



TLAOWAI  
*Go for it.*

# 1Laowai Studio

We are an independent visual communication studio that strives to fight visual pollution, respect the environment and optimize brands profitability.

In our modern life, especially in cities, the hazards of visual pollution are many: advertisements, business signs, street signs, advertising billboards, websites, commercial graphics, commercial photography, logos, packaging, information signs and anything that someone might see in everyday life, can be potentially considered as an eyesore.

Visual pollution is an unwanted sight that physically and mentally affects the environment and our aesthetic senses, it's deteriorating our urban and internet landscapes, it's increasing tremendously from day to day and is more dangerous than you might think.

In Visual Communication Arts lies the solution for this problem. Good Visual Communication respects physical and virtual environments, optimizes brands efficiency, preserves cultural heritage and improves the quality of life.

Visual communication, as it became a wider discipline, has become more complex: graphic design, typography, photography and imagery creation, animation and illustration, sustainability, branding and marketing, copywriting and translations, logo design, business management, culture awareness, visual communication arts have nowadays to be considered as "only-one-all-round" discipline. As a group of responsible visual communication artists, we understand that having an in-depth knowledge of all of them is imperative, as a result the international background and culture of each of our people come along.

We believe in cultural awareness, we believe in listening before speaking and acting with integrity, we believe in innovation as the meeting of art and science, we believe that it doesn't matter where, how or in what medium an idea is expressed, you always have to start with a good one.

# 一个老外工作室

我们是一个独立的视觉传达设计工作室，我们的使命是对抗视觉污染、做尊重环境的设计、帮助企业实现利益最优化。

我们的当代生活中潜伏着很多视觉污染，尤其是在都市里；各类商业广告、平面广告、企业标识、路标、广告牌、品牌标识、商业摄影、产品包装、信息指示牌以及我们每天在生活中看到的视觉产品，都有可能由于糟糕的设计刺痛我们的眼睛。

视觉污染主观上给我们的审美带来伤害，客观上给环境造成负面影响。一天比一天多的视觉污染正在破坏城市景观，带来我们意想不到的危害。

要解决视觉污染，我们需要好的艺术设计。好的设计尊重客观环境和主观意境、保留文化特色、最优化品牌效益、提高人们的生活质量。

随着视觉传达涉及的领域日趋广泛，视觉传达设计已经变成一门很复杂的学科。平面设计、色彩理论、版面设计、字体设计、摄影和影像制作、插画设计、品牌化和市场化、文案设计和翻译、logo设计、项目管理、文化意识、视觉艺术和行为艺术如今都属于视觉传达设计的组成部分。

身为负责的视觉传达人，我们认识到熟练掌握这些专业知识和技能的重要性。也正因这些原因，我们建立了来自五湖四海、出自不同背景的专业合作团队。

我们相信文化意识的重要性；我们相信先听后说、知行合一；我们相信艺术和科学碰撞出创新；我们相信先有好想法，再以恰当的时间、方式、媒介把好的想法传播出去；我们相信视觉传达应该经典不过时、对环境友好、有效传递信息、并且给审美带来愉悦享受。

PRODUCT PHOTOGRAPHY

产品摄影



Marni Italia, Editorial Proposal | Photo Shooting and Post Production

意大利Marni品牌杂志海报提案 | 摄影、后期



Luxury Cosmetics, Advertising Proposal | Art Direction, Photo Shooting and Post Production

高档化妆品广告提案 | 艺术指导、摄影、后期



# CK One, Print Advertising Preview | Art Direction, Photo Shooting and Post Production

CK One 系列香水平面广告提案预览 | 艺术指导、摄影、后期



HUSUM Air Purifier, Environmental Image | Art Direction, Photo Shooting and Post Production

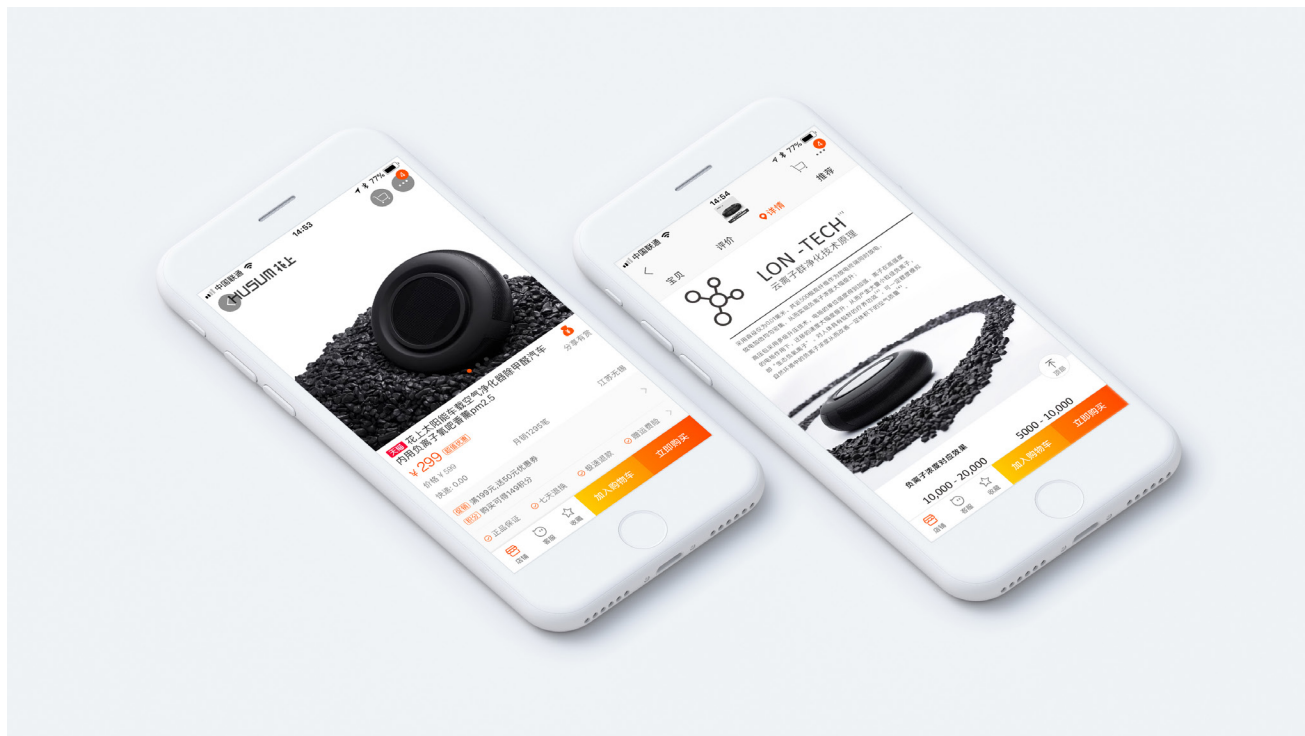
花上空气净化器产品照 | 艺术指导、摄影、后期



HUSUM Air Purifier, Environmental Image | Art Direction, Photo Shooting and Post Production

