



BRANDS & DESIGNERS  
**AWARDS**

**Brands and Designers Awards 2005 Florilegium  
首屆中國(深圳)國際品牌與設計大賽作品集**



**2005.10.25~29**

Hall 4, Shenzhen Convention and Exhibition Centre

深圳會展中心4展覽館





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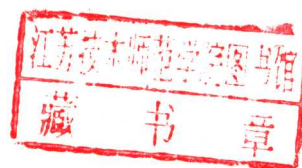
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# 前言

## 首屆中國(國際)品牌與設計大獎賽

在中國，2005品牌與設計大獎賽是首次將品牌和設計結合作為主題的大賽，此次大賽的目的是為了鼓勵來自中國和亞洲其他國家和地區的設計師、設計機構和品牌公司，認可並表彰他們在各自領域將設計融入品牌的成功作品。

2005中國(國際)品牌與設計大獎賽得到了協辦方深圳市朗圖設計有限公司、深圳市國際彩印有限公司和深圳市平日紙業有限公司的全力支持，保證了2005中國(國際)品牌與設計大獎賽的成功舉行，並得到了深圳市政府的有力支持，使2005品牌與設計大獎賽圓滿成功。

2005年3月，經過大賽組委員會的認真研究，並徵詢多方專家意見，出爐了大賽作品徵集方案，由於本屆品牌與設計大賽是國內首次將品牌和設計結合作為主題的大獎賽，組委會成員們在摸索中前進，並在徵稿期間得到了《現代裝飾》、《藝術與設計》、《青年視覺》等雜誌社以及網易、視覺中國等網站的有力支持。

此後，大賽組委會陸陸續續收到來自全球各地的參賽作品，截止至2005年9月30日，大賽組委會共收到作品900余幅。根據作品評審的要求，經過大賽國際專業評審團的評選，最終產生工業設計類、平面設計類、建築設計類、室內裝飾設計類金獎共5名，銀獎共8名，銅獎共12名，單項獎分為最佳創意設計獎、最佳評審團獎、最具商業價值獎、最佳視覺獎、國際設計促進獎各1名。另外還有60名優秀創意入圍獎和5名最佳網絡人氣獎。

本書是對2005中國(國際)品牌與設計大獎賽工作的總結，因為是首屆。所以我們在經驗等各方面都存在着不足，但是我們相信以後的2005中國(國際)品牌與設計大獎賽會越辦越好。

首屆中國(國際)品牌與設計大獎賽組委會

2005年10月



# PREFACE

Brands and Designers Awards 2005 will become the match that combines both the brands value and design as a theme for the first time .And the purpose of this match is to encourage all the designing Masters, institutions and brand corporations from China and other countries as well as different regions in all Asia, approving and citing them will design the excellent works which will incorporate the brand in each field. Brands and Designers Awards 2005 is fully supported by Shenzhen Rito Design, Shenzhen International Color Printing Co., Ltd, Shenzhen PINGRI Papers Co., Ltd. and has also got the strong support from the municipal Party committee and government of Shenzhen, which ensures Brands and Designers Awards 2005 a complete success. March of 2005, through the serious research of Organizing Committee of the match, and consult the expert's suggestion in many ways, the works collection program of the match has ultimately come out. Because it is the match that combines both the brands value and design as a theme for the first time, the members of the Organizing Committee are trying to find out through the whole process and are fully supported by many media, such as "Modern Decoration", "Art and Design", "Youth Vision", NET EASE and China Visual during the works collection program.

After that, the Organizing Committee of the match receives lots of works from all parts of the world in succession. Till September.30.2005, the Organizing Committee of the match have received 900 works altogether. According to the requirements of the evaluating standards, through the assessment of the international specialists group of the match, ultimately, some winning works have been extracted, including 5 gold award winners, 8 silver award winners, and 12 copper award winners relate to Product Design, Graphic Design, Architecture Design and Interior Design . Individual award include the best creative design award, Top Prize, Best Graphic Design Award, Commercial Success Award and the international design promotion award .In addition, 60 persons with outstanding creation will receive the awards and the 5 most popular Award (general public vote on the website).

