

DP Art

D P · A R T S T U D I O
做 艺 术 与 商 业 的 完 美 跨 界

阿 尔 佩 建 筑 事 务 所

我们做什么？



创意及策略
CREATIVITY

dp为艺术化营销提供全套创意。我们的策略基于对品牌精神的深入挖掘，并对品牌属性进行专业分析，制定出具有可执行性的完整方案。

- 专业，艺术与商业的平衡
- 创新，系列的开拓与延续性相结合
- 实用，以操作和完成的方案为本
- 将艺术和审美物化
- 注重细节和体验感



追求艺术性表达与商业逻辑的完美结合
专业专注，切中命题，将艺术与审美物化

DP ART&DESIGN STUDIO的使命

Design Team
设计团队

DP ART&DESIGN STUDIO 即古贝艺术设计是一家专注商业空间领域的国际性设计事务所，总部设于中国北京。
基于客户需求，我们在商业空间所涉及的项目规划、建筑改造、室内设计、艺术装置、雕塑和视觉传达等领域从事创作。
独树一帜，潮玩时尚，务实高效——就是我们演绎设计的追求。
我们致力于为商业类业态打造专属品牌商业环境的全面性设计服务

JULIAN GX WANG
王冠雄



ROSARIO PICCIOTTO
皮乔托



FILIPPO MARAGOTTO
菲利普



LI GUOJIN
李国进



FRANCESCO POLO QUARANTA
弗朗西斯科



FRANCESCO PINTON
品通



CHEN HONGZHU
陈虹竹



MARCO BISENZI
马尔科



LUCA TACCHETTO
塔戈托



LUCA RECCHINI
卢卡



MICHELE MADDALUNO
马达鲁诺



ZHANG YI XUAN
张逸轩



TIZIANA ZANGIROLAMI
特兹娅娜



MATTEO GRASSI
马特奥



TAKI YIN ZUO YI
尹卓一



STEFANO BENFATTO
斯坦法诺





“昌流不息”公共艺术项目策划团队介绍



陈虹竹 艺术家/ 艺术创意策划总监
 毕业于 四川美术学院
 商业空间艺术营销策划

CHEN HONGZHU
 COOPERRA TING BRANDS &



王冠雄 艺术家/ 声音艺术策划总监

BRANDS & PROJECT
Julian GX Wang

- Music producer
- Social Influencer
- Upcycle/ Sustainable Fashion Supporter
- ✦ Ins: Lesgosleepstyle
- ✦ Weibo微博: Julian朱利安Pro
- ✦ Apple Music & Spotify & Youtube Netease & Tencent Music



尹卓一 艺术家/ 3D艺术策划总监
 视觉艺术/美术指导/短视频

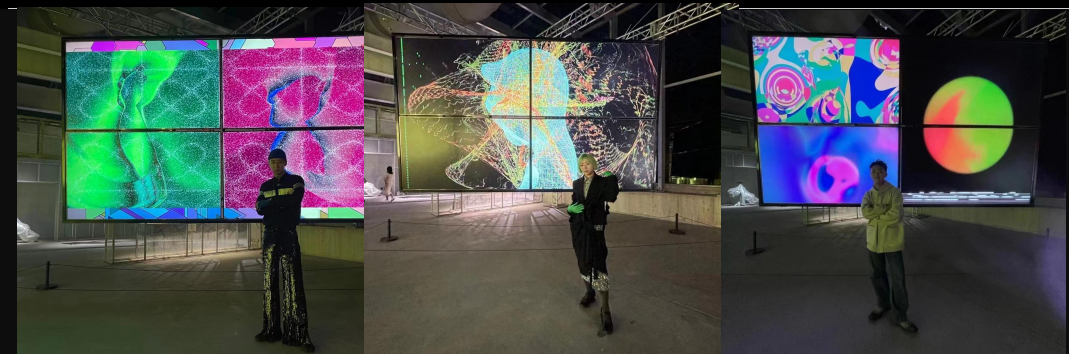
TAKI2000
 Visual arts/Art Director/Fashion film



PART 1
商业案例

Business case

成都SKP & SKP-S 室外LED大屏



Chen Hongzhu\Taki2000\Julian GX 本次以总导演及艺术、声音、视觉指导的身份，带领团队为SKP & SKP-S制作室

外所有LED大屏以及SKP-S SNEAKERS / FASHION 区域室内全部LED屏幕视觉。从前期概念企划、脚本、美术视觉、声音艺术到最后声音艺术交互装置和3D渲染呈现，全方位将SKP的魅力与成都独特的烟火气以装置艺术语言的方式相结合，创造出别具一格的感官效果。

我们以不同的元素来区别各个区域，例如SKP的花海，SKP-S的原石和金属，SNEAKERS / FASHION 区域的各种水晶。以及各种运用了声音可视化等技术呈现的独特平面视觉风格。

As the chief director and visual director, Taki2000、Julian GX and Chen hongzhu led the team to produce all outdoor large LED screens for SKP & SKP-S and all indoor LED screens in SKP-S SNEAKERS / FASHION area.

From pre-inspiration planning, script, art vision to final rendering, we hope to combine the charm of SKP with Chengdu's unique pyrotechnics in a unique and artistic way to create a unique sensory effect.

We use different elements to distinguish each area, such as the flower sea of SKP, the rough stone and metal of SKP-S, and the crystals of various colors in the SNEAKERS / FASHION area. And a variety of unique graphic visual styles presented by technologies such as sound visualization.



SKP南立面屏


Size: 8320 x 1320dpi

Duration: 1'18''

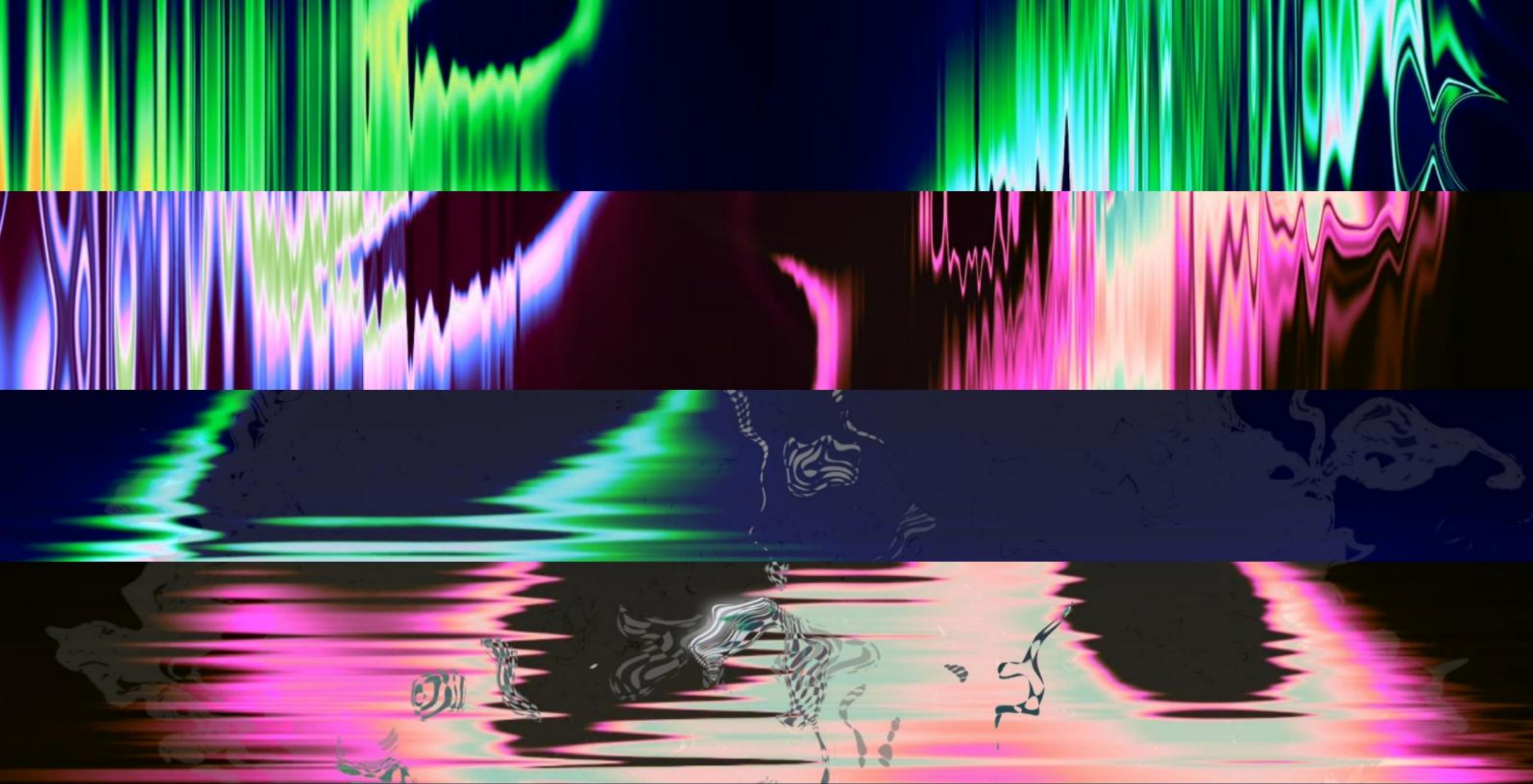




SKP-S北立面屏

Size: 8320 x 1320dpi 

Duration: 1'32''



成都SKP-S 室内 SNEAKERS/FASHION 区域LED大屏



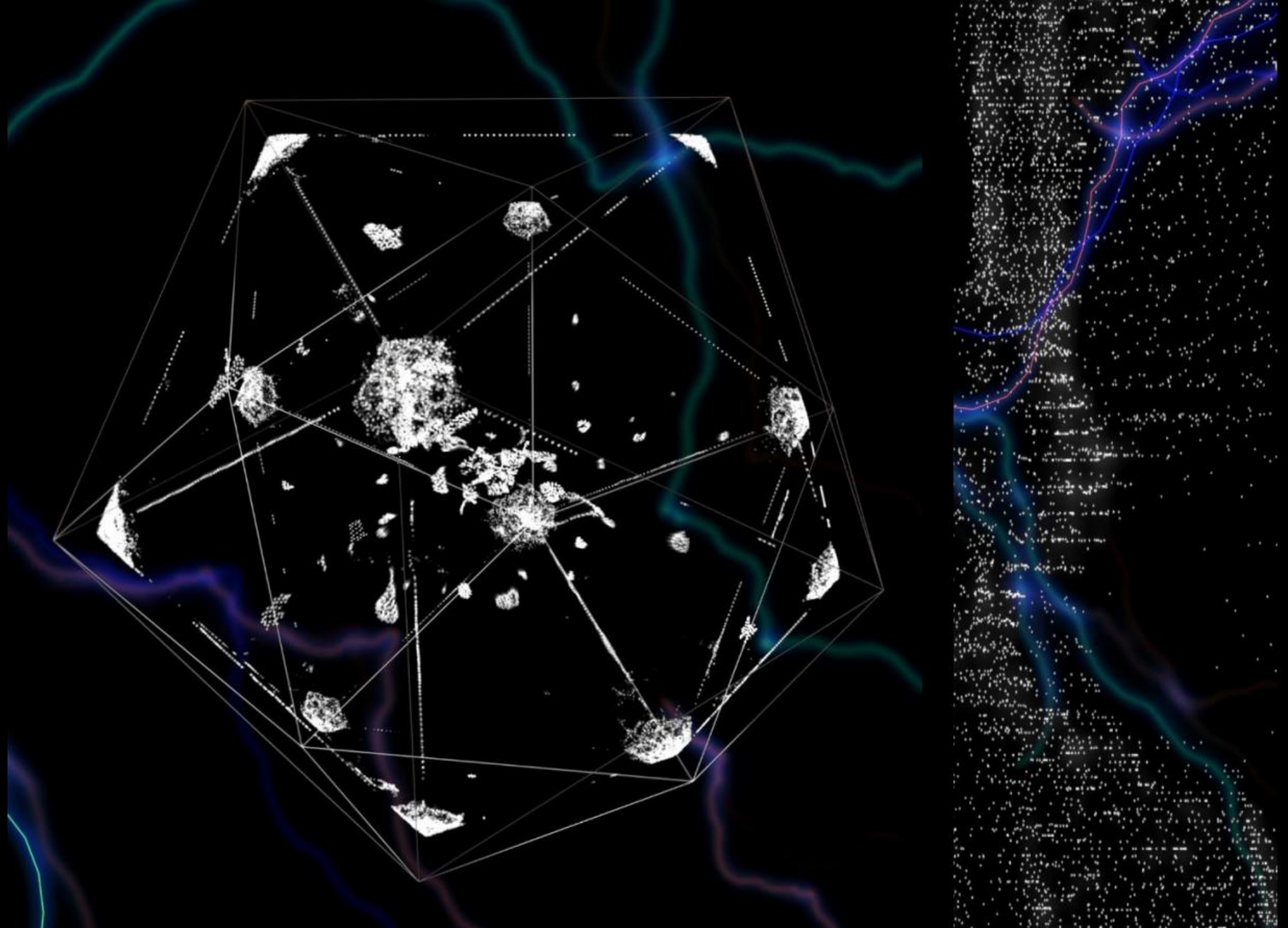


FASHION入口屏风

Number: 3

Size: 800 x 1120dpi

Duration: 1'27''



Sneaker 大型道具3

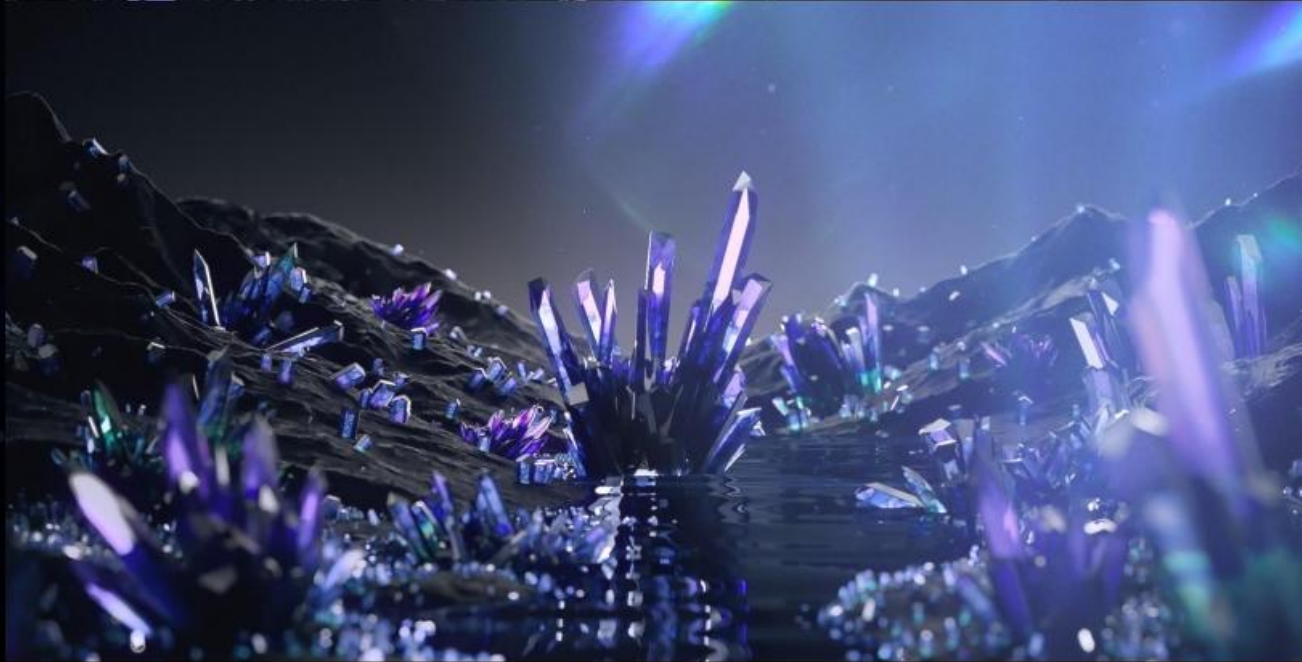
Number: 2

Size: 769 x 1856dpi

Number: 1

Size: 640 x 1856dpi

Duration: 0'25''



