

最美的书文集

“中国最美的书”10周年

2003-2013

The 10th Anniversary of “The Beauty of Books in China”

Essays on the Beauty of Books

上海市新闻出版局 “中国最美的书”评委会 编

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序

今年,是中国最美的书创立十周年。十年来,中国最美的书最重要的成果,一是鼓励中国设计家走向国际,创作无愧于时代的设计作品。二是在此过程中,从理论上探寻何为书籍之美以及如何达到美。这本文集记录了这一探索的历程。

还是在2003年,经过多方联络,上海终于与“世界最美的书”的主办方德国图书艺术基金会建立了联系。2003年秋,评出16种“中国最美的书”,漂洋过海,推荐参与了第二年的“世界最美的书”评选,《梅兰芳(藏)戏剧史料图画集》在激烈的竞争中脱颖而出,荣获“世界最美的书”唯一金奖。

从此,中国图书年年亮相莱比锡,在这项代表世界最高水准的书籍设计评奖活动中,参与角逐,并连连赢得荣誉。十年,208种中国图书现身于莱比锡,11种图书获得了“世界最美的书”的称号。

十年的收获除了硕果累累的作品,更在于国人对书籍设计的理念与观念发生了新的变化。作为一个文明古国,中国书的历史源远流长,典籍浩如烟海。中国的书籍设计也经历了漫长的演变过程,逐渐确立了自身的设计语言。古人说笔墨当随时代,对当今中国设计师们来说,更重要的是在接受传承文化的基础上,从现代日益多样的设计元素碰撞中汲取新的活力,以强烈的创新意识,赋予个性化的设计语言,创造出属于新时代的中国书籍设计风格。这也是中国最美的书评委会十年不懈追求的目标。

我们看到,当今国际的书籍设计,更强调其总体的艺术氛围,要求书籍的各个部分在审美上保持一致,装帧形式必须适合书籍的内容,体现艺术与技术的和谐统一。同时要求书籍设计的艺术性还须体现在文字的排列、材料的运用和装订的质量等方面,是否吸引人的视觉,是否使人手感舒适,阅读方便。在我国,经过十年的实践,这些理念与观念已影响并深入到书籍设计界,为很多设计师所认同。

从2003年到2013年,“中国最美的书”评选活动走过了第一个十年,为了纪念,更为了前行,我们组织、策划了包括展览、论坛在内的多项国际性活动。其中“上海国际书籍设计家论坛”邀请了全球二十余个国家和地区的三十余位知名设计师参加。同时,为进一步加强交流与切磋,还邀请部分获奖者和评委撰写了近五十篇文章,汇集成书,以飨各位设计师和广大读者。

徐 炯

2013年10月

(序作者为上海市新闻出版局局长 / “中国最美的书”评委会主任)

Preface

This year marks the tenth anniversary of the launching of “The Beauty of Books in China”. Over the past decade, the national book design contest has made two most significant achievements. First, it has encouraged Chinese designers to go international and create design works on a par with the great age we live in. Second, in this process, the quest is spurred for the definition of beauty of books and the way to reach it. This collection of articles serves to record this entire exploring journey.

Back in 2003, after countless trials through many channels, Shanghai finally established contact with the sponsor of “Best Book Design from All Over the World”—German Book Art Foundation. In the autumn of 2003, 16 books selected in “The Beauty of Books in China” travelled across the ocean to participate in the following year’s contest of “Best Book Design from All Over the World”, and Mei Lanfang’s Collection of Historical Drama Pictures stood out amid the heated competition and won the only gold award of “Best Book Design from All Over the World”.

From then on, Chinese books never missed one occasion of this annual contest in Leipzig and reaped fruitful results continuously from the event which embodies the highest level of its kind in the world. In the past decade, a total of 208 Chinese books have made their way to Leipzig and 11 of them were awarded the title of “Best Book Design from All Over the World”.

Besides the award-winning works, our achievement lies more in the changes taking place in the views and concepts of Chinese about book design over the last decade. As an ancient civilization with a long history of book-writing, China has voluminous ancient books and records. Chinese book design has also experienced a long evolution process and our unique design language has been established gradually. The ancient Chinese believed in the conformation of book-writing to the era it was in. For contemporary Chinese designers, the more important thing is to draw new vigor from the clashing of various modern design elements on the foundation of

traditional culture inheritance and create a new Chinese book-design style of the new age with a strong awareness of innovation and characteristic design language. It is also the goal consistently pursued by the jury of "The Beauty of Books in China".

As we can see, the ongoing international book design puts more stress on the overall artistic atmosphere, requiring every part of the book to keep conformity aesthetically. The form of a book must be in keeping with its content, and reflect the harmony of art and technology. The artistry of book design is also required to be embodied in aspects like text arrangement, material application and bookbinding quality, which will decide whether a book is visually appealing, comfortable to the touch and convenient to read. In China, after a decade's practice, these concepts and ideas have deeply influenced the book design circle and are now recognized by numerous designers.