花上空气净化器产品照 | 艺术指导、摄影、后期



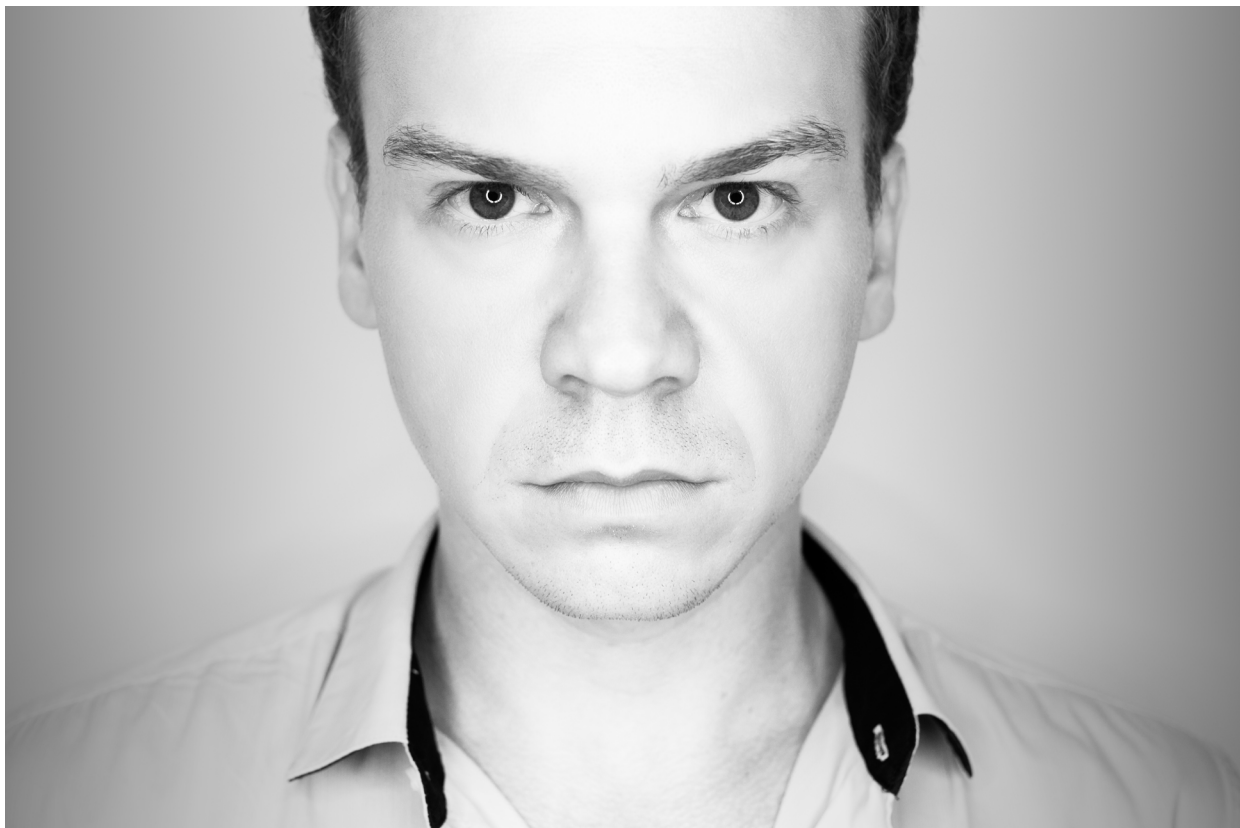


PORTRAITURE

人物摄影

Nicola G, Model | Art Direction, Photo Shooting

Nicola G 模特 | 艺术指导、摄影



Laura B, Creative Director | Art Direction, Photo Shooting

Laura B 创意总监 | 艺术指导、摄影



Giorgio U, Lawyer | Art Direction, Photo Shooting  
Giorgio U 律师 | 艺术指导、摄影



Rosanna T. Innovative Problem Solver | Art Direction, Photo Shooting

Rosanna T 创意问题解决专家 | 艺术指导、摄影



Max R, Tax Collector | Art Direction, Photo Shooting

Max R 税务员 | 艺术指导、摄影



Giulia S. Actress | Art Direction, Photo Shooting

Giulia S 演员 | 艺术指导、摄影



Giulia S' Portrait. Apartment Preview | Art Direction, Photo Shooting

Giulia S 人物肖像装饰公寓客厅 | 艺术指导、摄影



Sievert Van Esch, Engineer | Art Direction, Photo Shooting and Post Production

Sievert Van Esch 工程师 | 艺术指导、摄影、后期



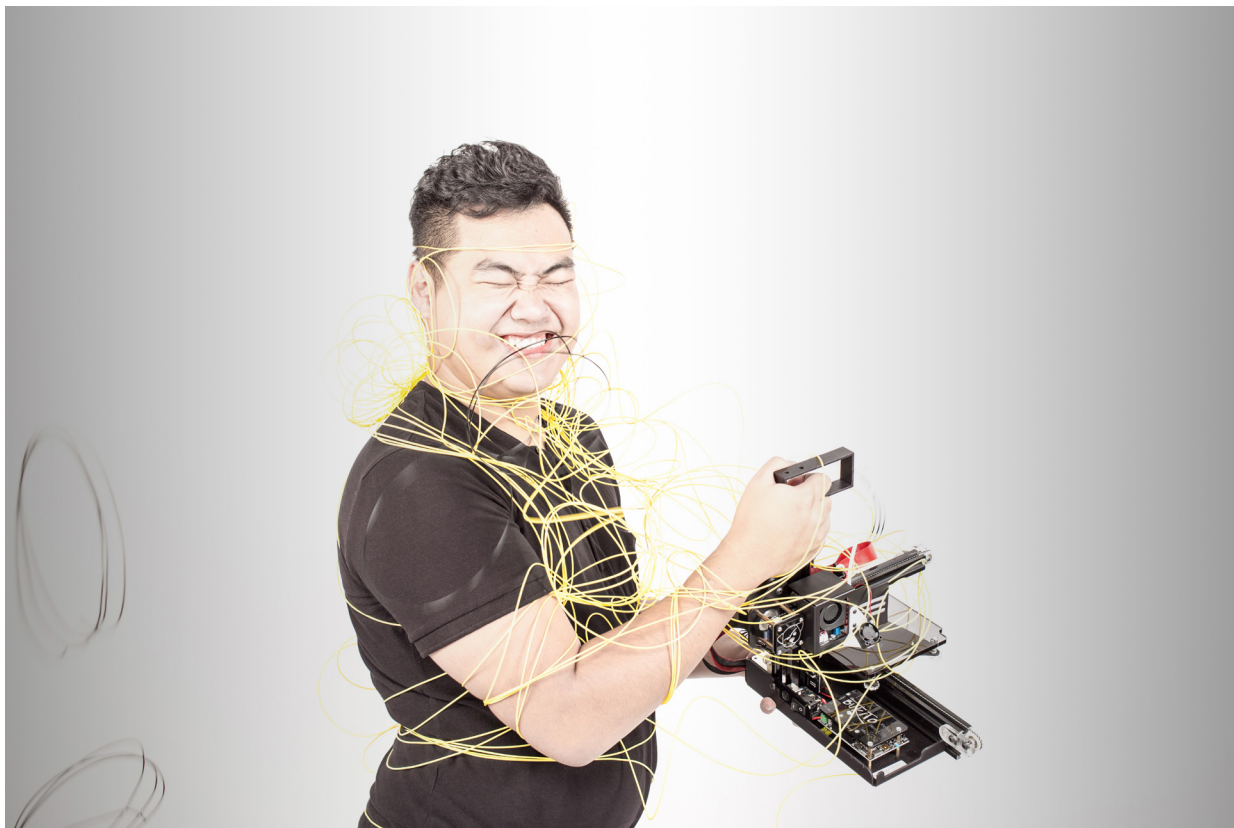
Devin Hu, Designer | Art Direction, Photo Shooting and Post Production

Devin Hu 设计师 | 艺术指导、摄影、后期



Lucas Zhang, 3D Designer | Art Direction, Photo Shooting and Post Production

Lucas Zhang 3D设计师 | 艺术指导、摄影、后期



Monica Lee, Designer | Art Direction, Photo Shooting and Post Production

Monica Lee 设计师 | 艺术指导、摄影、后期



Dirk Wynants, Designer | Art Direction, Photo Shooting and Post Production

Dirk Wynants 设计师 | 艺术指导、摄影、后期



GRAPHIC DESIGN

平面设计

Siva/Detao Sustainable Product Design Undergraduate Program Brochure | Art Direction, Graphic Design, Photo Shooting

上海视觉艺术学院·德稻实验班可持续产品设计专业宣传册 | 艺术指导、平面设计、摄影





**专业介绍**  
本专业是国际著名的家具及产品设计大师，同时也是世界著名的设计大师Ettore Sottsass 和Gianni Piretti 在佛罗伦萨大学创建的EASAA 设计学院从众多国际知名设计学院中脱颖而出，经过多年发展，现已成为世界设计界的一颗新星。本专业以设计实践为导向，注重培养学生的设计思维和创新能力，使学生能够在毕业后迅速适应设计行业的需求，成为具有国际视野和竞争力的设计人才。

**培养目标**  
本专业旨在培养具有设计思维、设计能力和设计实践能力的复合型人才。毕业生应具备扎实的设计理论基础，较强的设计实践能力，以及良好的团队协作精神和沟通能力。通过四年的专业学习，使学生能够在家具及产品设计领域从事设计、研发、生产、销售等工作。

