

实用 美术

卷烟生产已有一百多年历史,世界上早期的卷烟装潢极为简单,画面大多采用繁琐的写实手法,效果也是粗俗的。后来由于商业的竞争,重视了装潢设计,加上印刷技术的发展,逐步形成了当今的东方特色和欧美风格两个大类。前者图文并茂,一般以具象为主,富有装饰性,具有知识性、史料性、欣赏性,较易被人们直接理解;后者大多是几何图形,利用点、线、面、色,表现了抽象的、难以言状的图象,丰富着人们的想象力。

虽经医学上鉴定,吸烟对人的身心有害,但各生产卷烟的厂商仍在装潢设计上“大做文章”。一般说,卷烟的装潢能够反映出—个民族、—个时代的设计水平。

本辑所选作品,基本上是集东方特色和欧美风格之代表,具有题材广泛、风格多样、形式新颖的特点,是实用美术创作中很有价值的参考、借鉴资料。

本辑卷烟装潢由张家伟同志提供。

APPLIED ARTS

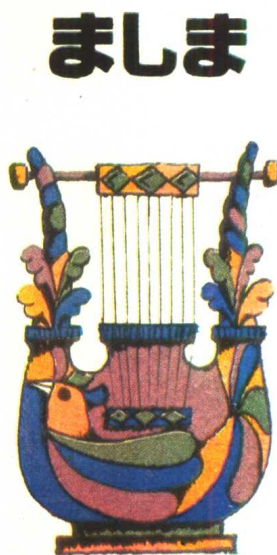
国外卷烟装潢专辑



本封二及第1 — 13 页为日本卷烟装潢



酒田市中町2丁目 TEL ②9711

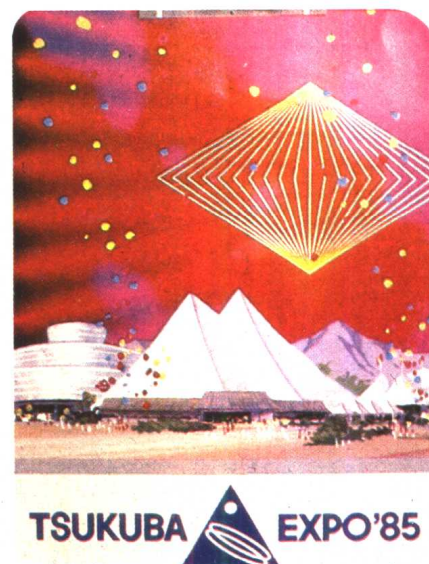
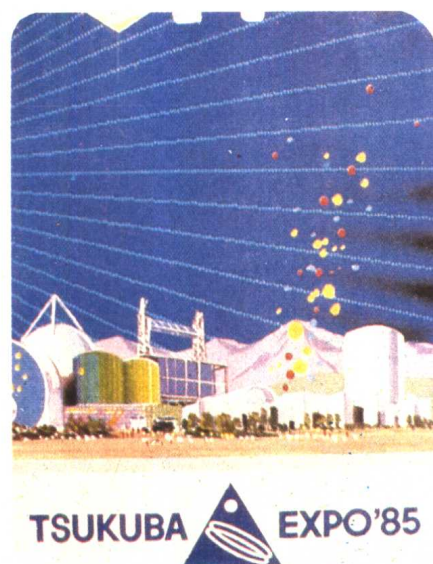
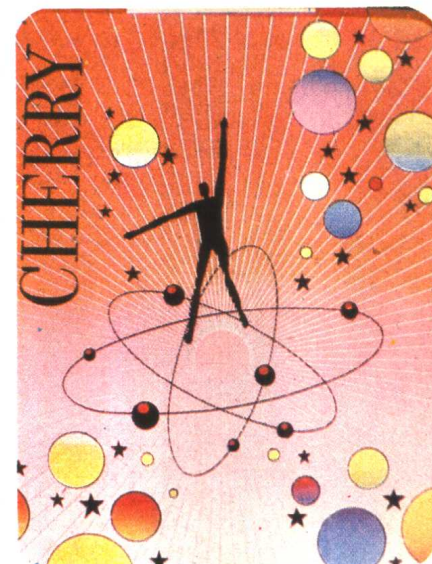
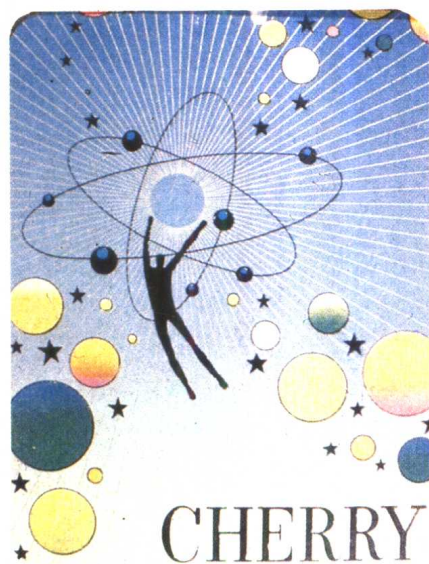
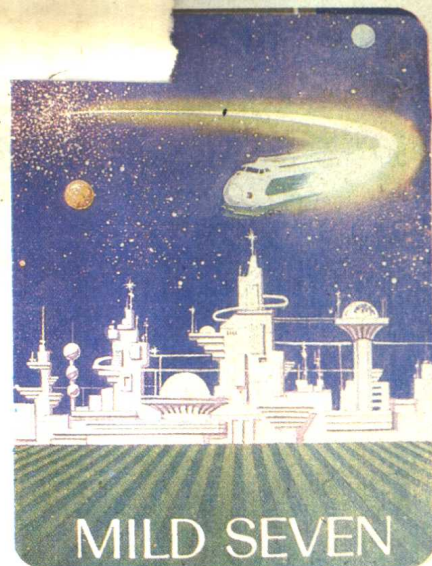


呈 ロングホープ4本入 仙專許(特)第20号

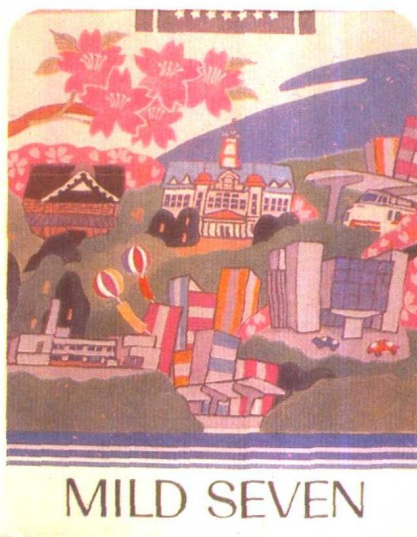
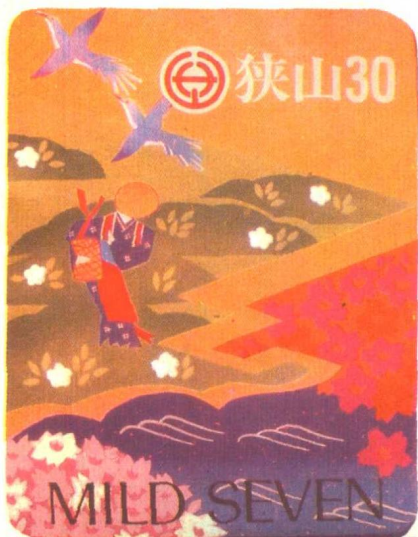
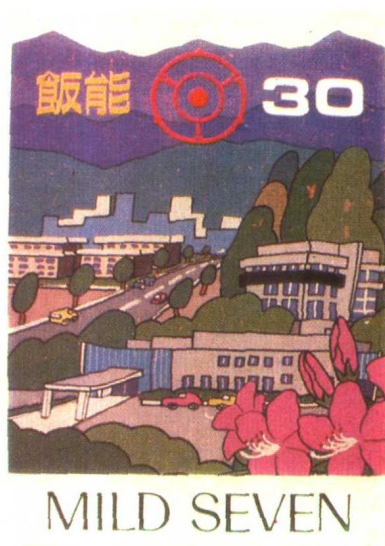
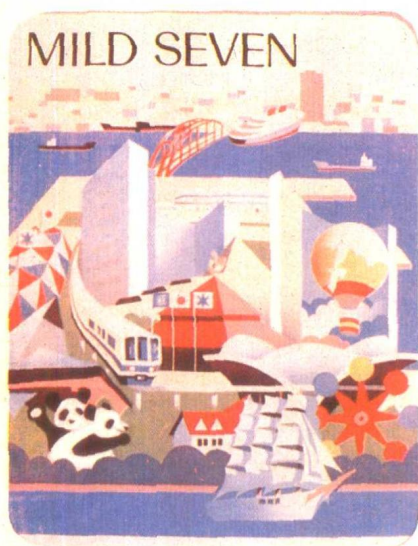
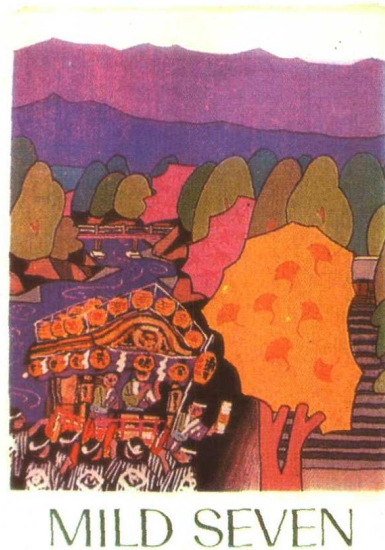
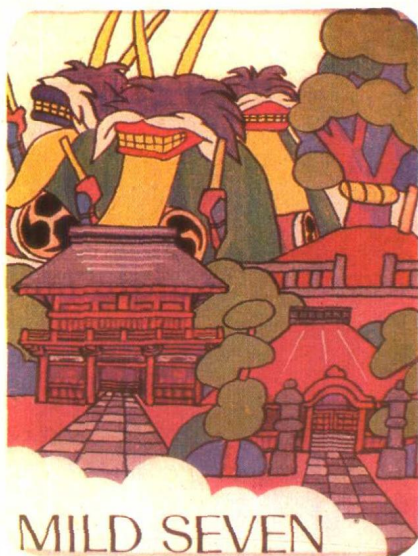
日本卷烟装潢约分五大类,即:普通烟、纪念烟、观光烟、地方局烟及出口烟。特别是纪念烟及观光烟非常强调装潢的独立性和完美