Sneaker 店铺POPUP旁入口墙面 Number: 1 Size: 2400 x 1440dpi Duration: 0'31''

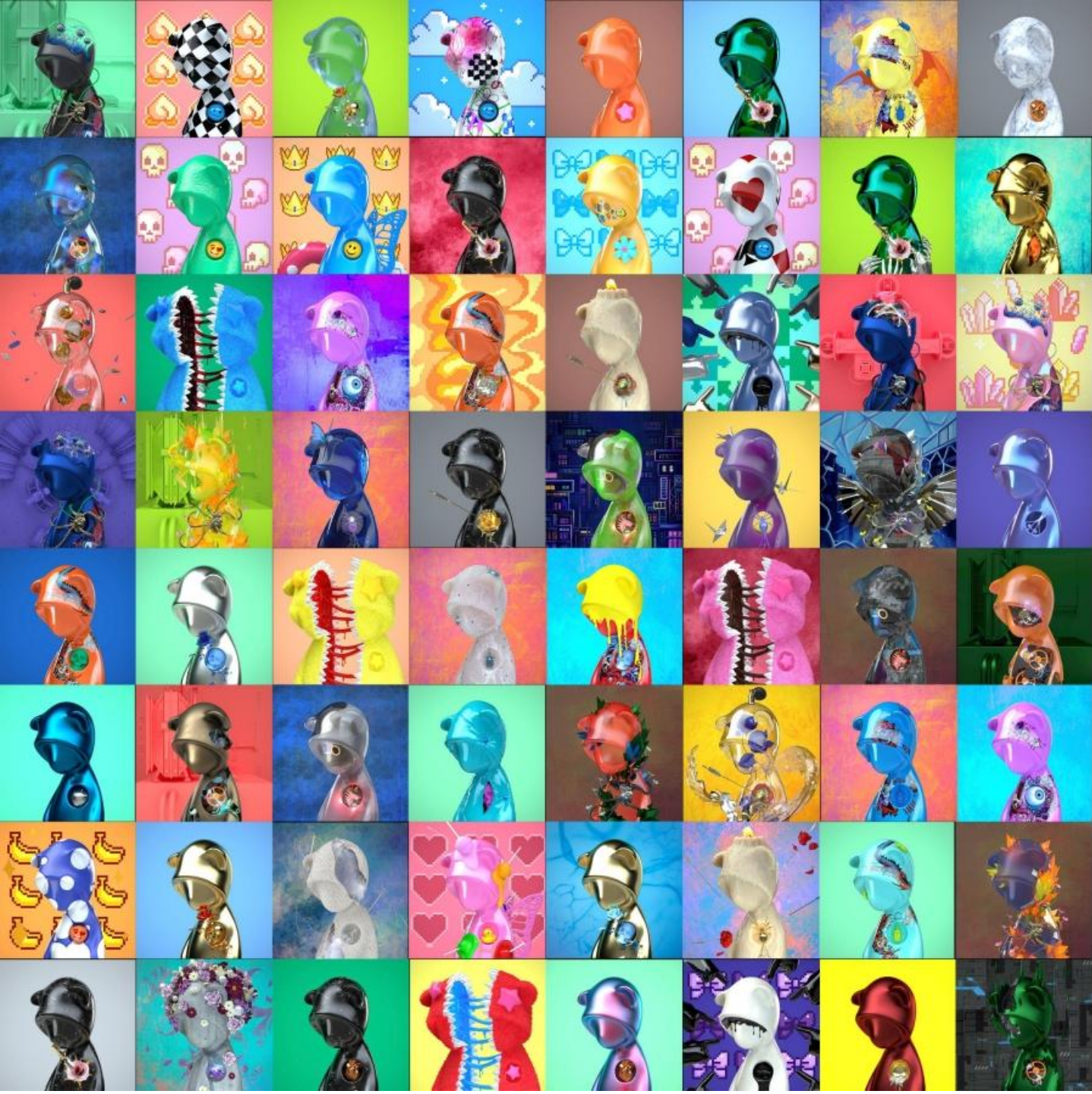


SneakerNIKE FTW 墙柜2

Number: 1

Size: 1280 x 800dpi

Duration: 0'29''



OUTSAD NFT 5000 items



在一个wbe3即将大有可为的时代下

我们创作了5000个可爱的NFT作品，在2022.08.20在海外首次MINT成功并在1小时内SOLD OUT

在一个目前还是西方文化主导的全新世界，我们希望能以东方人独特的文化审美来传达自己的想法。所以，即便知道会花费更多的时间和成本，我们依旧制作的大量的3D资产，其中融入了各种不同的元素，有可爱的，机械的，唯美的，炫酷的等等。无论你是谁，无论你的喜好，审美。相信你肯定能在其中寻找到属于自己的OUTSAD！

In an era when wbe3 is about to have a bright future

We have created 5,000 lovely NFT works, successfully MINT overseas for the first time on 2022.08.20 and SOLD OUT within 1 hour

In a brand new world currently dominated by Western culture, we hope to convey our ideas with the unique cultural aesthetics of the Orientals. Therefore, even knowing that it will take more time and cost, we still produced a large number of 3D assets, which incorporate various elements, including cute, mechanical, beautiful, cool and so on. Whoever you are, whatever your preferences, aesthetic. I believe you can definitely find your own OUTSAD among them!

BitKeep钱包
@BitKeepWallet

👏 8月29日, #BitKeep INO项目
@OutSadNFT NFT市场数据显示, 目前OutSad地板价已升至Mint以来的高点0.43 ETH, 相较于白名单价格(0.1 ETH), 涨幅超300%!

OutSad Official
0x3A2C...0b95F3

藏品 5.0K | 拥有者 2.6K | 地板价 0.435 | 总交易额 571

The Outsad series of NFTs was created by artist, who has spent nearly two decades working in the fields of animal art. [更多](#)

OutSad Official

The Outsad series of NFTs was created by artist, who has spent nearly two decades working in the...

+ more

5k items | 2.7k owners | 0.3 floor price | 655.3 traded

Items | Activity

Last 90 Days | 90 Day Avg. Price 0.2526

taki

Wow... This... The best... 🤩 🤩

OutSad Official
OutSad #1943

7:22

OutSadNFT | SOLD...
407 推文

推文 | 推文和回复 | 媒体 | 喜欢

OutSadNFT | SOLD OUT 已转推

dEiBid @ikear · 1天
@OutSadNFT was revealed an hour ago (10 am Spain time). It is the first time I didn't see a post reveal drop on price...so impressive 🤩 🤩

Real-time sales

3d | 24h | 6h | 1h | Hide outliers | 5-minute refresh

显示此主题帖

Trending Today

OutSad

+105%
1D Floor

271
1D Volume

+3585%
1D Volume

+18%
Blue Chip Holders

TOP TRENDING COLLECTIONS ON OPENSTREAM

#4 ENS: ETHEREUM NAME SERVICE | 0.001 | +8.30%

#2 OUTSAD OFFICIAL | 0.410 | +8.30%

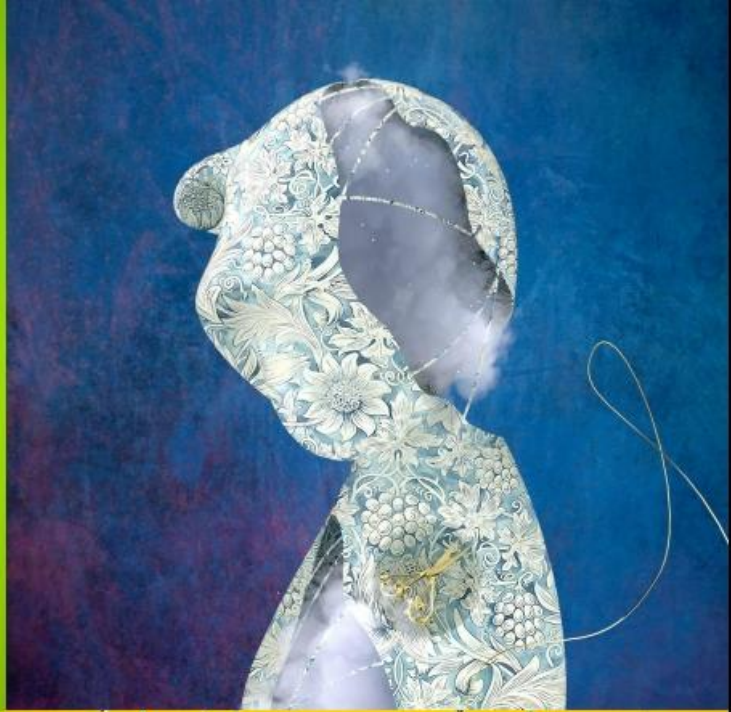
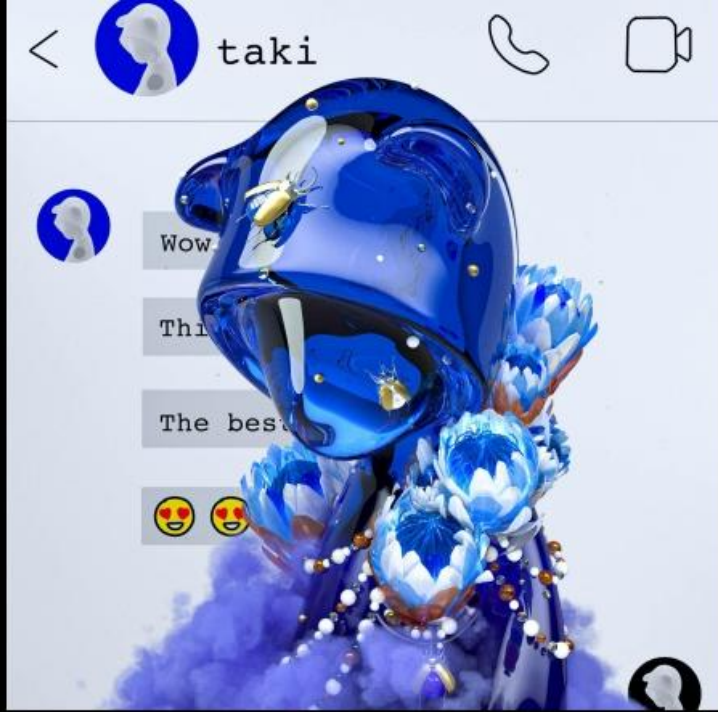
#1 EPICS // MERGE | 0.007 | +68.88%

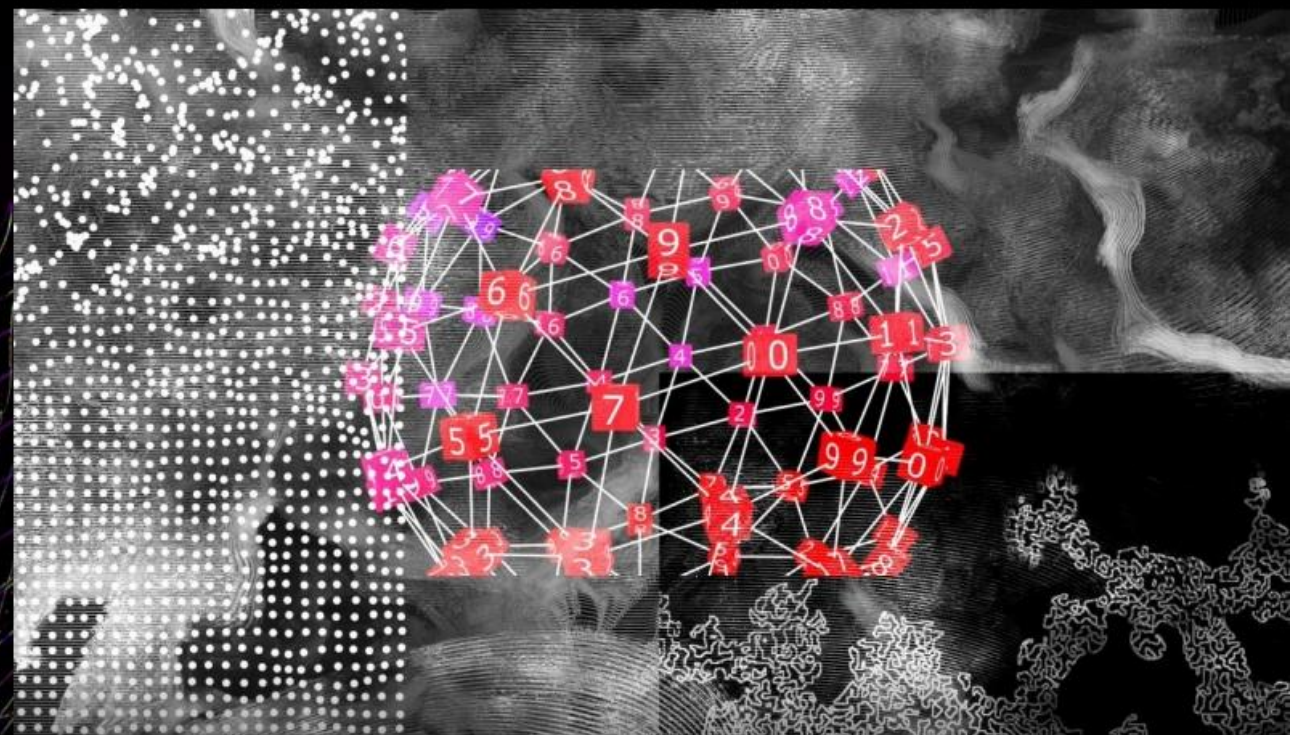
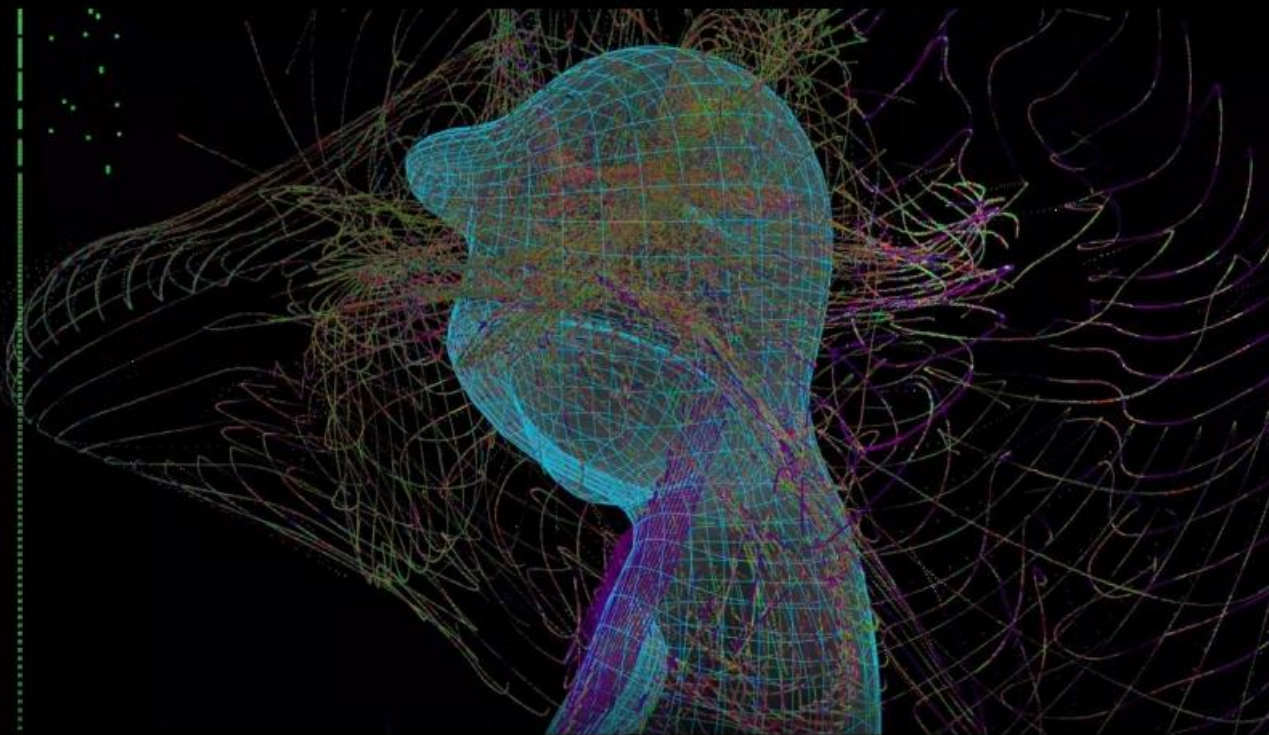
#3 BORED APE YOGA CLUB V2 | 0.015 | +2.78%

