

从一无所有开始

BEGINNING WITH NOTHING

主编 魏来

早晨设计 00/01 设计年鉴

MORNINGDESIGN Annual Report 2000-2001



黑龙江科学技术出版社

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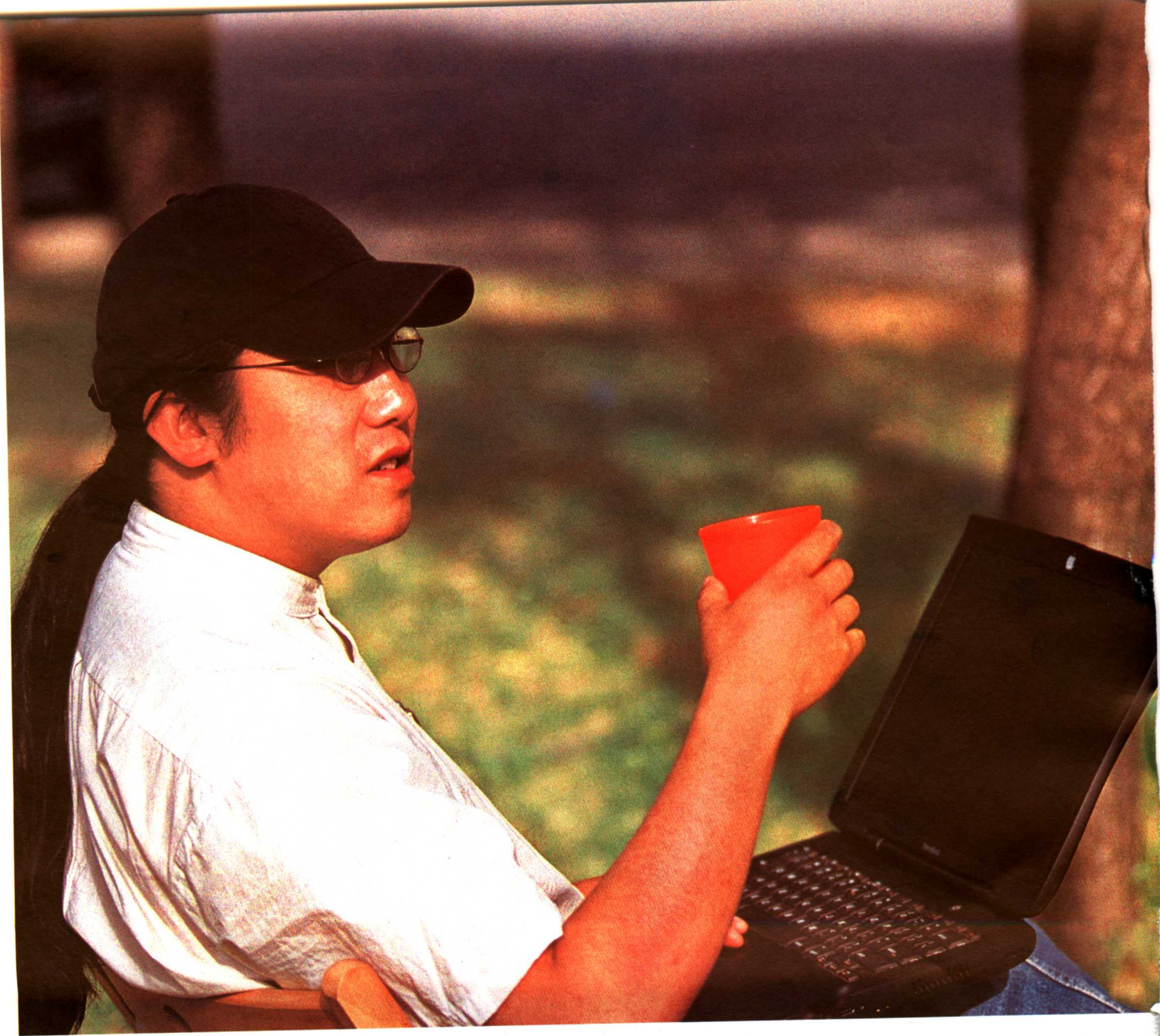
Morning

The world is ours, and yours. But finally, it belongs to us. Because we are the rising sun in the morning.

世界是我们的，也是你们的，但归根结底是我们的，因为我们是早晨八九点钟的太阳

Design

0A1172/02



设计师 魏来 / Designer Weilai

魏来 Wei Lai
2001-12-03

Coming new year 又一年

At the end of each year, it is the special time for me to concentrate on writing. Recording the lapse of the year, Recalling the funny past events, all of these evokes my various feelings and emotions. It seems as the termly inventory-check. Enjoying the achievements in the sun shine, and then it brings me with more bright prospect.

I'm unwilling to face the lapse of 2001, because there is so much pleasure within this year. The most happiest thing is that the people organized two unapproved parades legally owing to their gigantic joys, even the policemen allowed some daring persons to fire the firecrackers on the Chang'an Street. It seems that we should prepare some huge national flags for future use.