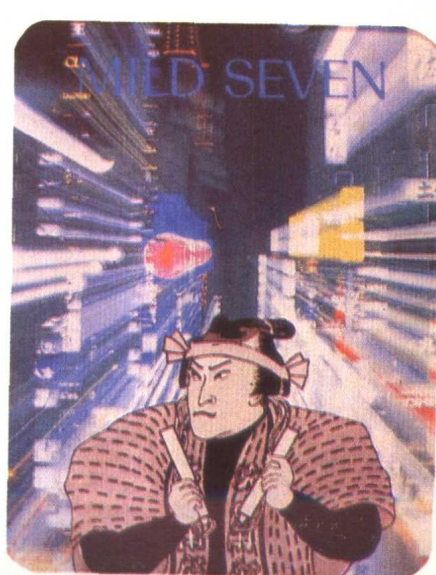
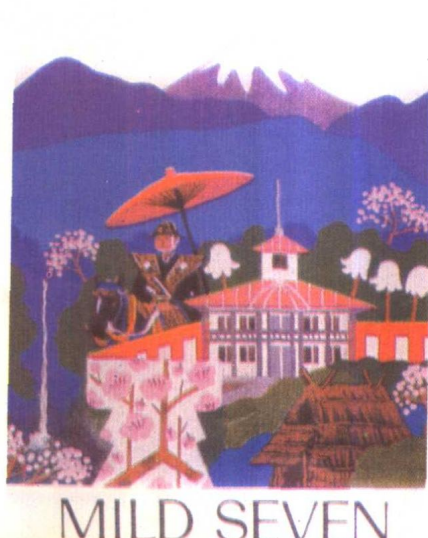
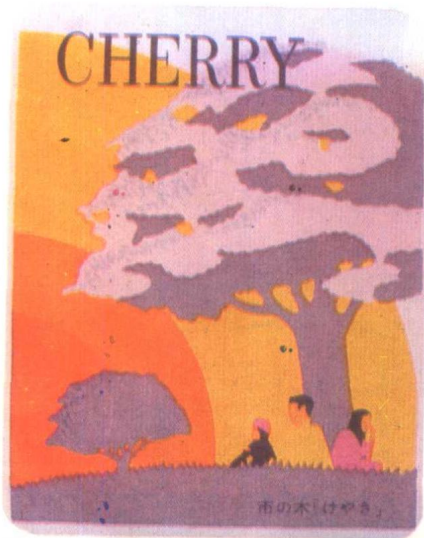
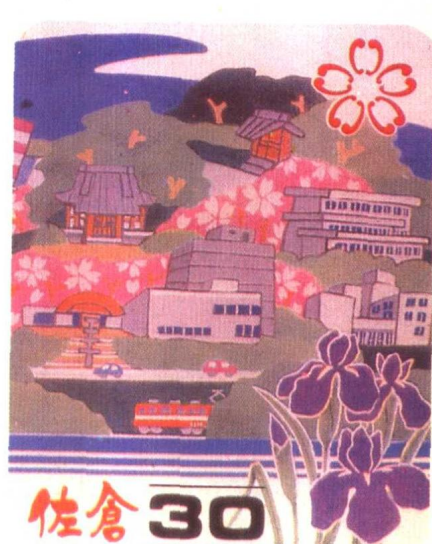
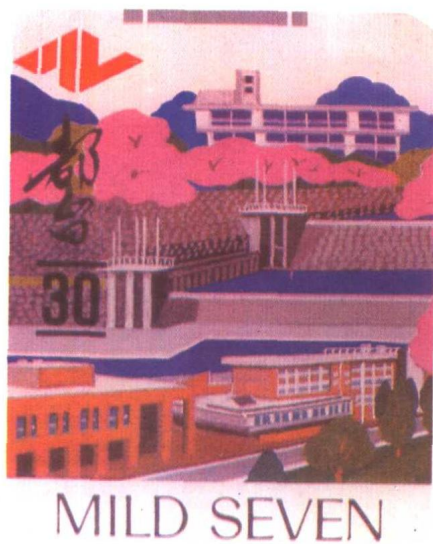
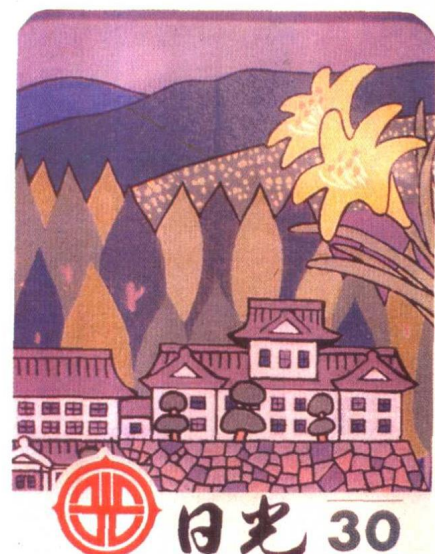
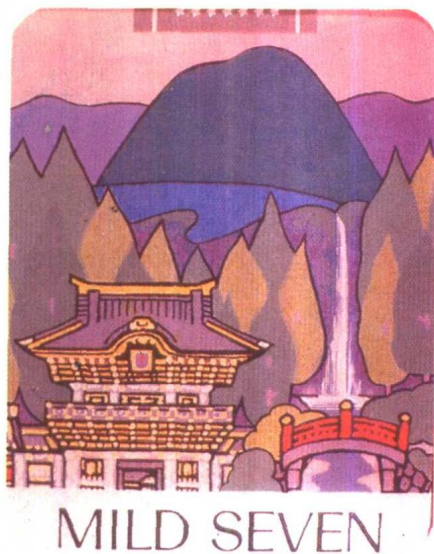
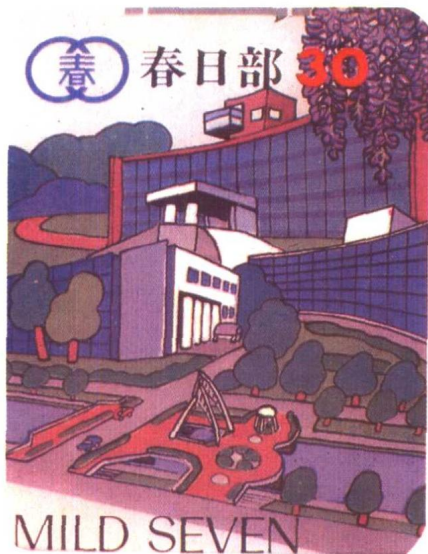
性,不仅内容丰富多采,具有浓郁的趣味性、知识性及欣赏性,还非常注重民族观念的表达,及对传统艺术的继承,是东方特色的佼佼者。形式上为适应现代人们的好奇心理和求知欲望也具有明显的时代感。在世界卷烟装潢上日本卷烟装潢确别具一格,引人注目。



