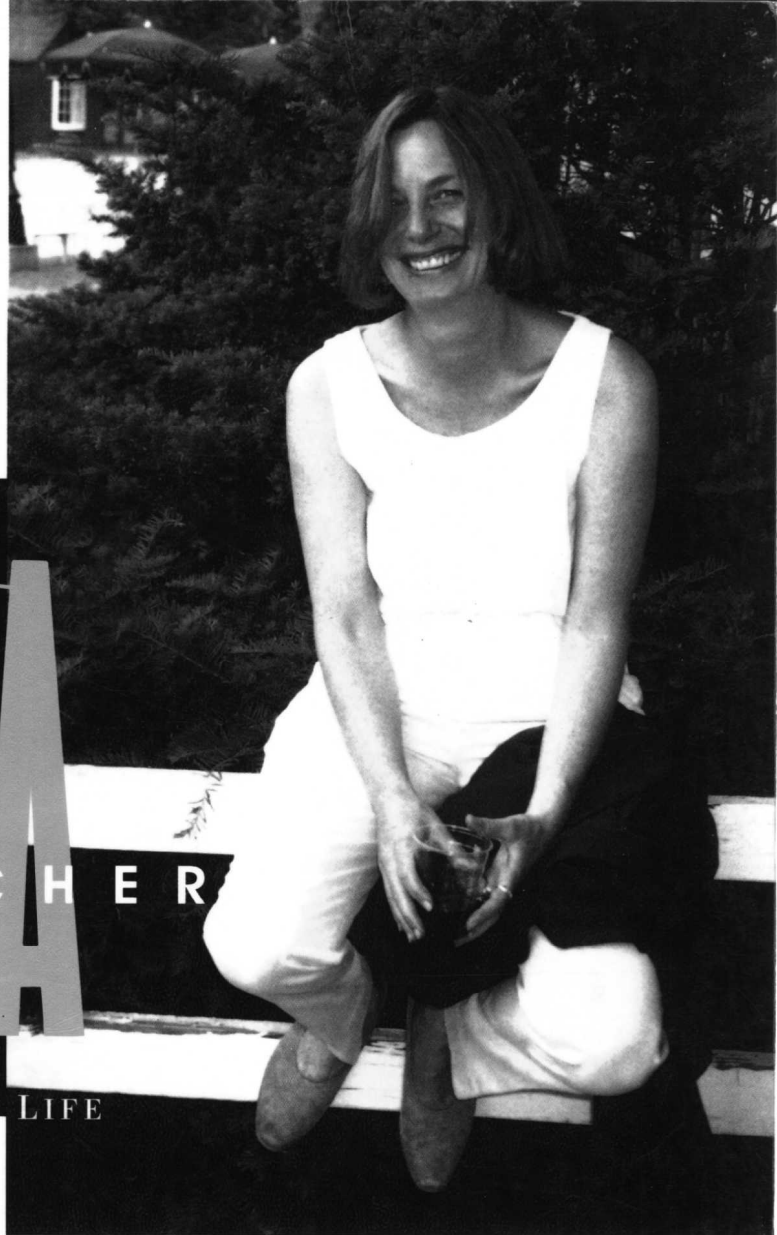


薛博兰

PAULA

SCHER

平面设计师 之 设计历程
GRAPHIC DESIGNER'S DESIGN LIFE



(京)新登字 083 号

图书在版编目 (CIP) 数据

薛博兰平面设计师之设计历程 / 王序主编. — 北京:
中国青年出版社, 1997.10

(平面设计师之设计历程)

