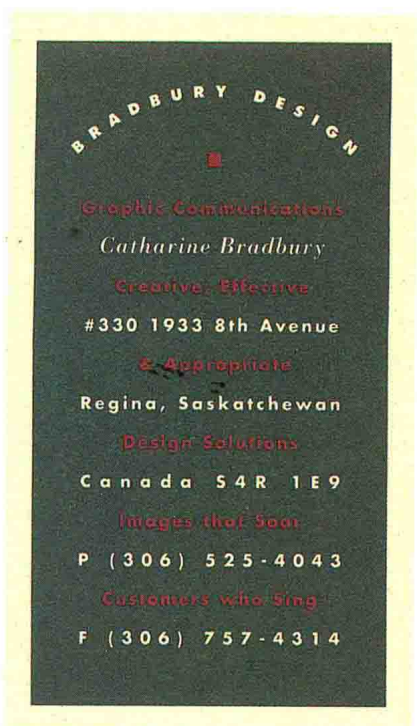
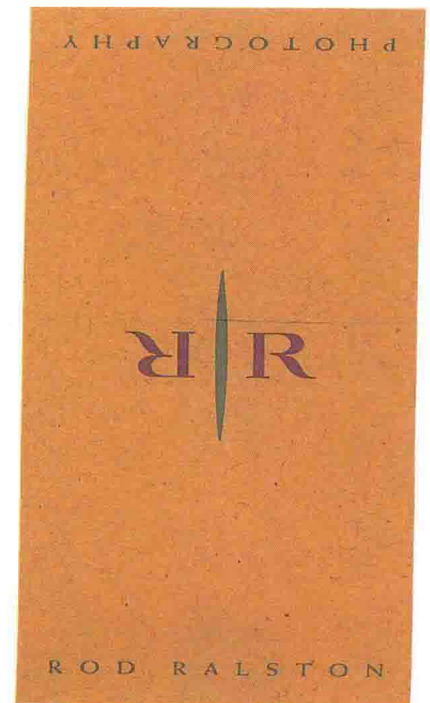
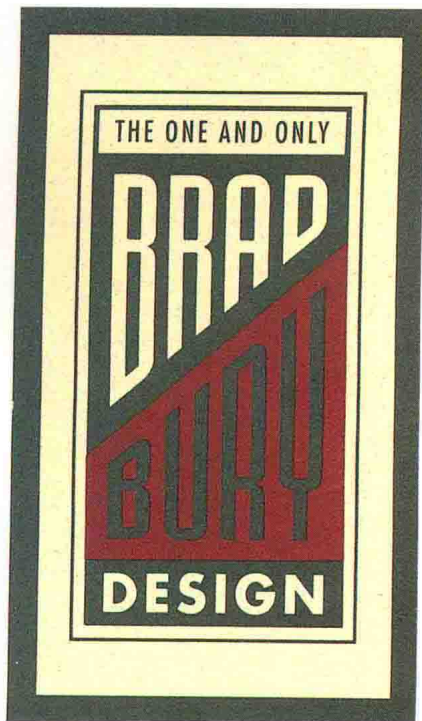
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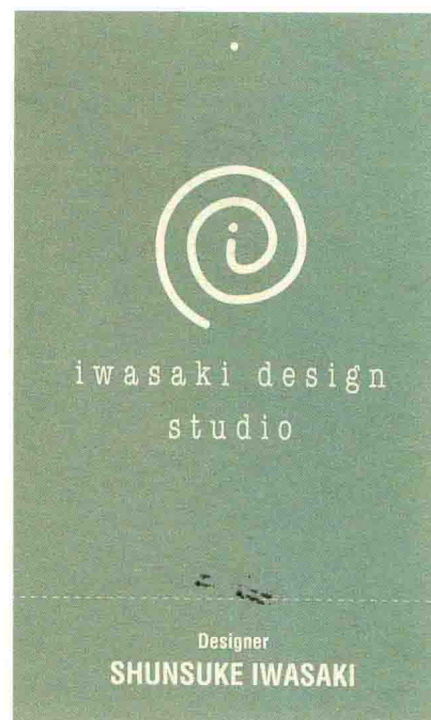
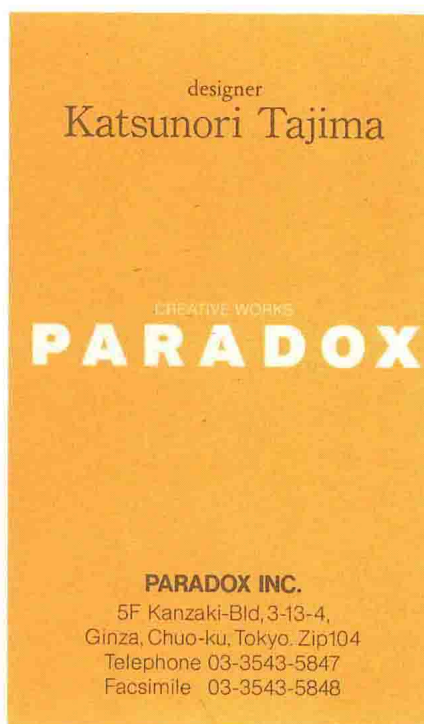
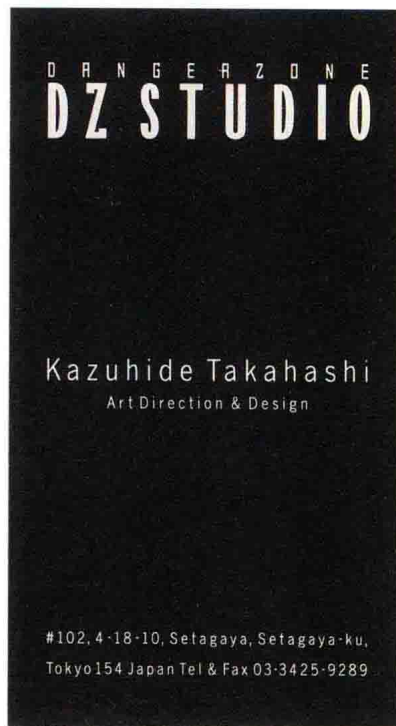


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