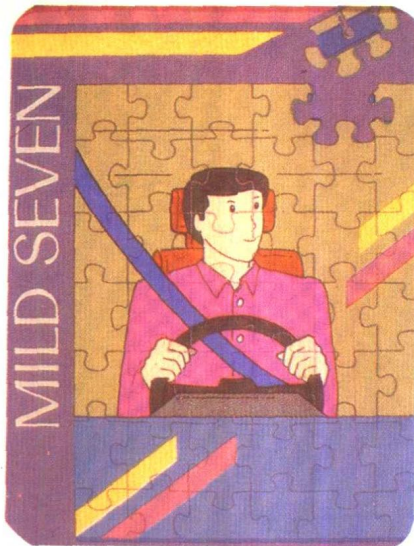
科学技术



178628/03



CHERRY

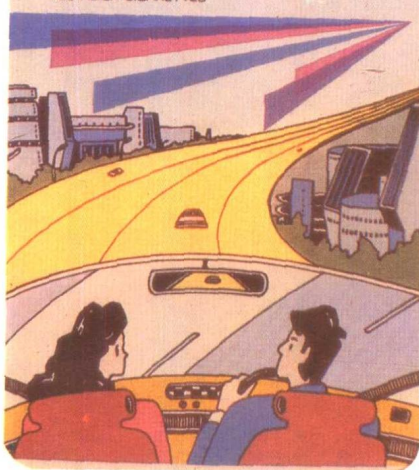


CHERRY

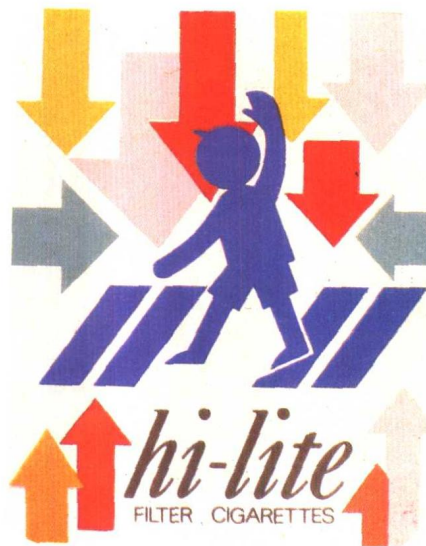


MILD SEVEN

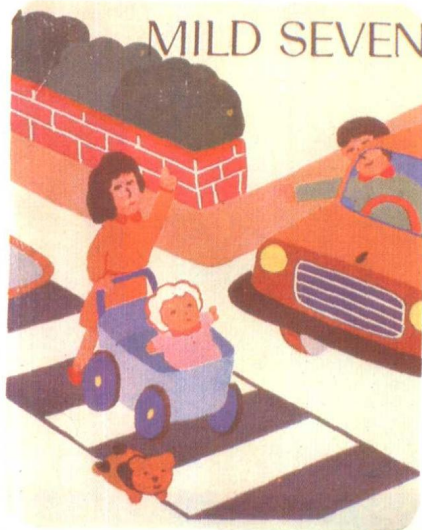
20 FILTER CIGARETTES



MILD SEVEN



MILD SEVEN

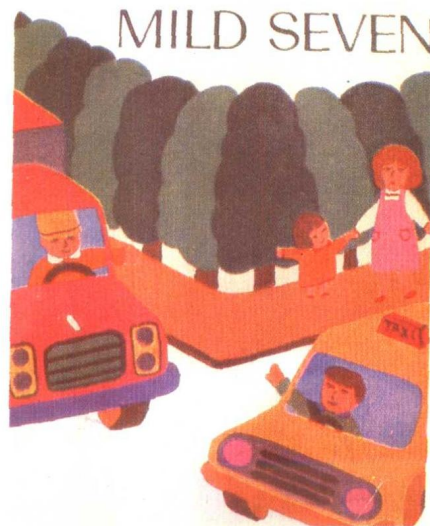


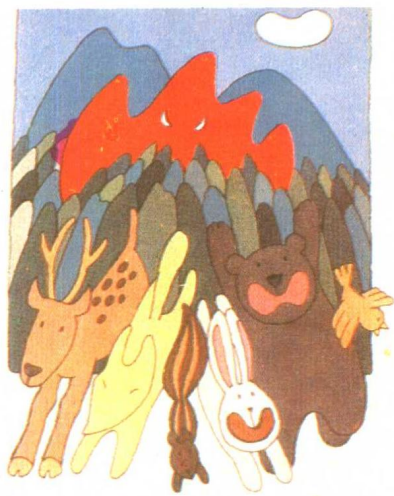
MILD SEVEN

20 FILTER CIGARETTES



MILD SEVEN





MILD SEVEN



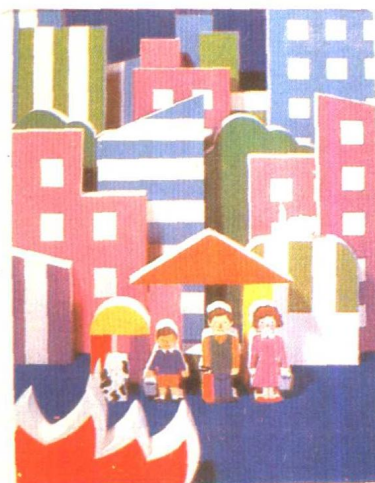
MILD SEVEN



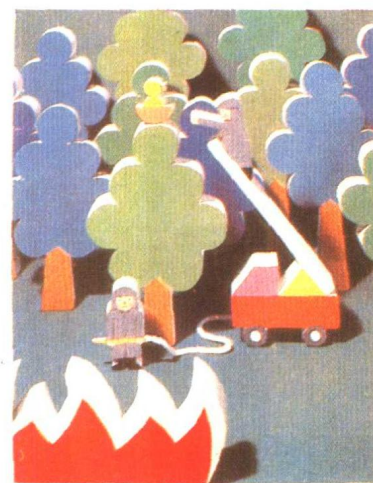
MILD SEVEN



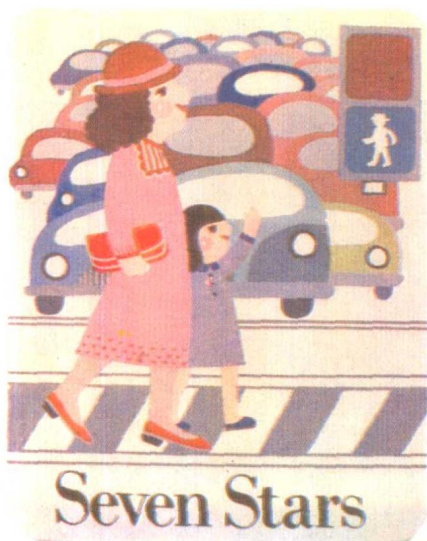
