

中国广告学会  
中国工业美术协会  
中国广告联合总会



第1届全国广告  
装潢设计展览 ●  
优秀作品集

# 第一届全国广告装潢 设计展览优秀作品集

SELECTED WORKS FROM THE FIRST NATIONAL EXHIBITION  
OF ADVERTISEMENT AND PACKAGE DESIGNS

中国广告联合总公司 编

EDITED BY  
THE CHINA UNITED ADVERTISING CORPORATION

责任编辑: 路盛章 丁 华

封面设计: 王小飞

摄影: 王翼南、齐 鸣

第一届全国广告装潢设计展览  
优秀作品集

工商出版社出版 新华书店发行

北京新华彩印厂制版印刷

1984年8月第一版第二次印刷 印数: 5001·13500

统一书号: 17246 · 032 定价: 4.00元

## 为广告艺术开创新局面

中国广告学会会长 张 行

第一届全国广告装潢设计展览会中，有一批优秀广告画，现将其编辑成书。这是中国广告有史以来第一次成绩检阅。可供从事专业的人，互相观摩借鉴，也可供工商行政方面以及其他方面广告工作者（报刊、广播、电视、电影等等）作为参考资料。即便设计思想、艺术水平还有待提高，但对我国的广告事业将起到一定的促进作用，并作为我国广告开创新时期之一页而受到珍视。

半个世纪以前，英美烟草公司为了在中国市场推销商品，在上海集中了一批艺术人材。有美国人、欧洲人、日本人，也有中国人，他们都要熟悉各种绘画技法，（黑白画、水彩画、水粉画、油画等）还要熟悉中国社会生活，消费者的心理，等等。中外艺术家之间，既互相学习，也互相竞争。这时期，曾造就了第一代中国的广告画家，他们有胡伯翔、梁鼎铭、张光宇等人。——我尚在农村小学的时候就看到过这些前辈画的香烟画片。这种画片是随大箱的香烟奉送的。印刷精美，有独幅的，有大挂历。画的题材有：唐明皇夜宴图、虎牢关三英战吕布等等，以后有稚英、曼佗等的时装美人图。香烟小匣内还附有小画片，有京剧人物，历史故事，如红楼、水浒、西游之类，这些小画片是不署名的。

抗日战争前夕，张光宇在上海给我看过一套他画的香烟小画片，似乎是东周列国一类故事，其中建筑、陈设、服装、道具，虽不一定完全出于考据，但构思巧妙，画面新颖，形象古

朴，是一组水平很高的艺术作品。

我国第一代广告画家，虽然在艺术上有很高的造诣。但在解放前，中国工商业处境非常可怜，还没有精力与资本去用到广告事业上。只有一点路牌广告，印刷精美、艺术性高的张贴广告并不发达。在国际“广告年鉴”中，都是欧美作品，东方只有日本的作品入选——正如解放前的国际体坛一样，中国是没有名次的。

全国解放以后，在党和人民政府领导下，我国广告事业有了一定发展，特别是党的十一届三中全会以来，各方面的工作都落实了正确的政策。我国的社会主义建设，经过调整、改革、整顿、提高，各方面出现兴旺发达景象。实行对外开放、对内搞活经济的政策以来，为加强广告的行政管理，国务院公布了广告管理条例，人民日报发表《办好社会主义广告事业》的评论。成立了中国广告联合总公司和中国广告学会，最近又成立了中国广告协会，这是中国广告有史以来所没有过的新形势。

党的十二大提出“全面开创社会主义现代化建设的新局面”。这是个伟大艰巨的历史任务，在本世纪内，要促进社会主义经济全面高涨，同时还要努力建设高度的社会主义精神文明。

广告艺术工作者，是处在经济战线与文化战线第一线，负有建设物质文明和精神文明的双重任务。虽然广告的具体任务是促进生产，扩大流通，指导消费，活跃经济，方便人民生活，以及发展国际贸易等方面，但我们不能低估广告艺术在社会主义社会中的地位和作用，不能忽视其历史使命，我们

