



Artron Books

雅昌艺术图书



*The  
beauty  
of  
books*

传艺术图书之美

# 雅昌艺术图书

## 我们销售世界最美的艺术之书

### Artron Books

### We sell the most beautiful books

#### 店面销售：

雅昌拥有专业的选书买手团队，站在艺术行业最高端，足迹遍布美、英、德、法、加、日、台湾、香港等地，掌握大批量信息，与世界顶尖艺术图书供应商紧密联系；并知悉国内外艺术市场，了解业内消费者的需求，精准选品，缔造起雅昌的艺术图书王国。同样专业的策划团队，将图书主题细化到中国美术、西洋美术、收藏鉴赏、摄影等 20 个门类。

#### Retail Network:

Artron owns a professional buyers team to select the books from United States , Great Britain , Germany , Japan , Taiwan , Hong Kong etc.. The team grasps the latest information and has a close contact with the world ' s leading suppliers. The buyers possess the solid knowledge on the national and international art market , a profound understanding of the consumer ' s demand. They could therefore enrich accurately our collections. In another aspect , the professional editing and planning team classifies all themes into 20 categories on Chinese art , Western art , collection & appreciation , photography , etc..

#### 艺术图书电商：

##### 京东、亚马逊、微店

为满足更多艺术人士对艺术图书的需求，雅昌艺术图书在京东、天猫和微店分别开设雅昌艺术图书专营店。这里有上千种外版图书，数十个艺术门类，多种艺术图书的独家首发。通过雅昌艺术图专营店线上线下体验，公众平台线上宣传，推荐精品艺术好书，实现自助式选书购书的模式，更加丰富了广大艺术图书爱好者的阅读体验和购书方式。



#### Art Book On-line Business:

##### JingDong , Amazon , WeChat

In order to satisfy different customers ' demands , Artron Book runs on-line book shops in platforms of JingDong , Amazon , and WeChat. Hundreds of foreign art books in tens of categories that be initially published can be found in these online shops. Through integrating the on-line and off-line experiences , Artron achieves making promotion and recommendations on excellent art books , and well establishes self-selecting & purchasing model through internet , which provides customers better reading experience and an easier purchasing method.

#### 贵宾专席销售团队：

除了强大的零售网络，雅昌艺术图书同时也建立起一个覆盖全国主要城市地区的营销体系，并分别组建设立了华北，华南，华东三大地区销售团队，销售团队成员普遍具有良好的海外工作经历，及艺术教育背景，善于沟通，并竭诚为客户提供艺术图书一站式销售解决方案。

雅昌艺术图书营销团队通过与艺术机构院校，学术界，收藏家，策展人，艺术爱好高净值人群等建立密切的合作关系，为其提供量身打造专属人性化艺术图书销售服务，从而将艺术图书的输出价值最大化。

#### Direct Sales:

In addition to the powerful retailing network , Artron Books also establishes a national direct sales system covering the main Chinese cities and regions , and three regional sales teams in Northern , Southern and Eastern regions have been founded separately. The most of sales team members have overseas working experience and art education background. They are excellent at communication , and are committed to provide customers with one-stop art book purchase solutions.

By establishing close partnerships with various art organizations , art education circles , art collectors , curators , and wealthy art amateurs , Artron Books sales team are able to provide exclusive personalized art books sales service for the art books customers , which could realize the maximum output value of the international and national art books.

### 3+N 艺术图书销售网络 :

艺术中心将联合多地艺术书店门市,全景式收录全球艺术图书精华,形成强大的3+N 艺术图书销售网络,覆盖全国主要城市地区。雅昌艺术图书营销团队也致力为精准客户打造专属艺术图书综合服务。

### 3+N Art book selling network:

Artron Center corporates with a number of art book stores in different cities so as to collect worldwide excellent art books. This network is a wide-spread 3+N art book selling network that covers the main regions and cities of China. Artron Book has a selling team that devote to providing customized services for target customers.