MILD SEVEN



MILD SEVEN



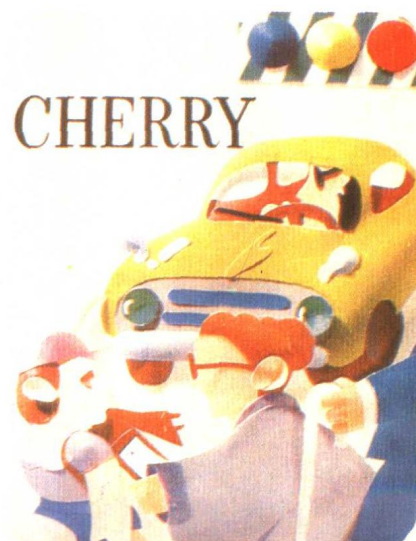
MILD SEVEN



Seven Stars



Seven Stars



CHERRY



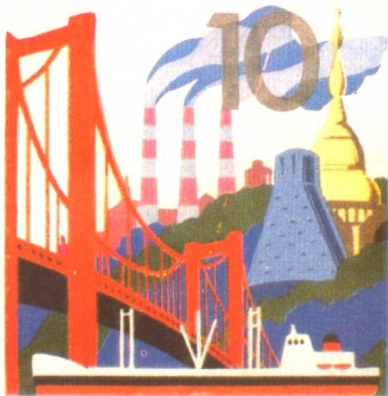
MILD SEVEN



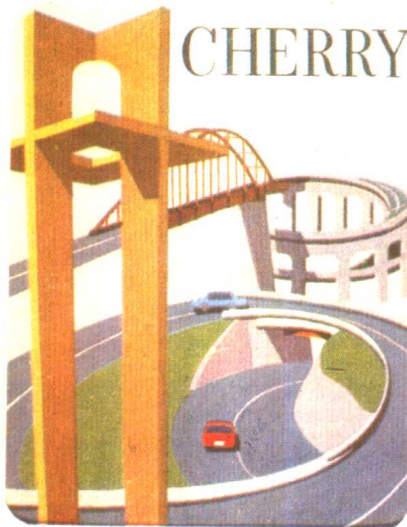
MILD SEVEN



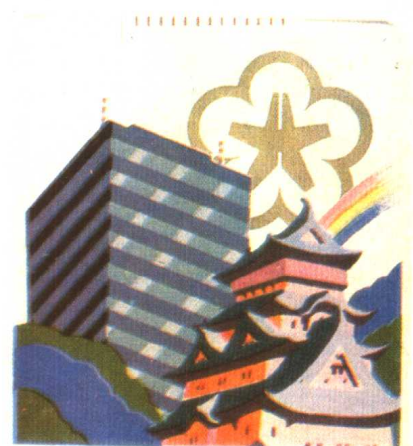
MILD SEVEN



CHERRY



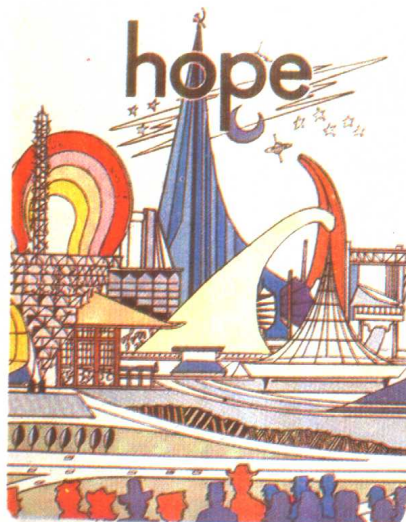
CHERRY



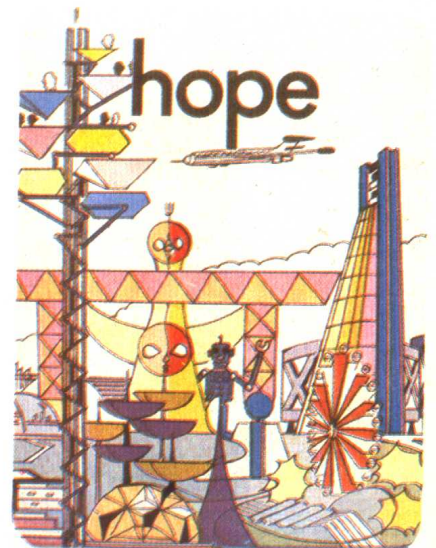
CHERRY



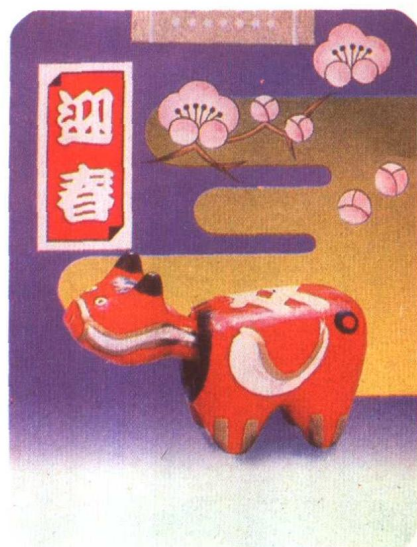
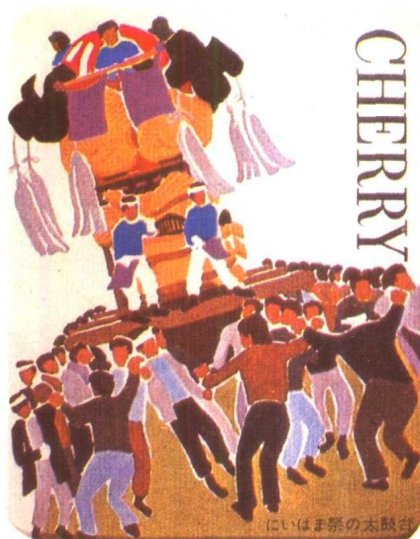
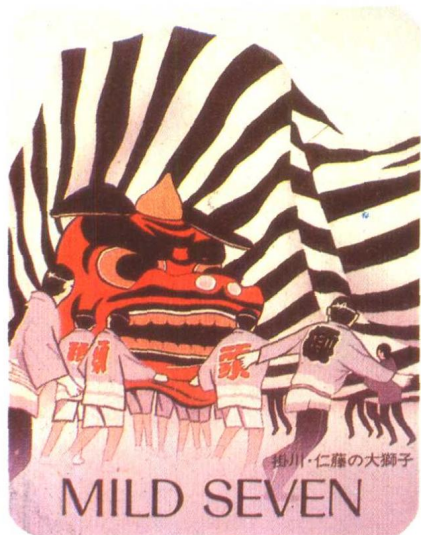
CHERRY

