

AMAZING PANDA

潘昶的艺术游行



“

民族灵感，激活时髦艺术世界！

Inspire art and fashion world with culture!

”

地点 VENUE
上海展览中心
SHANGHAI EXHIBITION CENTER

中央广场 Center Square

静安区中心位置

Center of Jing' an district

世界级活动地标

World class venue

≈20,000m²

预计参观人数100,000人

Expected visits: 100,000

全球新品首发地核心地标

SHANGHAI
FASHION
ZOO
时髦圈儿

Living In Style!

2019. 06. 27 - 30

上海展览中心

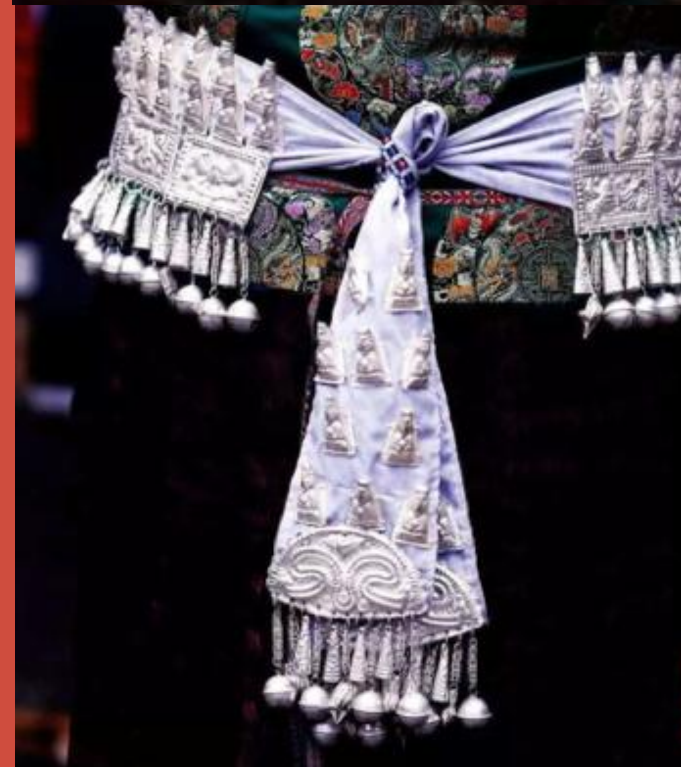
Shanghai Exhibition Center



| 关于熊猫

大熊猫，起源于人类前，至今已在地球上至少生存了800万年以上；被誉为“活化石”和“中国国宝”，是世界上最濒危动物，它见证着中国文化的诞生和发展历程。

The giant panda, one of the surviving ancient animals, has lived on the earth for at least 8 million years. As the most endangered animal in the world, the giant panda is known as “living fossil” and “a national treasure of China”, who has witnessed the birth and development of the Chinese culture.



关于中国文化

中国文化是民族文化多元体，由各民族互相渗透及影响，经历3000多年的融合行成。56个民族也代表着56种绚丽多彩的文化，内容丰富，有取之不尽的时尚、艺术资源。

China is a melting pot of different ethnic groups. The Chinese culture has been influenced by each ethnic nationality in the big family with a long history of more than 3000 years. The fifty-six ethnic nationalities in China also represent fifty-six distinct cultures, rich in inspirational content for fashion and art.

| 关于AMAZING PANDA

AMAZING PANDA以中国民族文化灵感而激发出的时髦创意，开启“熊猫”的世界秀场。

走进国际都市/世界的“中国创造”大型艺术装置。

The unique idea of AMAZING PANDA is inspired by the splendid Chinese culture.

Note: a large-scale global exhibition of art installations to signify the true meaning of “Created in China” with international artists.