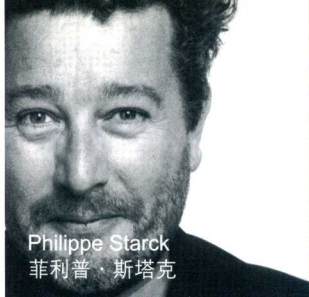
This book is a summary of Brands and Designers Awards 2005, for it is the first match, we are lack of experience in some areas on it, and however, we are convinced that we can make the next one better and better.

Brands and Designers Awards 2005 Organizing Committee  
October 2005



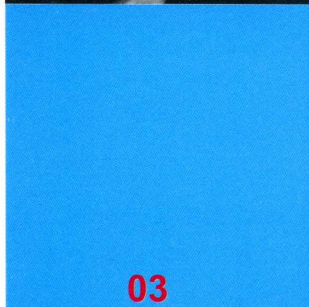
# Judges

評審委員



Philippe Starck  
菲利普·斯塔克

01



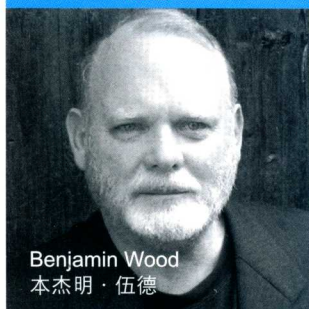
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Benjamin Wood  
本杰明·伍德

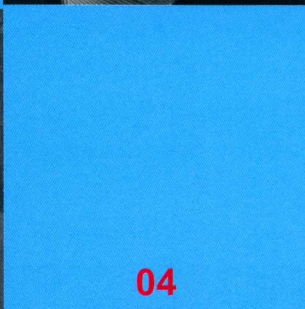


Ken Cato  
肯·凯图

02

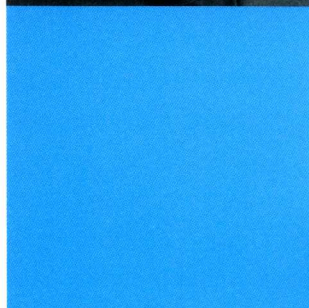


Ron Nabarro  
朗·纳巴罗

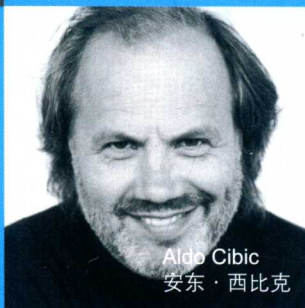


Aldo Cibic  
安东·西比克

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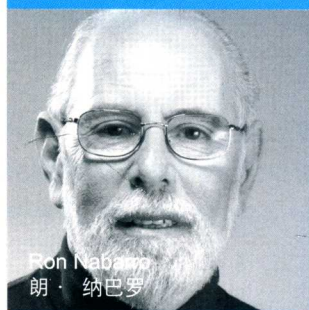