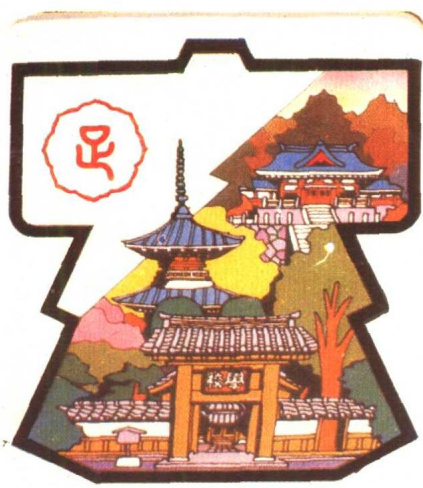


hope

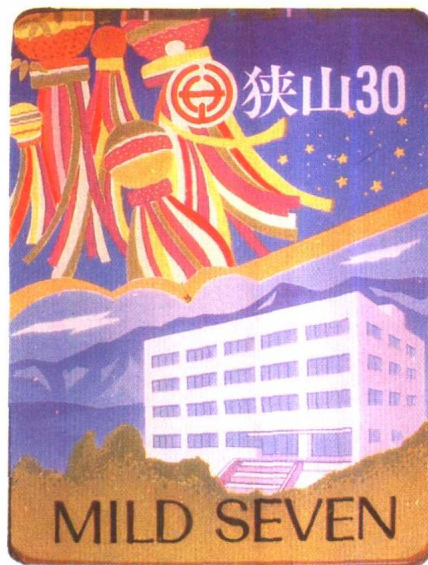


hope

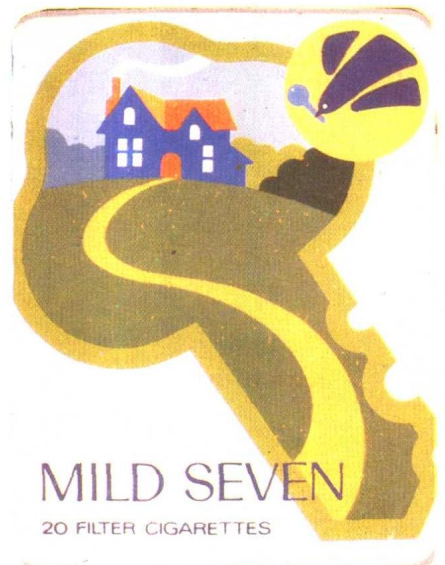




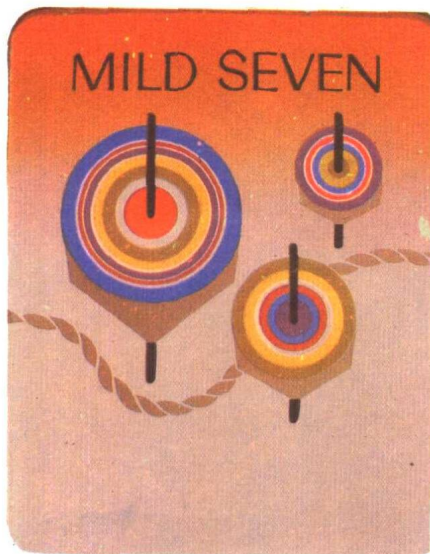
MILD SEVEN



MILD SEVEN



MILD SEVEN
20 FILTER CIGARETTES



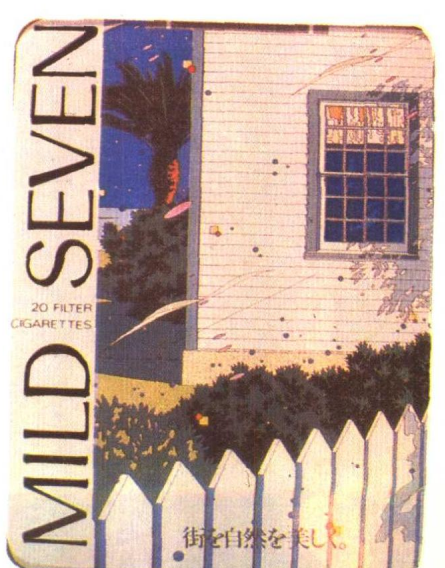
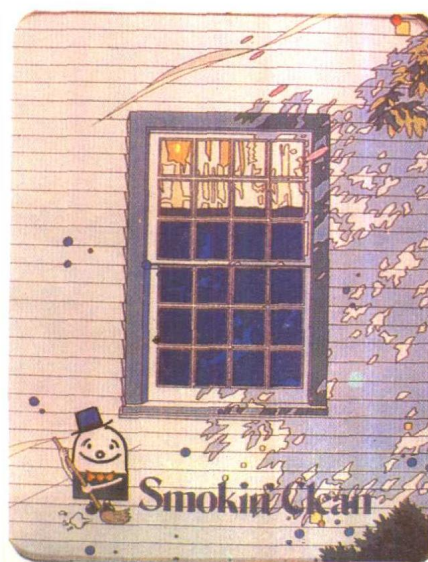
MILD SEVEN



hi-lite

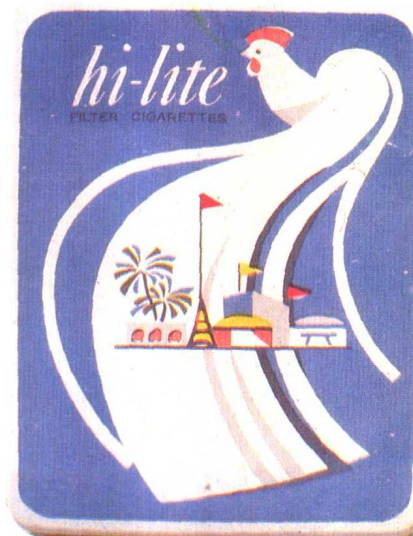
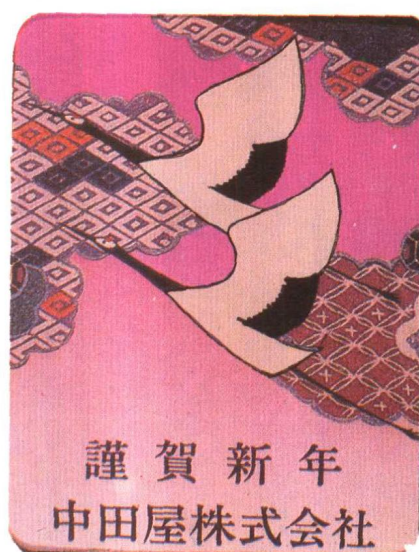
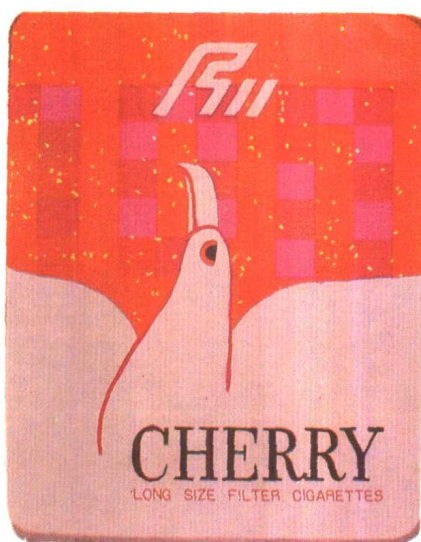
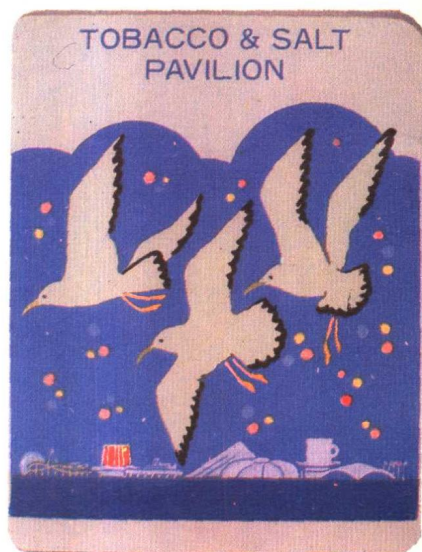
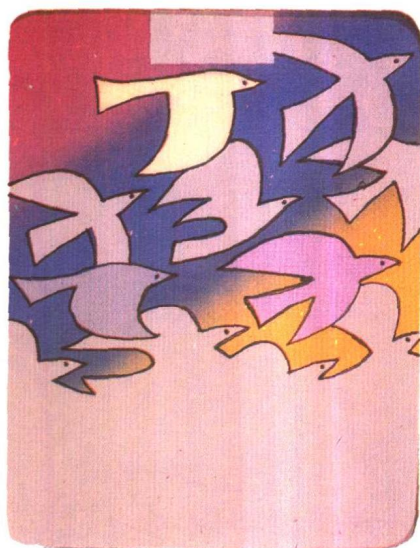
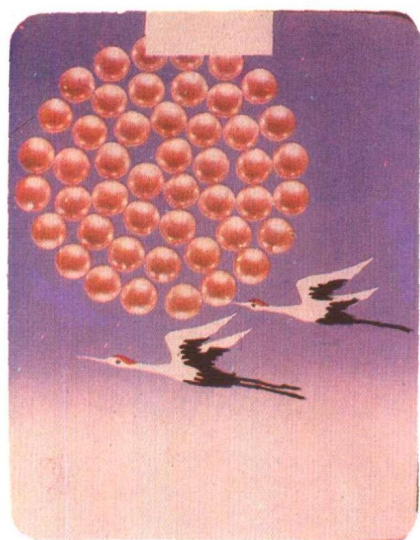