#5 BADASS RARE APEPES | 0.002 | +57.88%

[CHECK IT NOW](#) | [OPENSTREAMNFT.COM](#)





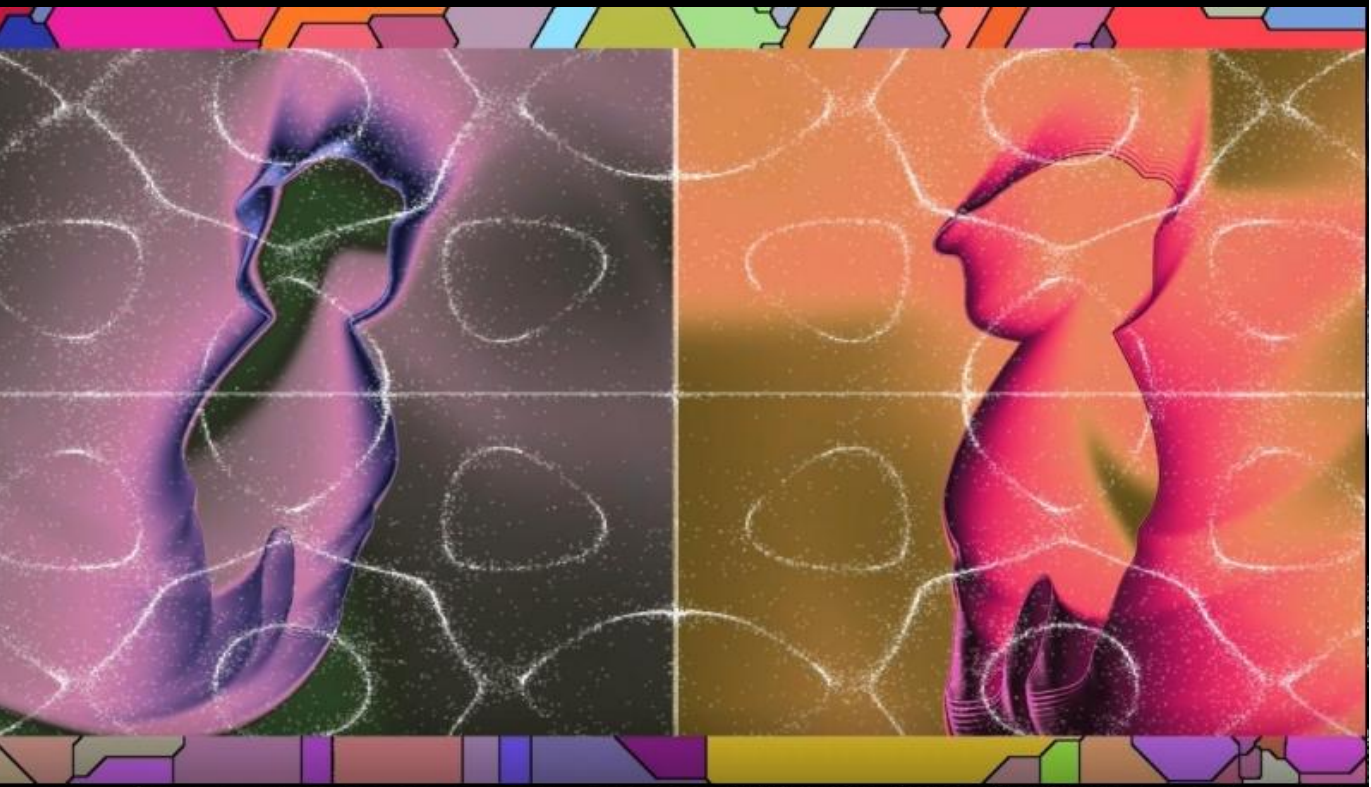


The image features two golden, horned skeletons, possibly representing a mythical creature like a Minotaur. One skeleton is on the left, shown from a three-quarter front view, and the other is on the right, shown from a three-quarter back view. Both are illuminated with a warm, golden light against a dark background. The horns are large and curved, and the skeletal structure is highly detailed.

PART 2

多媒体艺术

Multimedia art







艺术合作项目&“昌流不息”公共艺术概念作品封面

城市的潮汐 City Tide

2023

Multimedia Att (Picture)

Form a Team: 陈虹竹Chen Hongzhu/ 尹卓一Taki2000、王冠雄 Julian GX

城市的潮汐 City Tide

2023

Multimedia Att (Picture)

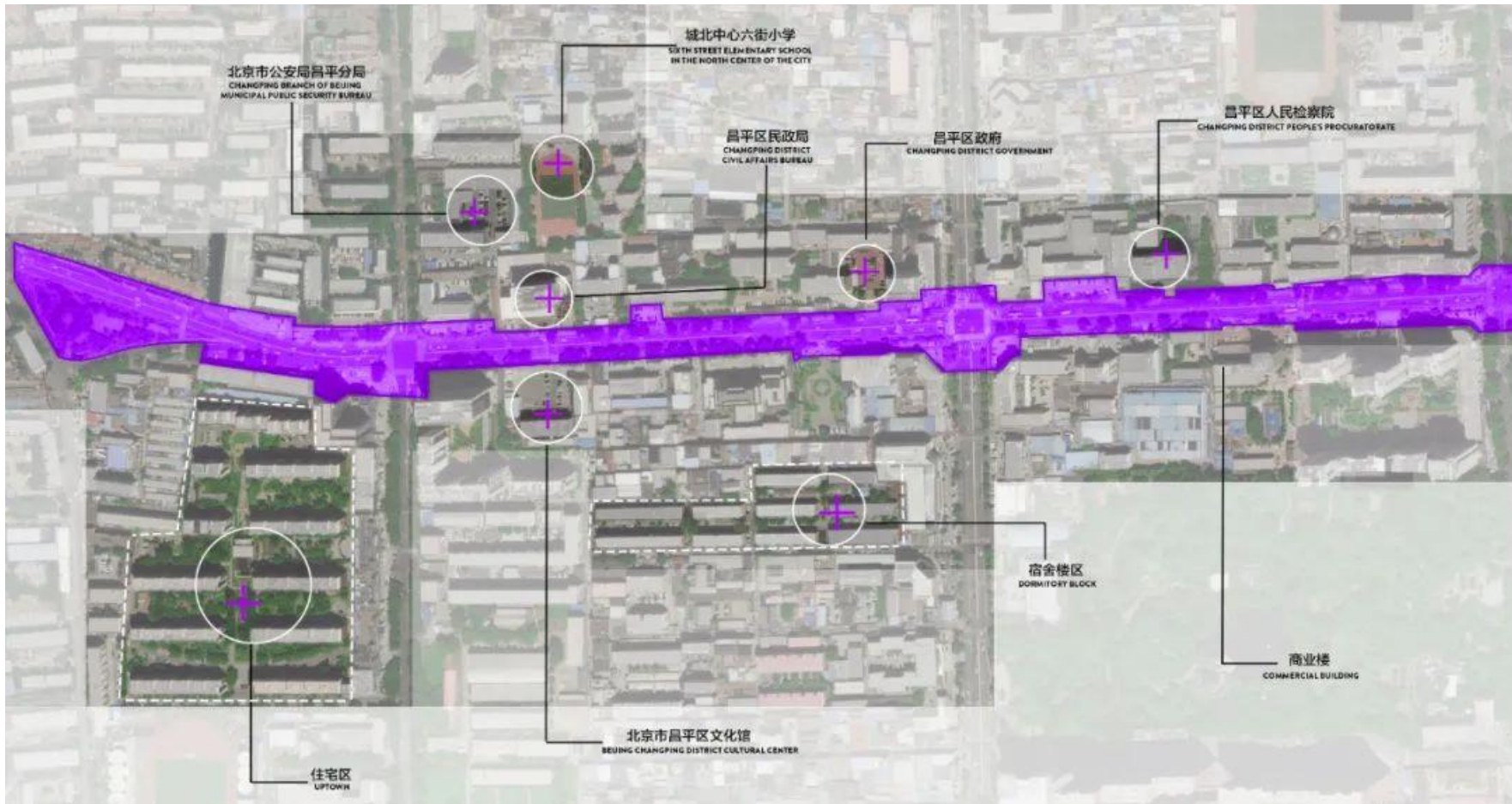
Form a Team: 陈虹竹Chen Hongzhu/ 尹卓一Taki2000、王冠雄 Julian GX





艺术合作项目& 陈虹竹/TAKI2000/JULIAN GX “昌流不息”公共空间 原建筑

Artist collaboration/Promotion/Exhibition





艺术合作项目& 陈虹竹/TAKI2000/JULIAN GX “昌流不息” 广义策展阐述

Artist collaboration/Promotion/Exhibition



01 广义策展 CURATION IN A BROADER SENSE

昌流不息 广义策展主题——“城市的潮汐”

策展阐述：

策展工作的核心在于对艺术作品、展示空间、艺术史与艺术理论作出综合性的判断。而“广义策展”并不是一般意义上的概念拓展与场景转换，对美术馆、画廊等艺术“白盒子”界限的突破，在为艺术带来更多可能性与更广泛的关注群体的同时，也使艺术曝露于日常生活场景与截然不同的公众期待当中。公共艺术的常见问题在于将艺术作品直接移植到公共场所当中，而如果不能进行有机的结合，艺术作品即会沦为一般性的视觉化装饰，甚至造成城市景观的“异物感”。

在我们看来，“广义策展”的意义在于使作品能够有效地调动与利用社会现场素材与特殊条件，激活场所精神，呈现出只有在特殊场地才能完成的，具有交互性与参与感的作品。

本团队策划的装置的主题由多组“喇叭”与连接喇叭的传声“管道”组成，通过对造型关系的组织与调整，在视觉上与现有城市景观有机结合；而城市中川流不息的“白噪音”通过装置的共振效应，变为潮汐之声（类似我们在海螺中可以听到“大海的声音”）。过往的行人驻足与装置之前，即可沉浸于“城市的潮汐”声中。公共场所中的声音元素，作为一种材料而成为作品的一部分。

同时，喇叭造型与管道配合，也构成了一个传声装置，成为人与人之间的交流载体，人们可以在远距离听到对方的声音并进行交流。在声音的流动之中，也必然包含着信息与情感的流动。

单体装置设计亮点：

1.交互性：整个场域变成了一个可交互的大型装置，达到现场的观众不再仅仅是一个“观看”，观众可以与整个装置发生互动，“发出自己的声音”。

2.互动性：声音装置可以看做是人与人之间的交流载体：人们可以在远距离听到对方的声音并进行交流。当然，基于我们的设计和规划，这种交流是围绕着观者所展开。

3.开放性：通过传声装置的设定，打破建筑内外（高低、远近）的界限，打破固定的空间结构。（例如我们即使在户外的场域通过喇叭这一装置可以成为人与人之间的交流载体，人们可以在远距离听到对方的声音并进行交流的延续）。

4.流动性：为坚实、庄严的建筑场域提供了“流动性”，这种流动性是抽象的，它指的是声音的流动，同时也必然是信息的流动、情感的流动。

5.构成性：视觉艺术当中的构成感，即通过喇叭与传声管道的结构与3D影像的结合设计追求抽象美感。这种美感不只限于其外立面，从整个场域周围观看时，它的美感也通过连接喇叭所连接的视觉呈现出来。

6.可操作性：通过巧妙的利用视觉和声学原理来实现交互性，作为交互艺术作品的同时，也可以被看成是传统意义上的雕塑作品。从这个角度来看，其优点在于易实现，可把控性强，相对于脆弱的“科技交互”作品，后期维护成本较低，也不会有因为科技的发展而“过时”的担忧。

7.流行性：可以翻译为“网红气质”。通过其交互性、互动性与迎合潮流的美观性，将整个场域打造成为交互装置“打卡圣地”。



艺术合作项目& 陈虹竹/TAKI2000/JULIAN GX “昌流不息” 广义策展阐述

Artist collaboration/Promotion/Exhibition



01 广义策展 CURATION
IN A BROADER SENSE

Prosperity is endless, broad curatorial theme - "urban tides"

Curatorial Elaboration:

The core of curatorial work is to make a comprehensive judgment on artworks, exhibition space, art history and art theory. However, "curation in a broad sense" is not a concept expansion and scene conversion in the general sense. It breaks through the boundary of art "white boxes" such as art museums and galleries, while bringing more possibilities and a wider audience to art, which also exposes art to everyday scenes and completely different public expectations. The common problem of public art is to directly transplant works of art into public places, and if they cannot be organically combined, works of art will be reduced to general visual decoration, and even cause a "foreign body feeling" in the urban landscape.

In our opinion, the significance of "broad curation" is to enable works to effectively mobilize and utilize social site materials and special conditions, activate the spirit of the site, and present interactive and participatory works that can only be completed in special sites.

The theme of the installation planned by our team is composed of multiple groups of "speakers" and sound transmission "pipes" connecting the speakers. Through the organization and adjustment of the modeling relationship, it is visually combined with the existing urban landscape; "White noise" becomes the sound of tides through the resonance effect of the device (similar to the "sound of the sea" we can hear in the conch shell). Pedestrians in the past can immerse themselves in the sound of "urban tide" when they stop before the installation. The sound element in public places becomes part of the work as a material.

At the same time, the shape of the horn and the pipe work together to form a sound transmission device, which becomes a communication carrier between people. People can hear each other's voice and communicate with each other at a long distance. In the flow of sound, there must also be the flow of information and emotion.

