

设计·生活

王粤飞

Wang Yuefei

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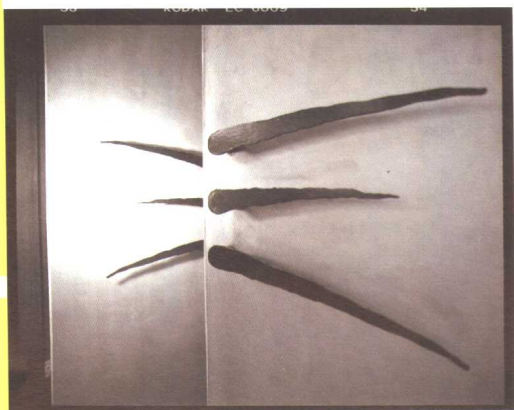
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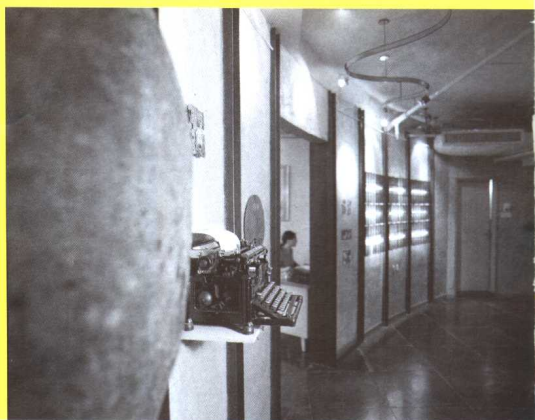
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猫科动物以反应敏捷。

行动迅猛著称。取其触须为“王”字之象形。







CHINESE

Wang Yuefei

Wang Yuefei is the member of Designing Committee of China Packing Association, the member of Guangdong Designing Committee, the vice-chairman of Shenzhen Graphic Design Association, the lecturer of Dongda Center of Guangzhou Zhongshan University, the lecturer of the Designing Institute of Guangzhou Academy of Fine Arts, the editor of the Editorial Committee of "China Design Year Book".

Wang Yuefei has devoted himself to the design of Graphic Design and made all-out efforts to the development of Graphic Design. In 1992 and 1993, the top designers organized two exhibitions, which was the only one profit exhibition in China, international standard and the highest level, the graphic design of special exhibition. Yuefei had designed famous "Jiu Wei Tai" for NanFang Pharmacy and more, Wang Yuefei Design has provided many design files for many famous works of associate relate to the design, including finance, stock, trade, pharmaceutical industry, communication, internet, and we provide, which are Corporate identity, packaging, product promotion,

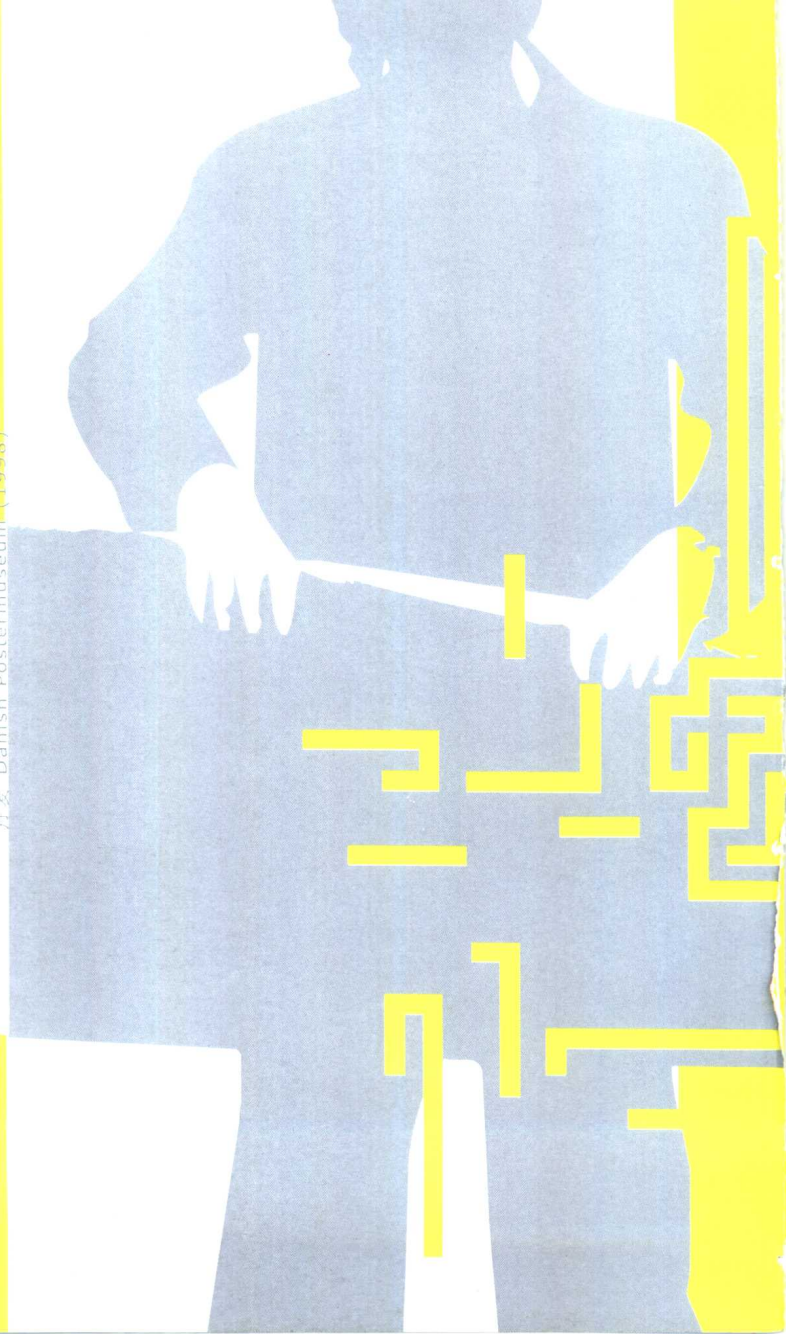
self to graphic design for many years, promote the development of China. In 1996, Wang Yuefei and other Chinese held the Graphic Design in China Show, a professional exhibition meeting on the design field that had great influence in China. When the eastern economic zone had gap, Wang Yuefei designed the "1999" logo and the package of "Sanofi-Sintabo Pharmaceutical Factory. For the ten years, Wang Yuefei & Associates. have completed so many famous enterprises in China. Design service for so many domestic trades, which include, trade, energy, tourism, real estate, chemical industry, software product, and so on. The items of design service include Corporate Identity, trademark, product packaging, annual report, promotional brochure,

