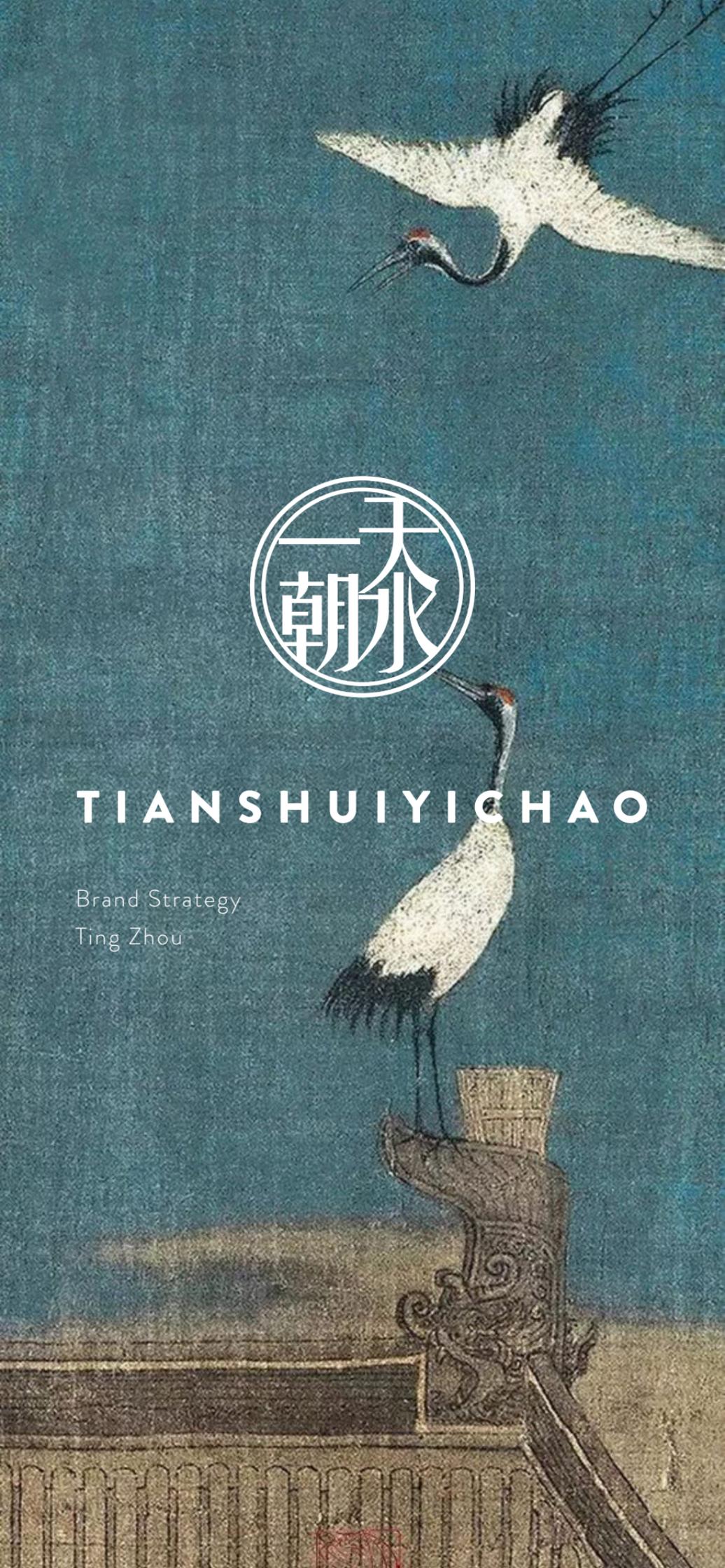




TIANSHUIYICHAO

Brand Strategy

Ting Zhou



**Lifestyle brand inspired by
Song Dynasty of ancient China.**

TIANSHUIYICHAO is a lifestyle brand that I created in Product Design 7 - Brand Strategy at Art Center College of Design (Pasadena, California).

Strategy design / Product design / Book design by Ting Zhou
Instructed by James Chu
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INTRODUCTION

ABOUT

As a Chinese who is a fan of my own culture, I always want to design to translate the rooted ancient culture into our new lifestyle and impression in the modern world.

Found in 2020, TIANSHUIYICHAO with low reputation and influence, among countless cultural brands, is facing huge amount of challenges to become outstanding. This strategy book is the result of my student project created in Product Design 7 - Brand Strategy class in ArtCenter College of Design.

