

房翔摄影 黄韵如造型
PHOTOGRAPHY: JACK FANG DESIGN & MAKE-UP: ALICE HUANG

中国



中国风

FASHION + CHINA

总策划/艺术总监：房翔、黄韵如

摄影：房翔

服装：黄韵如、谢介人（东藏、西塘）

发型/饰品：黄韵如

彩妆：黄韵如、赵康媛（东藏）

翻译：柯方珠

水墨书法：范林丽燕、陈世宪

王怡力、黄金陵

着色：房椿森

Director: Jack&Alice

Photo: Jack

Fashion design: Alice&Jerry

Style design: Alice

Make up: Alice&Grace

Interpret: Fangzhu ke

Wash calligraphy: Liyan Fanlin

Shixuan Chen Yili Wang

Jinling Huang

Colorde:Chunsen Fang

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所有内景灯具使用海力欧。

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Designed Infinite Image Co.ltd

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房翔

- 1994年 创办杭州佳丽摄影公司
1998年 出版“中国当代中青年人像摄影精品集”
1999年 创办新生代摄影机构，任副会长、新锐摄影师
获第三届全国人象十杰
联合新生代新锐摄影师出版《新生代人像作品集》
2000年 被杭州市政府授予“摄影大师”称号
同年创办巴黎春天精致摄影
2001年 创办1万平米华东地区最大的拍摄基地“爱情山庄”
2002年 出任杭州照相摄影行业副会长
十一届奥地利超级摄影巡回展中获得专题组中国组金牌，人
体组金牌
2003年 十二届奥地利超级摄影巡回展中获得中国组金牌
2004年 十三届奥地利超级摄影巡回展中获得人像组金牌
2003年 建立巴黎春天YaCool精致摄影工厂
2004年 创办中国新生代摄影造型艺术学苑
出任中国人像摄影协会常务理事

- 1994 Established Beauty Photography (Hangzhou) Company
1998 Printed <Model China Portrait >
1999 Founded In Fashion Photography Institution as Vice President
Granted "Top Ten" in 3th China Portraitist
Printed < In Fashion Portrait Florilegium >
2000 Awarded "The best camerist" by local official
Established "Spring Paris ---exquisite photography" Store
2001 Founded " Love Fazenda" the base of photography
2002 Hangzhou Photography Association as Vice Chairman
Granted "Gold Medal" of Nude in 11th Austrian Super Circuit
2003 Established "YaCool Exquisite Photography Factory"
Granted "Gold Medal" of China in 12th Austrian Super Circuit
2004 Granted "Gold Medal" of Portraitist in 13th Austrian Super Circuit
China Portrait Photo Association as Director
Founded "In Fashion Photography & Styling Institution "

本书作品：

- 《花样年华》 2001年 奥地利超级摄影巡回展中国组金牌组照全场亚军
《红色风暴》 2002年 奥地利超级摄影巡回展人像组金牌
《新疆神话》 2002年 奥地利超级摄影巡回展人体组金牌
《苏州映象》 2003年 奥地利超级摄影巡回展中国组金牌
《着色西湖》 2003年 奥地利超级摄影巡回展中国组金牌
《水岸》 2004年 奥地利超级摄影巡回展中国组金牌



