

无锡神韵

WUXI Verve

CULTURAL CREATIVE VISUAL DESIGN

This is a project that integrates traditional elements of Wuxi City, including landscape, cuisine, culture, and produces cultural tourism products by illustration design.

INSPIRATION



"Qingming Shanghe Tu". Zhang ZEDUAN(1085-1145)

A depiction of the bustling and lively scene and beautiful natural scenery of the Northern Song capital city of Bianliang (present-day Kaifeng, Henan Province) and the two banks of the Bian River. It is a good preservation of the local customs and cultural sentiments of the time. I took this as inspiration for my own hometown, Wuxi, and whether I could also draw a series of posters to show my own hometown scenery and cultural sentiments.



Digiway is a Dutch artist of Chinese descent, and who became popular with his painting "The Chao Dynasty", a trendy version of "Qingming Shanghe Tu". It is in fact another way of making more people aware of traditional Chinese culture.



A little research shows that designers are looking at old paintings to create new visual elements, which is in fact a way of communicating that is relevant to modern aesthetics and allows more people to understand the story behind the culture.

VISUAL REFERENCE

- Ukiyo-e
- Chinese National Dynasty Style
- Ink and water style
- Chinese Old Style



SAMPLE CASE



This painting is one of the ten most famous paintings in China. It represents 'the unity of heaven and man', the harmonious relationship between man and nature. In the case of Chinese beverage brands, the story behind the picture of a thousand miles of rivers and mountains has been greatly amplified, from the world-famous painting to the popular stage play and then to the branding of the beverage, which is the charm of the creation.



ELEMENTS TRANSFORMATION

Landscape

- Donglin Academy
- Ling Shan Buddha
- Nan Chan Temple



Donglin college was one of the four most flourishing colleges in China at the time



Lingshan Giant Buddha adopted the plan of cooperation between the temple and the company at the beginning of construction. It is not donated by Buddhist believers.

Cuisine

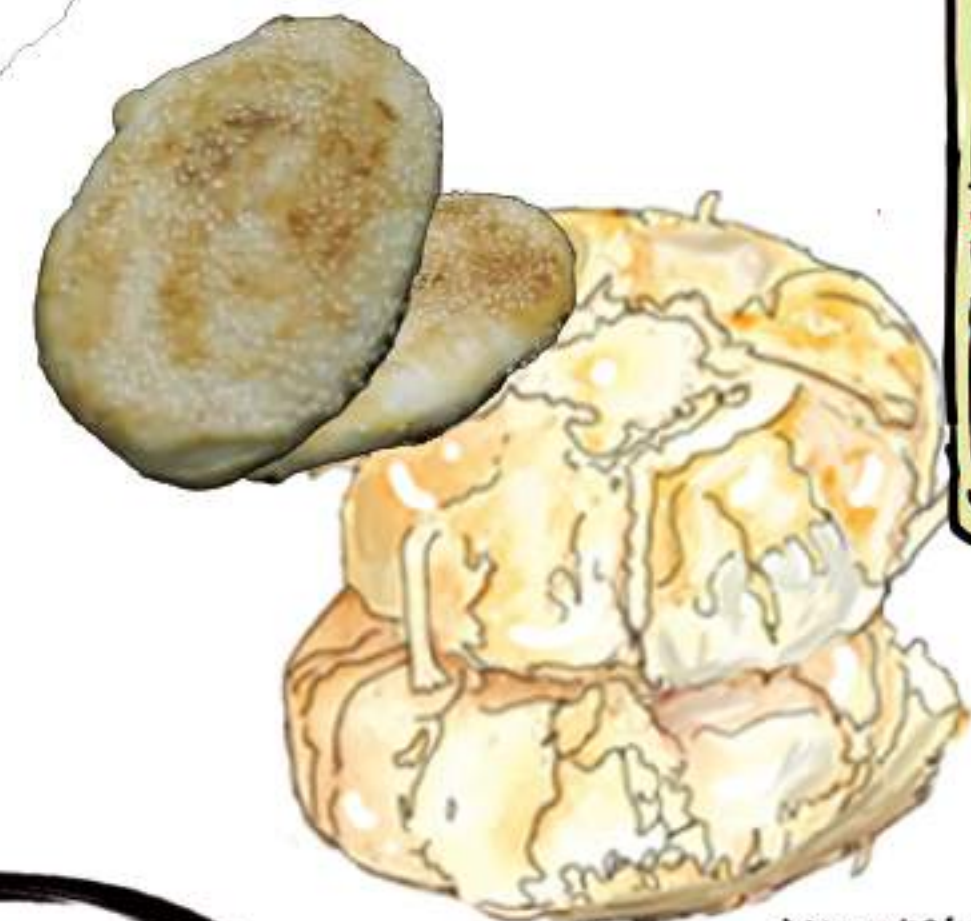
- Spare Ribs
- Mei Hua Gao
- Yang Mei
- Mountain Hui You Su
- Restaurant Plaque