**课程设置**  
本专业课程设置注重理论与实践相结合，包括设计基础、设计史论、设计思维、设计实践、设计管理、设计营销等课程。同时，还开设了与本专业相关的选修课程，如材料工艺、人机工程学、市场营销等。通过系统的课程学习，使学生能够全面掌握家具及产品设计的专业知识和技能。

**教学设施**  
本专业拥有先进的教学设施，包括设计工作室、材料实验室、3D打印实验室、多媒体教室等。同时，还聘请了具有丰富行业经验的企业专家担任客座教授，为学生提供实践指导和行业洞察。此外，本专业还定期举办设计竞赛和展览，为学生提供展示才华的平台。

**国际视野**  
本专业注重培养学生的国际视野，通过邀请国际知名设计大师和学者进行讲座和授课，使学生能够了解国际设计潮流和行业动态。同时，本专业还鼓励学生参加国际设计竞赛和交流活动，提升学生的国际竞争力。

**师资力量**  
本专业拥有一支由国际知名设计大师和学者组成的师资队伍。他们不仅在学术领域有着深厚的造诣，而且在设计实践方面也有着丰富的经验。通过他们的言传身教，使学生能够学习到最前沿的设计理念和实践经验。

**合作企业**  
本专业与多家知名企业建立了紧密的合作关系，包括家具制造企业、设计公司、材料供应商等。通过与企业合作，学生能够获得宝贵的实践机会，了解企业的生产流程和市场需求，为将来的职业发展打下坚实的基础。

**就业前景**  
本专业毕业生就业前景广阔，可以在家具制造企业、设计公司、材料供应商、市场营销公司等从事设计、研发、生产、销售等工作。同时，随着可持续设计理念的普及，本专业毕业生在绿色设计、环保设计等领域也有着广阔的发展空间。

**联系我们**  
上海视觉艺术学院 德稻实验班 可持续产品设计中心  
上海市江湾五角场 邮编 200234  
Tel: 4008 8888 46669  
www.detao.com.cn  
www.siva.edu.cn

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上海视觉艺术学院·德稻实验班可持续产品设计专业宣传册 | 艺术指导、平面设计、摄影



# Siva/Detao Sustainable Product Design Exhibition 2017 | Art Direction and Graphic Design

上海视觉艺术学院·德稻实验班可持续产品设计专业2017学期项目展宣传海报 | 艺术指导、平面设计

## the journey of design

2017 January 10th-13th

## 设计之旅

2017年1月10日-13日

Design ensures people to have an experience that makes them different than when they started. Design makes this difference and, starting from a creative process to end with a product, the design process is, as a matter of fact, a journey.

"The Journey of Design" exhibits our students' projects embracing 1st Year Freshmen with a series of works triggered by creativity, childhood memories and design purposes, 2nd Year Sophomores with design processes, materials and ergonomics into a light-product project, and 3rd Year Juniors, who had to deal for the first time with a real client through a design project for elderly people. In addition, our Juniors have been responsible for designing and organizing the event, all the students participated in the installation.

Our exhibition represents our students' journey of exploration to become all-round designers and, at the same time, it represents the beauty of the experience into the design process that is intended to be a journey which, at least sometimes, does matter more than the final destination.

设计赋予人们一段能改变自我的经历。设计使得改变得以实现。以创意为出发点，最终以产品为目的地，设计流程其实就是一场旅程。“设计之旅”学期展览展示了三个年级的学生作品。一年级讲述了由创意、童年记忆和设计目的引发的故事。二年级展示了设计流程、材料学和人体工程学这些知识所诞生的灯。二年级首次和企业进行合作，用设计表达了对老年人关怀。

另外，本次展览由三年级学生负责策划，并组织全体SFD学生共同搭建展览。

此次学期展览呈现了我们的学生探索成为全能设计师的历程，也呈现了设计流程的旅程之美。设计流程本就应该是一段旅程，有时候，重要的是旅程本身，而不是目的地。



上海视觉艺术学院  
SIVA Institute of Visual Arts

DESO WYMANETS  
DESIGN WORKS

DETAO  
DESIGN GROUP





Siva/Detao Sustainable Product Design Exhibition 2016 | Art Direction, Graphic Design and Photo Shooting  
 上海视觉艺术学院·德稻实验班可持续产品设计专业2016学期项目展宣传海报 | 艺术指导、平面设计、摄影

## SFD SOPHOMORE THE FOOD EXPERIENCE 餐饮之道



**Title:** Harvest  
**Designers:** Bili / Ruffio / Ota  
**Class:** SFD2014 Sophomore

**Description:**  
 This is a series of funfuns that improves the experience while people are waiting in a restaurant. We found that a large number of people play with mobile phones in there because they do not want what they can do. Therefore, we designed a game that can be seen when people leave their tables. We made use of the empty area in the restaurant and we designed them with the product that people can play games that makes us benefit. It is a design that makes people curiously and starts a conversation. Then, people would try to figure out the magic product with each other, and enjoy the reward of overcoming the challenge.

**产品名称:** 丰收  
**设计合作:** 碧梨 / 拉菲奥 / 奥塔  
**班级:** 可持续设计班 二年级

**设计说明:**  
 这是一个旨在提高人们在餐馆等待时的体验的系列游戏。我们发现很多人在那里玩手机是因为他们不想做他们能做的事情。因此，我们设计了一个可以在人们离开桌子时看到的互动产品。我们利用了餐厅的空闲区域，并设计了一个人们可以玩游戏的产品。这是一个让人们好奇并开始对话的设计。然后，人们将试图弄清楚这个神奇的产品，并享受克服挑战的奖励。

**About the Project:**  
 The Food Experience  
 Have you ever thought about designing a product for a Chinese restaurant? Have you ever experienced food? It is a serious matter. Here, our sophomore students did. They researched a shop design process, from research to prototyping, going through user investigation and concept development. Using three manifests as most and focusing on materials, we also bring the results of all design process, developing a product in order to solve a problem or enhance an existing product.

上海视觉艺术学院 SHANGHAI INSTITUTE OF VISUAL ART  
 DEIK WYMAN'S DESIGN WORKS  
 DETAO DESIGN GROUP

## SFD FRESHMAN THE BAMBOO DISCOVERY 探竹



**Title:** Arrival  
**Designers:** Dreaver / Krian / Lauren  
**Class:** SFD2015 Freshman

**Description:**  
 Our product will be installed at train stations. It is designed to make it more convenient for people waiting to have some coffee or check their cellphones without carrying pieces of luggage.  
 On one side of the table is a bamboo stick for people to lean on. The bamboo can support people's arms. Also, combinations of drinks can be sold on the table. You can still use our product at all. We have found a best proving that the bamboo stick can bear the weight of 300KG thanks to its flexibility. The combination of bamboo and metal frame provides stability and balance.

**产品名称:** Arrival  
**设计合作:** 德雷文 / 克里安 / 劳伦  
**班级:** 可持续设计班 一年级

**设计说明:**  
 我们的产品将安装在火车站。它的设计是为了让人们在等待时不用携带行李就能喝咖啡或检查手机。桌子的一侧有一根竹子，人们可以靠在上面。竹子可以支撑人们的胳膊。此外，还可以在桌子上出售各种饮料的组合。我们的产品在所有情况下都能使用。我们发现竹子可以承受300公斤的重量，这要归功于它的柔韧性。竹子和金属框架的组合提供了稳定性和平衡。

**About the Project:**  
 The Bamboo Discovery  
 Do you recall what you felt when you discovered something for the first time? You were excited, weren't you? It's like going back to your childhood, isn't it?  
 Well, our freshman students were really excited when they discovered bamboo.  
 Using three manifests as most and focusing on bamboo, they experienced the whole process of the design process, developing a product in order to solve a familiar problem or enhance an existing product.