要像马雅可夫斯基那样，为社会主义，创造广告诗篇。

对外开放，是党的坚定政策，但对资本主义腐朽没落的文艺思潮要抵制，社会主义广告内容，不能虚假，不能欺骗群众，不能只向“钱”看。

我们有优越的社会主义制度与悠久的文化传统，有老一辈画家的经验可以借鉴，也可以向一些姊妹艺术和一切外国有益的经验学习，遵照“百花齐放，推陈出新”“古为今用，洋为中用”的方针，为中国广告艺术创造出一个新局面。

这本书，是一个起点，一个信号，是星星之火。

——一九八四年三月于北京

# MAKE A BREAKTHROUGH IN THE ART OF ADVERTISEMENT

*By Zhang Ding,*

*President of the China Advertising Society.*

This album includes excellent posters from the First National Exhibition of Advertisement and Package Designs. It is a review of achievements ever made in China. The album will be helpful for artists to learn from each other. It is also good reference material for advertising departments in industry and commerce, as well as in newspapers, journals, broadcasting, television, and films. Although there are rooms for improvement with regard to composition and artistic level, the posters will promote the advancement of Chinese advertisement and will be valued as works of the pioneering period.

Fifty years ago, the British-American Tobacco Company Ltd. in Shanghai hired painters from the U.S.A., Europe, Japan, and China, who were excelled in black-and-white, water color, gouache, and oil. The artists kept close ties with the Chinese way of life and studied the consumer's psychology. The Chinese and foreign artists learned from and compete with each other. Thus the first generation of Chinese poster artists was born—including Hu Boxiang, Liang Dingmin, Zhang Guangyu. When I was in the village school, I saw cigarette pictures done by members of this elder generation. The exquisitely printed pictures, given free, went with crates of cigarettes. There were also wall calendars with paintings of typically Chinese subjects — *Tang Dynasty Emperor Xuanzong's Night Feast, The Three Heroes Fighting Lu Bu at Hulaoguan*. Later, Zhi Ying and Man Ta excelled in drawing ladies in fashionable dress. Inside the cigarette package was a small

picture of heroes in the Beijing opera, in historical episodes, as well as in the novels: *A Dream of Red Mansions*, *Outlaws of the Marsh*, and *Journey to the West*.

On the eve of the outbreak of the War Against Japanese Aggression, I met Zhang Guangyu in Shanghai. He showed me a set of tiny cigarette pictures with themes taken from episodes from the Eastern Zhou Dynasty. The building decor and costumes might have been done out of imagination, but the drawings were artistically done with compact composition, new appearance, and unsophisticated human figures.

Before Liberation, China's industry and commerce were going downhill. No money could be spared for making advertisement. The artists devoted most of their time to painting billboards. Posters were seldom needed. The world's advertisement almanacs collected works from the U.S.A., Europe, and Japan only. No Chinese posters had ever been entered.

After the founding of the People's Republic of China, especially since the Third Plenary Session of the 11th Central Committee of the Chinese Communist Party, advertisement saw great development. The Party's policies are implemented in all fields. The socialist construction, after readjustment, restructuring, consolidation, and improvement, is going ahead in full steam. The government has adopted an open policy externally and methods to stimulate the economy internally. Stress is placed on business administration. The National United Advertising Corporation and the National Advertising Society are founded. What's more the State Council has promulgated the Regulations for Advertising, and the People's Daily published a commentary entitled "Handle Well the Socialist Advertisement Business" The Chinese advertisement trade has entered into an unprecedentedly favorable



situation.

The Party's 12th National Congress proposed to "create a new situation in all fields of socialist modernization". This great yet strenuous task has to be fulfilled by the end of this century — ushering in an all-round upsurge of the socialist economy, and establishing a high-level socialist culture.

Advertisement artists are in the vanguard of the economic front and the cultural front. They are responsible for the building of material and spiritual civilizations.

Advertisement plays an important role in promoting production, increasing exchange, giving guidance to consumers, stimulating the economy, facilitating the people's life, and developing foreign trade. Therefore we must pay enough attention to its role in a socialist society, and respect its historical mission. We must do as Vladimir Mayakovsky said, "For socialism, create epics of advertisement."

The Party's open policy will be consistently carried out. But we shall be untiringly resisting the decadent bourgeois ideology. Socialist advertisement must be truthful. Profit must not be its only purpose.