黄韵如

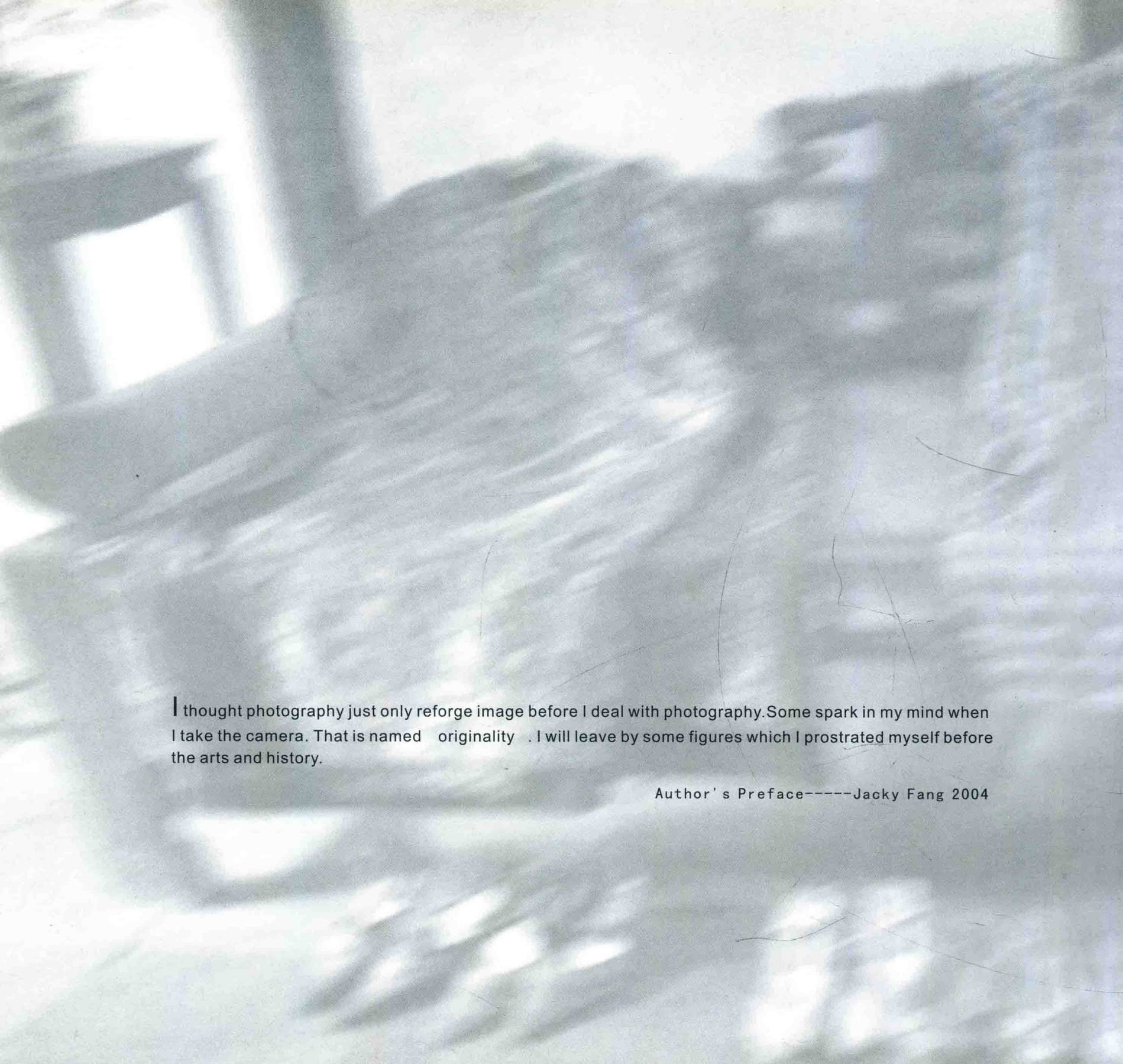
- 1988年 华歌尔内衣平面广告造型
1991年 TOYOTA丰田汽车、AVON化妆品平面广告造型
1992年 《时报周刊》、《依依时尚》等特约封面造型
1993年 日本MIKIMOTO珠宝100周年展台湾代言人
1994年 资生堂化妆品研习营造型主讲
英国De Beers钻石系列广告造型设计
1995年 意大利Lina Rich饰品代言人
1996年 弘光科技大学应用管理系专技助理教授
中小企业协会秘书班形象塑造课程教授
纺拓会Julia Fashion Show造型总监
1997年 中视Her TV节目造型主讲
1999年 香港罗浮宫影城刘德华、李嘉欣广告造型
2000年 凯悦千禧时尚Fashion Show 创意、时尚演讲
统一左岸咖“重回19世纪”活动造型总监
台北时尚联谊会创会会长
香港罗浮宫影城造型顾问
美商如新公司保养彩妆专业顾问
2001年 法国Chanel春夏时装发表会，彩绘示范
东森新闻、超视专题人物报导
2001年 华人杰出造型师年鉴特别报导
2001年 Discovery世界性公益广告保护鲨鱼行动之造型顾问
2002年 台南女子技术学院创意造型助理教授
2004年 弘光科技大学助理教授
马来西亚文化局颁发华人最佳造型贡献奖
新生代摄影造型培训学苑艺术总监

The only fashion stylist ever interviewed by "The Top 100 Asian Photographers" Book

- 2000-2004 Assistant Professor, Ho-Kuang College of Technology, Taiwan
Assistant Professor, Tai-Nan Women's Institute of technology, Taiwan
2001 Styling consultant for Taiwanese President Cheng in the Discovery Public Announcement TV Advertisement
1999-2001 Consultant for Low-Fu-Gom Photography and Styling Company H.K
2000 Consultant for skin care and cosmetic's department for NU SKIN company
1999 Head Stylist for Low-Fu-Gom Photography and Styling Company Advertisement, featuring Andy Liu and Ja-Shin Lee
1997-1998 Styling Instructor on "HER" TV program
1996 Judge for Make Up Artist, Taiwanese Department of Education
1992-1996 Head Stylist for Cover of China Times Weekly magazine
1995 Spokesperson for Lina Rich
1992-1996 Creative Designer And Stylist for Avon advertisement in Taiwan
1991-1996 Creative Designer and Stylist for TOYOTA advertisements in Taiwan
Creative Designer De-Pa-La stock advertisement in Taiwan
1994 Creative Designer for De Beers advertisements in Taiwan
1993 Presenter of Taiwan for Japan MIKIMOTO jewelry company 100 year anniversary
1988-1992 Creative Designer and Stylist for Wacosal Lingerie advertisements in Taiwan

