

圣地亚哥：充满活力的创意之城

SAN DIEGO: A VIBRANT CREATIVE CITY

作为公民外交家，美国平面设计师协会 (AIGA) 跨文化设计中心 (XCD) 致力于促进不同国家的设计师与创新企业领导者之间的跨文化交流。今年八月，跨文化设计中心与AIGA的设计师们在圣地亚哥接待了中国跨文化交流代表团，有幸会见了许多才华横溢的中国设计师、设计教育家和企业领导者。

圣地亚哥以阳光、海浪、海洋世界、圣地亚哥动物园、鱼肉玉米卷饼和海藻沙拉而闻名，有著名的Del Coronado和La Jolla Cove酒店、Del Mar赛马场、Torrey Pines高尔夫球场(和其它91个高尔夫球场)，当然，圣地亚哥还有其极富创意的一面：圣地亚哥是美国博物馆最集中的城市，拥有1144件艺术品和美国最大的文化公园，这归功于过去30年来圣地亚哥一直在不断地重塑着自己，让这座原本是军事基地的城市成为文化与艺术麦加(圣地)。

如今，圣地亚哥最为知名的是它的文化资产。帆船、棕榈树和美丽的港口提供了独特的城市体验，无论是海港大道、瓦斯灯街区，还是棒球场区和小意大利区，都从市中心步行可达；而10~20分钟的车程即可载你到许多著名的海滩和更有特色、更富创意的街区，如Hillcrest、North Park、La Jolla Hillcrest、North Park、La Jolla等。

你或许知道，圣地亚哥还是北美和南美之间的一个关口，双国籍无疑是这座城市最重要的特征。每年在圣地亚哥和墨西哥蒂华纳市之间有着超过70亿美元的商业交易和不可估量的文化交流。该地区拥有超过500万人口(300万在圣地亚哥，200万在蒂华纳)以及每天30万的过境旅客，使圣地亚哥成为最繁忙的国际边界。此外，坐落于太平洋沿岸的圣地亚哥还深受亚洲文化的影响。拉丁美洲、亚洲和美洲风格渗透在所有圣地亚哥的创意街区。

在圣地亚哥，有许多要看和体验的东西。在此，我们请您欣赏四家来自圣地亚哥的设计公司，其作品反映了这座城市的活力、创意与创新精神。这四家公司分别是：Bennett Peji Design、Visual Asylum、StudioConover和Murphy Design。(文 / 圣地亚哥市艺术与文化专员Bennett Peji)



As citizen diplomats, Center for Cross-cultural Design (XCD) promotes cross-cultural exchanges between the designers and business leaders of creative and innovative industries from different countries. You can find out more about XCD's activities at centercrosscultural.org. In August, XCD teamed up with fellow Design Diplomats at AIGA San Diego to host the China Crosscultural Exchange. We were honored to meet the many highly talented designers, educators and business leaders from China.

San Diego is sun and surf, Sea World and the San Diego Zoo, fish tacos and seaweed salad. It is the Hotel Del Coronado and La Jolla Cove, the Del Mar Racetrack and Torrey Pines Golf Course (and 91 other golf courses). However, there is also a very creative part of San Diego—a city with one of the highest concentrations of museums in the USA, a city with the largest cultural park in the USA, a city that owns 1,144 pieces of art.

That San Diego is a cultural and artistic mecca that has moved beyond its roots as a military base and spent the last 30 years revitalizing its downtown.

It might be best known for its cultural assets and ambitious civic branding initiatives were it not for its stunning physical attributes. To fly into San Diego is to glimpse sailboats, palm trees, and a gorgeous harbor leading to a revitalized downtown that delivers a unique urban experience, from Harbor Drive to the Gaslamp Quarter and from the Ballpark District to Little Italy, all within walking distance of the downtown core. A short 10-20 minute drive brings you to more distinctive, creative neighborhoods such as Hillcrest, North Park, La Jolla and many famous beaches.

And you probably don't think of San Diego as a gateway between North and South America. Yet its bi-nationality is arguably its most important feature. More than \$7 billion of commerce and priceless culture are exchanged annually between San Diego and Tijuana, Mexico. The region has a population of more than 5 million people (3 million in San Diego and 2 million in Tijuana), with 300,000 visitors crossing the border every day, making this the busiest international border crossing in the world. San Diego also benefits from Asian cultural influences; it is, after all, situated on the Pacific Rim. Evidence of this Latin-Asian-American flavor permeates all of San Diego's creative neighborhoods.