## 雅昌艺术印刷

我们打造世界最美的艺术之书

Artron Printing

We make the most beautiful books

### 历史荣誉 :

Historical Honors:



### 国际合作 :

自创立以来,雅昌制作的图书已超过 60,000 种,3,000,000,000 多册。为近 6 万名艺术家、230 多家出版社、100 多家国内外博物馆、美术馆和纪念馆等艺术和商业客户提供了高品质的艺术品制作服务。

### International Cooperation:

Since its establishment , Artron has made more than 60 , 000 kinds of books with a total number of over 3 , 000 , 000 , 000 copies , and provided high-quality artworks production service for over 60 , 000 artists , 230 publishers , and 100 art galleries , museums in and out of China.

# 雅昌艺术图书

## Artron Books

通过整合国内外艺术和出版资源,打造雅昌艺术中心及移动互联网方案。通过 IT 创新技术及线上线下体验,将国内外艺术图书系统化推送到精准人群。

通过国际化顶尖专业选书团队,  
精选艺术图书达 8 万种,20 万册,  
涵盖 2000 家全球顶尖艺术出版社、艺术院校、艺术基金会、拍卖公司等。  
雅昌艺术图书在深、沪、京建立三大艺术中心。  
雅昌(深圳)艺术中心是一个会员制的艺术聚乐部,包括博物馆式艺术图书馆(实体和数字),精品美术馆,寓教于乐的艺术学院。

雅昌艺术图书通过提供艺术欣赏与教育、艺术收藏与查询、奢侈品与装饰、礼品馈赠等服务,从而实现“让艺术之美走进每个人的生活”的目标。

Through integrating art and publication resources all over the world , Artron Art Center has been established and the mobile internet plan has been initiated. Artron has sent domestic and overseas art books to target groups actually in a systemic way through IT innovation as well as customers' on-line & off-line experiences.

Benefited by the international professional book-selecting teams , Artron' s business has covered totally 80 thousand categories of art books , 200 thousand book volumes , which published by 2 thousand world' s top art press companies , art schools , art foundations and auction companies.

Artron Books has set up three art centers in Shenzhen , Shanghai and Beijing. Artron (Shenzhen) Art Center is an art club of membership including a museum-like art library (in physical and digital forms) , an excellent art gallery , an art college integrating delight and instruction.

Artron is engaged to achieve the goal of “Convey the beauty of art into people' s daily life” . The company provides art products and services like art appreciation and education , art products collection and inquiries , luxury goods and decoration , as well as gifting.



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Limited-art-book*

# 雅昌艺术中心

我们收藏世界最美的艺术之书

Artron Art Center

We collect the most beautiful books

## 雅昌艺术中心

——藏富于美艺

**定位：**全球首创的整合艺术服务的全景式平台

**宗旨：**以“服务专业，公益大众”为宗旨，为艺术专业人群、藏家及精英艺术爱好者带来专业书籍、艺术课程及艺术服务；以丰富的资源、内容提取及会员回馈，为大众带来公益性艺术普及教育与欣赏。

**使命：**在 21 世纪，提升新时代中国人的气质与文化风貌。

**核心价值：**艺术圈层之交际

艺术品位之养成

艺术图书之筹备

## Artron Art Center

----Saving intelligence in beauty of art

**Orientation:** Global Initiative and Integrated Art Service Platform

**Aims:** Aiming to “specialize services, benefit ordinaries”; operating to provide professionals, collectors and elicit art enthusiast with professional books, art course and services; engaging to improve art education and appreciation of people with abundant resources, context extraction and member returns.