ENLIGHTING MEMONT

“After I come aboard, I have a deeper feeling about me being Chinese. While communicating with other different cultures, I will question myself: Where is my culture?”

2016

I came to USA, and my best friends went to Europe at the same time.

2017

I bought 人间词话 Poetic Remarks on the Human World to always remind myself of my love of Chinese culture.

2019

With social group expanded and cultural memory losing, I heard some questions.

2020

Decided to focus on Song Dynasty.
& name it TIANSHUIYICHAO
(天水一朝)



Thus, I decided to build the brand for:

- Chinese overseas
- People who are interested in Chinese culture

WHY SONG DYNASTY?

The Song dynasty (960–1279) was an imperial dynasty of China that began in 960 and lasted until 1279. The dynasty was founded by Emperor Taizu of Song following his usurpation of the throne of the Later Zhou, ending the Five Dynasties and Ten Kingdoms period.

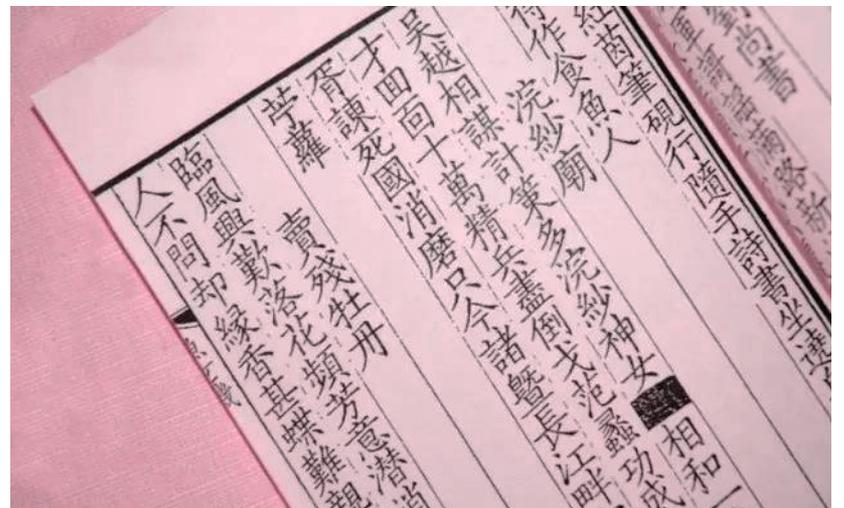
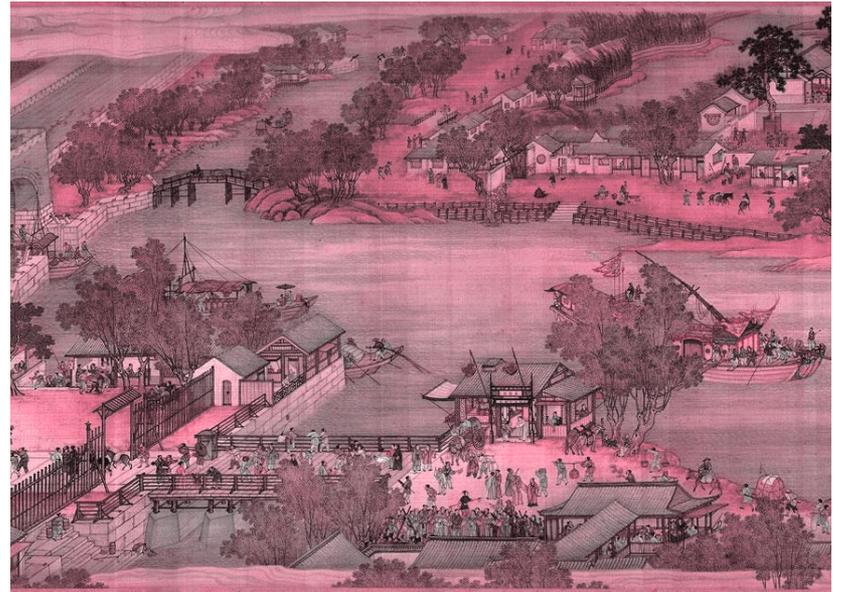


Ancient aesthetics, which reached the highest level in the Song Dynasty, required absolute simplicity, that is, simplicity in roundness, squareness, plain color, and texture. The Song dynasty painted with ink and burned monochrome glazed porcelain. Now speaking of minimalism, the Song Dynasty was the original minimalism.