There are many things to see and experience in San Diego. Here are four top San Diego design firms whose work reflects the vibrancy of this energetic, creative and innovative city: Bennett Peji Design, Visual Asylum, StudioConover, Murphy Design. (By Bennett Peji, City of San Diego Commissioner of Arts & Culture)

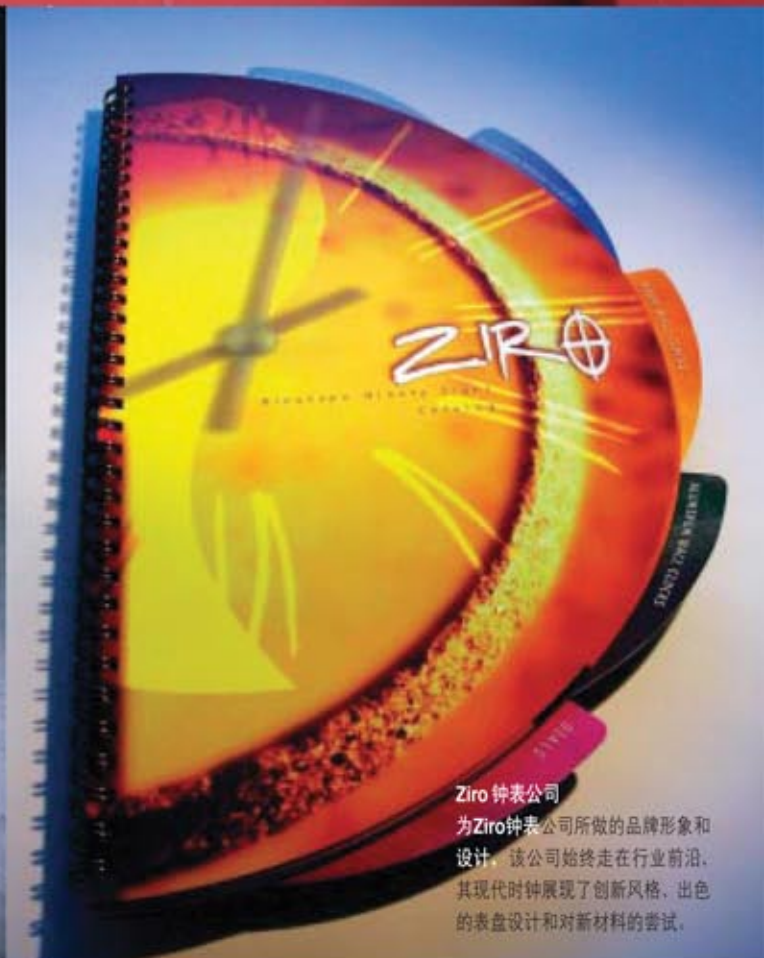


Roppongi 餐厅
为美国加州 La Jolla
的 Roppongi 餐厅所
做的品牌形象和标识
设计。



Ontro 包装
为美国市场上第一个自动加热饮料容器 Ontro 所做的品牌形象和包装设计。

16 Package&Design



Ziro 钟表公司
为 Ziro 钟表公司所做的品牌形象和设计，该公司始终走在行业前沿，其现代时钟展现了创新风格，出色的表盘设计和对新材料的尝试。

“有效的品牌设计可以比文字和图像有更好的效果。它可以讲述一个故事，让故事成为受众文化和特性的一部分。一个好故事是具体的，而非概括笼统的，它旨在表现对品牌背景、历史、意图和象征的全面理解。品牌各方利益相关者的投入让故事完整、准确，甚至非比寻常。这种充满活力的合作下诞生的品牌形象让付出获得丰厚回报”，Bennett Peji Design 公司总裁 Bennett Peji 如此说道。

Bennett Peji Design 是一家战略性的品牌与市场营销咨询与服务公司。Bennett Peji 本人在作为主要承包商监管大型多学科品牌形象塑造项目方面有着 23 年的经验，他的客户包括圣地亚哥市、卡尔斯巴德市、国民市、Rancho Bernardo 市、Poway 市、Scripps Research 学院、加州大学圣地亚哥分校和惠普等。