**Mission:** Improving the cultural temperament and style of the Chinese in the 21st century

**Core values:** Communicating within art scopes

Cultivating art tastes

Perfecting art books

# 雅昌艺术图书

我们策划出版世界最美的艺术之书

Artron Books

We plan & publish the most beautiful books

雅昌艺术图书通过了解客户需求，从全球优秀艺术图书中发掘优质选题，推荐给国内出版机构，或达成合作。应运而生的艺术图书策划中心立志成为国内外优秀艺术图书的交流通道。并成立了北京东方集雅图书有限责任公司，以及与世界知名的艺术出版机构日本二玄社联姻，成立了雅昌二玄合资有限责任公司。在这两家公司的运作下，雅昌艺术图书在近年成功引进出版了一系列精品艺术图书。

**Taschen** 《国家地理 125 周年》、《萨尔加多》、《现代美食—烹饪艺术与科学》；

**Phaidon** 力作《艺术之书》、《20 世纪世界建筑》、《牛头犬餐厅 2005—2011》；

**White Star** 文明套系《古文明之旅》、《世界遗产巡礼》；

**SM** 年度巨献《埃及神秘之旅》

By means of understanding customer's demands and discovering excellent topics from the art books worldwide, Artron successfully recommends good topics to domestic press institutions or makes cooperation with them. Under this concept, the Art Book Design Center performs to be the communication bridge of good domestic and overseas art books. In addition, Beijing Oriental Keyart Co. Ltd. and Artron Nigensha Co. Ltd. (that cooperates with Nigensha Publishing Co., Ltd. of Japan) have also been well established. With the above two companies, Artron has introduced a series of excellent art books in recent years.

**Taschen:** Around the world in 125 years, GENESIS, Modernist Cuisine

**Phaidon:** The Art Book, Phaidon Atlas of 20th Century World Architecture, el Bulli(2005-2011)

**White Star:** Unesco Series(3 volumes), Ancient Civilization Series(10 volumes)

**SM:** Egypt's Mysterious Journey

## 雅昌二玄：

《水拓本瘿鹤铭》、《昭陵博物馆陶俑珍品集》、《颜氏家庙碑》、  
《元魏墓志书法经典》、《碑林国宝名碑精粹》

## Artron-Nigensha:

Shui Ta Ben Yi He Ming, Ceramic Treasures of The Zhaoling Museum, Yan Shi Jia Miao Bei, Yuan Wei Mu Zhi Shu Fa Jing Dian, Bei Lin Guo Bao Ming Bei Jing Cui

## 东方集雅：

《张晓刚：作品、文献与研究 1981 — 2013》、《端砚博物馆》、《内衣的故事》、  
《现代家庭时尚生活》……

## Oriental Keyart:

Research of Zhang Xiaogang's Works and Literature 1981 — 2013, Duan Ink stand Museum, The Story of Underwear, The Fashionable Modern Family Life ……

## 艺术家特别策划：

肖全《我们这一代——历史的语境与肖像》

## Special Planning for Artists:

QuanXIAO "Our generation—History's context and portrait"

## 装置艺术大书：

雅昌装置艺术大书倡导将展览装进大书中，雅昌装置艺术大书可以容纳十个展览的内容，为客户提供最好的展览回顾体验和历史记录，一本大书就是一个永不落幕的展览。

利用当下最先进的互联网技术，将纸质图书通过技术手段实现在线的云图书阅读、延伸视频观看、语音导览聆听，也可以实现 360° 在线观展，丰富的细节表现增加现场观展无法实现的效果。云图书服务为客户展现作品创作背后的故事，观众只需扫描图片即可获取作品的相关视频或语音介绍，从而赋予作品更强的立体感，丰富阅读体验。

## Artron Big Book Plan:

This project collects different exhibitions into one "book", which contains about ten exhibitions' contexts that engaged to provide the best review experiences and history records to customers. It is therefore considered as a never-ending exhibition.

It achieves video watching, voice listening and 360° on-line reading on I-cloud books by scanning the paper books into the data base with the current advanced internet technology. With its help, the abundant details of books can be presented so as to reach the goal that the exhibition cannot achieve. Besides, Icloud book services can present customers the stories behind. It only needs to scan pictures to obtain introductions and relevant video and audio information, which largely enriches the reading experiences of customers.