Single unit Installation design highlights:

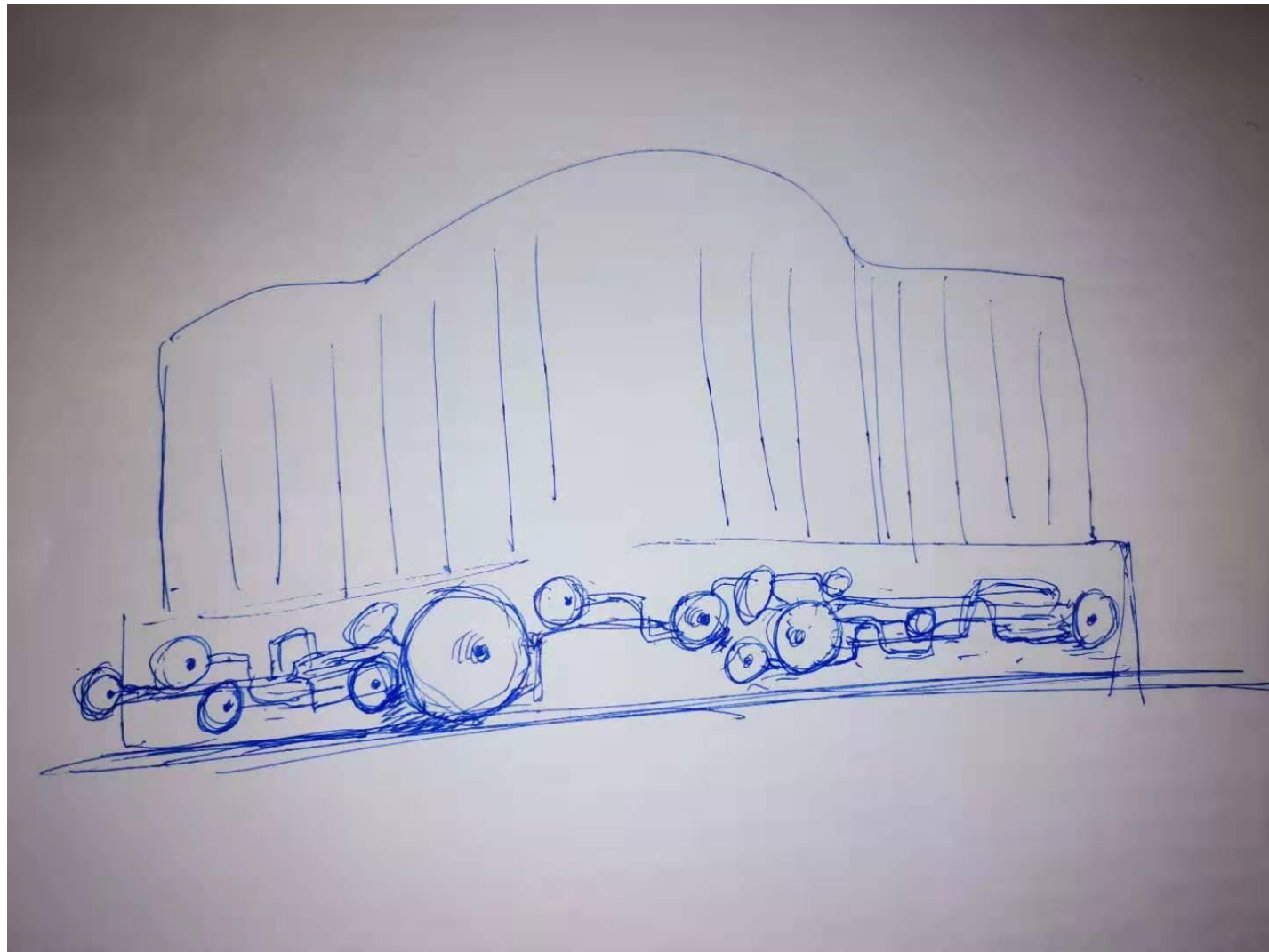
1. Interactivity: The entire field has become a large-scale interactive installation. The audience who reaches the scene is no longer just a "watcher". The audience can interact with the entire installation and "make their own voices".
2. Interactivity: Sound installations can be seen as a communication carrier between people: people can hear each other's voices and communicate at a distance. Of course, based on our design and planning, this kind of communication revolves around the viewers.
3. Openness: Through the setting of the sound transmission device, the boundary between the inside and outside of the building (height, distance, distance) is broken, and the fixed spatial structure is broken. (For example, even if we are in an outdoor field, the loudspeaker device can become a communication carrier between people, and people can hear each other's voice at a long distance and continue the communication).
4. Fluidity: Provides "fluidity" for solid and solemn architectural fields. This kind of fluidity is abstract. It refers to the flow of sound, and it must also be the flow of information and emotion.
5. Constitutive: The sense of composition in visual art, that is, the pursuit of abstract beauty through the combination design of the structure of speakers and sound transmission channels and 3D images. This aesthetic feeling is not limited to its façade, when viewed from around the whole field, its aesthetic feeling is also presented through the vision connected by the connecting speakers.
6. Operability: Through clever use of visual and acoustic principles to achieve interactivity, as an interactive art work, it can also be regarded as a sculpture in the traditional sense. From this point of view, its advantages lie in its easy implementation and strong controllability. Compared with fragile "technological interaction" works, the maintenance cost is lower in the later stage, and there is no worry of "outdated" due to the development of technology.
7. Popularity: can be translated as "net celebrity temperament". Through its interactivity, interaction and aesthetics that cater to the trend, the entire field is built into an interactive device "sacred place for punching cards".



艺术合作项目& 陈虹竹/TAKI2000/JULIAN GX "昌流不息"新场景改建 艺术交互装置手稿概念

Artist collaboration/Promotion/Exhibition

概念来源法国蓬皮杜美术馆外观系列

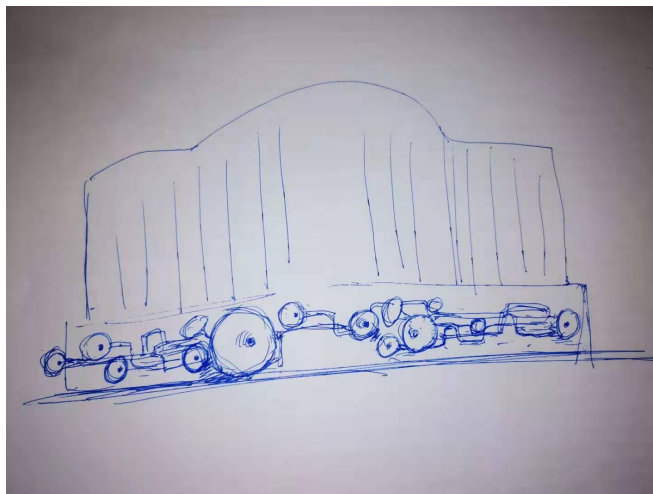




艺术合作项目& 陈虹竹/TAKI2000/JULIAN GX "昌流不息"新场景改建 艺术交互装置手稿概念

Artist collaboration/Promotion/Exhibition

观念来源法国蓬皮杜美术馆外观、抽象艺术大师米罗雕塑系列

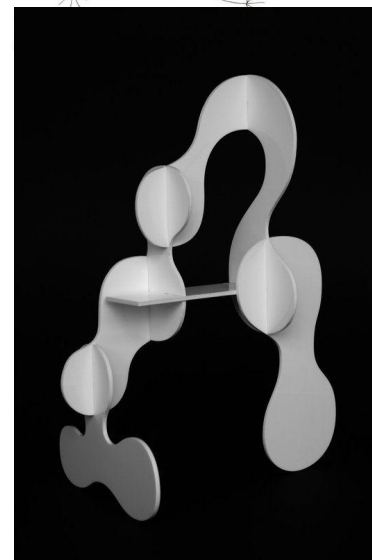
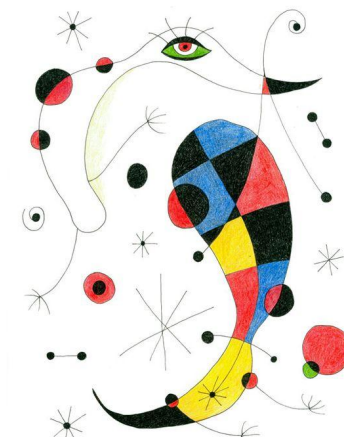




艺术家合作项目& 陈虹竹/TAKI2000/JULIAN GX "昌流不息"新场景改建 艺术交互装置手稿概念

Artist collaboration/Promotion/Exhibition

潮流灵感参考图法国LV美术馆外观、抽象艺术大师米罗雕塑系列





艺术家合作项目& 陈虹竹/TAKI2000/JULIAN GX "昌流不息"新场景改建原图

Artist collaboration/Promotion/Exhibition

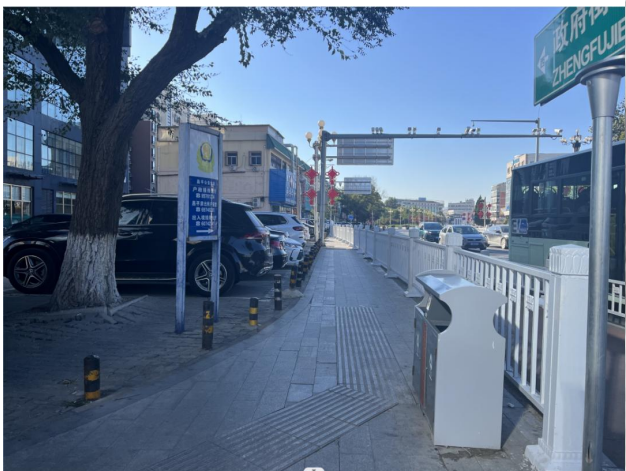
关于城市、关于街道

About Cities and Streets

他们这样说

意向点位

以下是本次竞赛的推荐点位，仅供参考，参赛者们也可以选择整体设计范围内的其他区域。



● 具体点位

● 系列点位



艺术合作项目&陈虹竹/TAKI2000/JULIAN GX “昌流不息” 公共空间微改造设计 景观装置细节展示

Artist collaboration/Promotion/Exhibition

“昌流不息”公共自行车停放处景观改造设计效果细节展示

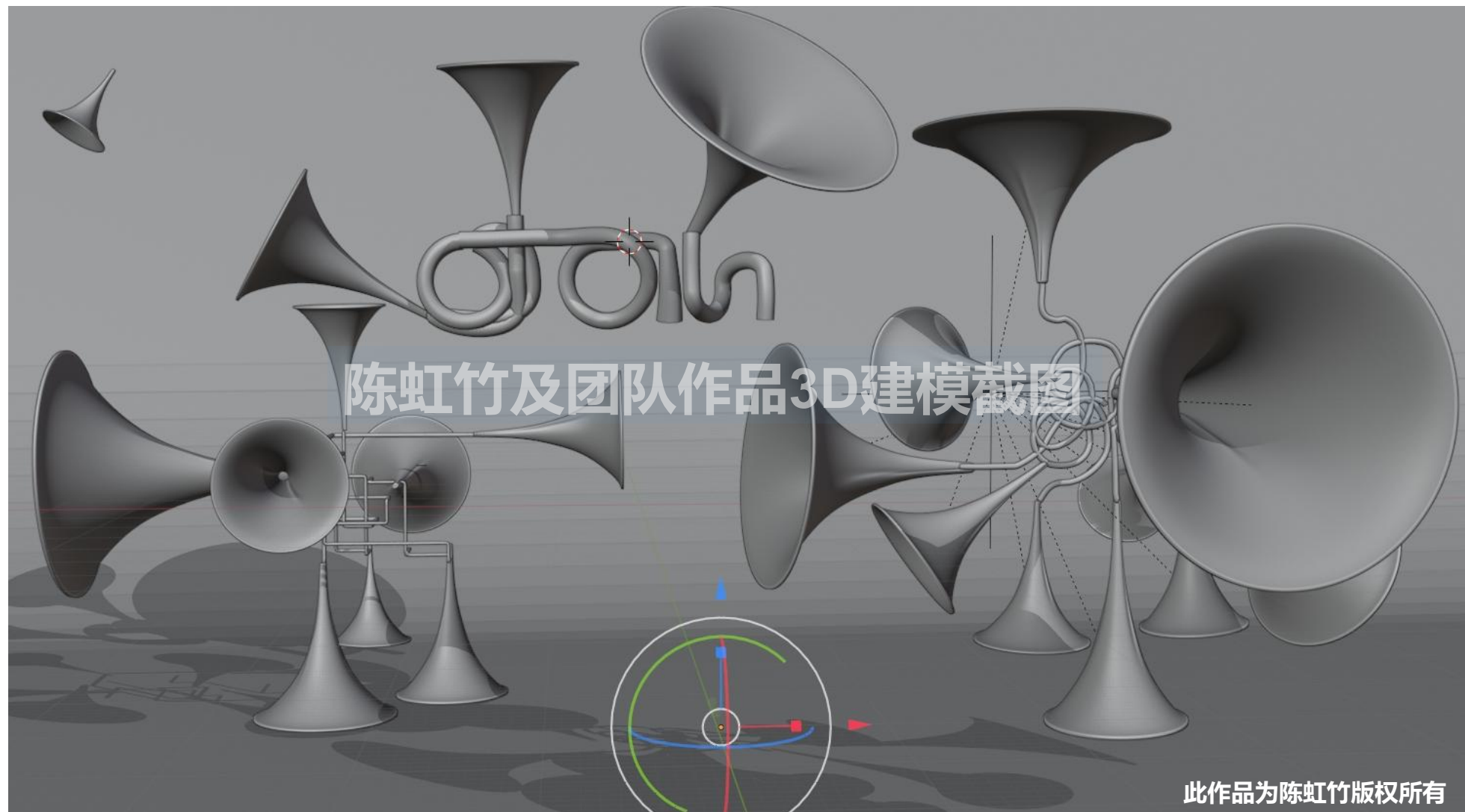




艺术合作项目&陈虹竹/TAKI2000/JULIAN GX “昌流不息”单元装置 艺术交互装置3D建模细节展示

Artist collaboration/Promotion/Exhibition

“昌流不息”公共空间 景观设计3D细节展示

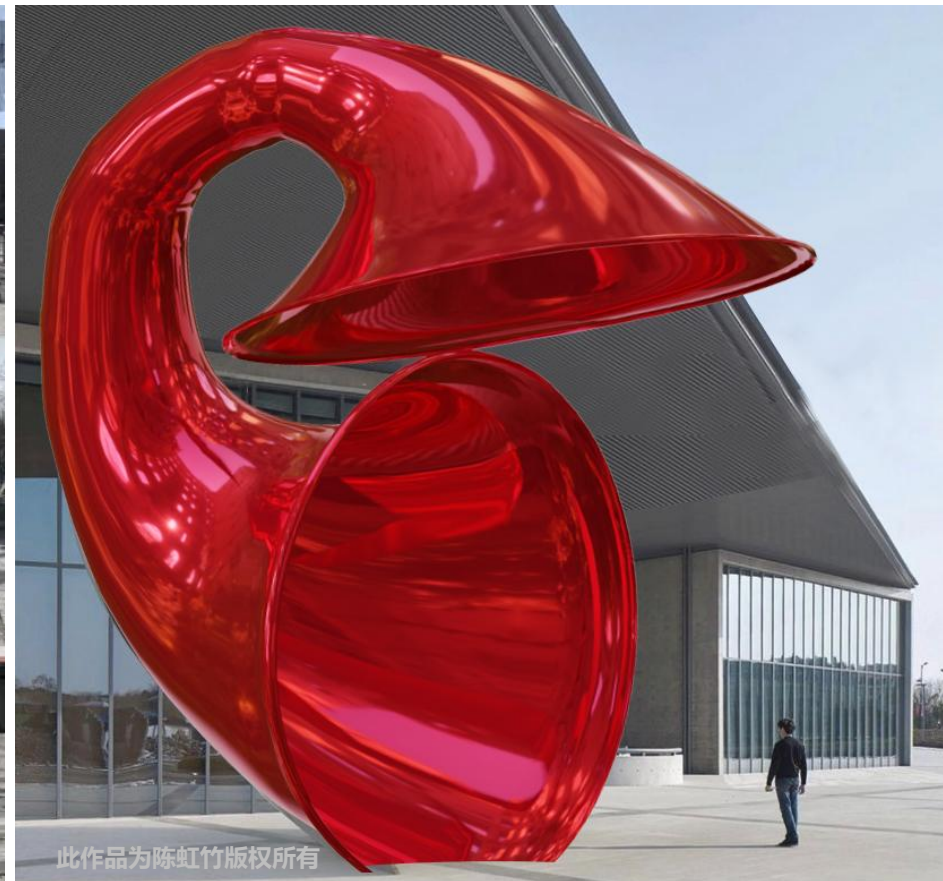




艺术合作项目&陈虹竹/TAKI2000/JULIAN GX “昌流不息” 单体装置设计 艺术交互装置细节展示
Artist collaboration/Promotion/Exhibition