We have a superior socialist system, and a long cultural tradition. We can learn from the elder generation of advertisement artists, from other branches of art, as well as from what is good in foreign countries. We are sure to make a breakthrough by following the principles of "Let a hundred flowers blossom, weed through the old to bring forth the new" and "Make the past serve the present, and foreign things serve China."

This album is a starting point; it is a signal and a spark.

Beijing  
March, 1984

## 目 录

### 招贴:

鱼牌挂锁	王汉卿	1
玉泉曲酒	刘桦	2
金杯牌水球	张普	3
猫牌暖炉	阴元贵	4
中国民间筒帕	邵立辰	5
中国草编	张平杰、陈宙光	6
麻包展销	徐逸涛	7
雪花牌儿童绒帽	谭成荫	8
小小绒玩具	阮正文	9
魔方	回易宁	10
佈明代	陶冶	11
孔雀牌电子钟	安迪	12
太阳表	张鹏	13
太阳帽	谢燕淞	14
燕牌玻璃器皿	舒海安	15
天津陈酿	郝跃先、董立津	16
参茸酒	彭桂秋	17
美加净银耳珍珠霜	陈琪芸	18
芭蕾牌珍珠化妆品	黄喜	19
双环牌粉饼	冯常新	20
友谊唇膏	陈培荣	21
时装展销	陈鸣	22
鹰牌电剃刀	范汉成	23
天津洗洁精	王仲莉	25
百花牌洗衣粉	郝琦	26
友谊牌衬衫	张万玲	27
一杯清纯的水	郝跃先、董立津	28
兰天牙膏	郝跃先、董立津	29
大提琴弦	经德懿	30

一正膏	李晓南	31
医药展览	范伟明	32
江苏水产	周亚梅	33
李骆公书法艺术讲座	袁宗杰	34
中国古瓷	李维立、张品、贾志刚	35
东北三省包装装潢新设计展览	王亚非	36
中国图书中心	姚宁	37
北京火柴	徐锡林	38
<b>摄影广告:</b>		
涪陵榨菜	王庆伦、郑兴久、笪建华	40
红棉牌高级小提琴	陈德宝、王翼南、夏超一	41
箭牌汽枪	左犁	42
卷笔刀	刘建新	43
素美牙膏	易行、吴大俊	44
<b>灯箱广告:</b>		
紫罗兰灯箱	祁恩铭、樊光立	45
<b>路牌:</b>		
鹅牌衬衫	王祥坤	24
<b>橱窗设计:</b>		
橱窗设计	杨小炎	46、47
<b>包装装潢:</b>		
西安火柴盒贴	雷鸣	39
葵花牌蜡烛盒	王学武	48
蜡烛盒	刘玉华	49
上海果汁	杜婉清	50
糕点盒	陈际	51
鱼肝油盒	张定华	52
中国名茶	匡飞娟、王仲绪	53
绒绣靠垫	肖义民	54
绒绣靠垫	杨连城	55
双喜牌绣花台布	季东白	56
天鹅牌风衣盒	经德懿	57

春兰女衫盒	黄加健	58
渤海衬衫盒	秦 城	59
浴巾盒	杨连城	60
海达衬衫盒	王益辉	61
朋街女子服装拎袋	李立勋	62
康福花袜	朱金城	63
鹿鞭酒	张宝树、关嵩茂	64
薄荷酒	陈庚年	65
陈酿	张宝树	66
红鸟牌汽车喷雾蜡	蒋 峻	67
新叶牌全色胶卷盒	翁家斌	68
郁金香化妆品	杨山鹰	69
灯泡盒	迟国林	70
健美放大纸盒	许松吉	71
小动物文具盒	邵平方	72
<b>奖章设计:</b>		
羽毛球赛金质奖章	贺锡华	73
<b>商品支架:</b>		
打字机润滑油塑料支架	设计: 金国光. 制作: 杨志鹏	74
<b>报纸广告:</b>		
上海胶管	陆三荣	75
襄阳轴承厂 Z X Y 轴承	张光华	76
北京汲古阁	常显东	77
<b>标记:</b>		
中国包装技术协会会标	王国伦、龚雁鸣	78
北京装潢设计研究所所标	、 王国伦	78