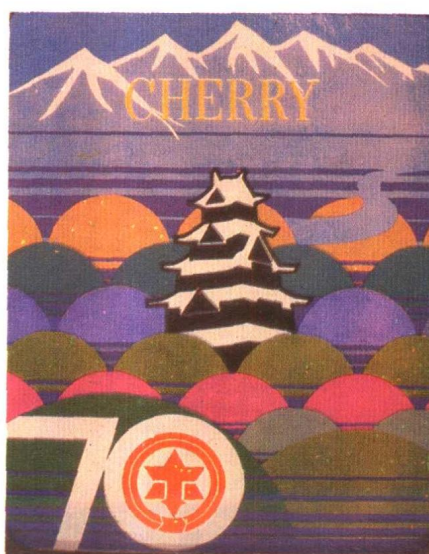
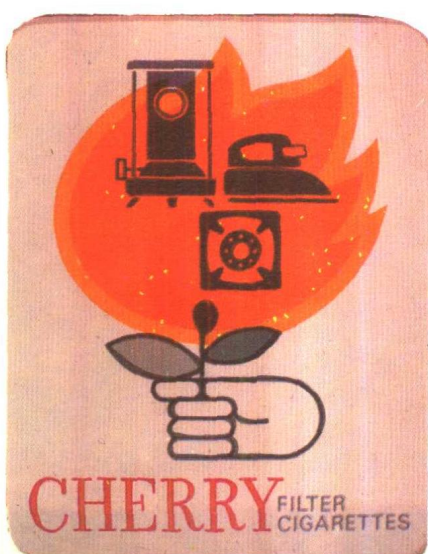
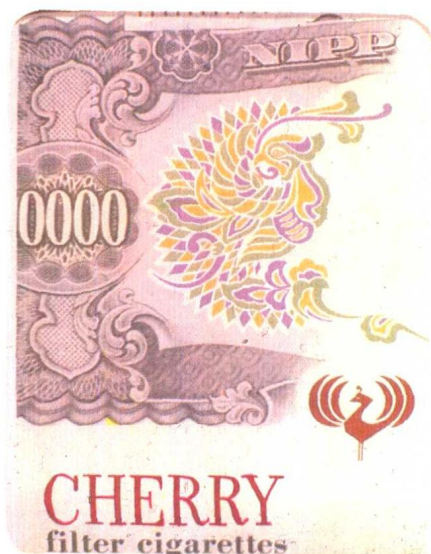
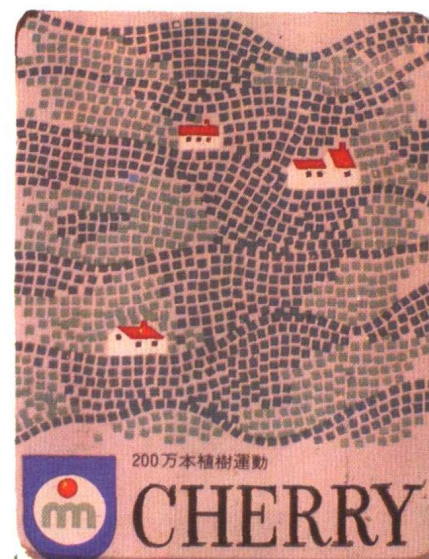
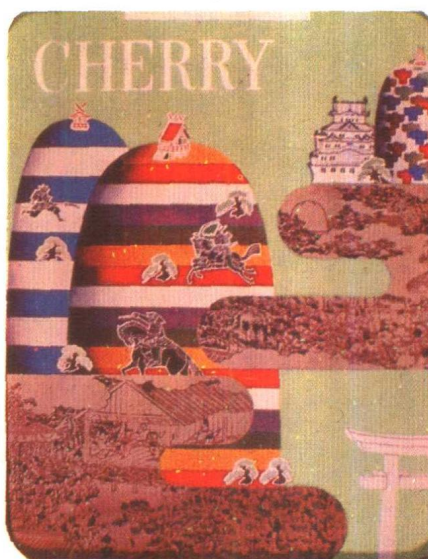
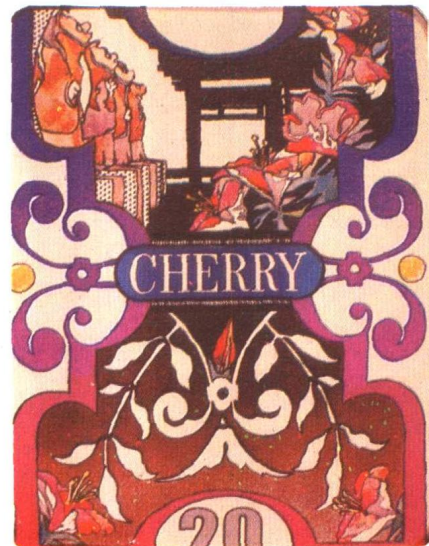
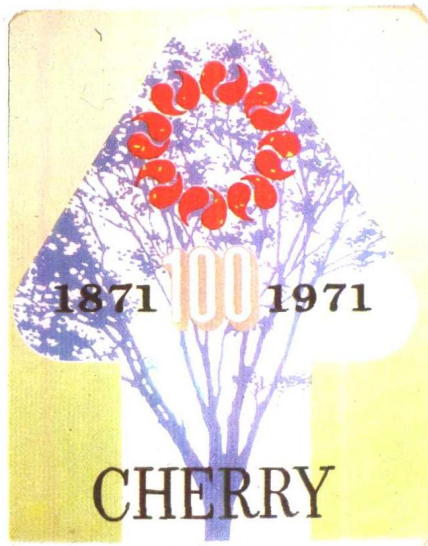
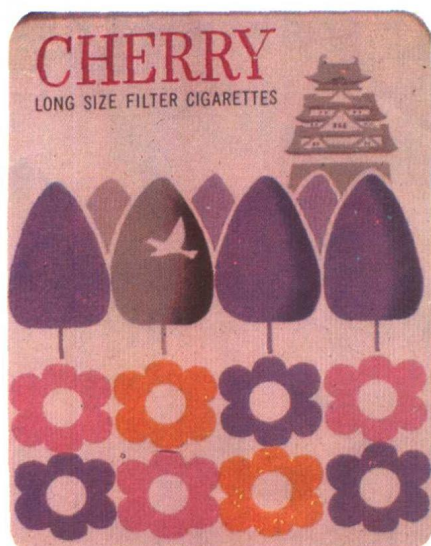
KAGOSHIMA 35



20 FILTER CIGARETTES

街を自然を愛し





TOBACCO & SALT
PAVILION



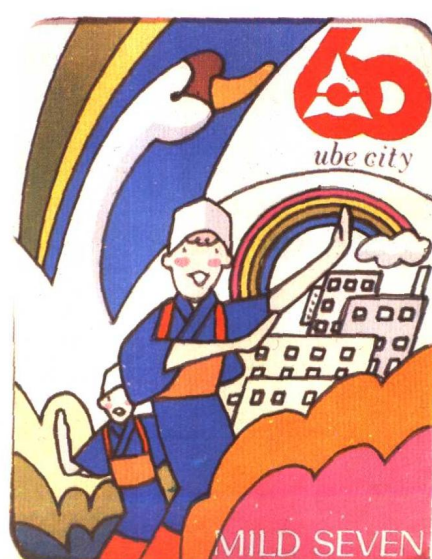
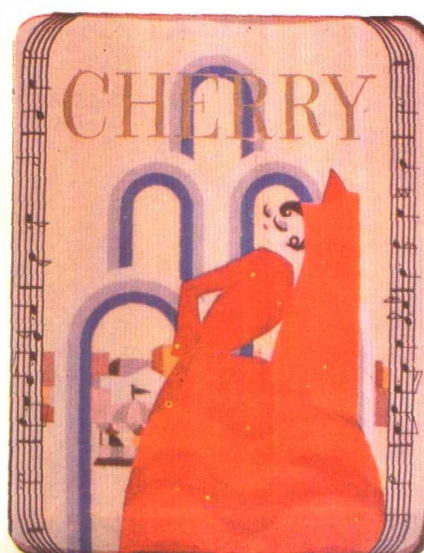
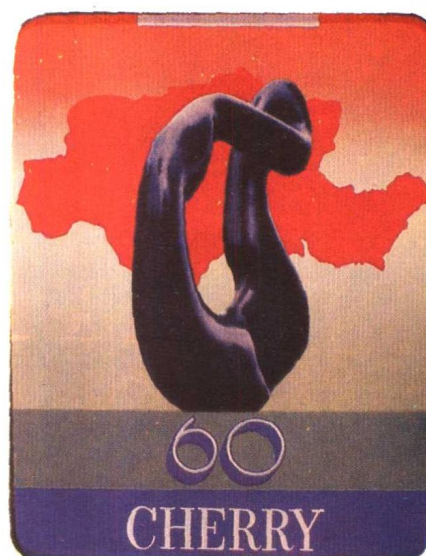
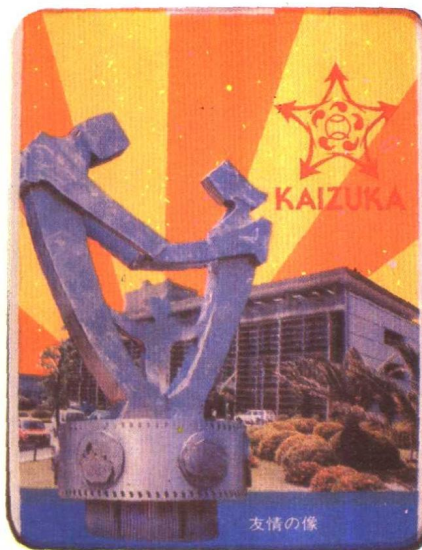
PEACE