著作

- 《DIY超简单美发》 〈培根出版社〉
《婚纱造型新视点》 〈浙江摄影出版社〉
《瘦身衣计划》 〈台视文化〉
《数码创意彩妆》 〈新文京出版社〉
《中国风》 〈中国摄影出版社〉



I thought photography just only reforge image before I deal with photography. Some spark in my mind when I take the camera. That is named originality . I will leave by some figures which I prostrated myself before the arts and history.

Author' s Preface-----Jacky Fang 2004

原本以为摄影只是简单的影像再创造，
但莫名中总有一种情绪在脑里窜动，
不知道的称为创意，
知道的则叫做神经质的幻想。
带着我的梦想，带着我的相机，那里留下的
的是一张张对艺术、对历史膜拜的影子。

自序

■ 房翔 2004年

■ 房 翔 2004年

2001年7月造型师黄韵如(Alice)又一次在杭州合作创作,之前我们已有多项合作,所以已经非常了解信任对方,在共同的探讨后,决定创作以中国人文、服饰、地理环境为主题的创作!之后的二年多中,Alice利用各种假期来到中国,我们共去了杭州、苏州太湖、绍兴东湖、嘉兴西塘、上海、四川孜州、康定、道孚、玉科等地,其中作品还包括2001年我带领佳丽团队去的新疆,整整三年,共拍摄主题60余组,精选了近30组主题,共同出版“中国风”系列人文摄影、造型作品。在这三年的创作中,我深刻理解了“创作来之于生活”的说法,每一处地方的人文、历史让我们感受到中华民族五千年的灿烂历史,更让我们的创作团队感受到创作赋予的生命力及所带来的快乐和冥想!

此次历经三年的创作也可喻作“行万里路,阅万种人”,让我们一群来自祖国各地平凡的艺术创作团队克服各种困难,创造一些不平凡的事。在这里要非常感谢杭州佳丽公司旗下的创作团队、台湾黄韵如、Hoteam学院创作团队及东藏行的支持者中国人像摄影协会副会长刘光效先生、道孚县旅游局长尼玛、新疆行支持摄影家何嘉先生、中国风光摄影家李秋祥先生、西塘行摄影记录摄影十杰高西林。

最后还要将此书献给我的家人、我的太太丁如,她是我的模特和家庭事业的支持者(花样年华等系列模特),还有我的父母、小弟、阿龙等给予的支持!

希望能不断地否定、不断的进取,用我的第三只眼,思想来为我的“生命艺术”作永恒的见证。

以此书献给我从事摄影50年的父亲——房椿森。

Preface by Jack Fang

In July 2001, the famous Taiwanese stylist Alice Huang went on a vacation with her son to Hangzhou. As we have worked on many projects together, we have developed a kind of mutual trust. One evening when we discussed the cultural and art history of China and foreign countries in front of the beautiful West Lake(Xihu), we discovered that very few Chinese designers use Chinese costumes and customs as material for their work. When we were looking at some works on the PC, the idea of a 3-year photography project on the people, costumes and customs of the new China arose. Over the past three years, Huang visited China whenever there were holidays, and we have visited Hangzhou, Taihu Village in Suzhou, Donghu in Shaoxing, Xitang in Jiaxing, Shanghai, Ganzizhou in Szechuan, the Szechuan-Tibet route, Yunnan, Shangri-la and many other places. The work on the Szechuan-Tibet route was the most difficult then. From this close encounter with nature, I realized that creation comes from everyday lives. We saw the glorious past of the 5000-year-old Chinese nation in the culture and history of every place we visited. We also experienced the life, happiness and meaning that was brought about by creation. The project can thus be considered as happiness for the common man on the ten-thousand-mile trip because ordinary people like us have created something unusual with our united strength, and we have done something great for the art work of China! I would like to mention another partner, Jerry, who joined us on the trip to Xitang and Eastern Tibet in 2004. He is important to us because he has helped us understand and develop original thought in the overall creative process. From him we also saw the bravery and commitment of an artist who has been dedicated to art creation all his life. Finally, I must thank members of my creative team, including Chengdao, Yong, Long, MinJuan, Beilei, Dawei, Haifeng, Yujue, Ji, and all other colleagues. I am proud to have you in my team giving me strength to go forward. I also need to say thank you to my family, my wife Ru Ding who has taken good care of our two sons and supported me all the way (even though I did nothing at home). In addition to giving me a perfect asylum, she was my personal model (the leading role in the *Flowery Age* and *Life in the Ancient House*. Without her the 3-year-work would not have been published. Special thanks should be given to my little brother Yong, my father Chun-sen Fang, my mother Ji-mei Zheng and my friend a-long who have given me their spiritual support.