# CATALOGUE

## POSTERS:

Fish Brand Padlock .....	1
Jade Spring Brand Liquor .....	2
Gold Cup Brand Waterpolo Ball .....	3
Cat Brand Warmer .....	4
National Bag of China .....	5
China's Straw Products .....	6
Hemp Bags Sales Exhibition .....	7
Children Sweat Hat .....	8
Velvet Toys .....	9
Magic Square .....	10
Bloomingdale's .....	11
Peacock Brand Electronic Clock .....	12
Solar-Energy Wrist-Watch .....	13
Sun Cap .....	14
Swallow Brand Glassware .....	15
Tianjin Old Wine .....	16
Ginseng-Pilose Antler Liquor .....	17
Maxam Brand Face Cream .....	18
Pearl Beautifying .....	19
Double Ring Brand Face Powder .....	20
Friendship Brand Lipstick .....	21
Fashionable Dress Sales Exhibition .....	22
Eagle Brand Electric Shaver .....	23
Tianjin Cleansing Agent .....	25
Flowers Brand Detergent .....	26
Friendship Brand Shirt .....	27
A Cup of Clear Water .....	28
Blue Sky Brand Toothpaste .....	29
Cello Strings .....	30
Yizhenggao Brand Plaster .....	31
Exhibition of Medicine .....	32
Jiangsu Province Aquatic Products .....	33
Li Luogong's Lectures on Calligraphy .....	34
Ancient Chinese Ceramics .....	35
Exhibition of New Package Designs from	

the Three Northeastern Provinces .....	36
China Books Center .....	37
Beijing Matches .....	38
<b>PHOTOS:</b>	
Fuling Pickled Mustard Tuber .....	40
Kapok Brand First-Class Violin.....	41
Arrow Brand Airgun .....	42
Pencil Sharpener .....	43
Sumei Toothpaste .....	44
<b>LAMP BOX:</b>	
Ziluolan Lamp Box .....	45
<b>BILLBOARD:</b>	
Swan Brand Shirt .....	24
<b>SHOP WINDOWS:</b>	
Shop Window Designs.....	46, 47
<b>PACKAGES:</b>	
Xi'an Match Labels .....	39
Sunflower Brand Candle Box .....	48
Candle Box .....	49
Shanghai Fruit Juice.....	50
Pastry Box .....	51
Cod-Liver Oil Box .....	52
Famous Chinese Teas .....	53
Woollen Needlepoint Cushion.....	54
Woollen Needlepoint Cushion.....	55
Double Happiness Brand Embroidered Tablecloth .....	56
Swan Brand Raincoat Box .....	57
Spring Orchid Brand Blouse Box .....	58
Bohai Brand Shirt Box .....	59
Bath Towel Box.....	60
Haida Brand Shirt Box.....	61
Bond Street Lady's Dress Bag.....	62
Comfort Socks .....	63
Lubian Brand Liquor .....	64
Peppermint Liquor.....	65
Chenniangu Liquor.....	66

Red Bird Instant Spray Car Wax.....	67
New Leaf Brand Panchromatic Film Box.....	68
Tulip Brand Cosmetics .....	69
Light Bulb Box .....	70
Jianmei Brand Enlarging Paper Box .....	71
Pencil Boxes .....	72
<b>MEDAL DESIGN:</b>	
Badminton Championship Gold Medal .....	73
<b>GOODS STAND:</b>	
Plastic Stand for Typewriter Lubricant .....	74
<b>NEWSPAPER ADVERTISEMENTS:</b>	
Shanghai Rubber Hose .....	75
ZXY Bearing, Xiangyang Bearing Plant .....	76
Beijing Jigu Pavilion .....	77
<b>EMBLEMS:</b>	
Emblem of the China Packaging Technology Association .....	78
Emblem of the Beijing Package Design Institute .....	78

YUBAI  
**GUASUO**

鱼牌挂锁

此锁这般坚固 俺老孙也难对付



哈尔滨市制锁厂制造  
HARBINSHIZHISUOCHANGZHIZAO

招贴 作者: 王汉卿

POSTER DESIGNED BY WANG HANQING



YUQUANDAQU YUQUANERQU

玉泉大麴  
玉泉二麴



中华人民共和国 黑龙江省玉泉酒厂

招贴 作者：刘 桦

POSTER DESIGNED BY LIU HUA