2019大型艺术行动即将开启

大熊猫有故事，见证中国文化发展史；
黑白经典以及憨厚可爱的形象，
无处不代表着中华文化和中国人民的特质。

我们希望通过Amazing Panda，
联动国内外艺术家和艺术爱好者，
根据56个民族图腾和服饰为灵感来源，
创造具有民族艺术细胞的多彩大熊猫，
画满民族色彩的时髦艺术世界！

The giant panda, who has witnessed the ups and downs of the Chinese history, have enormous symbolic significance in our culture; Famous for its classic distinctive black-and-white fur, it conveys an image of friendliness and good-nature to demonstrate the characteristics of the Chinese culture and the Chinese people. We choose the beautiful and cute image of the giant panda to connect artists and art enthusiasts at home and abroad with inspirations from totems and costumes of the fifty-six Chinese ethnic nationalities.

We would like to make colourful art pieces out of pandas with art elements from ethnic minorities and to create a fashionable world with the cultural essence! We will perfect the combination of the Chinese ethnic culture and the giant panda to activate the new vitality of Chinese minorities in the global fashion industry and to help spreading the Chinese culture among people around the world!



Example

Inspired by Chinese minority nation

灵感来源于中国少数民族



Inspired by Miao
灵感来源于苗族服饰纹路





Inspired by Miao
灵感来源于苗族服饰纹路





Inspired by Miao
灵感来源于苗族服饰纹路





Inspired by Miao
灵感来源于苗族服饰纹路



WE ARE AMAZING PANDA!



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AMAZING PANDA的价值



AMAZING PANDA每一件艺术作品均有很高的**艺术水准**和丰厚的**精神内涵**，它**属于民族**，又**属于全人类**，其艺术价值及其影响已经**超越了民族的界限**，辐射至世界每个民族和群落，成为所有民族均能够**接受与共同享用的精神性产品**，够给人以精神濡染和陶冶。

Every piece of the AMAZING PANDA art contains high levels of creative endeavor and stylistic inspiration. They belong to the nation and speak to the whole of mankind. Their artistic value will transcend national boundaries and resonate with every nation and culture in the world. It is an inclusive product that can truly be appreciated and shared by everyone, giving people aspirational fulfillment.

我们需要艺术家/设计师

- 对中华文化充满好奇心，
- 以对中华文化的理解和感受为灵感来源，
- 在以熊猫原型的基础上进行艺术创作，
- 艺术家/设计师给到设计稿后Amazing Panda官方可还原到熊猫原型身上
- 若艺术家/设计师有意亲手绘制我方会提供场所

We are looking for artists/designers:

- Be curiosity to Chinese ethnic culture
- Inspired and impressed by Chinese ethnic culture
- who will design creative artwork based on panda models
- The artists'/designers' draft will be applied to the panda models
- The space will be provided if the artists/designers are willing to draw on their own hands
-

我们可以给到艺术家/设计师

- 艺术家/设计师媒体曝光
- 自媒体宣传曝光
- 直播平台口播提及名字
- 所创作的熊猫原型身上进行署名
- 所绘制图案产生的衍生品盈利可进行分成

we will provide:

- Media exposure to report the artist/designer
- We media exposure
- Mentioning the name of artisits by broadcasting media
- Signature of the artist's/designer's name on the panda designed by himself
- The share of revenue originated from the creative pattern's derivatives

制作信息

- 材质为玻璃钢
 - 每个熊猫1.5m-2m，共有三个姿态
 - 我们会提供三个熊猫的正面、背面、左侧面、右侧面的jpg和psd格式的文件
 - 手稿扫描或是软件绘制均可（我们会负责实现在实物上）
 - 作品最终呈现，需带有中国民族元素（中国民族元素调研见附件）
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- Material: Fiberglass (FRP)
 - Each panda will be 1.5 - 2 meters tall and designed with three postures.
 - We will provide the JPG & PSD formats of the pandas (front, back, left and right).
 - The artworks can be submitted in the format of hand-drawing (scanned) or software-made. (We will be responsible for implementing the artworks on panda installations)
 - The final presentation of the artworks is supposed to be related to Chinese culture. (Please see the attachment as the study of the craftsmanship of Chinese nationalities)





THANK YOU

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