Wuxi sauce spare ribs, referred to as "wuxi spare ribs" for short, are often called "wuxi meat bones" by outsiders.



Mei Hua Gao



Mountain Hui You su pie



The name of a centuries-old restaurant

Culture

- Zhi Ma
- Huishan clay figures
- Yixing Purple Sand Pot



The Tin Paper Horse is a traditional folkloric paper idol passed down in Wuxi, Jiangsu Province. One is printed with a single colour ink brush, the other with an ink plate printed on coloured paper and then open-phase sketched.



Huishan clay figures





DESIGN DEVELOPMENT

LANDSCAPE



LINE DRAFT / COLOR SCHEME



The colour of the Buddha is the metallic brass, and the overall colour scheme and feel of the painting is modelled on that of the Dunhuang Mogao Caves, the most famous of which was chosen to present the high quality of traditional Chinese culture.

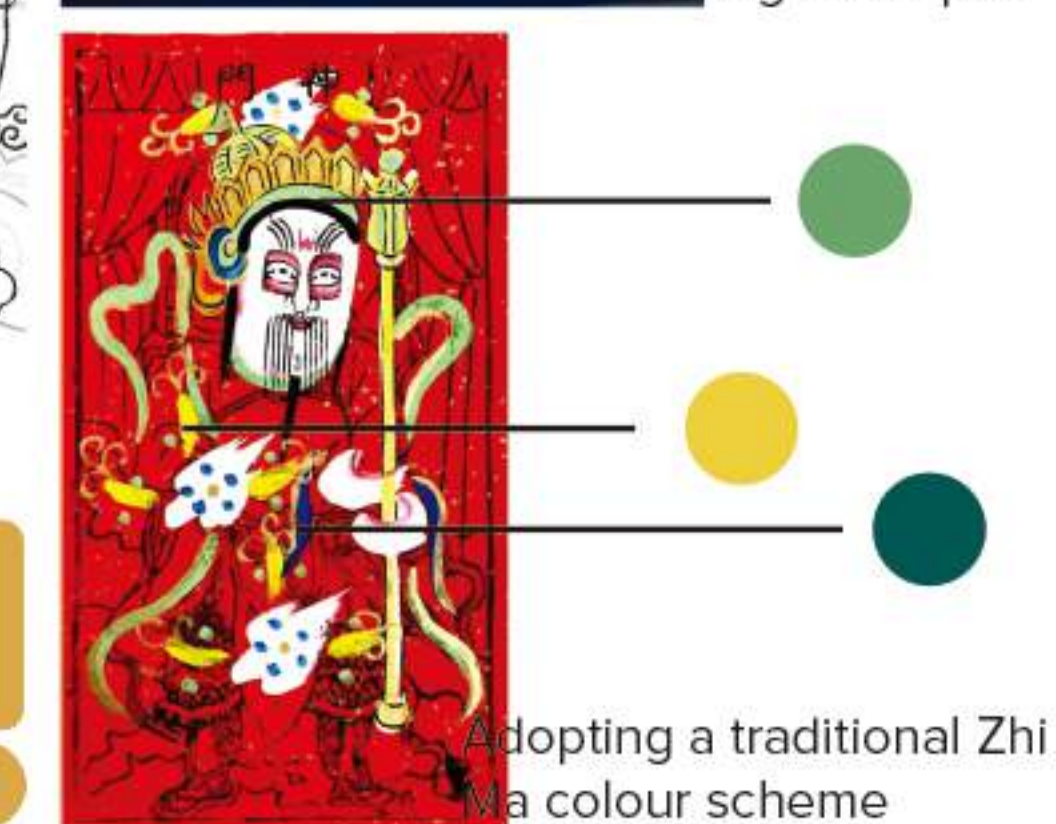
CUISINE



LINE DRAFT / COLOR SCHEME



reddish-brown is selected from Zisha pot



adopting a traditional Zhiya colour scheme

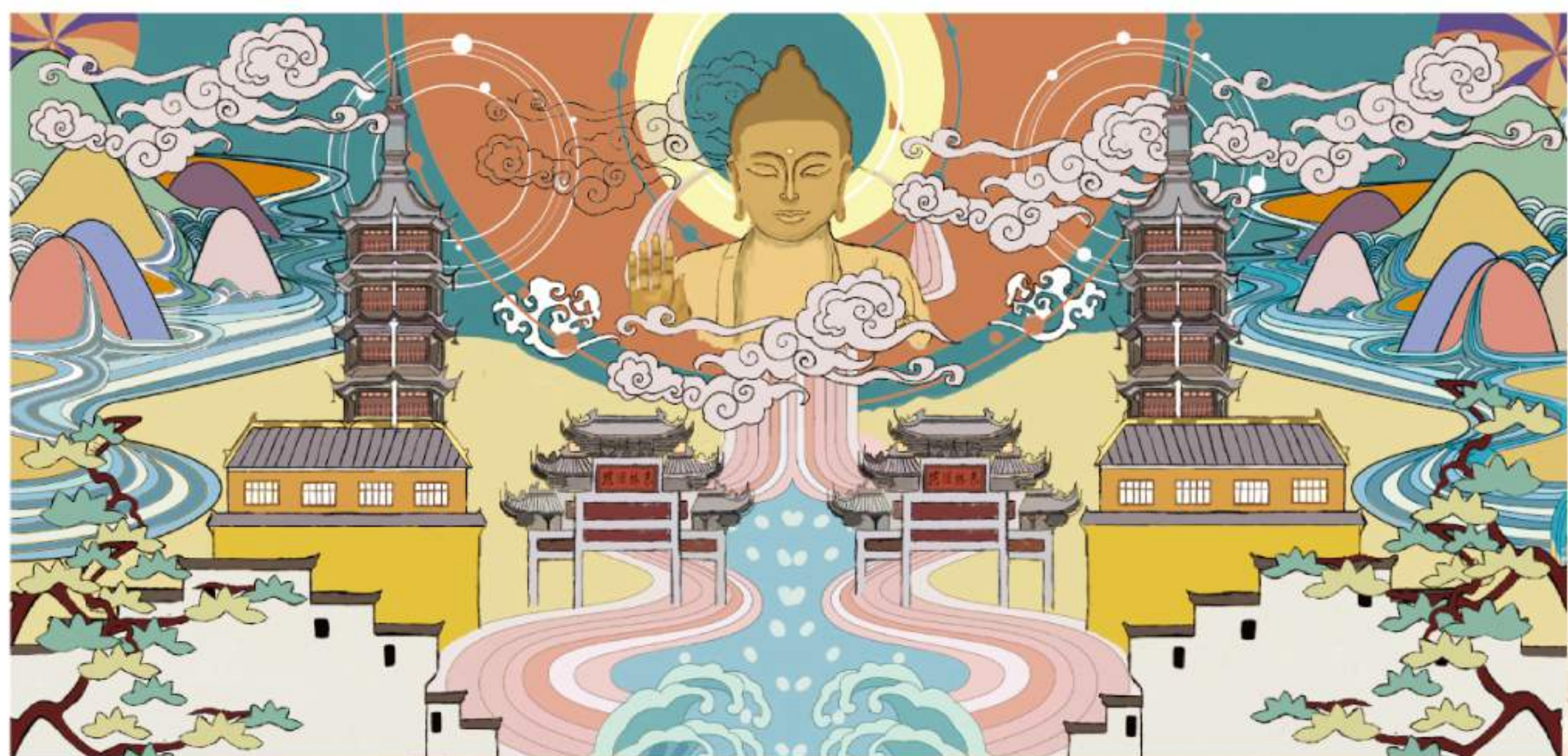
CULTURE



LINE DRAFT / COLOR SCHEME



The colours are taken from the traditional Chinese plaque colours, resulting in a different colour derivation



OUTCOME



The final presentation of this work is in the form of illustrations. The final products on display are cultural and creative products in the Wuxi market that promote the city's cultural image.

This work was eventually exhibited at the 2020 National Student Zijin Awards exhibition site and the exhibition booth won the Best Outstanding Display Award.

EXHIBITION DISPLAY