“昌流不息”喷泉广场装置设计3D细节展示

点位二 喷泉小广场



单元传声装置：可以通过拾音器发声延迟的传递成为人与人之间的交流载体，人们可以在远距离听到对方的声音并进行互动交流。



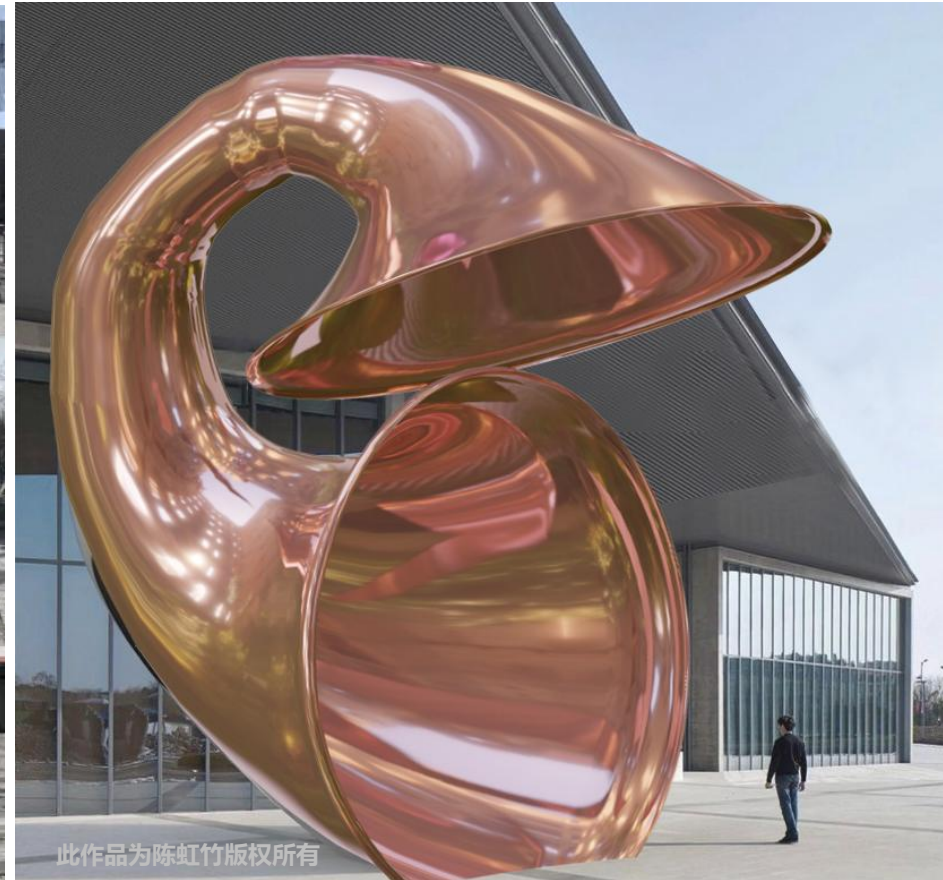
艺术合作项目&陈虹竹/TAKI2000/JULIAN GX “昌流不息” 单体装置设计 艺术交互装置细节展示
Artist collaboration/Promotion/Exhibition

点位二 喷泉小广场



此作品为陈虹竹版权所有

“昌流不息”喷泉广场装置设计3D细节展示



此作品为陈虹竹版权所有



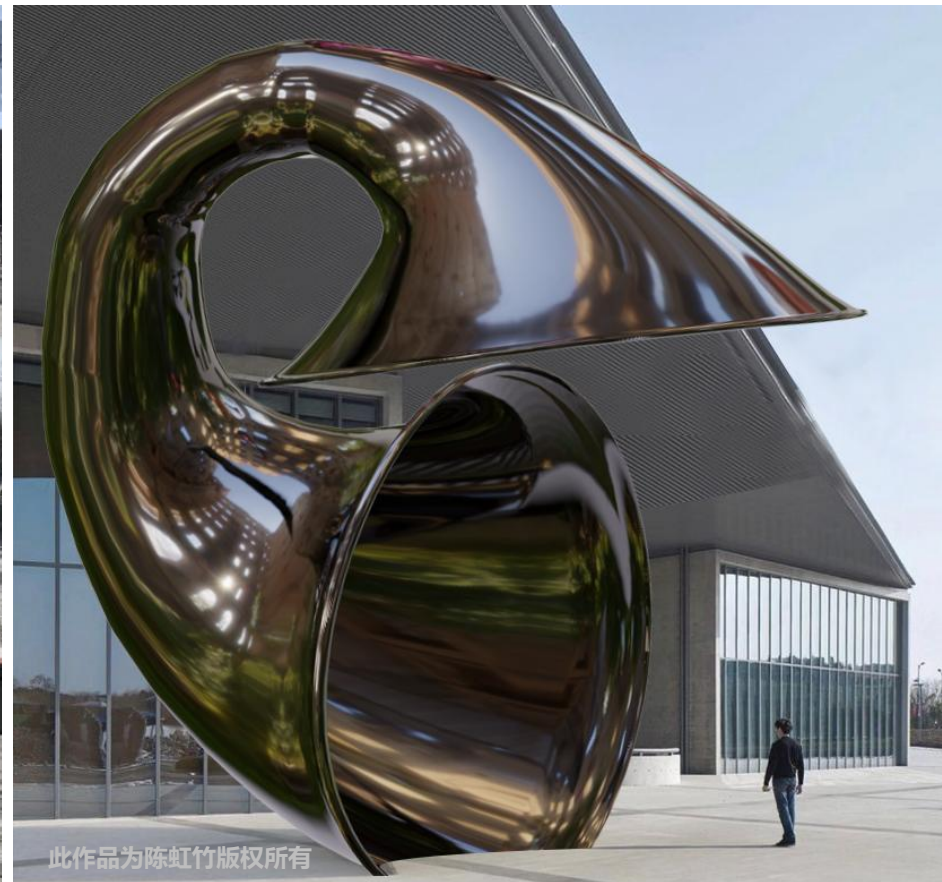
艺术合作项目&陈虹竹/TAKI2000/JULIAN GX “昌流不息” 单体装置设计 艺术交互装置细节展示
Artist collaboration/Promotion/Exhibition

点位二 喷泉小广场



此作品为陈虹竹版权所有

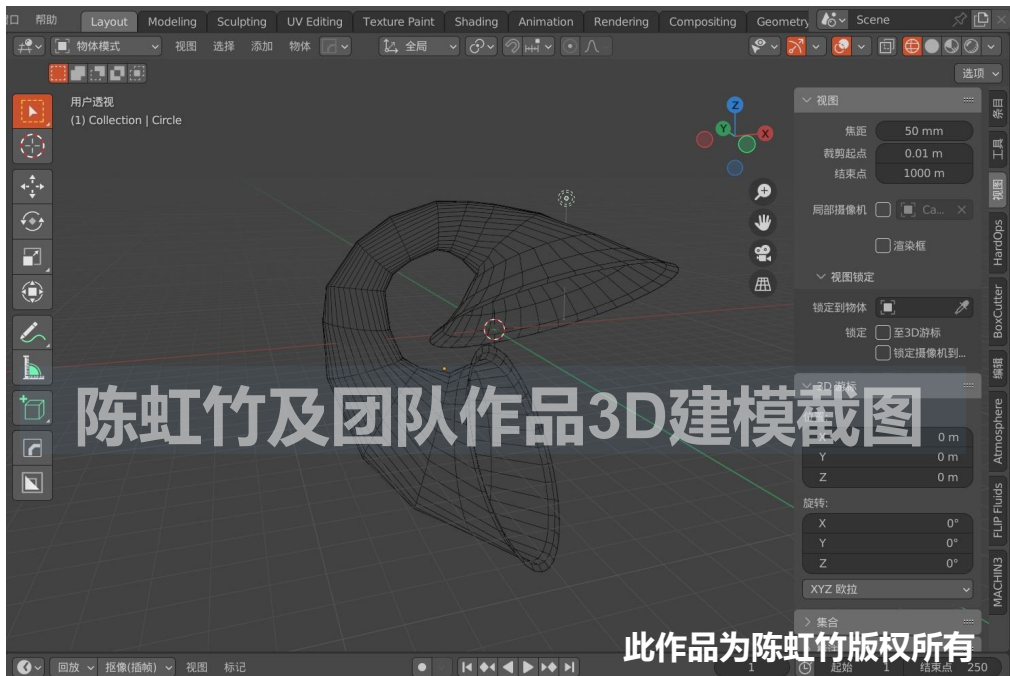
“昌流不息”喷泉广场装置设计3D细节展示



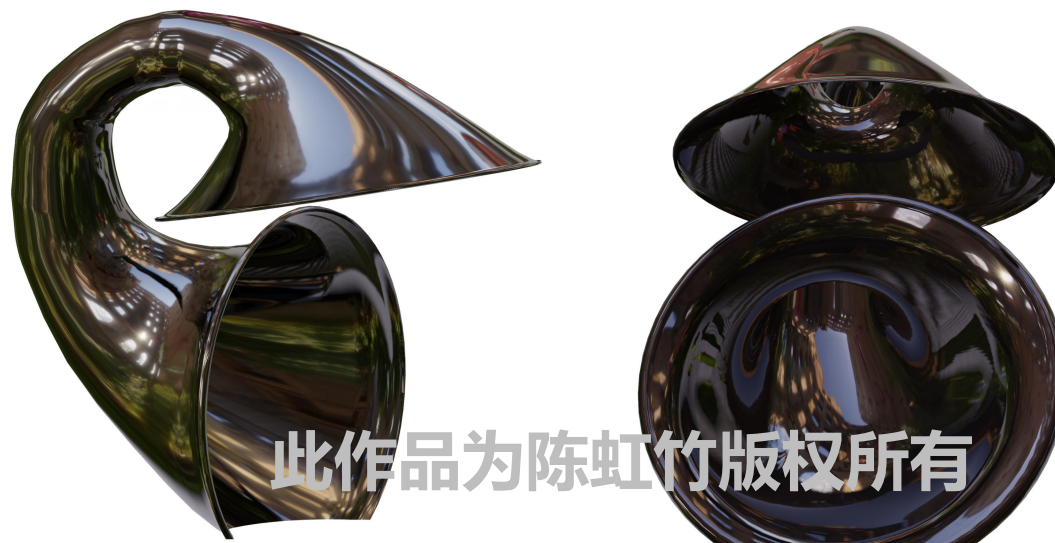
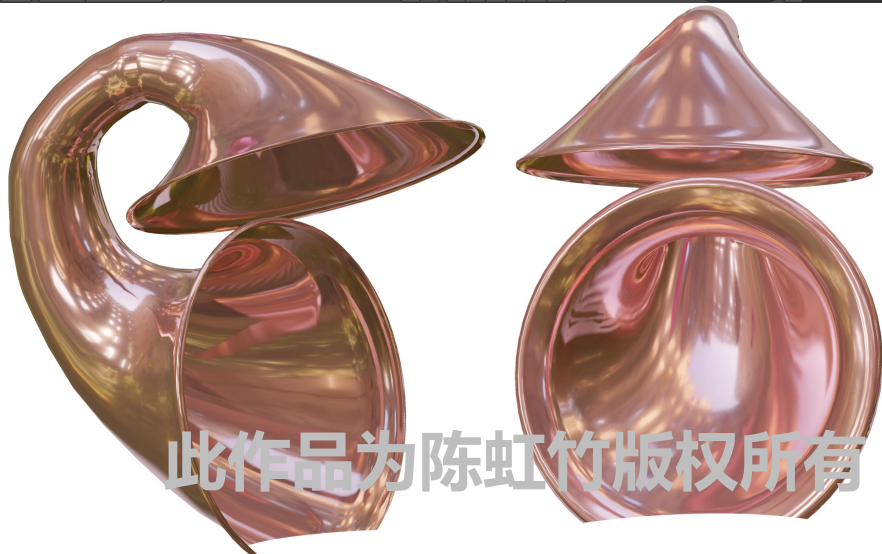
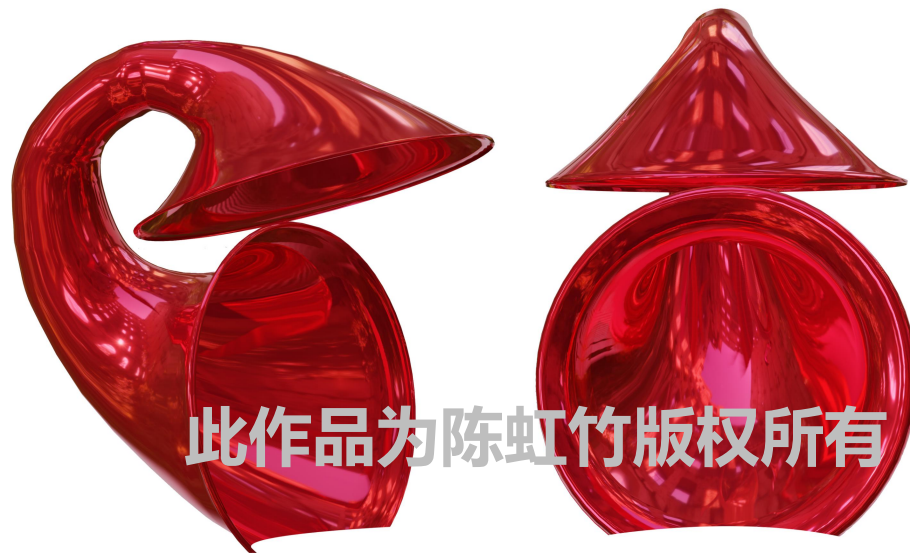
此作品为陈虹竹版权所有



艺术合作项目&陈虹竹/TAKI2000/JULIAN GX 艺术交互装置3D建模细节展示
 Artist collaboration/Promotion/Exhibition