Min Wang  
王敏

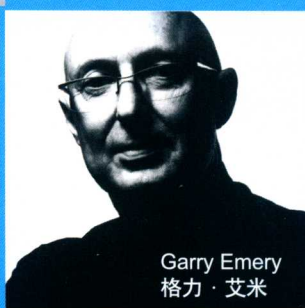


Garry Emery  
格力·艾米

05



07



06



## Philippe Starck 菲利普·斯塔克

Philippe Starck, Chief Vision Officer, Starck Studio

was born in paris in 1949. inspired by his father, who worked as an aircraft designer starck spent his childhood under his father's drawing boards, sawing, cutting, gluing, and sanding, dismantling bikes, motorcycles and other objects. from the mid-sixties, starck attended the ecole nissim de camondo in paris, and he set up his first company in 1968 to produce inflatable objects. in the 1970s he fitted out the paris night-clubs la main bleue (1976) and les bains-douches (1978). french president francois mitterand assigned him to decorate a suite in the elysée palace in paris in 1982. since then he has reached a phenomenal international reputation in hotel interiors, furniture design and domestic products. in 1984 he designed the interior of the café costes in paris, along with those of other establishments, such as the manin in tokyo (1985) and teatriz in madrid (1990). he has also designed a number of private dwelling houses and apartment blocks, commercial premises. in paris a whole street block, la rue starck, is going up to his designs (1991). philippe starck may be the most famous and prolific designer alive. his desire for transgression and challenge, of aesthetic and cultural provocation made him change our lamps, door handles, cutlery, kettles, vases, clocks, scooters, motorcycles, desks, beds, taps, toothbrushes, baths, toilets... in short, our whole life.

Philippe starck (菲利浦·斯塔克), 1949年在巴黎出生。他的父親是一個飛機設計者，在父親的鼓勵下，斯塔克在父親的繪圖板下度過他的童年：鋸、切、粘合、打磨、拆卸自行車、摩托車和其他物體。60年代中期，starck進入了巴黎 ecole nissim de camondo 學院，並且他在1968年建立他的第一個公司生產可膨脹的物體。在20世紀70年代他設計了La MainBleue夜總會(1976)和巴黎的Les BainsDoughes夜總會(1978)。1982年法國總統密特朗指派他裝飾愛麗舍宮，從那時起，他在飯店內部裝修，家具設計和室內產品設計上聲名雀起。1984年他又完成巴黎Costes餐廳的室內設計，與其他設計一起，譬如，在設計東京的manin(1985)和馬德里teatriz (1990)同時，他還設計了許多私人住宅和公寓區、商業區。在巴黎一整個街道-la rue starck, 都是他的設計(1991)。菲利浦·斯塔克可能是活著的最著名和最多產的設計者。對於審美和文化挑戰的渴望，使他改變我們的燈、門把手、餐具、水壺、瓶、鐘、小型摩托車、摩托車、書桌、床、閥門、牙刷、洗澡、洗手間...，簡而言之，改變了我們的整個生活。

## Ken Cato 肯·凱圖

Ken Cato is an Australian designer with an international reputation. He is Chairman of Cato Purnell Partners, established in Melbourne in 1970 and with offices in Sydney, Brisbane, Perth, Wellington, Buenos Aires, Barcelona, Santiago, Guadalajara, Mexico City and representative offices in London, Mumbai, New York, Singapore, Tokyo, Taipei, Dubai and Guangzhou. Cato Purnell Partners is the largest design company in the Southern Hemisphere.

Cato's work encompasses all facets of corporate and brand management and design. His philosophy of design is dynamically holistic, providing the synergistic solutions that produce positive results.

As a graphic designer, his work has earned him an international reputation. He has won numerous international and Australian design awards, and his work is represented in museums and galleries throughout the World. He is a long-standing member of Alliance Graphic Internationale and is a past AGI President. He currently holds the position of Director of Education.

Ken is a foundation member of the Australian Writers and Art Directors Association, a member of the American Institute of Graphic Arts, ICOGRADA, Design Institute of Australia, Australian Marketing Institute, Industrial Design Council of Australia, and is Patron of the Australian Academy of Design.