上海视觉艺术学院 SHANGHAI INSTITUTE OF VISUAL ART  
 DEIK WYMAN'S DESIGN WORKS  
 DETAO DESIGN GROUP



17:00, January 7th (Thursday) 2016  
 DeTao Building, 1st Floor  
 One Workshop activity in One day workshop  
 Exhibition The Final Countdown (Invited by a Home Workshop)

2016.1.7 (星期四) 17:00  
 德稻上海中心大厦一楼  
 一个工作坊活动在一天工作坊中  
 展览 最后的倒计时 (受邀由一个家庭工作坊)

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 展览 最后的倒计时 (受邀由一个家庭工作坊)

上海视觉艺术学院 SHANGHAI INSTITUTE OF VISUAL ART  
 DEIK WYMAN'S DESIGN WORKS  
 DETAO DESIGN GROUP

# Siva/Detao Sustainable Product Design Exhibition 2016 | Art Direction, Graphic Design and Photo Shooting

上海视觉艺术学院·德稻实验班可持续产品设计专业2016学期项目展 | 艺术指导、平面设计、摄影



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上海视觉艺术学院·德稻实验班可持续产品设计专业2015学期项目展宣传海报 | 艺术指导、平面设计、摄影

## dirk wynants design works



15:30, July 14th [Tuesday] 2015  
DeTao Building, 1st Floor

Dirk Wynants invites you to their SFD Exhibition [The Entrance + Laser Light] followed by a formal reception.

### The Entrance

The entrance of the DeTao Masters Academy is the main focus point and through fare for visitors, employees and students alike. The assignment introduced students to the design process and principles of Dirk Wynants Design Works. The all-round approach involved and integrated every design course and their teachers to enhance the development of the final project and concept brief.

2015年7月14日 (二) 15:30  
德稻大楼一楼

万德伦工作室敬邀参与可持续家具设计 [德稻入口+激光灯] 会展  
德稻入口设计

德稻大师楼的入口为整体环境的焦点，也是访客、员工、学生每天必经之地。这项设计练习的目的在于介绍学生设计流程与万德伦设计工作室的理念；教学方式则是以设计输入为主轴，整合其他相关课程的教学与教学内容，训练学生会贯通所学知识来发展设计想法，以培养全方位的设计师。

上海视觉艺术学院  
Shanghai Institute of Visual Art

DETAO 德稻  
GROUP MASTERS ACADEMY

## dirk wynants design works



15:30, July 14th [Tuesday] 2015  
DeTao Building, 1st Floor

Dirk Wynants invites you to their SFD Exhibition [The Entrance + Laser Light] followed by a formal reception.

### Laser Light

Our students were given: one bulb, one cable, one switch, one plug and one sheet of plywood. Using only laser cutting and laser engraving techniques, they designed a sustainable domestic lamp with the ethos to optimise design quality and reduce the amount of materials used. The process involved students limiting the total surface area cut from the plywood board.

2015年7月14日 (二) 15:30  
德稻大楼一楼

万德伦工作室敬邀参与可持续家具设计 [德稻入口+激光灯] 会展  
激光灯设计

在学期初，学生收到一个灯泡、灯头、电线、开关、插头和胶合板等材料。在仅用激光切割和激光雕刻制成的限制下，学生必须以产生最少废料的方式来设计最佳家居灯具。在设计及制作过程中，需同时符合使用最少材料及禁止使用胶粘合的条件，以达到环保设计之宗旨。

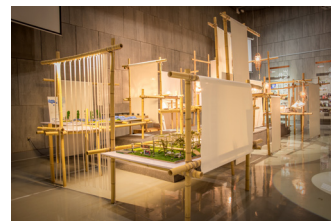
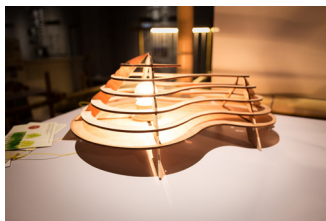
上海视觉艺术学院  
Shanghai Institute of Visual Art

DETAO 德稻  
GROUP MASTERS ACADEMY



Siva/Detao Sustainable Product Design Exhibition 2015 | Art Direction, Graphic Design and Photo Shooting

上海视觉艺术学院·德稻实验班可持续产品设计专业2015学期项目展 | 艺术指导、平面设计、摄影



de/constructio is an exhibition showcasing up-cycled works made from aged old materials. disregarded and unkept the three pieces of furniture, forged from second hand markets, were given a new lease of life and re-constructed to form modern day functional and unique pieces.

de/constructio 是一个废旧材料升级改造作品展。  
从二手家具市场淘来的三件被丢弃的老旧家具，经过升级改造，重获新生，成为独一无二的实用现代家具。

dirk wynants design works

dirk wynants design works

 上海视觉艺术学院  
Shanghai Institute of Visual Art

 DETAO GROUP 德稻  
MASTERS ACADEMY

## Dirk Wynants

invites you for a drink at  
the SFD Students Exhibition  
[Design Project Semester One 2014-15]  
17:00, January 19th [Monday], 2015  
DeTao Building, 1st Floor

邀请您参加SFD  
学生作品展览酒会  
[学期设计项目一 2014-15]  
2015年1月19日 [周一] 17:00  
德稻大楼一楼大厅

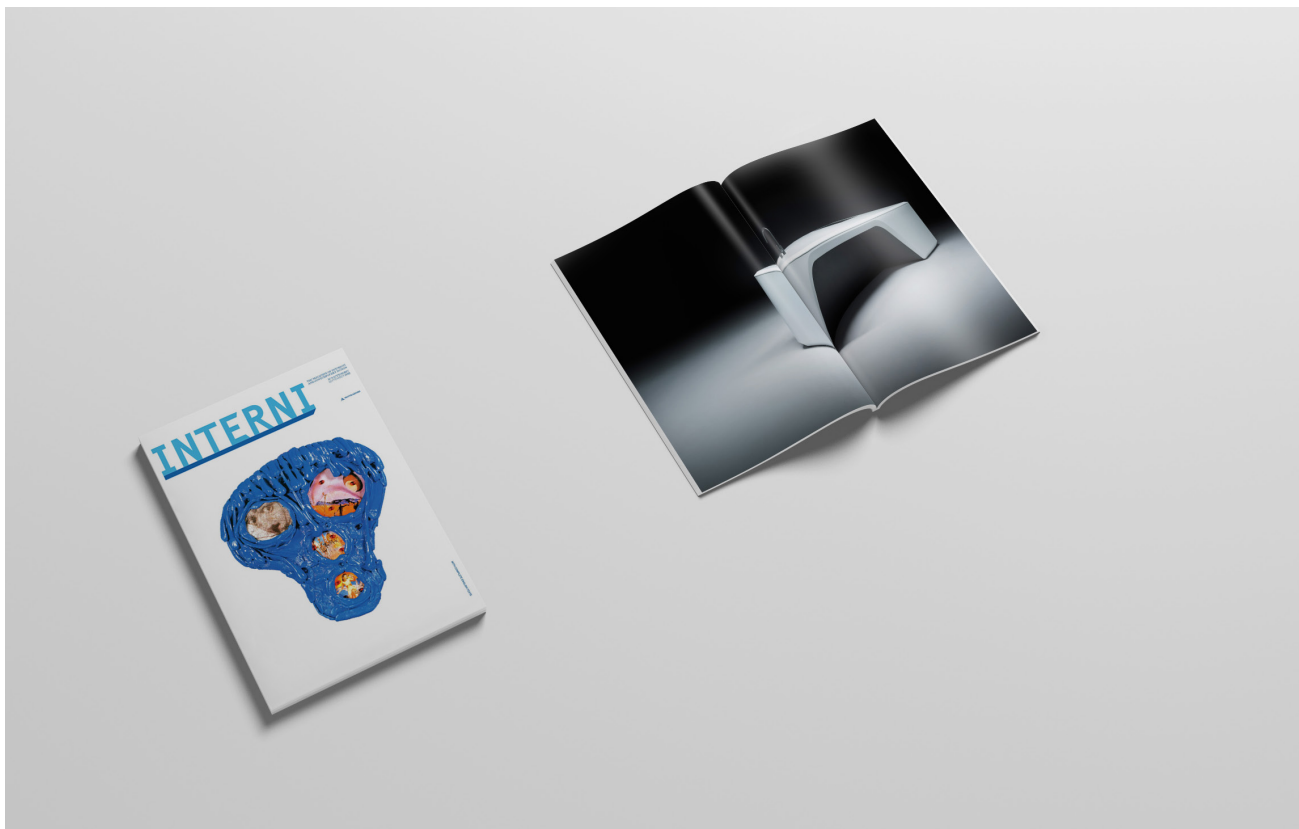
Siva/Detao Sustainable Product Design Exhibition 2014 | Art Direction, Graphic Design and Photo Shooting

