

获奖作品：

★ 平面类 (Graphic)

☆ “Regeneration” Exhibition of Visual Design “再生” 展览视觉设计



GUANGZHOU ZHENGDIAN ADVERTISING COMPANY 广州正典广告有限公司

Describe the design work : Which exhibition use carton as carrier , that is "Renewal" exhibition .is a carton as the carrier of the environmental art exhibition, recycling and rebirth from the perspective of recycling. With "comma" as the core vision. Green, paper yellow, white unified visual tone of the exhibition site materials, posters, brochures gift packaging and T-shirts are co-ordinated. Emphasizing the theme of "Renewal" and the concept of environmental protection. Want to remind the audience: lifestyle changes, that is, environmental protection.

“再生” 展览是一个以纸箱为载体的环保艺术展览，从循环使用的角度下的再造与重生。以“逗号”作为视觉的核心。绿色、纸质黄色、白色统一视觉调性把展览现场物料、海报、册子、礼品包装及 T 恤都统筹起来。强调展览“再生”主题与环保观念。希望提醒观众：生活方式的改变，就是环境保护。