ISBN 7-5006-2656-8

I. 薛… II. 王… III. 平面-造型设计-美国-图集 IV. J506

中国版本图书馆 CIP 数据核字 (97) 第 18221 号

薛博兰平面设计师之设计历程

王 序主编

中国青年出版社 出版 发行

社址: 北京东四 12 条 21 号 邮政编码: 100708

深圳雅昌彩色印刷有限公司印刷 新华书店经销

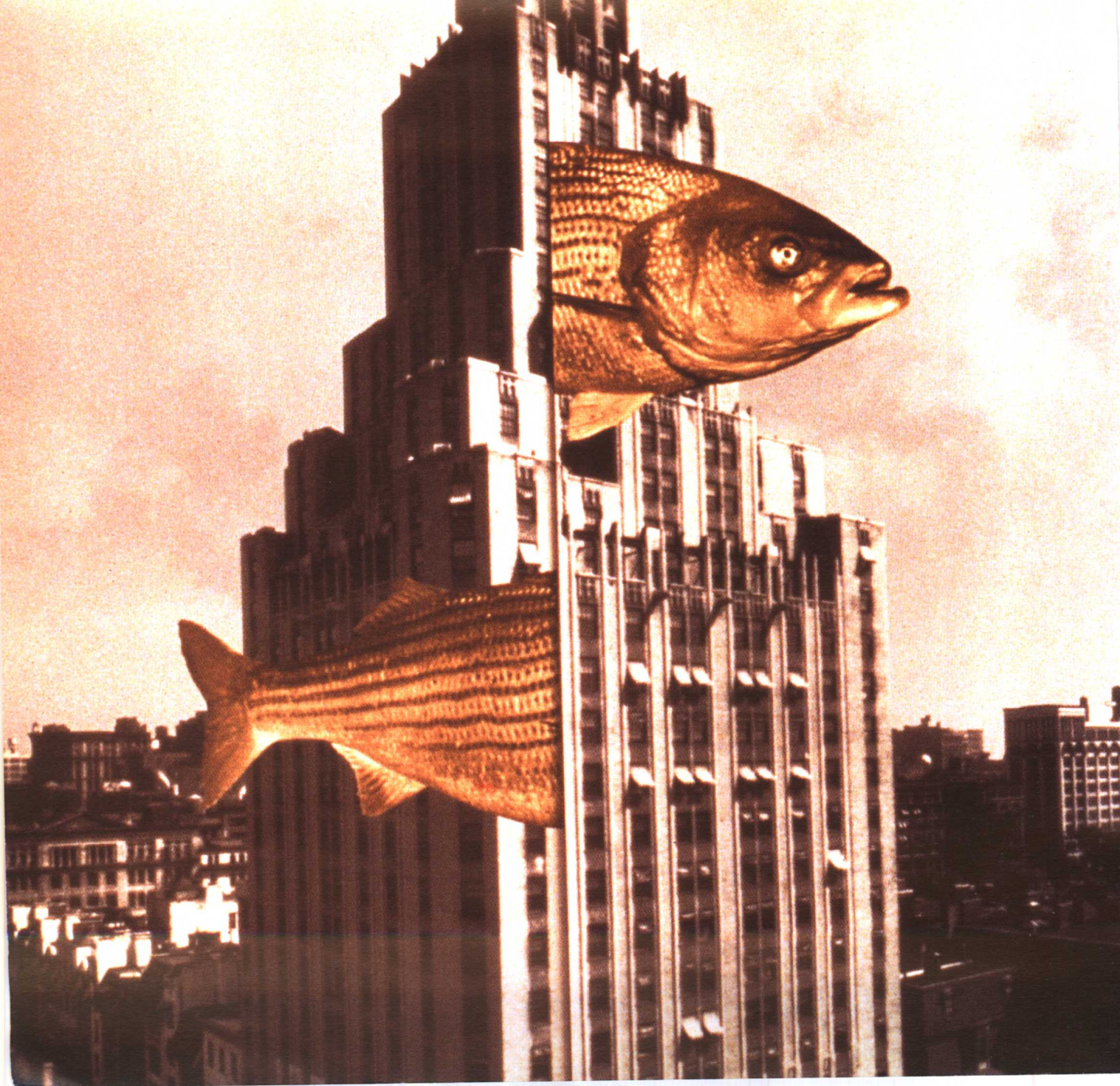
204 × 196mm 6 印张 20 千字

1997 年 10 月北京第 1 版 1997 年 10 月深圳第 1 次印刷

印数 1—5,000 册

ISBN 7-5006-2656-8/J · 506

定价 80.00 元

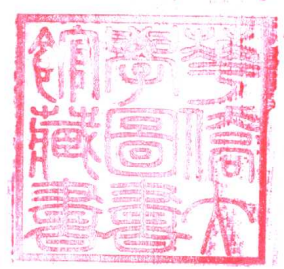


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A0928651

11/12/04

主 编、设 计：王 序

责 任 编 辑：王 寒 柏 吕 敬 人

制 作：王 序 设 计 有 限 公 司



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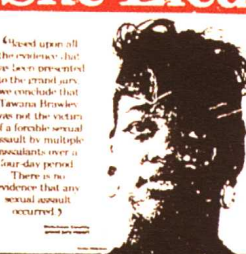
Seeks End to Scandal, Looks to Future




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THE BRAWLEY REPORT: She Lied

Cited upon all the evidence that has been presented to the grand jury, we conclude that Tawana Brawley was not the victim of a forcible sexual assault by multiple assailants over a four-day period. There is no evidence that any sexual assault occurred.



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Multiple Suspects Could Make DNA Testing Useless



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Tarnished Jury Finds North Guilty On 3 Counts



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McFARLANE'S TESTIMONY: REAGAN Personally Sought Arms for Contras Jailed Saudis — Contra Aid Doubled approved '85 Hostage Ransom Plan



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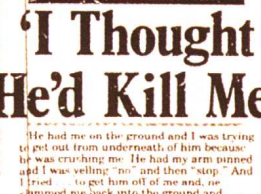
BENSONHURST Defendants Tell How Yusuf Was Killed



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Palm Beach Trial 'I Thought He'd Kill Me'