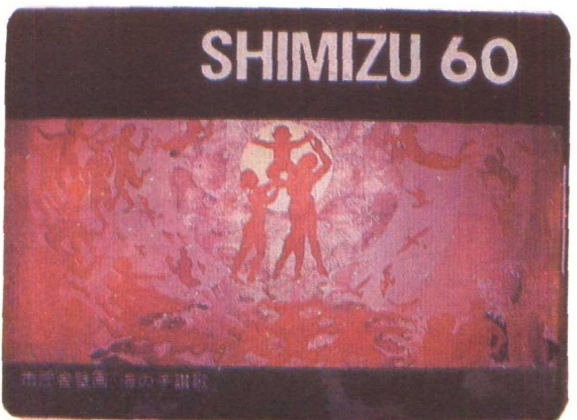
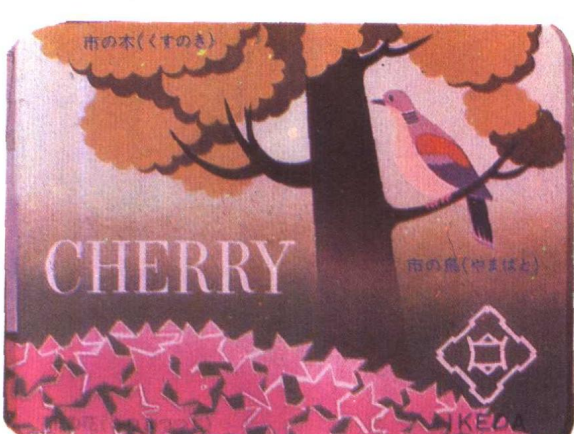
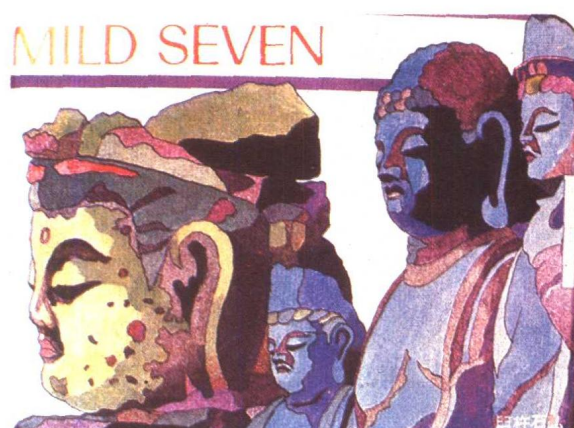
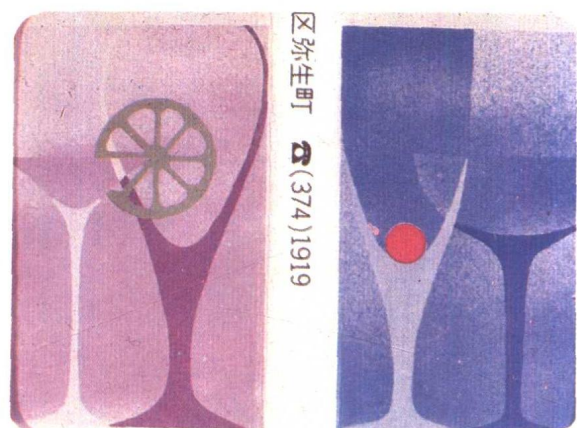
Filter
Cigarettes

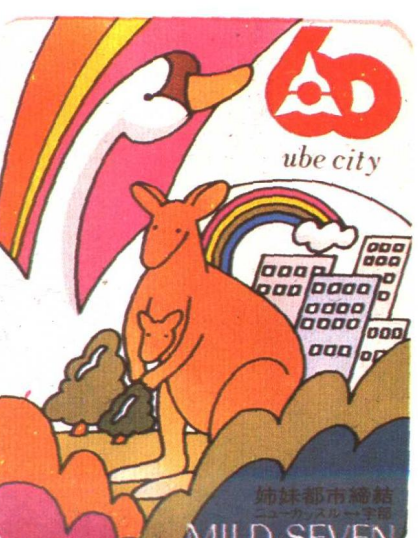
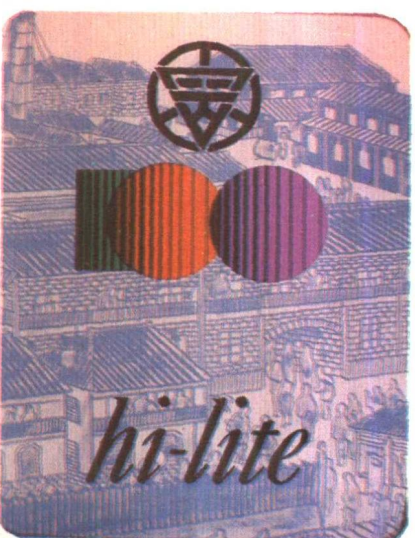
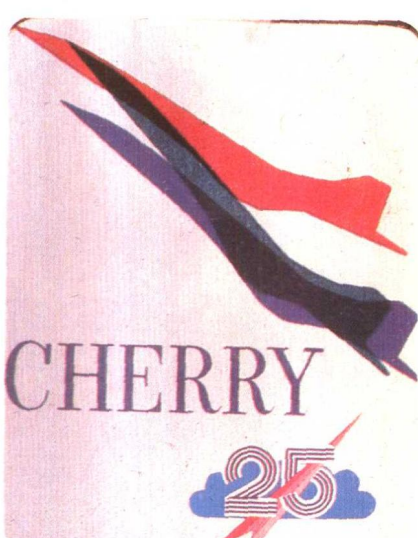
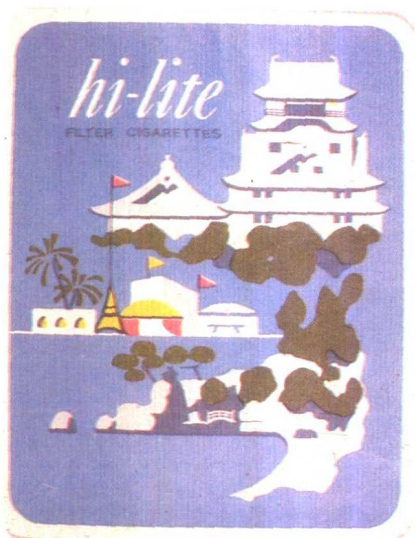
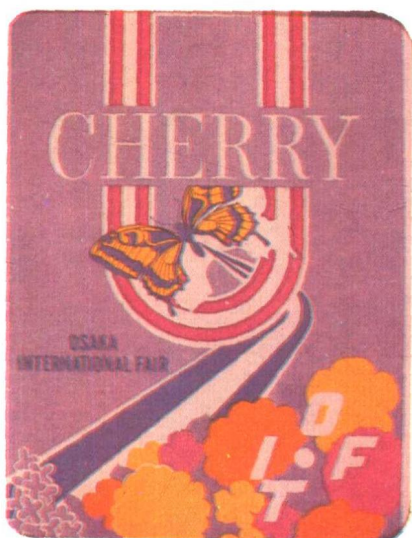
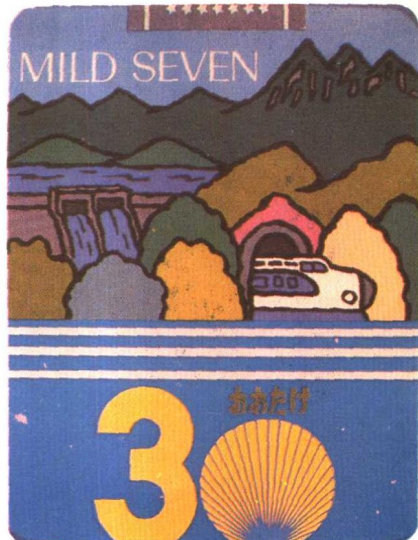
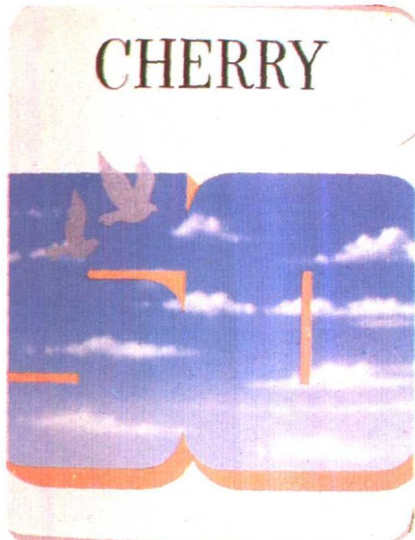
fe