Bennett Peji 是美国和国际上最有经验的品牌顾问之一，他在将高度复杂的信息转化为清晰、令人鼓舞、主题恰如其分的品牌形象系统方面具有非凡的才能。他是圣地亚哥第一位获得美国平面设计师协会 (AIGA, 全球最大的传达设计协会) 颁发的“终身成就奖”的会员。他在美国加州圣地亚哥和墨西哥的下加利福尼亚州 (Baja California) 都非常活跃，服务于圣地亚哥市长 Jerry Sander 内阁领导班



Bennett Peji 先生, Bennett Peji Design 公司总裁、圣地亚哥市艺术与文化专员

子和咨询委员会，市长特别委派他为艺术与文化专员。

此外，Bennett Peji 还是 2009 年亚洲商业协会主席，获得过圣地亚哥地区商会颁发的“艺术、商业与文化奖”、菲律宾-美国商会颁发的“年度杰出专业人士奖”和亚洲媒体颁发的“亚洲传统文化保护奖”。除了商业和社会服务奖外，他还获得过 200 多项国家设计奖。同时，Bennett Peji 也是墨西哥下加利福尼亚州宣教基金会的共同创始人和执行官，该基

金会旨在保护和修复墨西哥的历史遗产。

Bennett Peji 担任过全球 40 多个会议的演讲者，曾在 SDSU 撰写并教授高级品牌形象系统课程，目前，他担任有关跨文化设计与城市品牌形象课程的讲师。自 1917 年以来，AIGA 的总部一直设在纽约，现已在 67 个城市有分会。8 年前，Bennett Peji 与人共同成立了 AIGA 跨文化设计中心，并作为公民外交官接待了包括中国在内的许多国家的大量来访者。



Fehlmán LaBarre 建筑与规划公司
为 Fehlmán LaBarre 建筑与规划公司所做的整套品牌形象设计和网站设计与研发。



BennettPeji



Arts EDUCATION



The educational and outreach programs of the San Diego Opera Association do more than entertain and enlighten residents and visitors. They also inspire similar efforts by arts organizations across the nation. And they're a perfect reflection of the Commission for Arts and Culture's policy of funding those organizations that reach out to the larger community.



MUSIC TO OUR EARS

It may sound like a covert operation, but by reaching some 100,000 students and adults each year, Operatic Opera is anything but a secret. In fact, this outreach program of the San Diego Opera Association is the nation's largest. Let Bob Harris, principal at Sacred Heart Academy, sum up its impact: "The Opera's performance of Porgy and Bess was perfect for our students. I heard kids all through the day pretending to be opera singers - a very valuable learning experience." Operatic Opera offers several other programs. Opera For Kids... By Kids gives students in grades 4-5 hands-on experience in every aspect of opera production. 12,000 students attend San Diego Opera dress rehearsals each year. And the Arts in Excellence Program sends musical artists to over 100 high schools, colleges and civic organizations. Needless to say, a program that reaches so many in the community is one the Commission for Arts and Culture is proud to help fund. The Playwrights Project is another. A non-profit organization, the project's primary purpose is to promote literacy, communication skills and creativity in young people. This is accomplished through playwriting workshops and residencies that reach 5,000 or more San Diego students in grades K-12 each year. Outstanding student work is rewarded with public performances, including production in Plays for Young Writers at The Globe Theatre. All told, a remarkable performance.



"Arts education gives kids concrete proof they can achieve, and helps develop lifelong learners."

— George Stremos, Director of Development

THREE TO SEE

- 1 "The ability to read makes some long-dormant craving to be creative alive..." Come see how the helpful Malibu 8 Library lives up to the words of its founder.
- 2 San Diego's oldest African-American theatre, Southwestern Community Theatre, is also among the most successful. Meeting performance and business all corners are just two reasons to check it out.
- 3 A celebration of art, culture and education, the Escondido Street Fair & Cultural Arts Festival is one of our nation's richest events.

TOP RIGHT: A celebration of words, imagery and knowledge. That's the Malibu 8 Library. LEFT: Young playwrights receive their award letters in the end of every season. One shows their first experience through theatre. Such as the gift of the Playwrights Project.

形式追随文化(Form Follows Culture) 通过对美国、中国、墨西哥和菲律宾的案例进行研究, Bennett Peji Design 致力于以跨文化的方式研发出独特的品牌形象。

圣地亚哥市艺术与文化委员会这本城市机构小册子展现了艺术与文化对圣地亚哥8个区域带来的巨大积极影响。

“An effective brand design can be so much more than words and images. It can tell a story that becomes an intrinsic part of your audience’s culture and identity. A good story is one that is specific. It doesn’t settle for generalities, but rather aims for truth based on the holistic understanding of the context, history, intent and symbolism. And the input of its stakeholders provide for the story to be complete, accurate and even great. The brand identity that emerges with such energized collaboration is richer for the effort.”