He had me on the ground and I was trying to get out from underneath of him because he was crushing me. He had my arm pinned and I was yelling "no" and then "stop." And I tried to get him off of me and, in a moment, he came back into the ground and then he pushed my dress up and he raped me. And I thought, he was going to kill me.



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Women To Senate: Why We're Mad As Hell

Men Accused of Ignoring Sex Harassment Charge




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Pizza Trial GUILTY... With Everything On It

Reagan's First Line Of Defense





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Chambers!





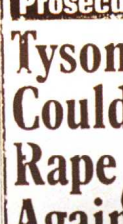
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'My name is Tawana Brawley. I'm not a liar and I'm



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Prosecutor: Tyson Could Rape Again



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Guilty Of Tax Evasion

Jury Finds Leona Helmsley Cheated On Personal Expenses



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Gotti in Court What A Mouth!

Gives Judge Earful



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掌印的延续 → 时隔不到两个月，又见到了松井（Keizo Matsui），那是去年12月初，松井桂三先生应邀来深圳以评判团代表身份出席“平面设计在中国’96”的颁奖典礼，陪同来的还有DDD艺廊负责人矢野公一（Koichi Yano）先生。→ 我为松井带来了刚印起的四本《平面设计师之设计历程》，他满脸堆笑，天真烂漫，边翻书边说：“啊，王序，这么快，我喜欢！”，看着他在掌印那一页比划着自己的小手，我朗声大笑。→ 次日早上，我与松井、矢野公一先生等在香格里拉酒店共进早餐，我将我想延续掌印故事的想法告诉了松井，并请他推荐一些设计师。他很赞成，有关日本设计师的人选，他说回日本后会给我传真，接着推荐了美国设计师麦翠丝（Margo Chase）、马万高（Michael Mabry）及西班牙设计师帕雷特（Peret）。→ 很快我收到了松井的传真，所推荐的日本设计师是斋藤诚（Makoto Saito）、奥村靱正（Yukimasa