We couldn't help enjoying the highly fortunate when we involved in the smiling faces, cheerful yell, mutual encour

到了每年的这个时候，就是我集中起来写字儿的季节，记录又将远逝的一年，回忆有趣的事情，往往生出许多感慨。就像杂货铺子的定期盘点，翻出来旧货宝贝似地晒着太阳，然后心满意足地鼓起勇气展望未来。

因为确实有太多快乐，所以真不舍得2001年就这样过去。最乐的是大伙未经批准依然合法上街游了两回行，甚至胆儿大点的在长安街上放炮，警察叔叔都没管。看来以后还真得准备几面大号的国旗，省得老上工地去偷。

在街上，望着一张张热情洋溢的笑脸，听着此起彼伏欢乐的呼喊，就连脏话也成了喝彩，人们互相鼓舞，到处是希望与友善的目光，真是幸福极了。突然回忆起十几年来周围的变化，把自己都惊呆了，原来我们的生活与观念已经全变了。

早晨设计在这一年中的变化也是惊人的，不仅因为随着知名度迅速传播，我们的设计费在一年内涨了三倍，定单却仍然络绎不绝；而

且我们的确通过努力取得了一些令自己都感到自豪的成绩，比如为爱立信建立中国图片库，将现代中国人真实的生活面貌展示给世界；再如帮助中远房地产将远洋天地与远洋风景的项目形象树立得非常成功。一年中我们按照计划改造着自己的“作坊”，现在已经初见端倪，工作室越来越像一个管理严谨的“工厂”。我们还建立了自己的网站，虽然没赶上时髦，但我们会让它更有意义。最值得一提的是我们在CBD买了新的办公室，就要告别机织卫15号了，望着周围满目苍凉的瓦砾和摇摇欲坠的老屋，心里不知是忧是喜，好像那刷在墙上的白圈里，并不只装着一个“拆”字那样简单，毕竟胡同里那斑驳的墙上写满了我的童年。

这一年在匆匆忙忙之中就要走完了，新的日子又充满希望地在不远处招呼着我们。疲惫的时候，感觉理想似乎越来越远，其实不知不觉地自己早就躺在了幸福的旁边。2001年就要过去了，我们留恋她，愿新的日子继续像以往一样为我们带来快乐和幸福。

agements and kindly eyes. We are amazed that our lifes and conceptions are totally changed during this decade.

We got prodigious progress and achievements this year. With our reputation rapidly spreading , we took continuous business orders althoutg our design fee rose 3 time within the year. We Set up the Photo Bank in China for Ericsson, we successfully assisted cosred company to build up the great image of Ocean Paradise and Ocean prospect. We Im-proved interior management, transfered from a simple stu-dio to a regular company ,we established our own website. The most worthy thing is that we bought a large office at CBD in the east.

We'll leave No.15 Jizhiwei Hutong soon. We will hold it deeply in our minds, because we start our career from here, we got huge achievement in here, moreover, there are deep memory of our childhood in this Hutong, on the blocky wall. 2001 has gone fast, new year are greeting us with endless hope. Sometimes we feel far from our ideal while we are exhausted, but as a matter of fact, we are grasping the victory. We strongly believe we will create more bright future.



www.cosred.com.cn

中远房地产在高尔夫球场的广告

The billboard in the golf course

Client: COSCO Real Estate Developer.