上海视觉艺术学院·德稻实验班可持续产品设计专业2014学期项目展 | 艺术指导、平面设计、摄影



INTERNI Italia Magazine 2006 | Graphic Design and Copy Editing

意大利INTERNI杂志出版社2006 | 平面设计、文案校对



ADVERTISING

广告

HUSUM Air Purifier. Advertising Concept | Art Direction

花上空气净化器广告提案 | 艺术指导



**Fresh as a flower, everywhere you go.**

花上空气净化器，随时随地，清新如鲜花。

HUSUM



**A breath of fresh air, everywhere you go.**

花上空气净化器，新鲜空气，随时随地。

HUSUM

HUSUM Air Purifier, Advertising Concept | Art Direction, Graphic Design and Photo Shooting

花上空气净化器广告提案 | 艺术指导、平面设计、摄影



**Fresh as a breeze, everywhere you go.**

花上空气净化器，随时随地，微风随清新。

HUSUM

## HUSUM Air Purifier, Print Advertising Preview | Art Direction, Graphic Design and Photo Shooting

花上空气净化器平面广告预览 | 艺术指导、平面设计、摄影



HUSUM Air Purifier, Web Advertising Preview | Art Direction, Graphic Design and Photo Shooting

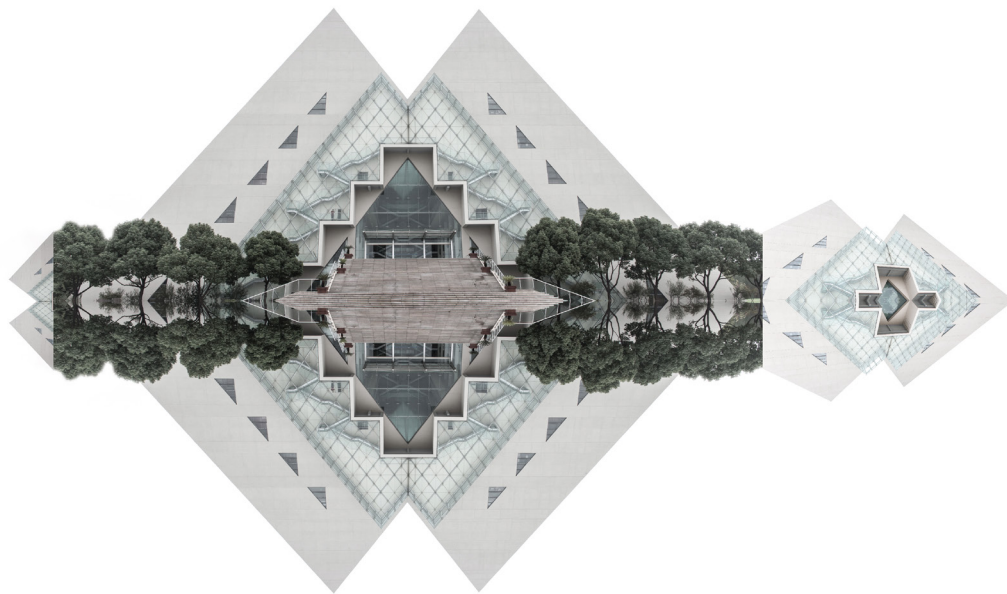
花上空气净化器平面广告预览 | 艺术指导、平面设计、摄影



Shanghai City of Future #1, Shanghai Metro Proposal | Art Direction, Photo Shooting and Post Production  
Shanghai City of Future #1 上海地铁站城市广告提案 | 艺术指导、平面设计、摄影



Shanghai City of Future #2, Shanghai Metro Proposal | Art Direction, Photo Shooting and Post Production  
Shanghai City of Future #2 上海地铁站城市广告提案 | 艺术指导、平面设计、摄影

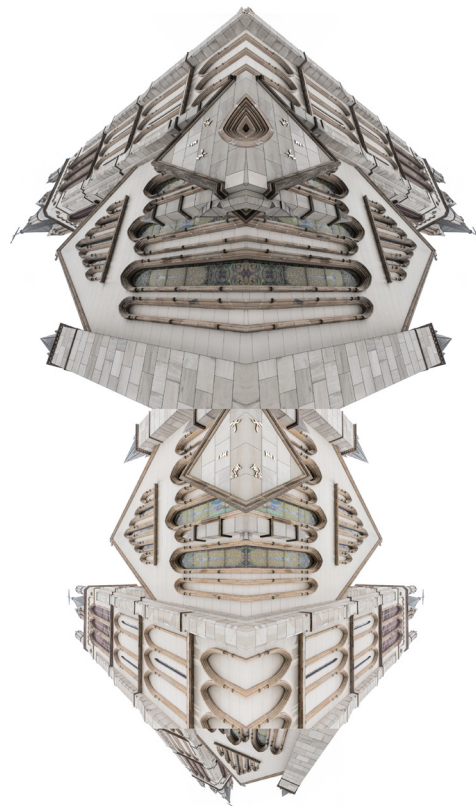


Shanghai City of Future #3, Shanghai Metro Proposal | Art Direction, Photo Shooting and Post Production  
Shanghai City of Future #3 上海地铁站城市广告提案 | 艺术指导、平面设计、摄影

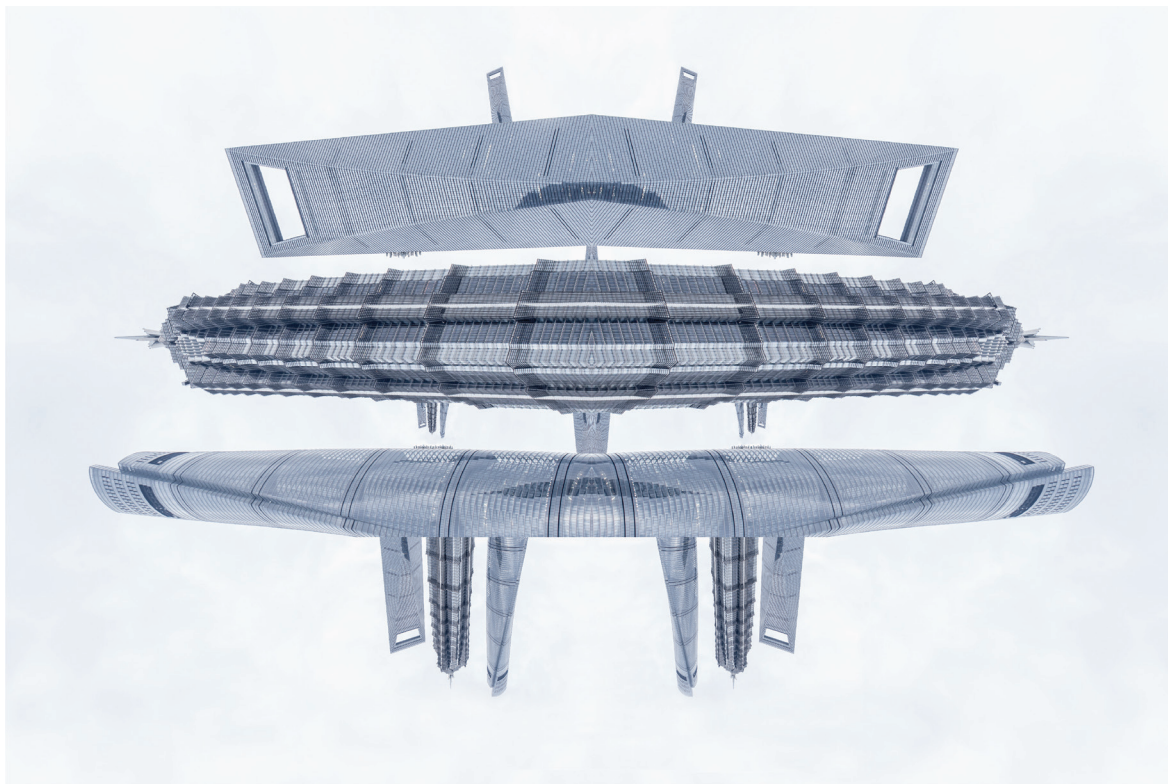


Shanghai City of Future #4, Shanghai Metro Proposal | Art Direction, Photo Shooting and Post Production