作為一名平面藝術設計家，肯·凱圖在國際間享有極高評價，獲得國內外相當數量的榮譽其傷口在世界各地的美術館、博物館展示。他在澳大利亞國內外的藝術院校等地多次舉行專業講座。肯·凱圖的主要設計及相關設計出版物包括：〈來自澳大利亞的視界〉、〈商業設計〉及〈第一選擇〉等。由肯·凱圖本人任主席的凱圖設計有限公司已建有22年，它是南半球最大的設計研究所，本部辦公室在澳大利亞墨爾本，在伯斯、悉尼、奧克蘭及東京，新加坡鳳有辦公機構，在香港、印尼、吉隆坡和紐約設有代表處。

曾任國際平面設計協會主席，一直致力於企業和機構形象設計。他的寬泛的設計思想正在影響和改變著世界設計的發展。

## Benjamin Wood 本杰明·伍德

Benjamin Wood, AIA, received his Masters in Architecture from MIT in 1984. His first commission in China was Xintiandi, a cultural entertainment district in Shanghai. The project received a 2003 Award of Excellence from the Urban Land Institute.

His most significant contribution on a major project outside of China was as the Architect of New Soldier Field in Chicago, home of the Chicago Bears. Co-designed with his partner at the time, Carlos Zapata, New Soldier Field was named by the New York Times as one of the ten best buildings of 2003.

Master Plans completed for Ben Thompson included: the Plan for Spitalfields, City of London (3 million sf GFA) and the Plan for Minato Murai, a 3.5 million sf GFA mixed use project in Yokohoma Japan (in association with Nikken Seikei). In the 90's, first as a principal of Thompson and Wood, then later of Wood and Zapata, Ben Wood authored master plans for the Revitalization of New York's Times Square (1993), Lincoln Road and the Art Deco District in Miami Beach (1992), Playhouse Square in Cleveland Ohio (ULI Award of Excellence).

Ben now lives in Shanghai leading his dynamic creative team of "benwood STUDIO SHANGHAI" and contributing his unique concepts and design work throughout China and internationally.

本杰明·伍德，美國建築師聯合會成員。于1984年取得麻省理工學院建築學碩士學位。他在中國的第一個項目是新天地，上海的一個文化娛樂區。這個項目曾獲得城市國土研究院的2003卓越獎。

他在中國以外地區的在工程上的最杰出的貢獻是擔任芝加哥新士兵體育場的建築師，建造僅用了19個月，這是創記錄的。本杰明與他的搭檔卡洛斯·扎帕塔一起設計的新士兵體育場被紐約時報稱為2003年10座最佳大廈之一。

為本·湯普森完成的總規劃包括：倫敦市Spitalfields規劃(300萬sf GFA)，以及Minato Murai規劃——日本Yokohoma的一項350萬的多功能工程(與Nikken Seikei聯合)。在90年代，本杰明·伍德先是作為湯普森和伍德的負責人，後來作為伍德和扎帕塔的負責人，他創作了許多總體規劃：紐約復興時代廣場(1993)，林肯路和邁阿密海灘的藝術裝飾區(1992)，俄亥俄州克利夫蘭的劇場廣場(獲得ULI卓越獎)。本現在主在上海，帶領着他的有活力的有創造性的團隊“本伍德上海工作室”。他將他獨特的概念和設計作品貢獻給了中國和全世界。



## Aldo Cibic 安东·西比克

Born in Schio (Vi) in 1955. He moved to Milan in 1979 to work with Ettore Sottsass, becoming his partner the following year, together with Matteo Thun and Marco Zanini. That same year, 1980, marked the creation of Memphis, of which Cibic was one of the designers and founders, under the guidance of Sottsass.

In 1989, he went out on his own, founding, together with Antonella Spiezio, Cibic & Partners, providing his personal design services for his own projects and for other companies, as well as expanding into the field of interior design and architecture projects in Italy and abroad. In 2001 entered in Cibic & Partners Luigi Marchetti and, in 2003, Chuck Felton.

In 2005 he is named Director of the Department of Design at Fabbrica, the Benetton Research and Development Communication Centre..