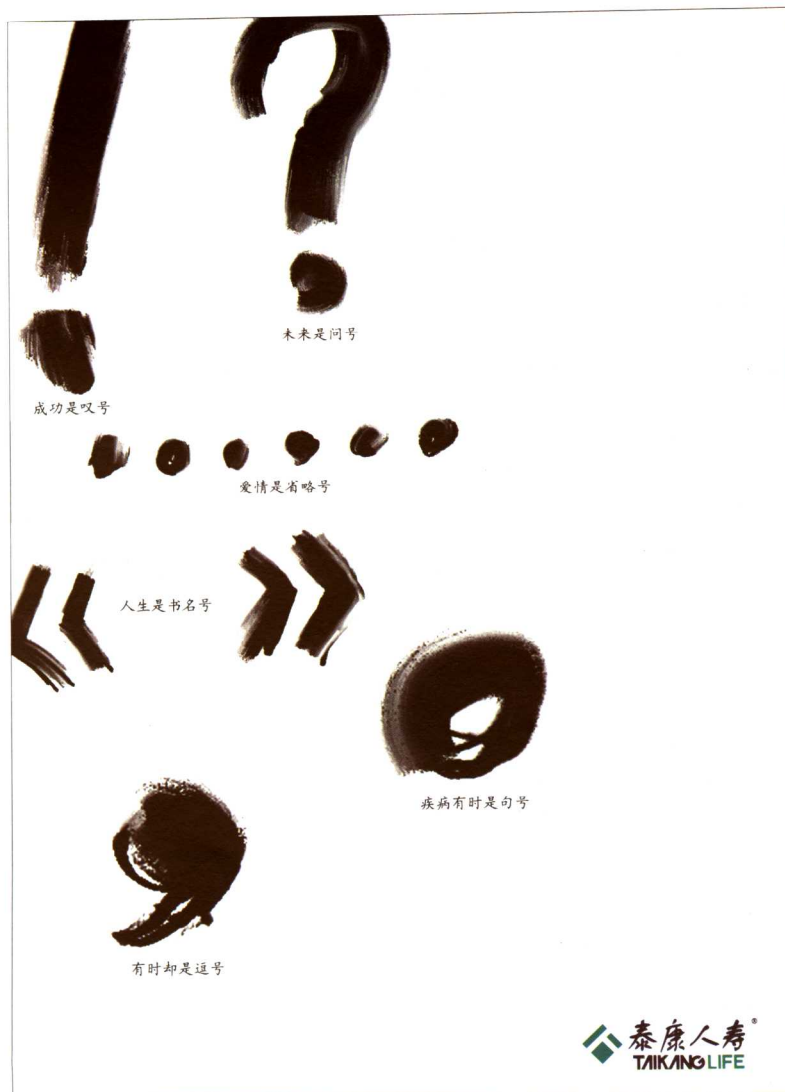


Nothing is everything.



胜利内衣产品广告

Production Promotional ad. Client: Triumph International



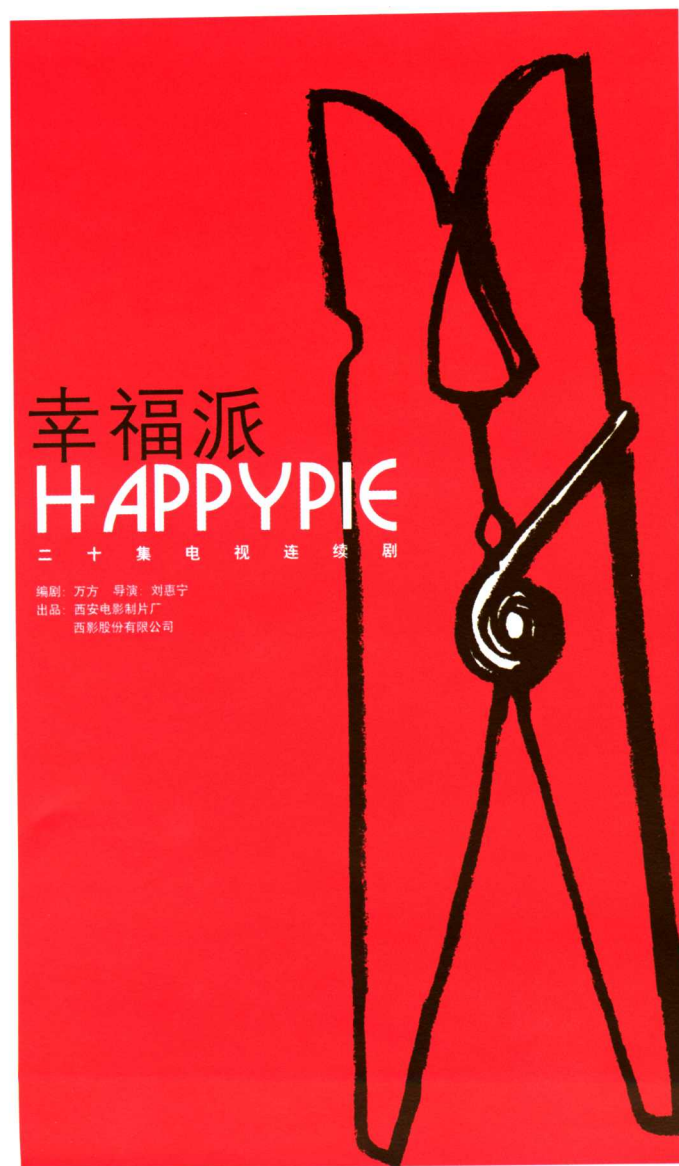
泰康人寿保险公司推广海报 / Promotional Poster Client: Taikang life Insurance Co.



影片《爱上世纪初》招贴

Poster for film "Love in the early century"

Client: Xi'an Film Studio Corp.



影片《幸福派》招贴

Poster for film "Happy Pie"

Client: Xi'an Film Studio Corp.



影片《丝路豪侠》招贴

Poster for film "Hero on the silkroad"

Client: Xi'an Film Studio Corp.

SIYUAN FILM STUDIO CORP. 西影股份





2002年早晨设计在上海国际电影节上为西安电影制片厂、西影股份有限公司设计的展台在全场引起轰动效应，场面火爆，各媒体对此争相报道。
Showcase for Xi'an Film Studio Corp. at Shanghai International Film Festival 2002.



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影片《铁血武工队》招贴

Poster for film "Insistant army"

Client: Xi'an Film Studio Corp.