“昌流不息”喷泉广场装置设计3D细节展示





艺术合作项目&陈虹竹/TAKI2000/JULIAN GX “昌流不息” 公共空间景观规划 单体装置设计细节展示

Artist collaboration/Promotion/Exhibition

“昌流不息”公共空间装置设计3D细节展示

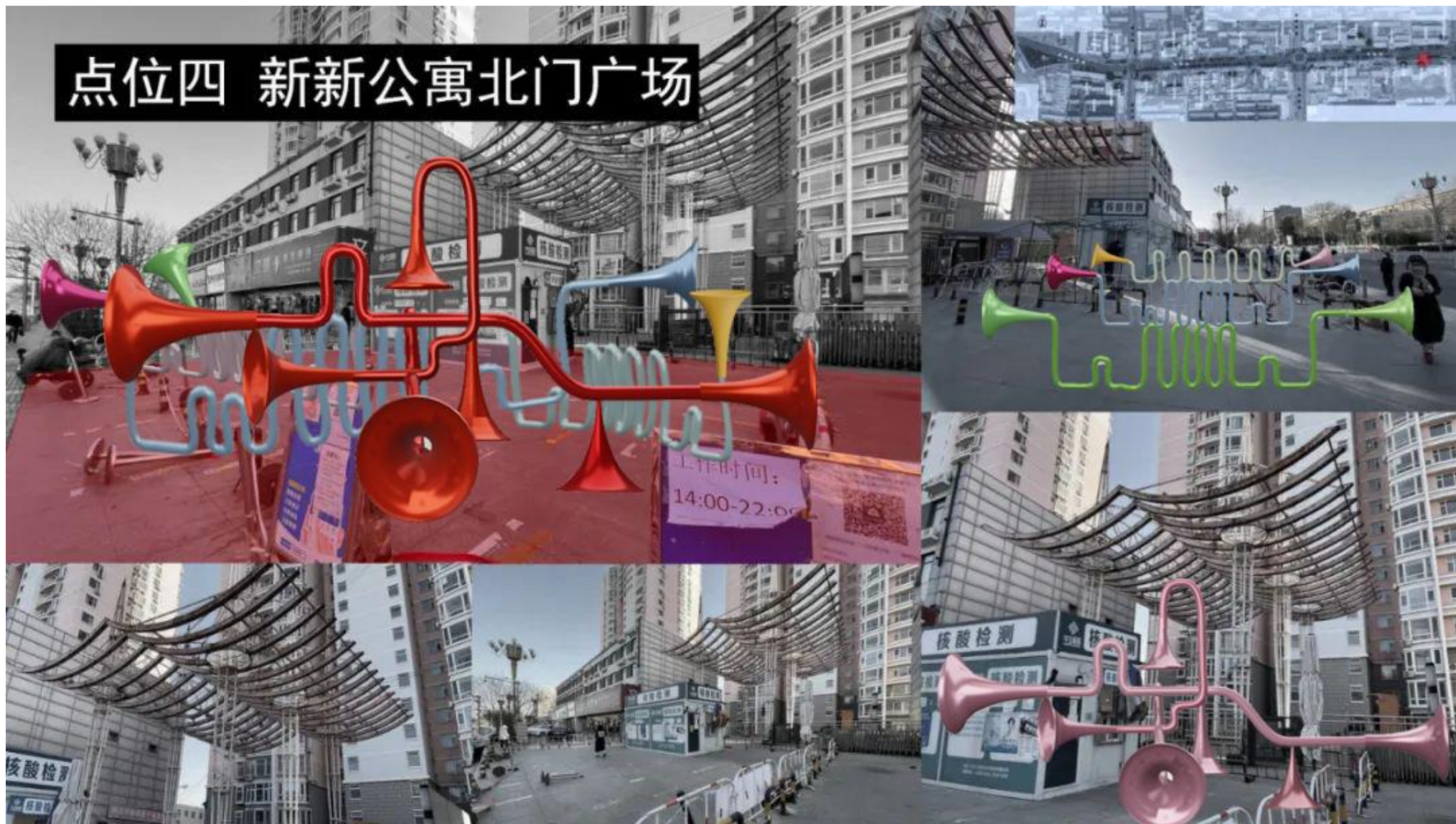




艺术合作项目&陈虹竹/TAKI2000/JULIAN GX “昌流不息” 公共空间景观规划 单体装置设计细节展示

Artist collaboration/Promotion/Exhibition

“昌流不息”公共空间 互动艺术装置设计3D细节展示

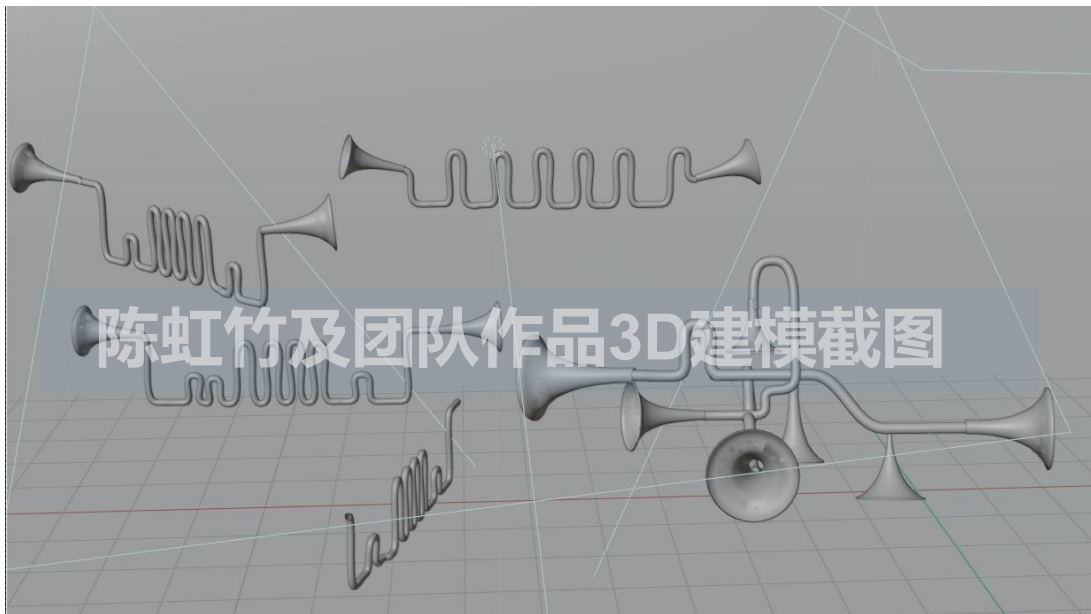




艺术合作项目& 陈虹竹/TAKI2000/JULIAN GX “昌流不息”公共空间 景观规划设计细节展示

Artist collaboration/Promotion/Exhibition

“昌流不息”公共空间 单元装置设计3D建模实体细节展示

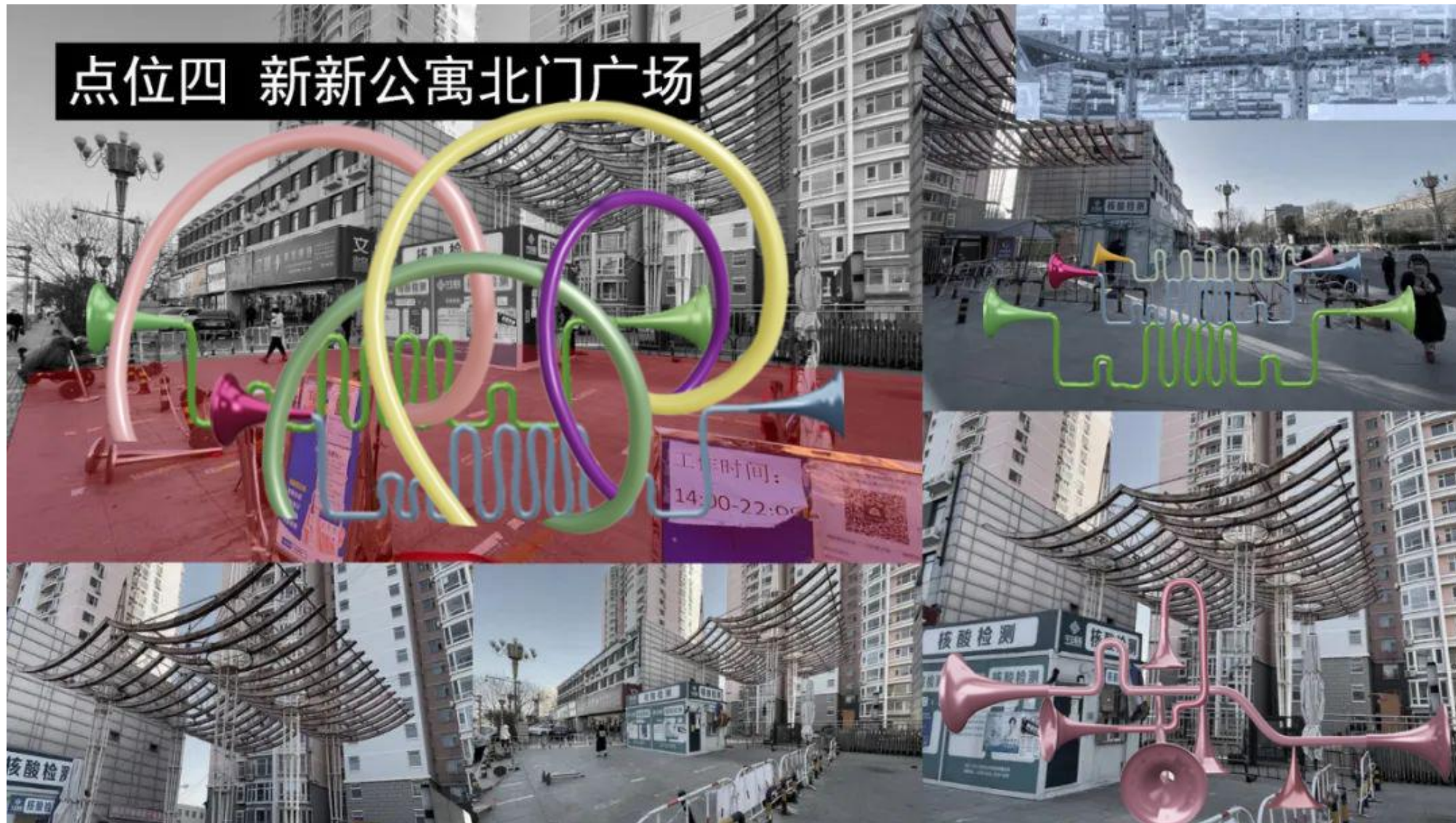




艺术家合作项目& 陈虹竹/ TAKI2000/JULIAN GX “昌流不息”公共空间 景观规划设计细节展示

Artist collaboration/Promotion/Exhibition

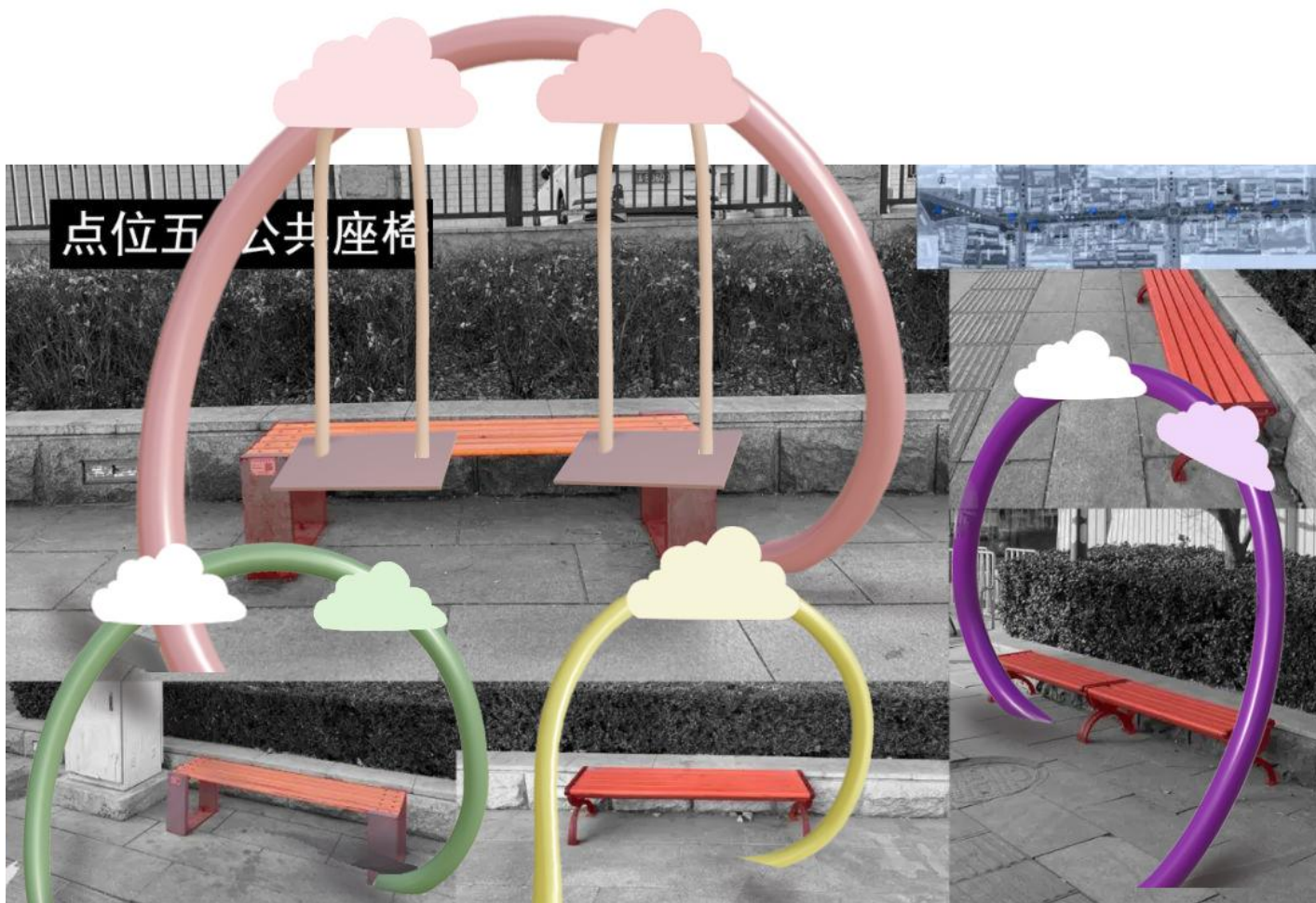
“昌流不息”公共空间互动艺术装置设计3D细节展示



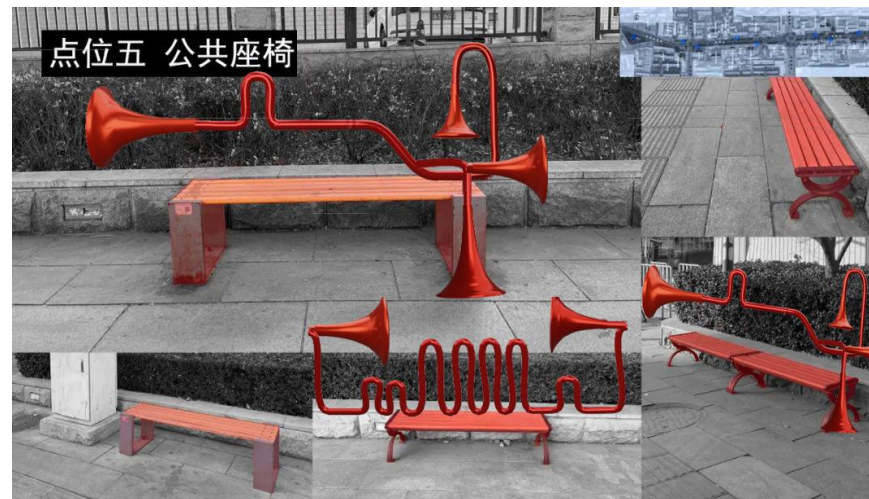
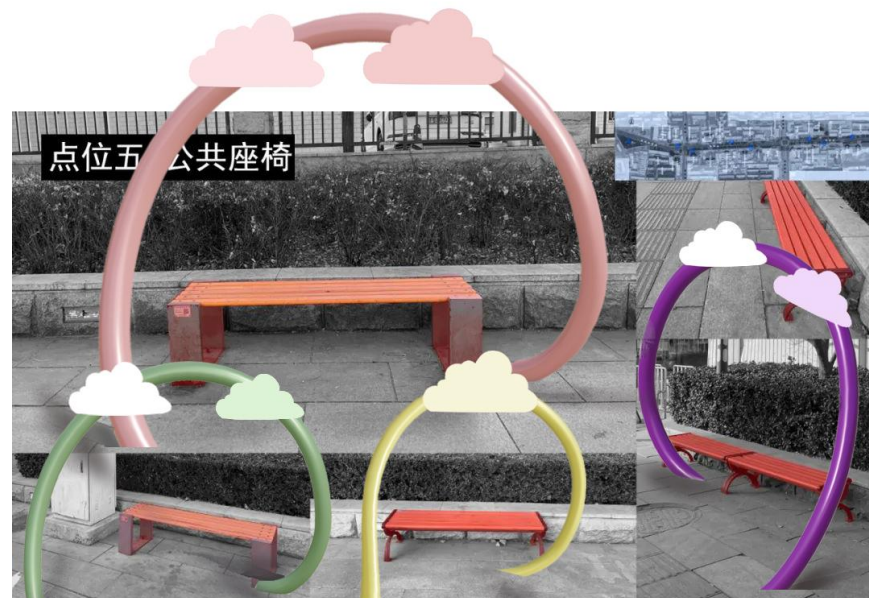