Shanghai City of Future #4 上海地铁站城市广告提案 | 艺术指导、平面设计、摄影



Shanghai City of Future #5, Shanghai Metro Proposal | Art Direction, Photo Shooting and Post Production  
Shanghai City of Future #5 上海地铁站城市广告提案 | 艺术指导、平面设计、摄影



Shanghai City of Future #6, Shanghai Metro Proposal | Art Direction, Photo Shooting and Post Production  
Shanghai City of Future #6 上海地铁站城市广告提案 | 艺术指导、平面设计、摄影



Shanghai City of Future #5, Shanghai Lujiazui Metro Station Preview | Art Direction, Photo Shooting and Post Production  
Shanghai City of Future #5 上海陆家嘴地铁站城市广告提案预览 | 艺术指导、平面设计、摄影



Shanghai City of Future #6, Shanghai Lujiazui Metro Station Preview | Art Direction, Photo Shooting and Post Production

Shanghai City of Future #6 上海陆家嘴地铁站城市广告提案预览 | 艺术指导、平面设计、摄影

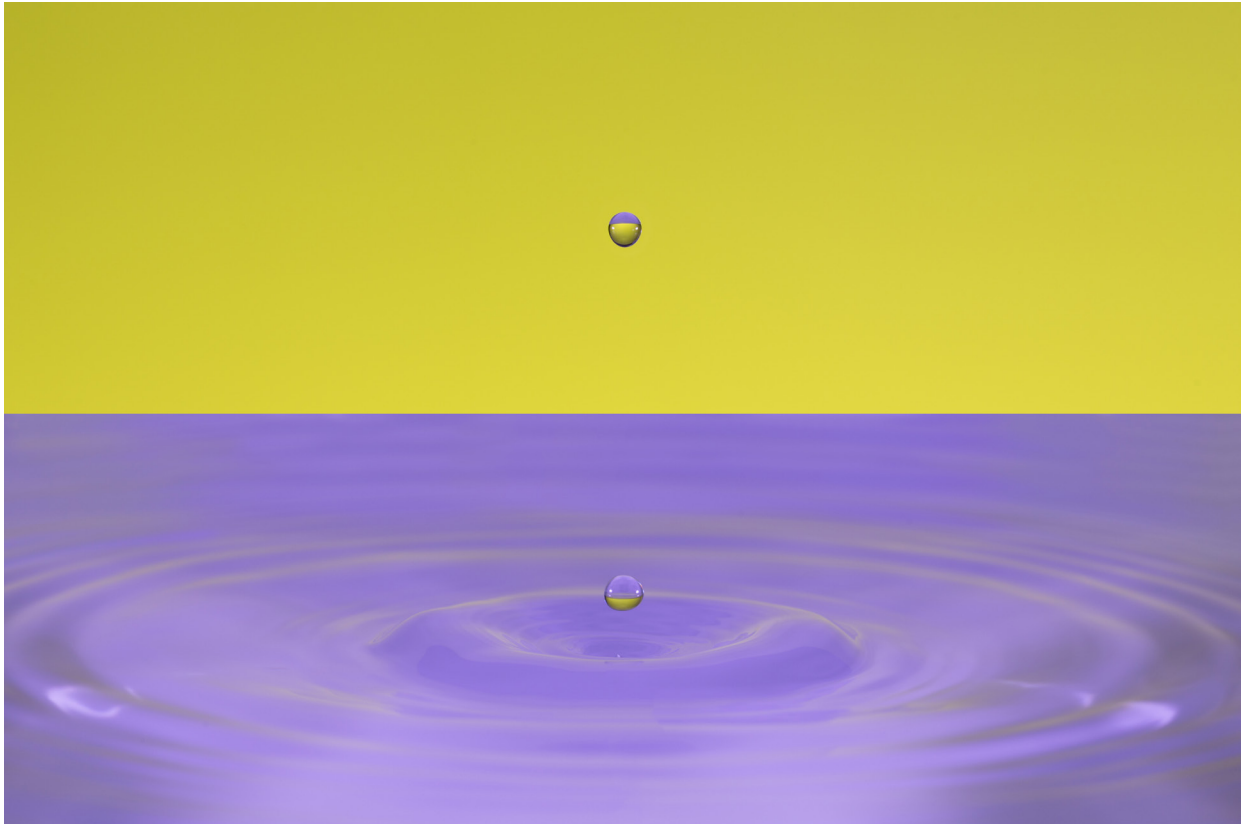


INTERIOR DECORATION

室内装饰

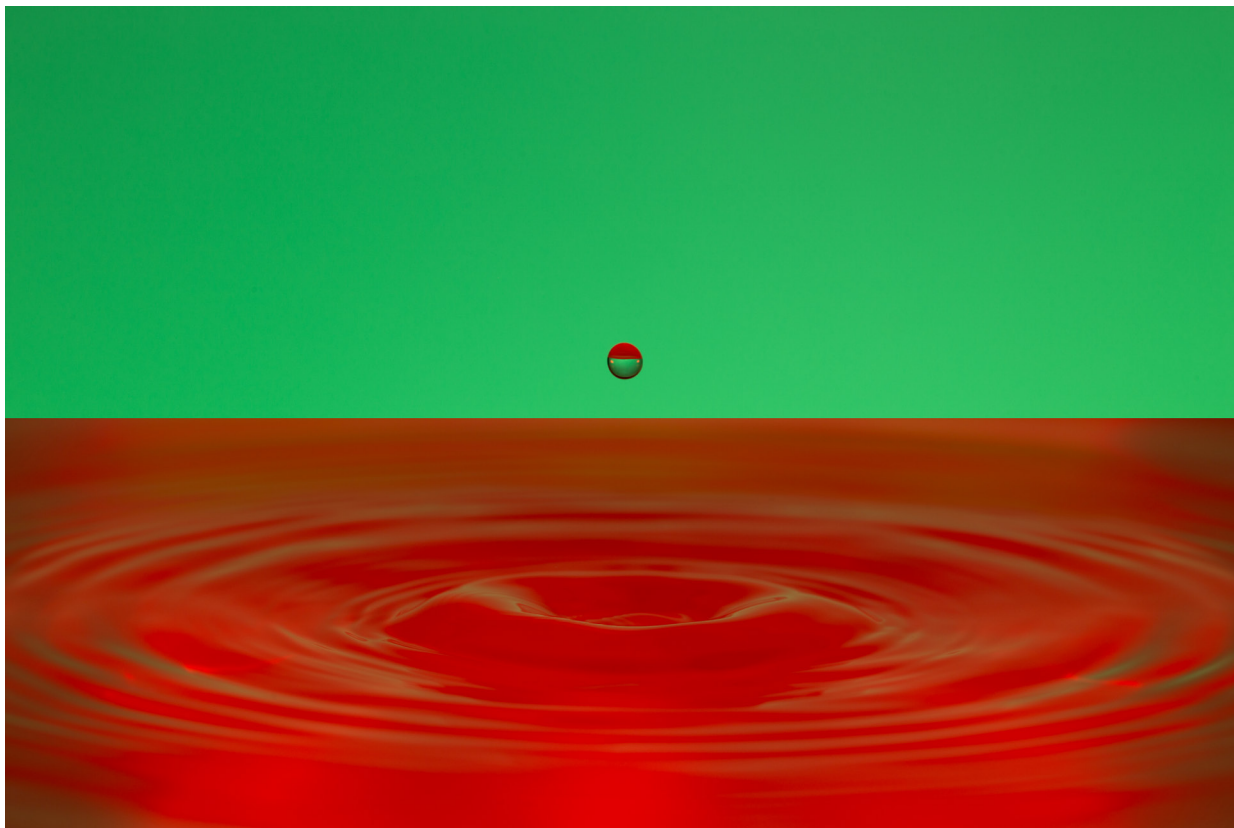
Lacrimae Rerum #1 | Art Direction, Photo Shooting and Post Production