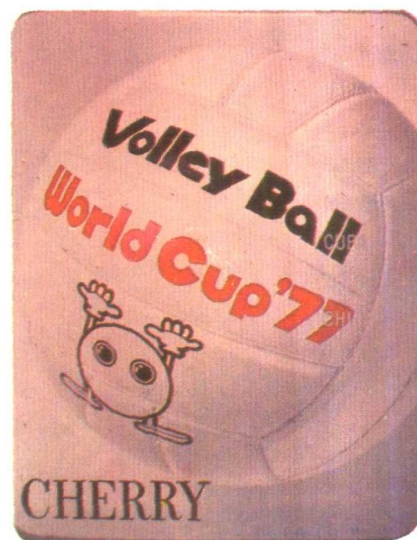
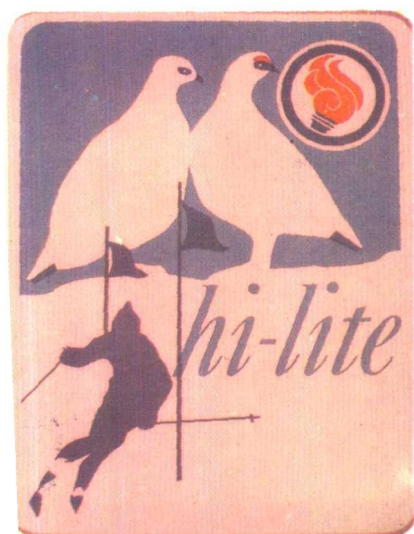
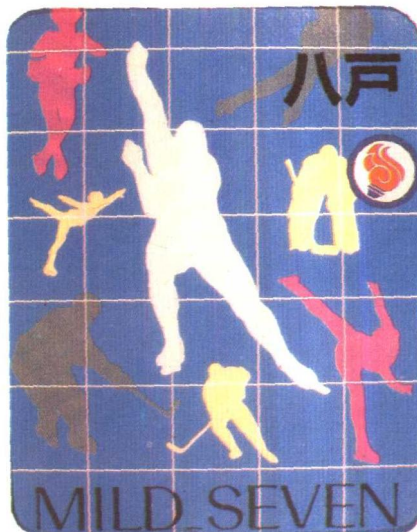
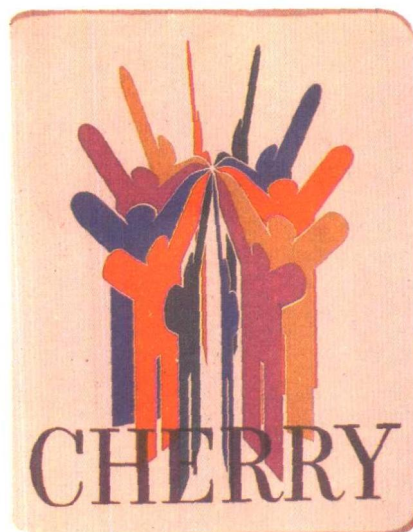
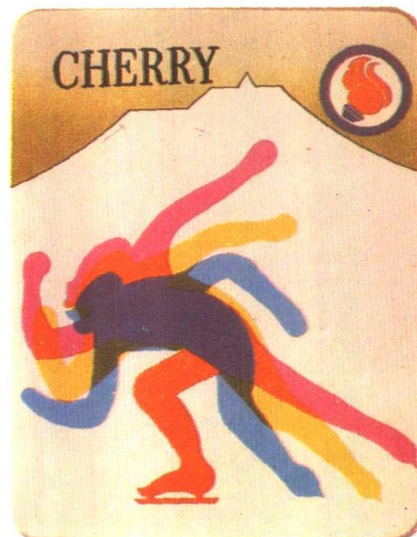
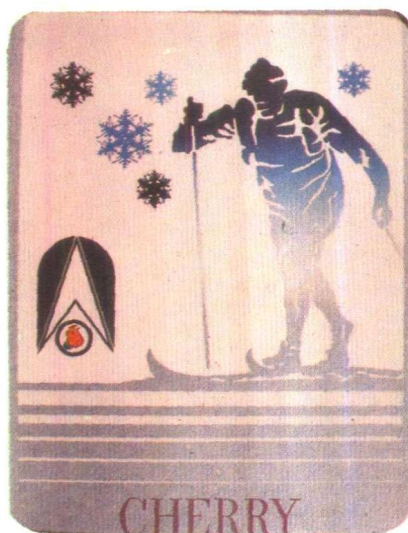
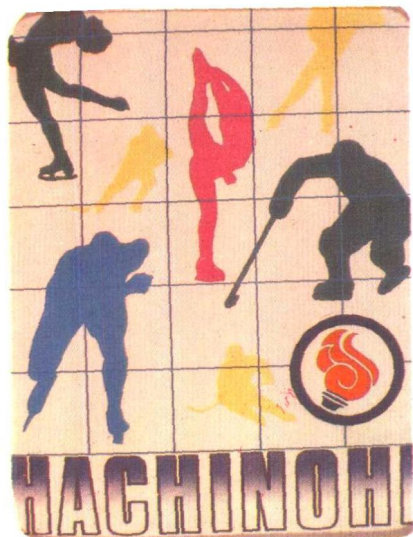


TOBACCO & SALT
PAVILION



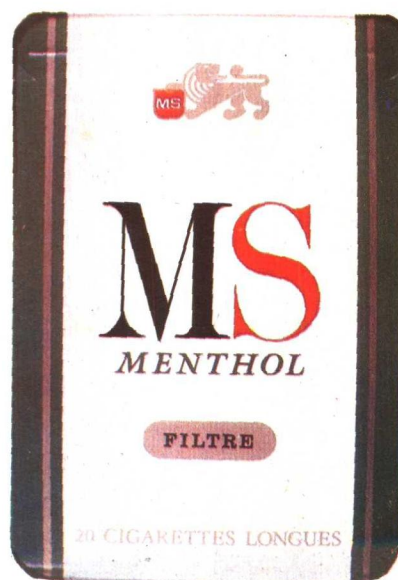
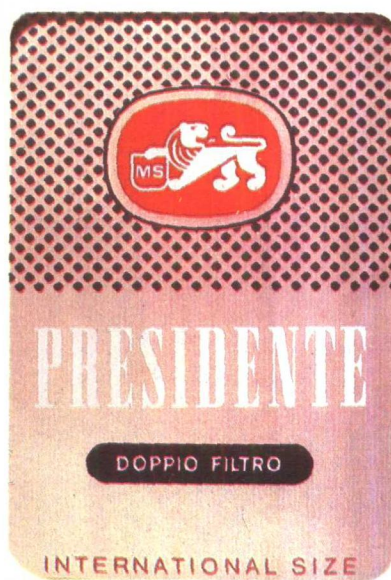
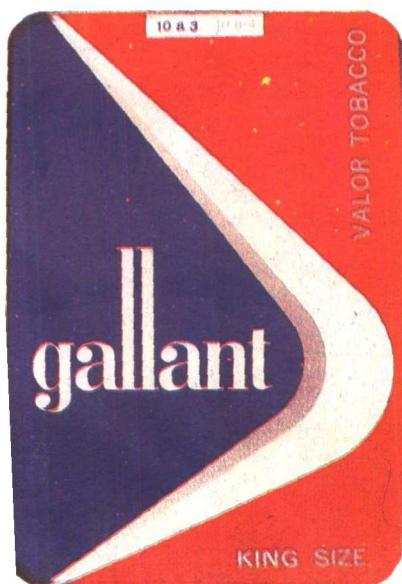








ALFA



意大利