Wang Yuefei was born in Guangzhou, Guangdong, China in 1956. Graduated from the Design Department of Guangzhou Academy of Fine Arts in 1979. Worked in China Packaging IMP.&EXP. Guangdong Company in 1983. In 1988, established the first sinoforeign joint venture of design in Shenzhen.

Graficom Design Co., Ltd. In 1997, Wang Yuefei established Shenzhen Wang Yuefei & Associates. Graduated from the Design Department of Guangzhou Academy of Fine Arts in 1979. Worked in China Packaging IMP.&EXP. Guangdong Company in 1983. In 1988, established the first sinoforeign joint venture of design in Shenzhen. Graficom Design Co., Ltd. In 1997, Wang Yuefei established Shenzhen Wang Yuefei & Design Associates.

德国 Museum für Kunst und Gewerbe Hamburg (1996)
美国纽约 International Corporate Center (1996)
德国 Museum für Zeitgenössische Kunst (1997)
香港文化博物馆 (1997)
丹麦 Danish Postermuseum (1998)

作品收藏



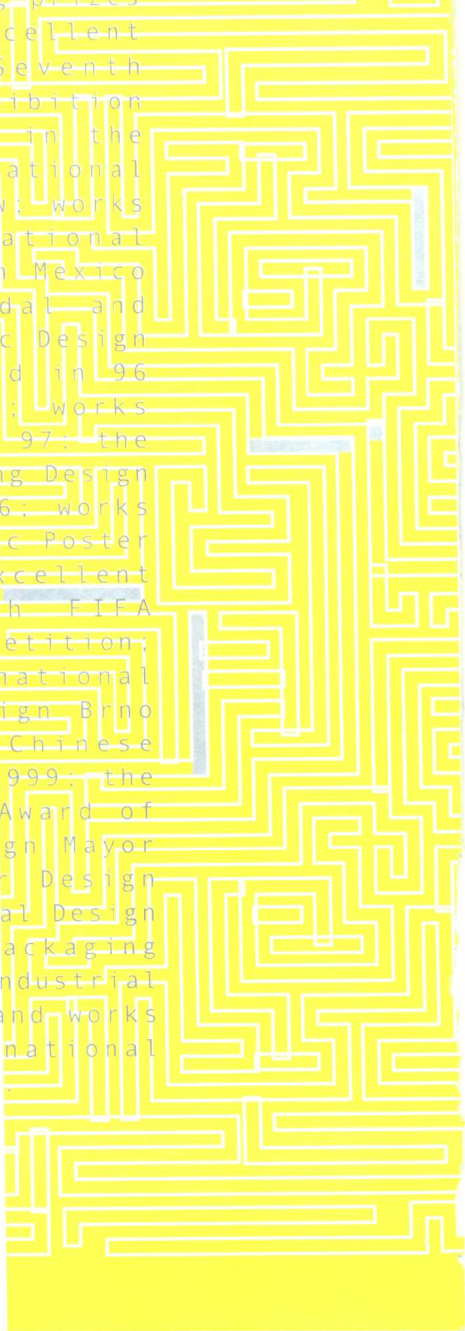


Exhibition

- Wars in the 1990s Poster Exhibition (1994)
- Taipei International Poster Festival (1997)
- Potsdam International Design Conference (1998)
- Eleventh Colorado International Invitational Poster Exhibition (1999)
- Shanghai International Poster Invitational'99 Exhibition (1999)
- "City Discovery" Poster Exhibition & Festival of Vision - HongKong in Berlin (2000)
- China Poster Special Exhibition in Mexico (2000)
- "MADE IN CHINA" Contemporary Chinese Design(England)(2001)
- Chinese Graphic Design(Denmark)(2001)
- the Chinese Posters exhibition held at Ogaki Poster Museum,Japan(2001)