艺术家合作项目& 陈虹竹/ TAKI2000/JULIAN GX “昌流不息”公共空间 景观规划设计细节展示

Artist collaboration/Promotion/Exhibition



“昌流不息”公共空间 声音交互装置设计3D细节展示

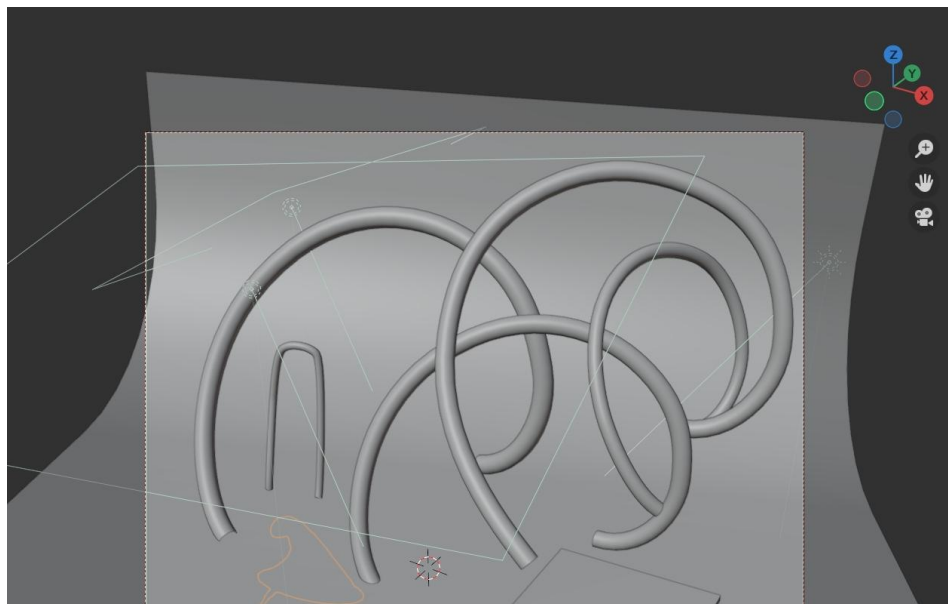
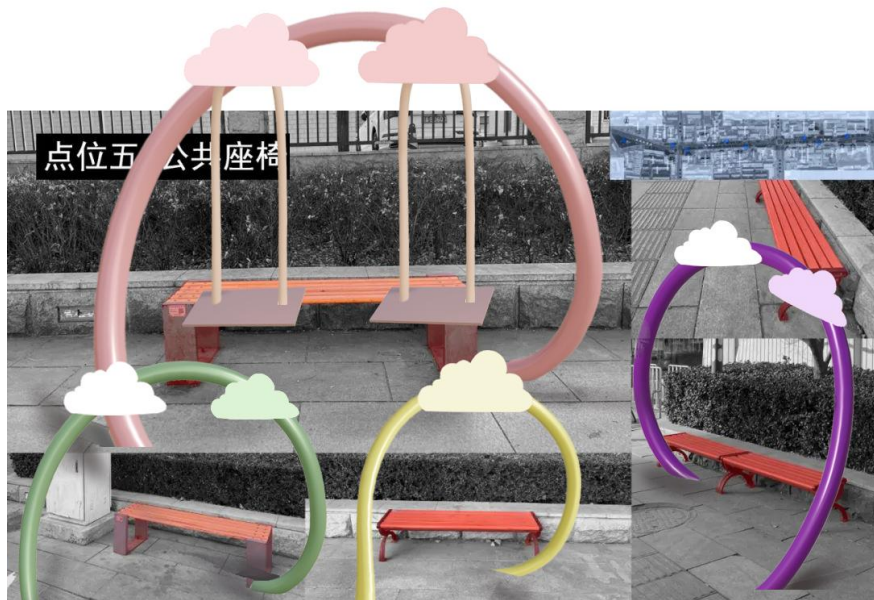