ALDO CIBIC, 1955年生于维琴察市。1979年移居米兰, 与Ettore Sottsass共事。1980年, Memphis设计团队成立, 作为Sottsass的得意弟子, Cibic成为Memphis创始者之一。1989年, CIBIC自立门户, 与Antonella Spiezio一起成立Cibic & Partners工作室。该工作室为他自己的工程项目或者其他公司提供个人设计服务, 其业务范围扩展到室内设计 and 建筑工程设计等领域, 在意大利甚至全世界的影晌日渐升温。2001年Luigi Marchetti加盟Cibic & Partners, 2003年Chuck Felton也走进了Cibic & Partners。2005年他被任命为Benetton集团设立在意大利的研发交流中心—Fabbrica的设计部总监。CIBIC曾在意大利时尚设计学院任教, 并从事于设计与社会关系的研究。

## 05

## Ron Nabarro 朗·纳巴罗

Designer, researcher and educator; Co-founder and president of Senior-Touch Ltd. and founder and director of design4all; recipient of 23 Design awards.

Professor of Industrial design at the Technion Israel Institute of Technology, founder and head of the graduate program in industrial design and design management; former dean of the School of Design and Art at the Holon Academic Institute of Technology.

Executive board member of ICSID the International Council of Societies of Industrial Design (1999-2003).

Principle areas of research interest are design for elderly, design education and design management.

朗·纳巴罗教授是 以色列Technion技术研究院工业设计的教授, 也是工业设计和设计管理部门毕业生计划的创办人和主管, 他是ICSID即工业设计协会国际理事会的高级董事会成员, 1999年至2003年设计教育portfolio 的获得者, 现成为ICSID大使。从1998至2001年是霍龙(Holon)技术学术研究所的设计与艺术学校的校长。自1970年始, 他设计了多数属于高科技领域的超过600种产品。他是Innovation by Design--革新设计的创立人和董事长, 2001年design4all--为大众设计的创办人和董事长, 高级接触有限公司的合伙创办人和董事长。Scentcom 森特康有限公司的设计总监和联合董事长。他获得过23个设计奖, 是多国国际项目的设计协调人。主要工作范围、研究和兴趣包括设计管理、老年人士设计、设计教育和多学科综合性设计。

## 06

## Garry Emery 格力·艾米

Garry Emery is a graphic designer. With no formal education, he has progressed from assistant in a commercial art studio to a leading international design practitioner, an achievement acknowledged by an honorary doctorate from RMIT University and an honorary bachelor of arts from the Sydney Graphics College.

Today he is a creative director of emeryfrost, a Melbourne and Sydney based studio operating across Australia, Asia, the Middle East and the United Kingdom, developing corporate and brand identity, corporate communications, motion graphics, exhibitions and environmental graphic design from the scale of buildings to cities. For his contribution to architecture and urbanism he received the Presidents Award from Royal Australian Institute of Architects.

He is a member of the prestigious Alliance Graphique Internationale. He is an Adjunct Professor at Deakin and RMIT Universities, and lectures internationally. His work has been widely exhibited, published and awarded.

是澳大利亚墨尔本皇家理工学院(RMIT University)设计系的荣誉博士, 同时也是该大学与Deakin大学的附属教授。他创立并担任Garry Emery设计公司的设计总监。

格力·艾米没有受过正规的设计教育, 但他在该领域所做出的贡献令他获得了RMIT大学的荣誉设计博士。他是澳大利亚获得过最多国际奖项的平面设计师, 也是“国际图像联盟”的成员。其作品在世界各地多次展出并被多家美术馆收藏。他是许多主要公共艺术项目的顾问, 在澳大利亚、亚太地区与英国广泛活动。

## 07

## Min Wang 王敏

Min Wang is the Dean of School of Design at the Central Academy of Fine Arts since 2003. The Academy is one of the most prestigious and influential art school in China.