g's works with following prizes and honors: the most excellent works prize in the Seventh International Poster Exhibition in Paris; works elected in the 5th, 17th, 18th International Poster Biennale in Warsaw; works elected in the International Biennale of the Poster in Mexico (1996.1998); silver medal and bronze medal in 92 Graphic Design in China; excellent award in '96 Graphic Design in China; works elected in Graphis Poster '97; the excellent award in Hong Kong Design Exhibition (Asia) in 1996; works elected in the Asia-Pacific Poster Exhibition 1997; the excellent award in 1998 French FIFA International Poster Competition; works elected in International Biennale of Graphic Design Brno (1998.2002); the 9th Chinese National Art Exhibition 1999; the Best Industrial Design Award of Shenzhen Industrial Design Mayor Cup (1995); the Poster Design Award of Shenzhen Industrial Design Mayor Cup (2002); the Packaging Design Award of Shenzhen Industrial Design Mayor Cup (2002) and works elected in Ningbo International Poster Exhibition (2002).

Award



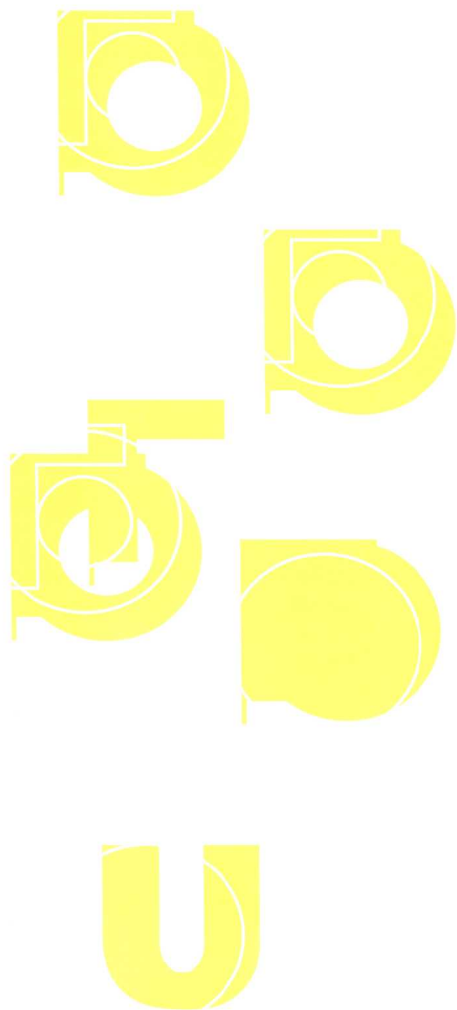


d e s i g n i s l i f e



王粤飞 1979年毕业于广州美术学院设计系。1983年在职广东省包装进出口公司。1987年5月创办深圳第一家中外合资设计机构——深圳嘉美设计有限公司。1997年创办深圳王粤飞设计有限公司。王粤飞多年来全身心致力于平面设计事业，并竭力推动中国平面设计向高层次发展。1992及1996年，王粤飞联合国内设计精英共同举办了两届《平面设计在中国》展览。该展览第一次遵循国际专业评比规范，成为中国设计史上的一个重要纪录。在经济特区平面设计处于空白的时期，王粤飞为深圳南方制药厂设计了著名的“三九胃泰”包装及“999”集团形象。十多年来，王粤飞设计有数家公司完成了深圳国际信托投资公司、深圳发展银行、深圳物业集团、深圳美英达集团、深圳海王集团、黄金町海集团、海尔集团、新鸿光集团、太极集团、深圳东欧集团、山东鲁能集团、深圳华侨城集团、南京国际集团、广东吉灵空调TCL等大型企业的设计事务。近年来，开始涉足IT行业的设计事务，完成了深圳金蝶财务软件两大品牌设计及品牌推广规划、黎明网络公司电子商务产品推广设计、网大.com、北京润汇科技、润迅通信品牌形象提升及（全国通）推广设计。完成了包括太太药业、哈尔滨红太阳集团、海南三源、深圳益生堂、广州丁家宜、深圳制药厂、三九集团、湖南泰尔制药等国内强势品牌的品牌规划、产品包装、企业形象的设计事务。







Dou kiu

思
考

粤语：多巧 ——



活着的文化 2000年创作



这组照片的主题是“活着的文化”。这一组照片是为大家而拍的。因为设计师活着，而且经常在讨论如何“活法”的内容，是一个令人感到新鲜的事情。关于生命，从古到今，有着许多说法，最常见就是诸如“就象一片永远燃烧的火焰”。其实，要不了这么多作作，有美能引到达到创作灵感的工作，无论它，我活着是为了要去干哪些事情，并且不断地一个快乐接着一个快乐。你能够非常清楚地看到自己是怎样走过来的，每一项工作和作品叠加起来，就是全部的生命。