Okumura）。→ 今年三月，我应邀前往大阪参加DDD艺廊举办的“中国平面设计展暨大陆、香港顶尖设计师展”，与松井再次会面。临别的晚上，他和设计师荒木优子（Yuko Araki）小姐请我共进晚餐，席间，他们向我推荐了日本第三位设计师——佐藤晃一（Koichi Sato）。→ 这样，我有了六位人选。中国人喜欢整数数字，张开双手，我何不凑够十！于是我先后向荷兰的登贝设计（Studio Dumbar）、美国的薛博兰（Paula Scher）、大卫卡逊（David Carson）及好友詹士维多（James Victore）等发出了邀请，很快便有了答复。→ 这十本书的封面设计与前四本不同，我采用了设计师的生活照，正如他们各自的作品，多姿多彩，各具特色。他们的作品与他们的生活态度、生活阅历无不有着丝丝关联。掌印的背后都有一个故事，记下设计师走过的路……

王序



Paul F. Lee

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96
SEASON

BRINGING A

AND OTHER PLAYS

BRUNY
THEATER

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WRITTEN BY
STEVE MARTIN
DIRECTED BY
BARRY
EDELSTEIN



2 WOMEN
ANDREA MARTIN & MARGA GOMEZ



BY HAN ONG DIRECTED
BY MARCUS STERN



CHANGE
FRAGMENTS

WRITTEN BY SUZAN-LORI PARKS
DIRECTED BY RICHARD FOREMAN



WRITTEN BY
WILLIAM SHAKESPEARE
DIRECTED BY ADRIAN HALL

DANCING
KNEES



WRITTEN BY NILO CRUZ
DIRECTED BY GRACIELA DANIEL



□ “伟大的开端”，科佩尔与薛
设计室开业推广单张，创意源于
一著名小说，1984



out more dark, more clinging shapes
 out of the ground.
 In silence you first appeared like
 a shadow on a
 Should it attempt this time to
 build you back?
 Even then a bit less, still small,
 So not so much.
 You would? You prefer? Here, the

As from the start, around all my yearning
My breast is stirred and beats
with youthful pain.
The magic breath that to me
gave a new brain.

With your return gesture of
jazzing day
shadow that I see, I will open
the door
Like a personal tale, half told
in love
Want love and friendship
also frequent



E PART ONE

Late one evening, during an exceptional head wave in the beginning of July, a young man walked out onto the street from the chaise-like room he rented on Stokaryi Place. Slowly, as though he could not make up his mind, he began to move in the direction of the Kokushkin Bridge.

He had managed to avoid meeting his landlady on the stairs. He lived practically under the roof of a five-house block, in what was more a cupboard than a room. In an apartment over light-bellows lived his landlady, from whom he rented this guest, dinner and service. Whom in every time he went out he had to pass her kitchen door, which almost always stood open from within, often


 Fyodor
DOSTOEVSKY

1 As Eric Galt, *Spartan* editor, once remarked, there's nothing this side of the Internet Internet that's stronger than a *giggle* (and it's not even a *giggle*).

The way Galt uses his hands as a writer never changes from book to book. He's got his left hand a little less creative than his *dimmer* (and his *dimmer* is a little less creative than his *dimmer*).

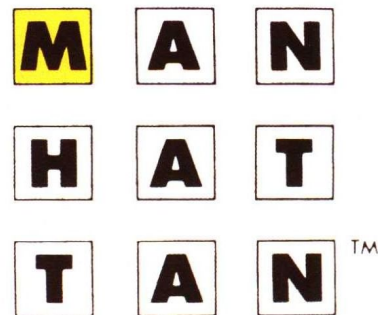
When he's got his hands a little less creative than his *dimmer* (and his *dimmer* is a little less creative than his *dimmer*), he's got his hands a little less creative than his *dimmer* (and his *dimmer* is a little less creative than his *dimmer*).

off completely. His *dimmer* is a little less creative than his *dimmer* (and his *dimmer* is a little less creative than his *dimmer*).

compared to the rest of his hands, which were probably not as creative as his *dimmer* (and his *dimmer* is a little less creative than his *dimmer*).