From 2003 to 2013, ten years have gone by since "The Beauty of Books in China" contest was launched. We have planned to organize a series of international activities including exhibitions and forums, not only to commemorate the tenth anniversary, but also to enhance the progress in this regard. For instance, the Shanghai Forum of World Book Designers has invited more than 30 famous designers from over 20 countries and region around the globe. Meanwhile, to further strengthen exchanges and communication, the organizer has requested a number of award-winners and judges to write nearly 50 articles which are then compiled into a book for the benefit of designers and readers alike.

Xu Jiong

October, 2013

(The author of the preface is the Director General of Shanghai Press and Publication Administration
& Director of "The Beauty of Books in China" Judge Panel)

目录

Contents

2	查尔斯·布洛克 Charles Brock	2009 中国最美的书 The Beauty of Books in China 2009
7	陈楠 Chen Nan	当设计邂逅旅行 When Design Associated with Travel
10	陈天佑 Chen Tianyou	书籍设计的空间状态 The Spatial State of Book Design
16	杜晓燕 Du Xiaoyan	音乐·人·烟斗——《烟斗随笔》的书籍设计点滴 Music·Man·Pipe—the Book Design of <i>Pipe Essays</i>
23	郭渊 Guo Yuan	书籍设计之管见 On Book Design
29	胡斌 Hu Bin	书籍设计材质论：过去、现在与未来 On Book Design Materials: Past, Present and Future
36	胡彪 Hu Biao	留白之美——关于装帧设计的思考 The Beauty of Leaving Blanks—Reflecting on the Bookbinding Design
41	黄永松 Huang Yongsong	这是一个需要用心编辑的时代 This Is an Age Where Conscientious Editing Is Needed
44	焦扬 Jiao Yang	走向世界的平台和桥梁 A Bridge and a Platform to the World
47	阙宁辉 Kun Ninghui	“最美的书”离我们有多远 How Far Are We from the “Best Book Design”
50	廖洁连 Liao Jiehan	创作化学工程——书籍设计 The Chemical Engineering of Creation—Book Design
54	雷娜特·斯特凡 Renate Stefan	年度“中国最美的书”竞选 The Annual Competition of “The Beauty of Books in China”
57	雷娜特·斯特凡 Renate Stefan	谈谈中国的书籍设计 Discussion about the Book Design of China
59	李振荣 Li Zhenrong	我与“中国最美的书”的一段因缘 The Karma between “The Beauty of Books in China” and Me

68	刘晓翔 Liu Xiaoxiang	书籍的灵性 The Spirituality of Books
77	刘运来 Liu Yunlai	“设计”与“编辑”并重:出版转型期美术编辑的观念转向 Attach Equal Importance on “Design” and “Editing”: the Concept Shift in the Art Editing of the Transitional Period
83	卢晓红 Lu Xiaohong	设计并快乐着 Design Brings Immense Happiness
87	吕敬人 Lv Jingren	编辑设计——创造书籍的阅读之美 Editing Design—Creation of the Reading Beauty of Books
95	吕敬人 Lv Jingren	“最美”的含义与分量 ——写在“中国最美的书”2006—2009 获奖作品集出版之际 The Meaning and Importance of “Beauty” — Written in Publishing of the Collection of Award-winning Works of “The Beauty of Books in China” from 2006 to 2009
99	吕敬人 Lv Jingren	最美的书——让世界了解中国 The Beauty of Books—Let the World Get to Know China
104	奇文云海 QWYH	和而不同——奇文云海的设计感悟 Seeking Common Ground—The Design Inspiration of QWYH
113	任四四 Ren Sisi	浅谈书籍设计中的水墨趣味 On the Ink and Wash Element in Book Design
120	杉浦康平 Kohei Sugiura	为未来的书籍提案的平台 A Platform of Proposal for Books in the Future
123	杉浦康平 Kohei Sugiura	中国的书籍设计:传统与现代相融合 Chinese Book Design: Fusion between Tradition and Modernity
127	斯特芬妮·舍莱斯 Stefanie Schelleis	与书的邂逅 Getting to Know Books
131	宋协伟, 连杰, 徐蕊 Song Xiewei, Lian Jie, Xu Rui	记录书籍《象罔衣》全过程 A Chronicle of the Whole Process of the Book <i>Xiangwang Dress</i>