—Bennett Peji, Principal of Bennett Peji Design

Bennett Peji, Principal of Bennett Peji Design, is a brand and marketing consultant and strategic workshop facilitator. He has 23 years of experience as a prime contractor overseeing large, multi-disciplinary branding projects for clients including the City of San Diego, City of Carlsbad, City of National City, Rancho Bernardo, City of Poway, Scripps Research Institute, UC San Diego and Hewlett-Packard.

Bennett Peji is one of the most experienced and connected brand consultants in the United States and internationally. He is San Diego’s first Fellow Awardee (Lifetime Achievement Award) from the world’s largest communication design association, the AIGA (www.aiga.org). He is also very active in San Diego, the state of California and Baja California, Mexico. He serves on City of San Diego Mayor Jerry Sander’s Civic Leadership Team and Boards and Commissions Advisory Committee. The Mayor appointed him a Commissioner of Arts and Culture. He was also appointed to the Citizens Oversight Committee for the \$1.5 Billion Prop MM Bond for the San Diego



Bennett Peji Design 公司成员, 从左至右依次为: Karla Cueva, Suzanne Ito, Marcella Bingham, Lilia Peji

Unified School District.

Mr. Peji is the 2009 Chairman of the Board for the Asian Business Association. He is the recipient of the Arts, Business and Culture Award from the San Diego Regional Chamber of Commerce, the Outstanding Professional of the Year Award from the Filipino-American Chamber of Commerce and the Asian Heritage Award for Cultural Preservation from Asia Media. Besides business and community service awards, he has received over 200 national design awards. Mr. Peji is a co-founder and regent of the Baja California Missions Foundation, founded to renovate and preserve the historic missions in Mexico.

Bennett Peji has been a speaker at over 40

conferences worldwide. Mr. Peji has written and taught the senior branding systems course at SDSU. He currently serves as a lecturer on Cross-cultural Design and Civic Branding (the branding of cities and districts). The AIGA has been based in New York since 1917 and now has 67 chapter cities. Peji co-founded the national AIGA Center for Cross-Cultural Design 8 years ago and serves as a citizen diplomat for numerous visitors from other countries such as China.

Bennett Peji has an extraordinary ability to transform highly complex arrays of information from highly diverse constituents into clear, inspiring and appropriately-themed brand identity systems.



美国格兰特酒店为拥有百年历史的美国格兰特酒店 (US Grant Hotel) 的重新开张设计的纪念册和包装。



MoPA

为美国加州圣地亚哥 Balboa 公园内的摄影艺术博物馆MoPA创作的品牌形象。

MAAC 开发商

MAAC是圣地亚哥最大的经济适用住房与服务开发商之一。40年来，MAAC之名的意思是“大都市反贫困咨询委员会”。新的品牌将名字寓意改为“最大限度推进我们社区的发展”。



MAAC

Maximize Access to
Advance our Communities

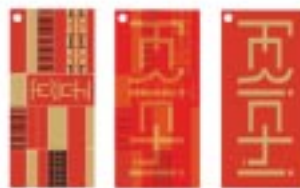
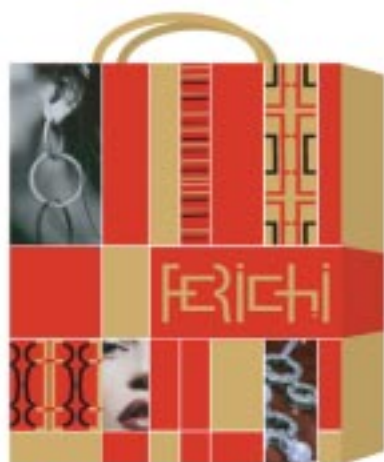


为欧洲 Bread & Cie 面包店所做的品牌与包装设计



亚太历史区

Bennett Peji Design 受聘以 1987 年总计划为基础为圣地亚哥市中心的 8 个街区研发一个区域品牌。主要标准是找到 8 个街区的共同点，以尊重的方式展现出曾经在此居住过的中国人、日本人和菲律宾人团体。



FeRichi

为中国当代奢侈品牌 FeRichi (法瑞奇) 研发的品牌形象、定位策略、设计指南、推广材料和产品设计系统，设计反映了中国从制造型经济到创造性经济的转变。