FRANZ KAFKA

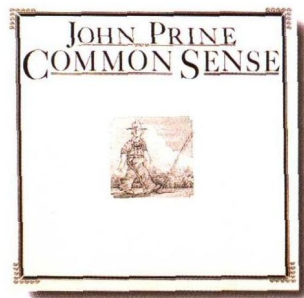
被记录下来的曼哈顿 → 科佩尔与薛设计室 (Koppel & Scher) 的薛博兰 (Paula Scher) 用纽约的形象为平静如水的音乐创造了热情如火的唱片封套。 → 为曼哈顿唱片公司设计唱片的封套和形象项目唤醒了纽约和精妙的音乐。这一点也不奇怪, 因为白底上以切分布局的明快原色块是对传统的皮埃特·蒙德里恩 (Piet Mondrian) 油画“百老汇爵士演奏会”的演绎和贡献。 → 这种公司形象和地点的巧妙搭配是曼哈顿唱片公司总裁布鲁士·伦德瓦尔 (Bruce Lundvall) 和科佩尔与薛设计室 (以纽约为基地的设计公司) 的薛博兰紧密合作的结果。 → 曼哈顿唱片公司是一间新公司, 一九八五年三月出品第一张唱片。卡皮托工业的主席巴斯卡·梅诺恩 (Bhaskar Menon) 要求布鲁士·伦德瓦尔 (当时是华纳兄弟下属埃勒特尔唱片公司的总裁) 为卡皮托开设一间东海岸唱片公司。因为卡皮托唱片和另一间卡皮托企业 — EMI 美国公司都在洛杉矶。伦德瓦尔解释开办纽约唱片公司有一个两折的概念, 纽约是个大量天才的中心, 从战略地位上看, 它位于洛杉矶和欧洲的中间, 是费城、底特律和中西部音乐中心的入口。伦德瓦尔评论说: “你可以感觉到, 为了和世界范围的公司分一杯羹, 为了能在纽约有效地参与竞争, 你真的应该建立以纽约为基地的唱片公司。让东海岸音乐艺术家与洛杉矶公司合作的方法不



□ 曼哈顿唱片公司形象, 1984



太吸引人。我们现在可以在这里代表艺术家的生涯（他们居住之地）做任何决定。→同时卡皮托要让蓝色记号唱片封套重获新生。伦德瓦尔说：“蓝色记号目录册毫无疑问是世界上最精致的现代爵士目录册。想法是再要一个羽翼丰满的、生动的爵士唱片封套，不光将五百至六百位大师集于一室，而且展示新的天才，因而有一个新的爵士关系。”→到一九八一年伦德瓦尔一直是CBS唱片公司的总裁，那年被邀开设了埃勒特尔音乐家（一爵士唱片公司）。最后他成了埃勒特尔唱片公司的总裁。一九八四年七月，伦德瓦尔离开埃勒特尔开设了曼哈顿唱片公司。他的第一件工作是使唱片封套概念化，寻找办公地点、雇佣职员和与艺术家签合同。作为开办新公司的主要事情之一，伦德瓦尔也必须找一个人创作公司形象。→寻找名单包括了三百个可能人选，伦德瓦尔说：“名单列出的人有些风马牛不相及，有些还可以，有些自命不凡，有些装腔作势。名单上还写了一些明白的建议，如：纽约市唱片公司，大都市唱片公司和纽约唱片公司。”伦德瓦尔注意到“纽约”的涵义对大多数人来说完全没有积极意义，而每个人都喜欢“曼哈顿”。伦德瓦尔若有所思：“好吧，曼哈顿是一个印第安名字——一个强壮的名字，它比纽约更有积极和向上的涵义。”因为由于法律的原因，要有一个名字寻找过程，一般



□ John Prine 之“共识”唱片封套，1975

□ Barrabas 之“城市之心”唱片封套，1975