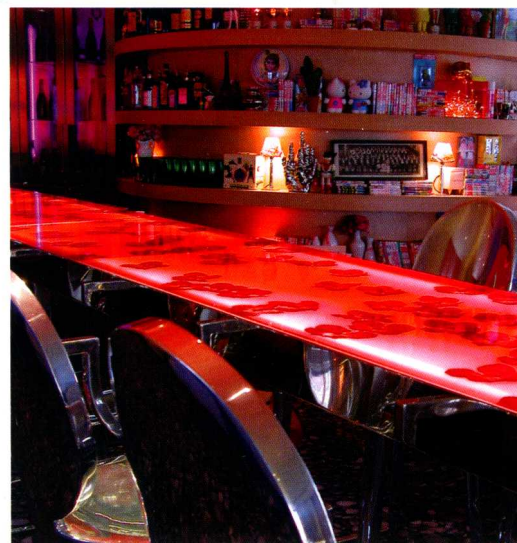
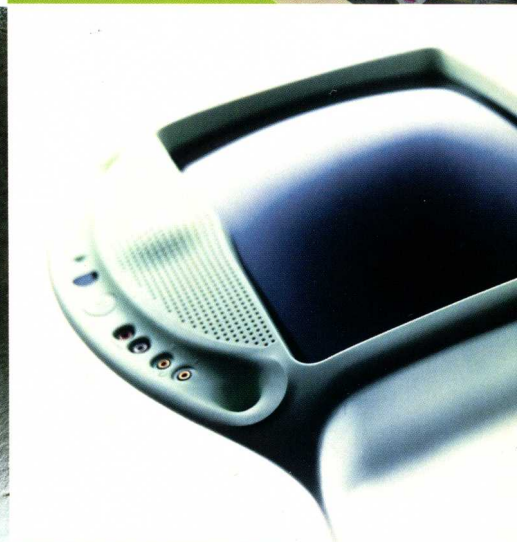
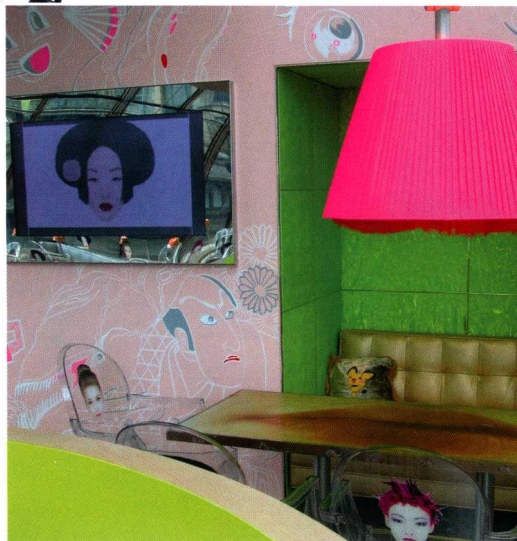
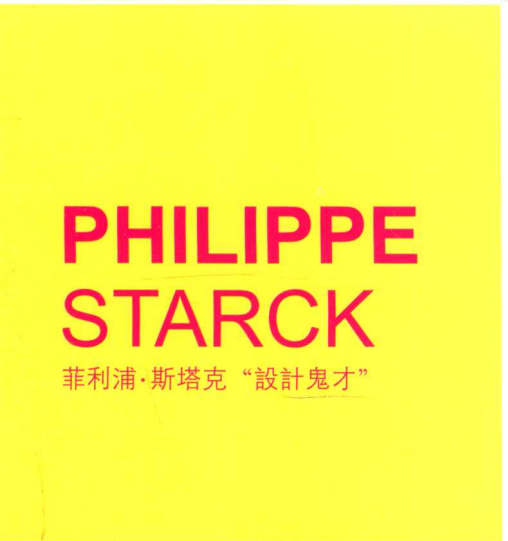
Min Wang has been the Design Director at the Square Two Design, as Design Manager, Senior Art Director, and Graphic Designer at Adobe System.

