

海外传真
DESIGN WORKS ABROAD

国际大学生海报设计项目 “气候变化”

INTERNATIONAL STUDENTS' POSTER DESIGN PROJECT "CLIMATE CHANGE"



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do not be deluded,
this will not happen
JUST USE YOUR LEGS



在联合国气候变化大会于2010年11月29日~12月10日在墨西哥坎昆召开之际,德国传达设计师赫尔穆特·朗格尔与全球五大洲20所大学和设计院校合作发起了“气候变化”国际大学生海报设计项目。

这些院校的学生们都收到了赫尔穆特·朗格尔的创作指示:以气候变化为主题设计一幅海报,海报可反映全球的气候变化,也可反映区域或当地的气候变化。创作过程中,赫尔穆特一直与这20所大学的教授同行们保持着紧密联系,因此,该项目可说是一个广泛的合作项目。

每所院校都送出了10张最佳海报(20所院校共200张海报)。精选的海报由德国歌德学院于去年12月在墨西哥城进行了展出,之后,这些海报又在广州国际设计周与“中国低碳生活设计大奖”作品一起进行了展出。这些来自多元文化的海报反映了当今世界青年人对气候变化的关注,他们的创作令人印象非常深刻:有些海报表达的观点比较尖锐,有些海报希望唤醒世人对气候变化的关注,还有些海报阐释了自己的观点。总的说来,这些海报是创意多样化的象征,它们获得了世界范围内的广泛关注。

赫尔穆特·朗格尔教授希望这些海报将继续在全球更多地方进行展出。在此,《包装&设计》杂志特别刊登了来自每所大学的部分海报。



1. 墨西哥 Autonomía Metropolitana 大学
2. 智利圣地亚哥 Pontificia Universidad Católica de Chile
3. 印度 Mudra Institute of Communications Ahmedabad (MICA)

**The air they breath out
is the air we breath in**

A mature leafy tree produces as much oxygen in a season as 10 people inhale in a year.
Start a new Oxygen Plant. Plant a tree.



Coral reefs occupy 0.2% of the world's ocean floor, of which 20% are already extinct.



Don't gamble the world.





A global initiative by German communication designer HELMUT LANGER in cooperation with 20 universities/ design schools from all five continents on the occasion of the United Nations Climate Change Conference in Mexico (29 November to 10 December).

The students received a briefing from Helmut Langer about climate change aspects, to design a poster image – either to reflect the theme globally, regionally or locally. Helmut was in close contact with the professor colleagues at the 20 universities so the project became a great cooperation.

Each institution has sent their 10 best posters (=200 posters). A selection was presented by the German Goethe Institute in Mexico City last December and they were also shown on a big screen at the Guangzhou Design Week in conjunction with the China Low Carbon Life Design Award. The multicultural posters are the voice of the youth of the world on climate change. They are very impressive – some impeach, others urge or arouse. Some also illustrate visions. Altogether the posters are a symbol of creative diversity and world-wide concern.

The conception is that they will be shown at many more places around the world. P&D is publishing one poster from each university.



1	4
2	3 5

1. 印度艾哈迈达巴德国立设计学院 (NID)
2. 香港设计学院 (HKDI)
3. 中国杭州师范大学美术学院
4. 秘鲁利马 San Ignacio De Loyola 大学
5. 南非 AAA 广告学院



最后的冰山
the last iceberg

+ 40 cm
rise in ocean level
by 2080.



اتكّمش فيا
don't let go





MILLION REFUGEES

*By 2100, a sea level rise in sea levels
will create 35 million homeless persons.*

Do your Part: Fight Climate Change



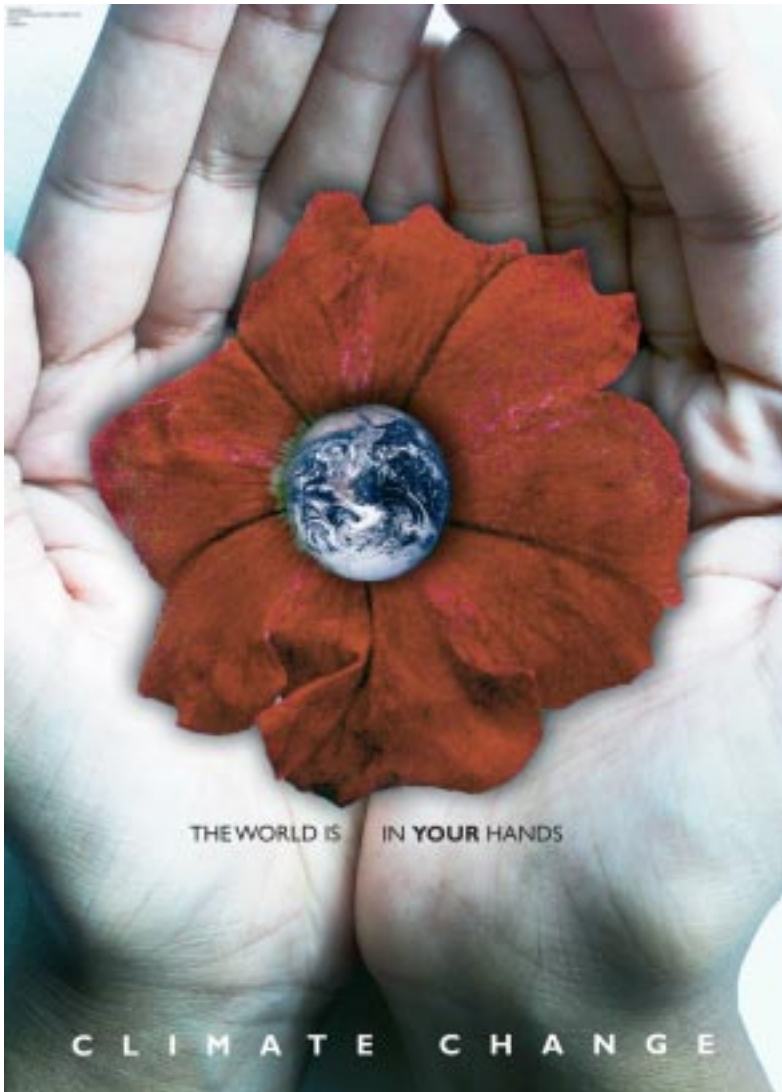
1. 中国中央美术学院
2. 日本东京武藏野美术大学
3. 黎巴嫩贝鲁特 Libanaise des Beaux 艺术学院 (ALBA)
4. 俄罗斯莫斯科平面设计高等学院
5. 美国密苏里州立大学
6. 阿拉伯联合酋长国 Sharjah 美国大学



The collapse will not be televised...

Act now!
Against desertification.





1. 日本名古屋艺术大学 (NUA)
2. 德国科隆 Ecosign Akademie fur Gestaltung
3. 南非 Tshwane 理工大学
4. 澳大利亚墨尔本皇家理工大学
5. 津巴布韦哈拉雷 Zimbabwe Institute of Vigital Arts (ZIVA)
6. 美国纽约 Pratt 学院