<<创意中国>>

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内容概要

The Beijing Olympics 2008 and the World Expo Shanghai 2010 wilt be the important opportunities for developing creative industry in China. Hopefully China can make use of these opportunities to have a development by leaps and bounds, jumping from "Made in China" to "Created in China", and lead China's economy to have another take-off.



书籍目录

An Imagination with No Boundary: Creative Industry in China Fitting "Chinese Chips" in Products Architecture Meaning More than House-Building A LOFT Tide of Turning the Old into the New Creative Ideas in Modem Consumption Creative Ideas Making Things MeaningfulLiving in the 25th Hour: Media Works TV Connecting You, Me and Him "To Fish" World All:airs in One "Net" New Tricks of Plane MediaLetting Imagination Dance: Designers and Planners Weaving Beautiful Dreams Plucking the "Solidified Music" Making Green Ads Gripping Consuners' Minds The Artistic Space Affected by Planners The 7th Space: Creative Cities in China Beijing: An Ancient Capital full of Vitality Shanghai: An Ambitious Bright Pearl in the Orient Guangzhou: A Famous Ancient and Open City in the South Shenzhen: A Completely New City Born for Creative Ideas Changsha: A City of Leisure and Culture Hangzhou: A Dreamlike City by the West Lake The Green Sky: Investment Environments of Creative Industry in China Government: An Engine for Creative Industry Intellectual Property Rights: The Soul of Creative Industry Talents: An Accelerator for Creative Industry

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