My negation and improvement will surely continue to progress. I hope that my third eye and my thought can be the eternal witness of my *Art of Life*. I hope the second *Chinese Way* will come true. The *Witness of Life* originates from *Life*, and the *Witness of Art* arises from *Life*.

Thanks again for the help and support from Huang and her team from Taiwan; the help from Mr. Guang-xiao Liu who is the deputy chairman of the China Portrait Photography Society (Portrait Photographic Society of China) when we were in Tibet; and Mr. Qiu-xiang Lee, one of the top ten landscape photographers, when we were in Xinjiang.

To my dear father Mr Fang ChunShen who has 50 years experience in the photography.

Xiang FANG
13 June 2004
In a hut at Taitzi Bay

■ 黄韵如 2004年

1995年首度应邀至上海演讲，主题是「整体造型与摄影的互动」，或许是当时大家对整体造型的陌生，而对这个主题感到好奇，预计两百个座位竟然有超过六百位相关专业人士报名参加，其中更有超过一半是摄影师，这是我第一次在中国的演讲，也是第一次与这么多杰出的摄影师互相切磋，1995年之后，陆续受邀演讲、授课，让我更有机会探索属于东方的深层文化。

随着我不断到中国探访，与杰出摄影家房翔的相知、相惜，透过合作日益深厚；2001年的夏天，我们决定以三年的时间创作一个大系列作品—「新中国印象」。每一年寒暑假带着行囊和准备好的计画，奔向那艰辛却美妙的创作旅程。

杭州、绍兴、苏州乃至东藏，旅程长达数万公里，每次的创作都会带给我们下一次更丰富的灵感；我们从上万张的作品里难舍地选出精采的作品与您分享，相信透过这些影像，希望您也和我们一起进入美丽的影像世界。

创意是无限的，但唯有不断的尝试突破，引发新的灵感，加上团队伙伴的支持，才能将创意尽情发挥，仅此献上祝福，感谢一路支持的许多杰出人士与团队的协助。

Preface by Alice Huang

I was invited to deliver a speech on Interactions Between Overall Style and Photography in Shanghai for the first time in 1995. Maybe out of curiosity and unfamiliarity with the topic, over 600 professionals from related fields filled the 200-seat venue, and over half of them were photographers. It was my first speech in China and my first meeting with so many outstanding photographers. I have been invited to give speeches and lectures in China since then, giving me the opportunity to recover the oriental culture that lies deep in my heart.

As I visited China more often, I established a profound friendship with the Chinese photographer Xiang Fang. In the summer of 1999, we decided on the 3-year-project New China Impressions. So I rushed to China with my backpack and plans for the tough but amazing trips during summer and winter breaks over the last three years.

From Hangzhou, Shaoxing, Suzhou to Eastern Tibet, the trip was over ten thousand miles, and every creation has brought us richer inspiration. It has been 3 years now, we share with you over ten thousand pictures after giving up some with great difficulty. We believe that these images will allow you to share our feelings and the beauty we have attempted to create.

Creativity has no boundaries, and new inspiration will only come through continual attempts and breakthroughs. Thank you so much for those who have supported us all the way. It was the nicest thing to have you with me. Please accept my blessings and appreciation.

Alice Huang
2004 in Hangzhou



每一次创作就像在和自己的灵魂对话，袒露自己，追寻高于生活层面的另一半。肆意挥洒灵感的痛快淋漓、光影环境难以表达的痛楚、面对人类文明的废墟扼腕叹息，创作是痛并快乐着的，生活的经历让我更想去体现人性本真的一面，追逐历史的足迹。始终认为：创作来源于生活！

——房翔

Each creative work seems to be talking with my soul in me. I say what's in my mind openly and look for the other side of life. The picture of light figure and environment is difficult to express human's pain. I take pity on the ruins of civilization. Creation is hardships but happiness. Life makes me more aware of the real human's nature and I seek for the traits in history. I am sure all the time that creative power derive from real life.

——Jack Fang

花样年华

IN THE MOOD FOR LOVE