Lacrimae Rerum #1 | 艺术指导、摄影、后期



Lacrimae Rerum #2 | Art Direction, Photo Shooting and Post Production

Lacrimae Rerum #2 | 艺术指导、摄影、后期



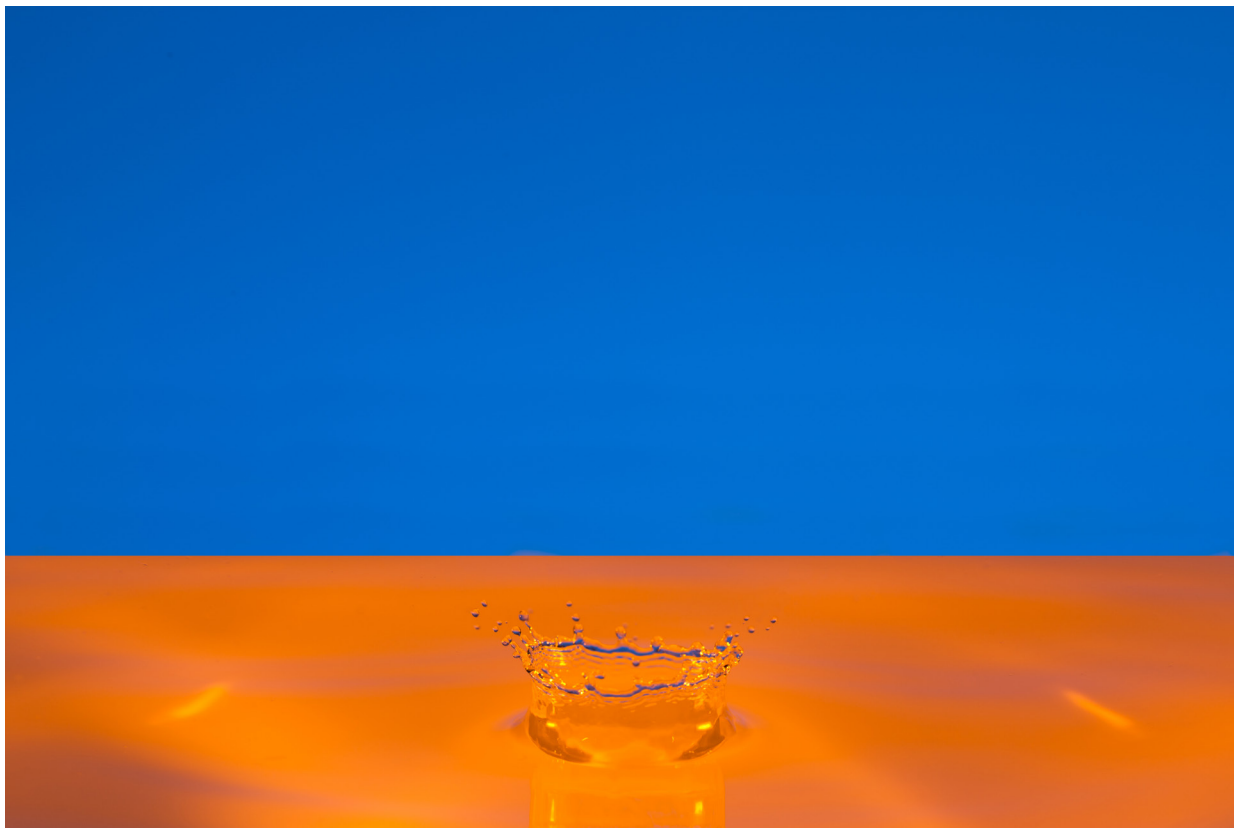
Lacrimae Rerum #3 | Art Direction, Photo Shooting and Post Production

Lacrimae Rerum #3 | 艺术指导、摄影、后期



Lacrimae Rerum #4 | Art Direction, Photo Shooting and Post Production

Lacrimae Rerum #4 | 艺术指导、摄影、后期



Lacrimae Rerum #4, Boutique Hotel Preview | Art Direction, Photo Shooting and Post Production