Min's work has been exhibited internationally in showcases such as the Biennial of Graphic Design, Brno, Czech Republic; Graphic Design Show in Beijing, China. Min has been giving talks in US, China, Hong Kong and Malaysia, invited as judge for Design competitions, and appointed Honorary Professor by Shanghai University, Stanford University, Fine Art College. Square Two Design clients include: Adobe, IBM, Intel, Netscape, Stanford University. In 2001, Min worked for the Beijing 2008 Olympic Games Bid Committee. Min Wang is member of AGI (Alliance Graphique Internationale), ADC, AIGA and TDC.

王敏, 中央美术学院设计学院院长, 教授, 博导。曾就职于世界最大图像处理公司奥多比(Adobe), 先后担任高级平面设计师, 高级艺术指导, 设计总监。1998年起加入美国两方设计公司(Square Two Design)任设计总监。

作品多次参加国际重大展览并获奖。多次被邀请作为设计比赛评判。在中国, 中国香港, 美国, 马来西亚多地举办过学术讲座。1999年被上海大学美术学院聘为客座教授。2001年参与北京市申奥工作。国际平面设计协会(AGI), 纽约艺术指导者俱乐部(ADC), 美国平面设计师协会(AIGA), 纽约字体指导俱乐部(TDC)会员。



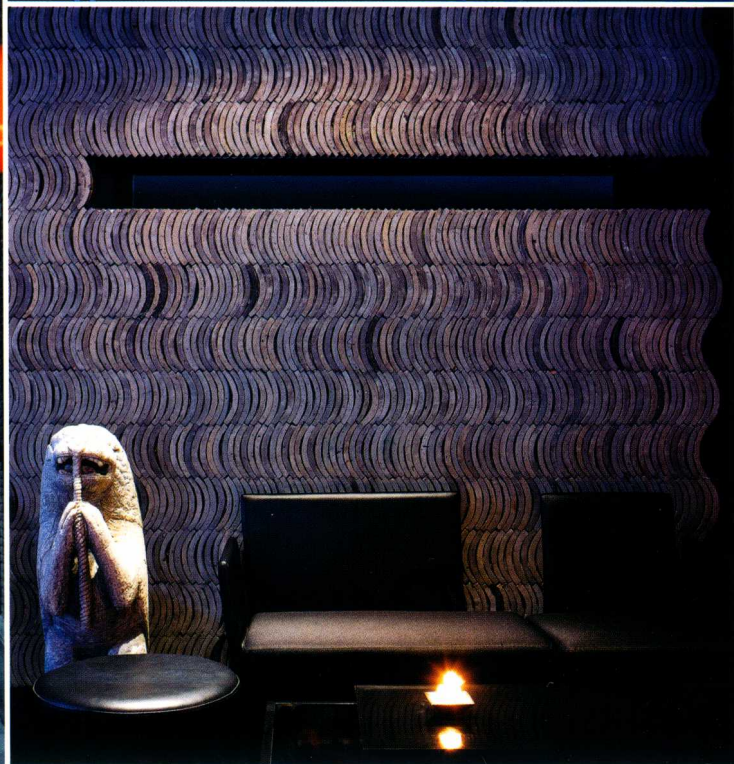




# Ken Cato

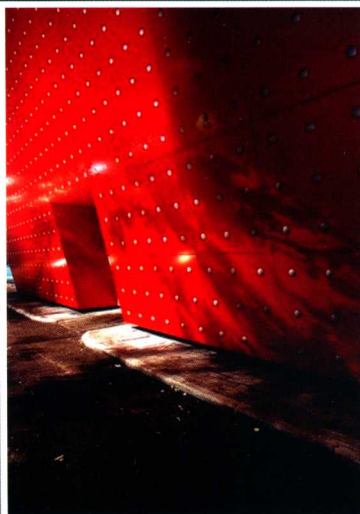






Benjamin Wood  
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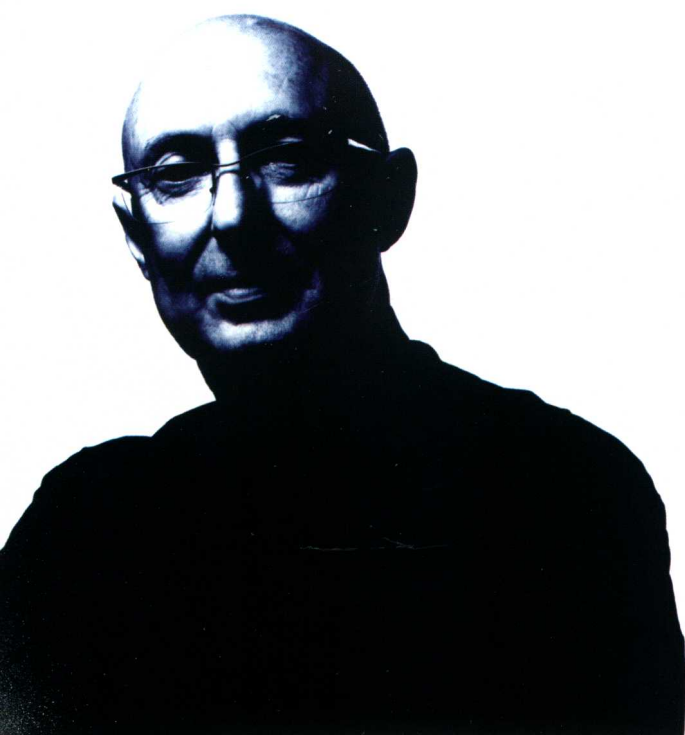
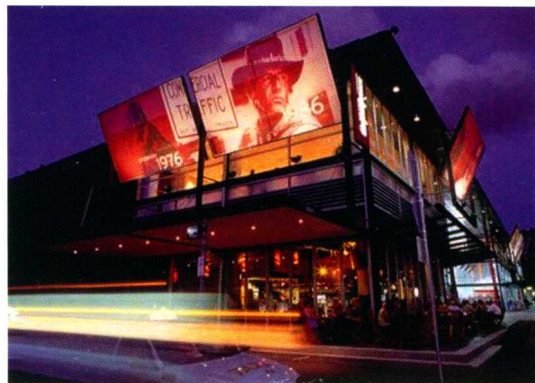




**Aldo Cibic**  
安东·西比克

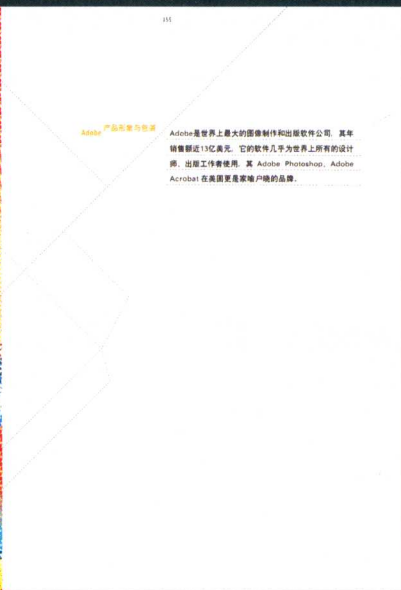
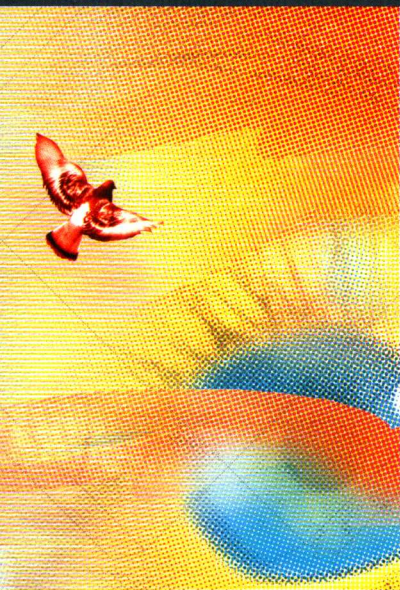






Garry Emery  
格力·艾米





Min Wang  
王敏