艺术家合作项目& 陈虹竹/ TAKI2000/JULIAN GX “昌流不息”公共空间 景观规划设计细节展示

Artist collaboration/Promotion/Exhibition

“昌流不息”公共空间 声音交互装置设计3D建模实体细节展示





艺术家合作项目& 陈虹竹/ TAKI2000/JULIAN GX “昌流不息”公共空间 单体装置 艺术交互装置设计细节展示

Artist collaboration/Promotion/Exhibition

“昌流不息”公共空间 3D影像声音 实验交互装置设计3D细节展示





艺术合作项目& 陈虹竹/ TAKI2000/JULIAN GX “昌流不息”公共空间改造 艺术装置设计细节展示

Artist collaboration/Promotion/Exhibition

“昌流不息”公共空间改造设计细节展示：可根据主题的不同变换球体的字体突出主题颜色

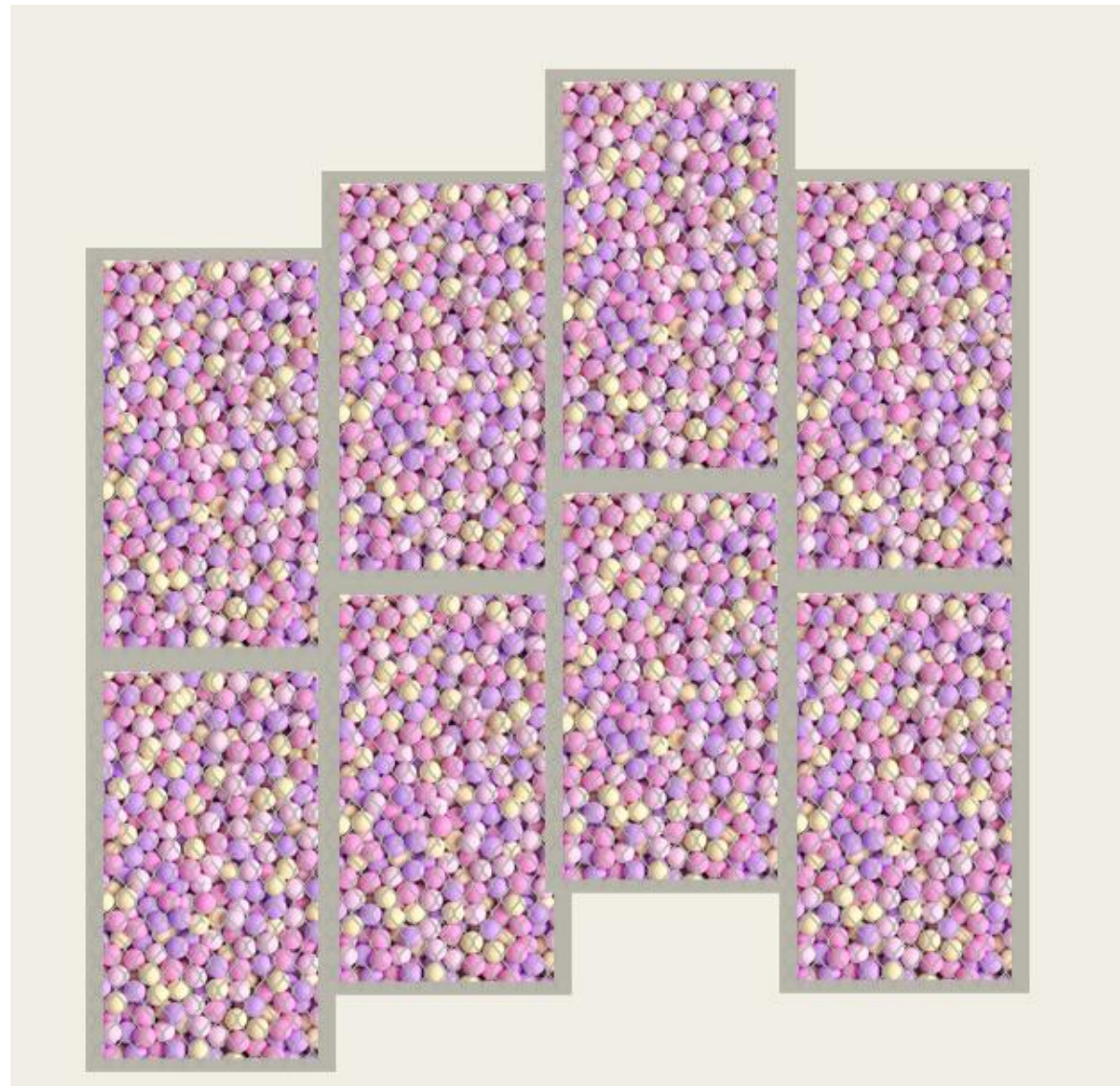




艺术合作项目& 陈虹竹/ TAKI2000/JULIAN GX “昌流不息”公共空间改造 艺术装置设计细节展示

Artist collaboration/Promotion/Exhibition

“昌流不息”公共空间 装置设计细节展示

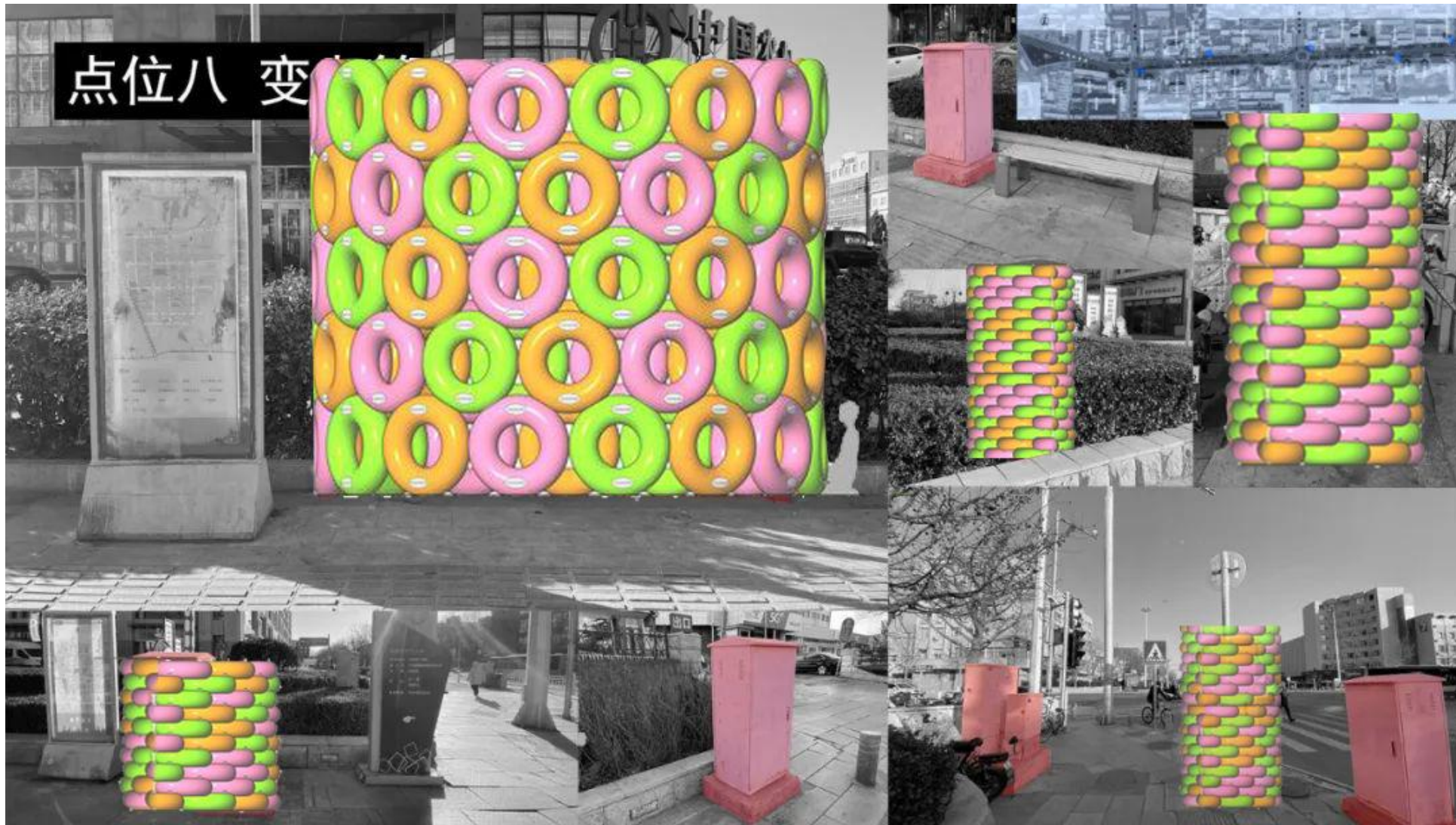




艺术合作项目& 陈虹竹/ TAKI2000/JULIAN GX “昌流不息”公共空间 单元装置 艺术装置设计细节展示

Artist collaboration/Promotion/Exhibition

“昌流不息”公共空间 装置设计3D影像细节展示,内有
灯光装置设备可提供夜晚的景观照明系统。

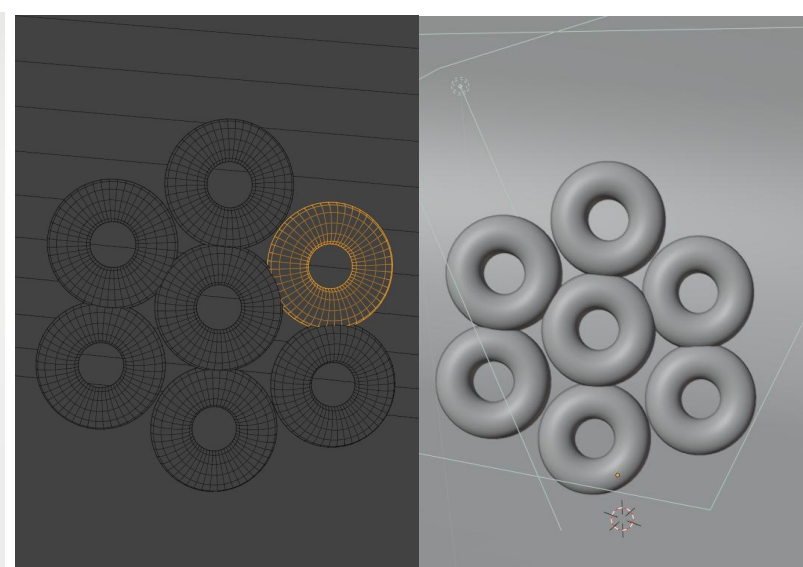
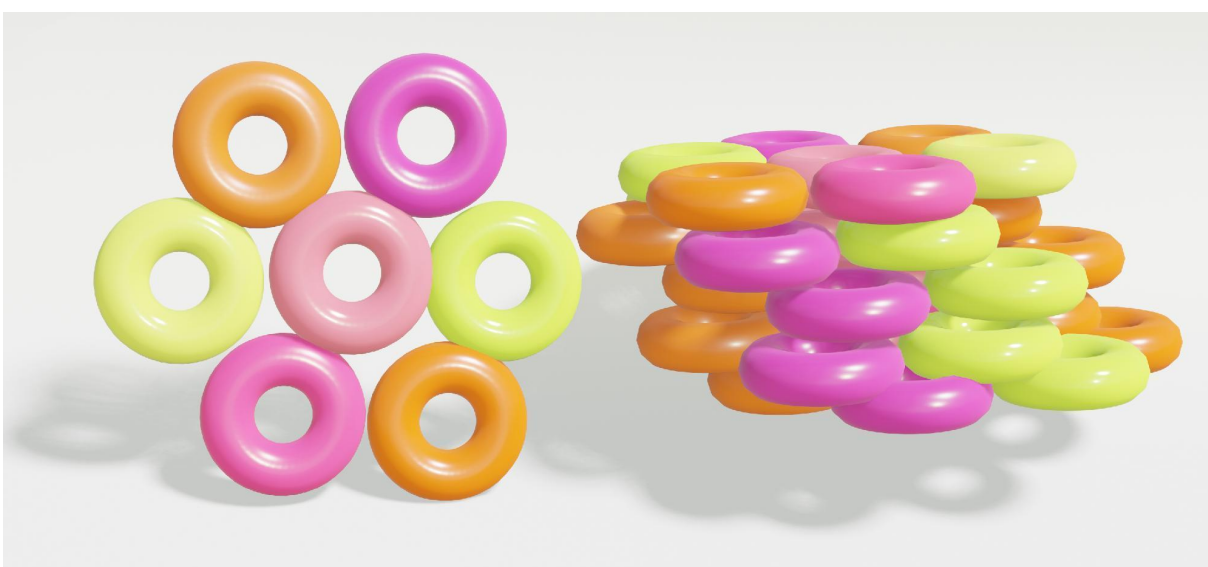
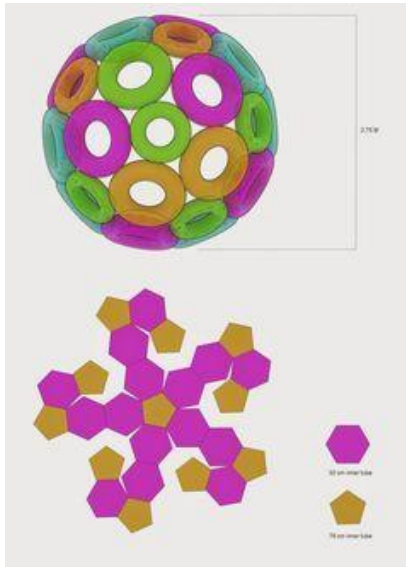
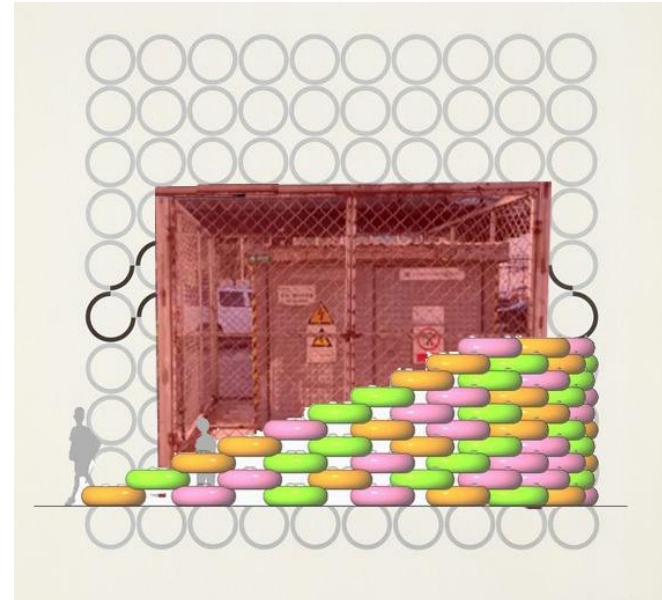
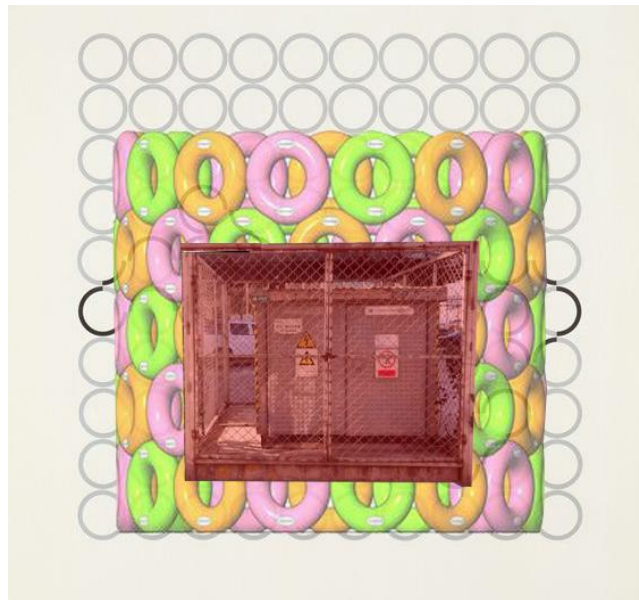
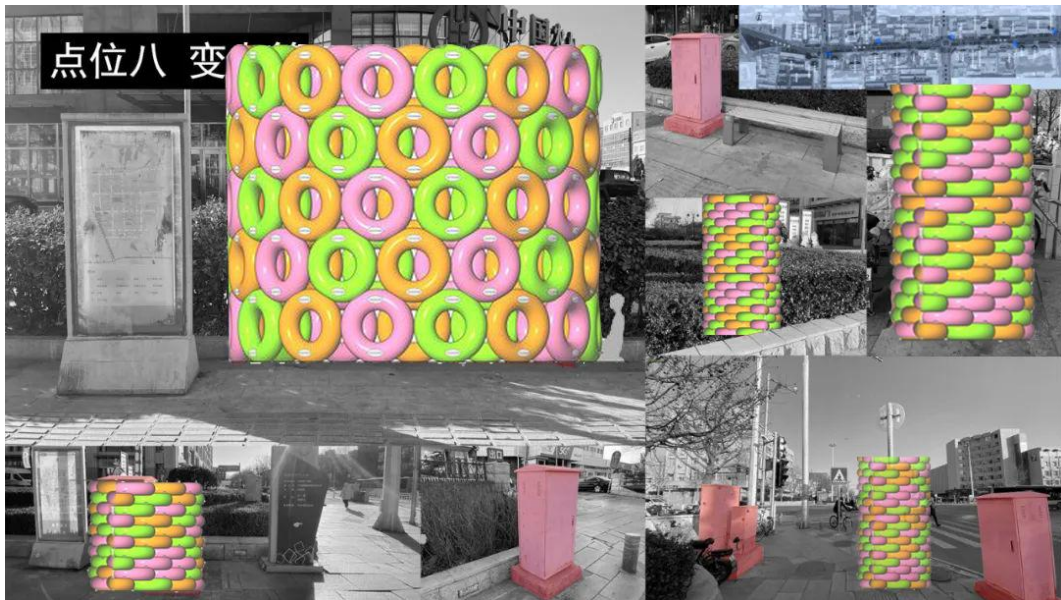




艺术合作项目& 陈虹竹/ TAKI2000/JULIAN GX “昌流不息”公共空间 单元装置 艺术装置设计细节展示

Artist collaboration/Promotion/Exhibition

“昌流不息”公共空间 装置设计3D影像细节展示,内有灯光装置设备可提供夜晚的景观照明系统。

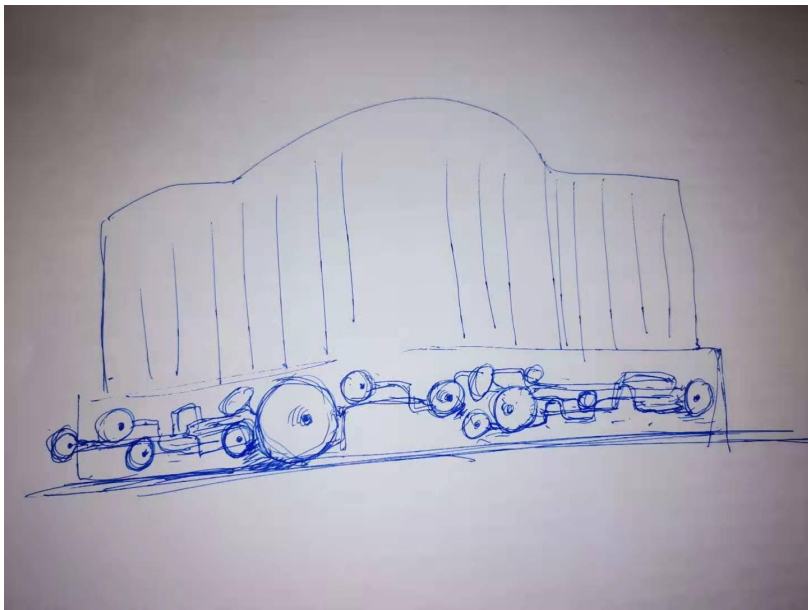




艺术合作项目& 陈虹竹/ TAKI2000/JULIAN GX “昌流不息”公共空间 单元装置 艺术装置设计细节展示

Artist collaboration/Promotion/Exhibition

“昌流不息”公共空间 装置设计3D细节展示

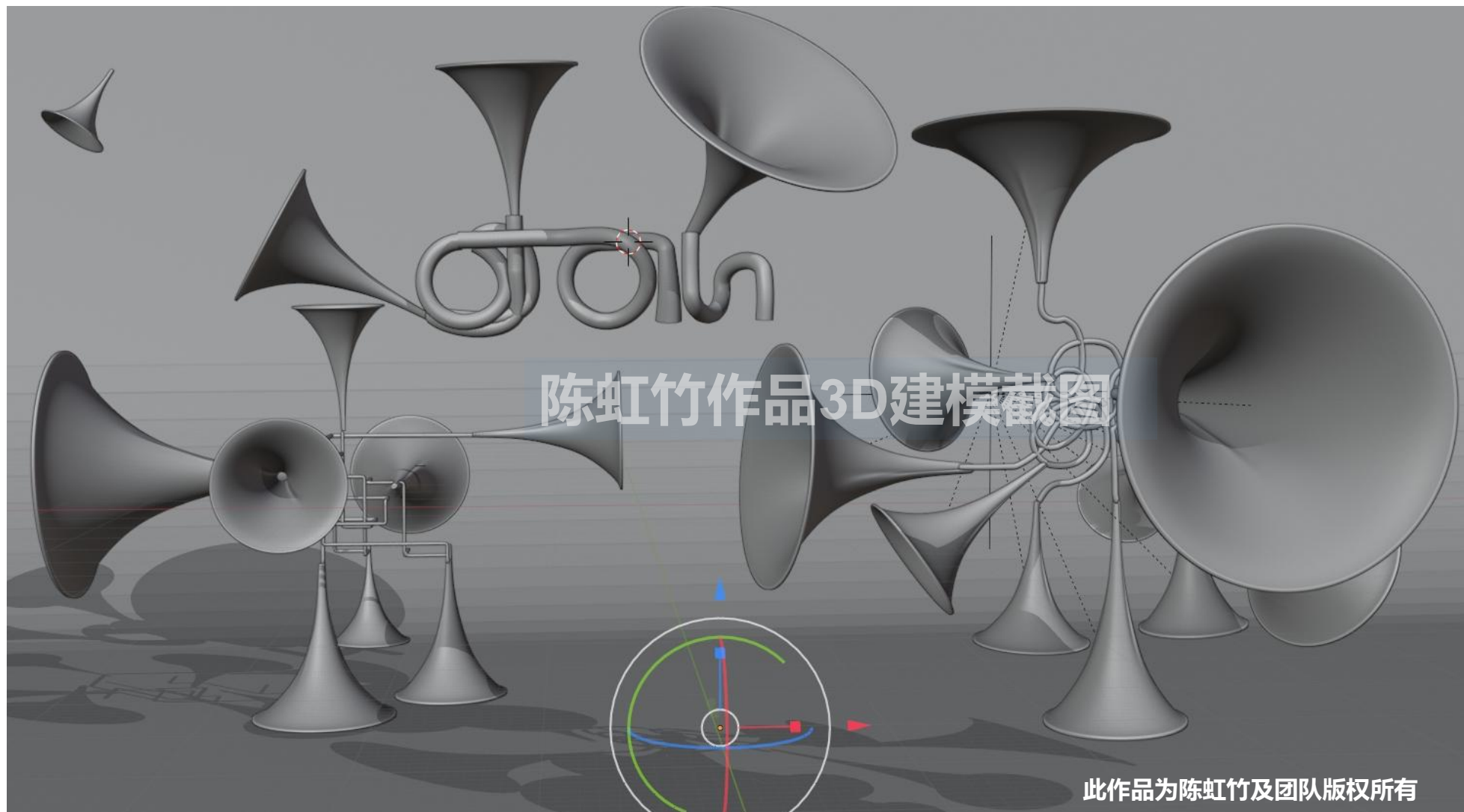
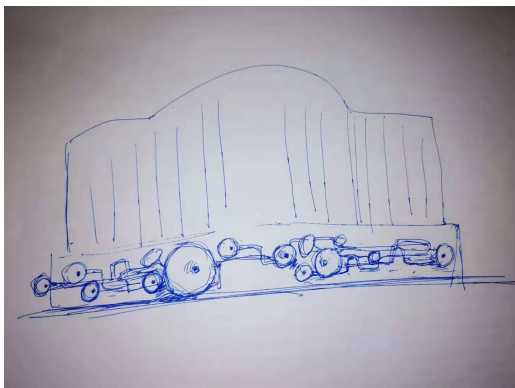




艺术合作项目& 陈虹竹/ TAKI2000/JULIAN GX “昌流不息”公共空间 单元装置 艺术装置设计细节展示

Artist collaboration/Promotion/Exhibition

“昌流不息”公共空间 装置设计3D细节展示





艺术合作项目& 陈虹竹/ TAKI2000/JULIAN GX “昌流不息”公共空间 策划艺术装置设计细节展示

Artist collaboration/Promotion/Exhibition

“昌流不息”公共空间 装置设计3D细节展示



陈虹竹作品3D建模截图



T H A N K Y O U