Lacrimae Rerum #4, 精品酒店预览 | 艺术指导、摄影、后期



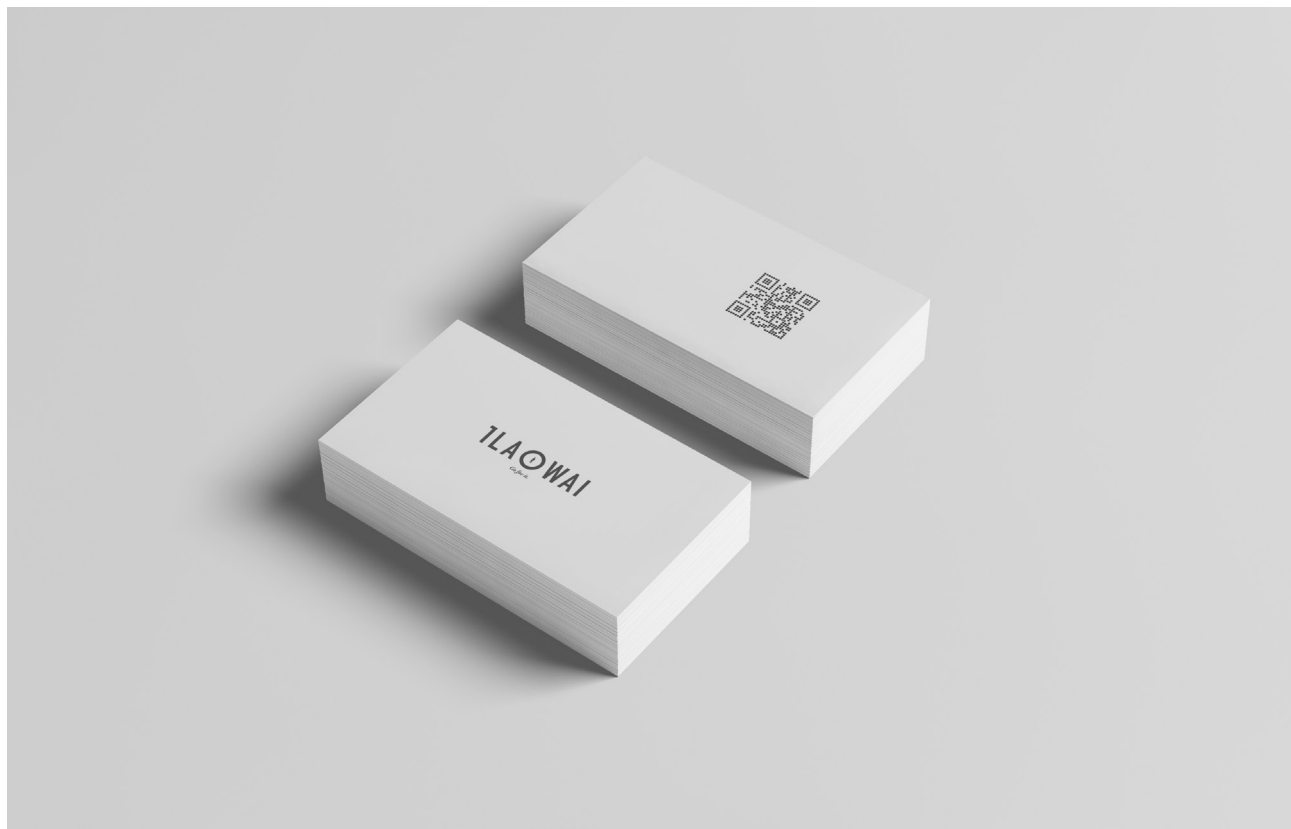
CORPORATE IDENTITY

公司形象设计



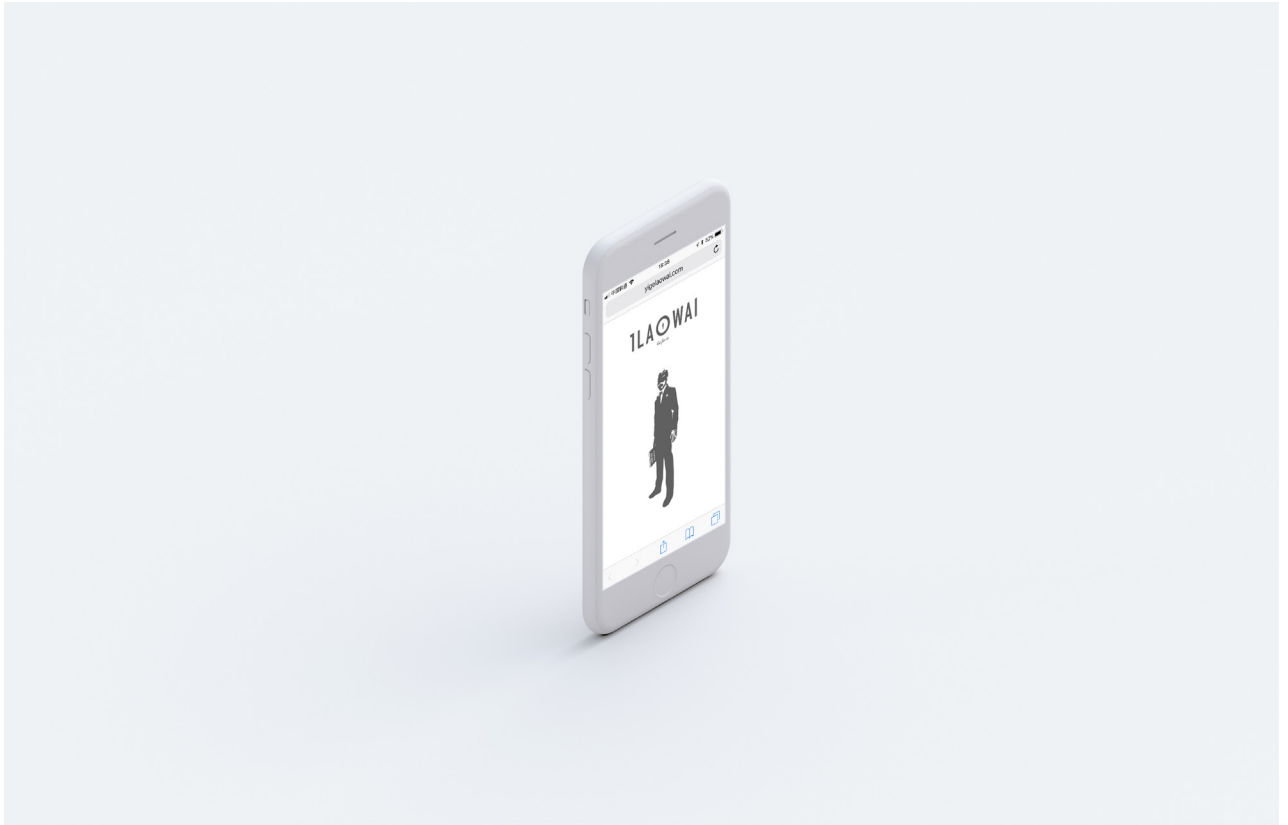
## 1LAOWAI, Business Cards | Art Direction and Graphic Design

1LAOWAI, 名片 | 艺术指导、平面设计



1LAOWAI, Website | Art Direction and Graphic Design

1LAOWAI, 网站设计 | 艺术指导、平面设计



# 1Laowai Story

Visual designer, musician, educator and art director, Andrea Adami was born in 1978 in Italy.

After a master degree in “Visual and Performance Arts” he’s been professor of photography, fashion photography, contemporary arts, visual design and advertising at IED [European Institute of Design] in Milano [Italy] and at LABA Academy of Arts in Brescia [Italy].

Academic leader of Visual Communication Design Program at Yunnan Technology and Business University in Kunming [China], former academic director at LABA International Academy of Arts in Ningbo [China] and educational manager at DeTao Masters Academy • Shanghai Institute of Visual Arts in Shanghai [China], besides his academic career he cultivated an international network of professional collaborations.

As far as he can remember, Andrea has always been fascinated by the powerful beauty of images and words and how they influence our everyday life.

After his master degree, he therefore specialized in Cultural Semiotics [the study of meaning-making focused on literature, visual media and advertising] to discover the mechanism of human perception regarding the process by which people exchange information.

These studies led him to be interested in chinese culture, one of the most unique, challenging and complex communication systems in the world. Concurrently his wide and sometimes eccentric experience as artist, musician, teacher and manager, it was his lifelong dream to open a studio and merge art and science in order to serve visual communication and fight visual pollution.

Considering “Taking the road less traveled” as his personal credo, he left the busy Shanghai to get lost in the jungle bordering Vietnam where, in 2017, he finally founded 1LAOWAI, which means “1 Foreigner” in China.

# 一个老外的故事

视觉传达设计师、摄影师、音乐家、教育家**Andrea Adami**于1978年出生于意大利。

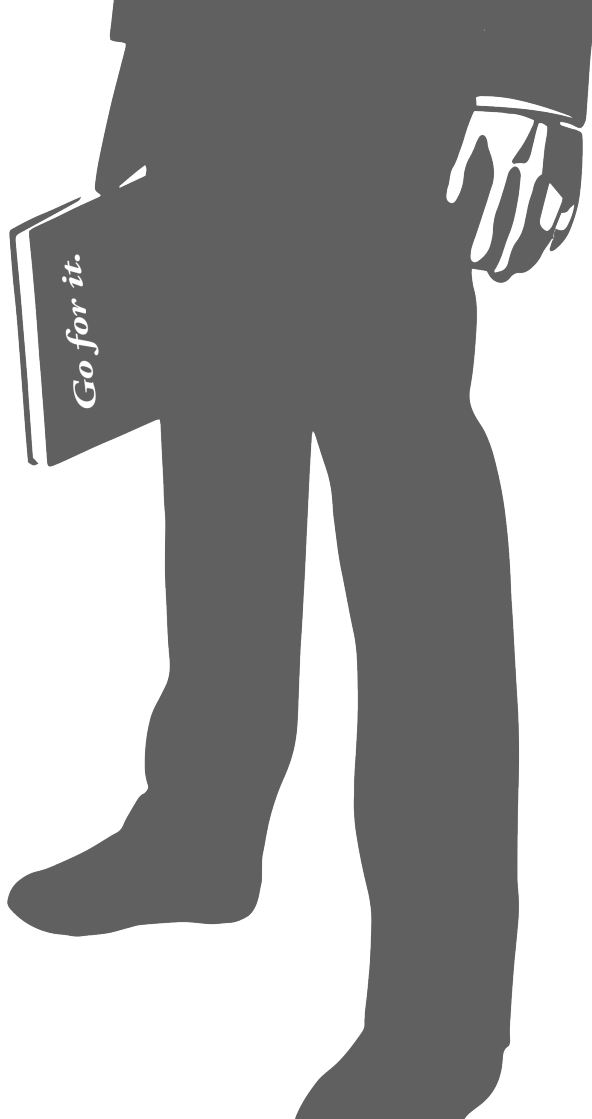
在获得“视觉艺术、表现艺术及综合艺术”硕士后，他被欧洲设计学院(简称IED、位于意大利米兰)及布雷西亚美术学院(简称LABA,位于意大利布雷西亚)聘为教授，授课科目包括摄影学、时装摄影、当代艺术、视觉设计及广告设计。

在获得两大学院认可后，布雷西亚美术学院决定将**Andrea**派往中国，任命他为布雷西亚美术学院国际学院中国宁波地区的学院院长。在此之后，他在德稻集团和上海视觉艺术学院联合开办的本科实验班项目中担任可持续产品设计专业负责人。现在，他是云南工商学院视觉传达设计专业的学科带头人。他在学术和职业生涯中获取了相关行业经验，建立了由各界专业人士组成的国际化合作资源网络。

自记事起，**Andrea**就一直被图像和文字的力量和美感深深吸引。因此，在获得硕士学位后，他专攻文化符号研究(即关于文学、视觉媒体、创造广告符号意义的研究)，探究人类在信息交换过程中的感知机制。

对文化符号的研究使得他开始着迷于中国文化—这个世界上最为独特、最具有挑战性、也最为复杂的符号交流系统之一。他的经历广泛甚至有些不同寻常—曾是艺术家、摇滚音乐家、又是大学教授、企业经理。他的最大理想是成立一个结合科学和艺术的视觉传达设计工作室，对抗视觉污染。

“走少有人走的路”是他的人生信条，因此他决定离开喧嚣的上海，走入中越边境的热带丛林，在2017年，创建了“1LAOWAI”一个老外工作室。



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