137	速泰熙 Su Taixi	设计师的“设计诗” The “Design Poem” of Designers
145	速泰熙 Su Taixi	“创·可·贴”——书籍设计的标准 “Band-aid”—The Standard of Book Design
156	孙 颀 Sun Ying	美在创造 Beauty lies in Creation
159	陶雪华 Tao Xuehua	新的契机 A New Opportunity
162	陶雪华 Tao Xuehua	书的设计之美 The Beauty of Book Design
164	王 鹏 Wang Peng	静水流深——从“装帧”到“书籍设计” Still Water Runs Deep—from “Bookbinding” to “Book Design”
175	王行恭 Wang Xingong	宁静的崛起 A Tranquil Rise
179	王行恭 Wang Xingong	谈谈“中国最美的书” Discussion about the “The Beauty of Books in China”
182	乌塔·施奈德 Uta Schneider	书籍设计,不为艺术而艺术 Book Design, Not Art for Art's Sake
187	乌塔·施奈德 Uta Schneider	每本书都是一个世界 Every Book Is a World
190	吾 要 Wu Yao	“情爱密码”的感召 ——《中国富宁壮族坡芽歌书》设计谈 The Evocation of “Affectionate Code” —Design of Poya Singing Book of the Zhuang Nationality in the Funing County of China
198	杨云青 Yang Yunqing	教材的阅读方式及版面设计 The Reading Mode of Teaching Materials and Format Design
202	余秉楠 Yu Bingnan	世界书籍艺术的现状和发展趋势 Status quo and Development Trend of the World's Book Arts

217	袁银昌 Yuan Yinchang	书籍设计中的国际化和民族性 The Internationalization and Nationalism in Book Design
222	袁银昌 Yuan Yinchang	让我们“诚实”地设计 Let's Design with "Honesty"
227	张国樑 Zhang Guoliang	境界/方法——设计断想 Level and Method—Reflections on Design
231	张明 Zhang Ming	浅谈概念设计在书籍设计中的运用 A Brief Discussion of the Application of Concept Design to Book Design
239	张志奇 Zhang Zhiqi	一书一世界 One Book, One World
245	张志伟 Zhang Zhiwei	悦读——对书籍设计形式的感悟 Delightful Reading—Understanding of the Designing Form of Books
255	章雷 Zhang Lei	寻找书籍妥帖之美——编辑设计《鲁迅与社戏》的回顾 In Search of the Beauty of Appropriateness in a Book—A Retrospection of Editing and Design of <i>Lu Xun and Village Opera</i>
260	赵清 Zhao Qing	纸的场 Field of Paper
268	周晨 Zhou Chen	“五贵”之思——我的设计体悟 My Design Experience—"Five Valuables"
276	祝君波 Zhu Junbo	一座桥 一面镜 A Bridge and a Mirror
280	祝君波 Zhu Junbo	还要看到不足 We Should Also See the Shortcomings
283	朱赢椿 Zhu Yingchun	谈谈数字时代的纸质书籍设计 On the Design of Printing Books in the Digital Age

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The Beauty of Books in China 2009

文/查尔斯·布洛克

Charles Brock

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“中国最美的书”评委

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Charles Brock

Judge for “The Beauty of Books in China”

American Designer

Creative Director of the Design Works Group

摘要

对于中国的设计师们可以将图书从里到外进行整体设计的做法,我希望我们在美国也能有更多这样的机会。我希望以后我不仅可以设计图书的封面和封底,还可以进行图书的内部设计,对书的用纸和制作工艺等也可以提供建议。我认为由一个设计师负责从内到外所有的包装,有助于保持设计风格的延续和统一。中国设计师们对图书装帧的投入,以及他们对高品质书籍设计的追求是值得敬佩的。我和他们谈话时,特别是手捧他们设计出来的作品时,不禁被他们的这股热情所感染。

Abstract

The Chinese designer's approach to designing the whole book was something I wish we had more opportunities to do in the US. I have found myself wishing I could not only design the cover and back cover but also the interior and have input on paper and production techniques. I think having one designer create the whole package, inside and out, helps to keep the continuity of the design and maintain the visual message. The Chinese designer's dedication to the book package and commitment to delivering high quality design is admirable. I could not help but feel the passion of the designers when talking with them and especially when holding one of their books.

我想先简要地谈谈自己的情况。我是 Faceout Studios (前身是 DesignWorks Group) 书籍设计公司的创意总监,也是 FaceoutBooks.com 网站的联合创始人之一。Faceout Studios 是一家小型设计公司,设立在美国西海岸俄勒冈州中部的本德市。公司主营图书的封面设计和内部设计。我们的客户有面向一般市场的主流出版商、基督教出版社、大学出版社、独立出版商以及个体出版者等。

我一直对书籍以及有创意、高品质的书籍设计充满热情。FaceoutBooks.com 的创立正是源于这样的热情。我和贾森·加伯特——我们公司一个非常有天赋的设计师,一起想出了这个点子:建设一个网站,邀请从事书籍设计的专业人士加入,在此共享他们成功设计案例的创作过程。能够与来自世界各地的书籍设计师们建立联系,向他们学习设计之道,并与大家一起分享他们的作品可真是无比美妙的体验。

所以当我接到担任“中国最美的书”评委的邀请时,那种兴奋之情就不难理解了。

应邀成为此次赛事的评委使我第一次有机会来到上海这座城市,但其实这是我第二次来中国了。2009 年年初,我和妻子来到伟大的中国度假,在几个城市游览了一番。作为书籍