People from the Song Dynasty know that human beings cannot be arrogant enough to think that they can conquer the universe. We are just passers-by in the universe. People must respect nature and stay humble.

The Song Dynasty praised for plum blossoms and dead wood. They were reserved and inclusive, respected the meaning and value of every life, and made defects beautiful. Flowers were beautiful. Dead wood was beautiful. Cracks could also constitute beauty. Partridges, rabbits, and kiln changes were all beautiful defects.

TIANSHUIYICHAO actually represents the Song Dynasty to indicate that the culture of Song Dynasty has been a treasure left by China.



Brand Strategy

MISSION STATEMENT

Provide a low-cost, high-quality solution to the transportation needs of Chinese people while maintaining the essence of Chinese culture, and providing a service to the world.

FOCUS



Positioning Statement

Provide a low-cost, high-quality solution to the transportation needs of Chinese people while maintaining the essence of Chinese culture, and providing a service to the world.



Value Proposition

Provide a low-cost, high-quality solution to the transportation needs of Chinese people while maintaining the essence of Chinese culture, and providing a service to the world.

10-year brand strategy roadmap



Positioning Matrix



RESEARCH

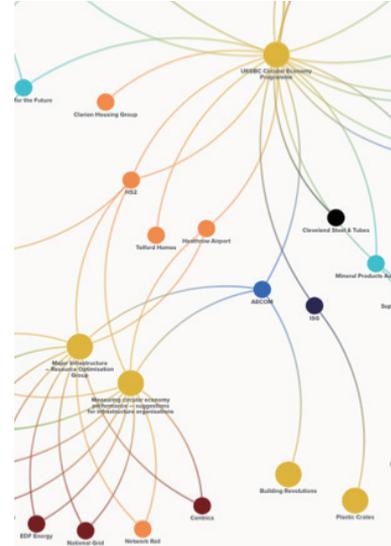
- STEEPX Analysis
- SWOT
- Strategy Canvas / ERRC
- Archetypes
- Survey / Interview

STEEPX - SOCIAL



Social and cultural diversification

- It is more and more difficult to identify homogeneous social groups or dominant behavioural patterns.
- Even individuals' identity is more unstable, fragmented and inconsistent.
- Diversification feeds a multiplication of ideas, initiatives, behaviours and forms of knowledge, accelerating social changes.



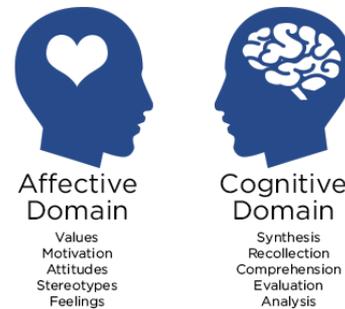
Increasing subjectivity of social actors

- the parallel increase in the people's agency, i.e. in their capacity to more freely think and act as well as to "build up" their own life, projects, and identity.



Weakening of social boundaries

- All the boundaries within society are weakening: between social spheres, institutions, social groups, cultures, disciplines and types of knowledge, different components of personal life, public and private dimensions.
- New forms of social and cultural hybridisation and cross-breeding metissage constantly arise from within society.



Original image by Karin Kirk, SERC

Increased importance of the affective-cognitive dimension

- The "affective-cognitive dimension" (feelings, expectations, worldviews, knowledge, etc.) of the social actors is getting a prominent role in all spheres of social life (politics, consumption, economy, public administrations, social relations, etc.)
- also thanks to the huge developments in mass communication and ICTs.



Growth of uncertainty and instability

- labour, emotional ties, social protection, etc.
- the sense of uncertainty appears to be a dominant character both in the social life and in the biographical dimension.



Globalisation and localisation

- Globalisation processes are speeding up and enlarging their scope, affecting all societal sectors.
- localisation processes (i.e. a strengthening of the local dimension in economic, social and cultural domains) are also rapidly emerging.
- geographical distance does not matter so much anymore.

STEEPX - TECHNOLOGICAL



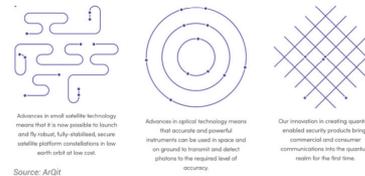
Longevity, health, & wellness rise as an unstoppable cross-industry \$8T+ mega-market

- Connected homes
- Autonomous vehicles
- Financial services
- Consumer packaged goods
- Supplements
- Social & emotional wellness social changes.



Increasing subjectivity of social actors

- quantum computers
- quantum cryptography



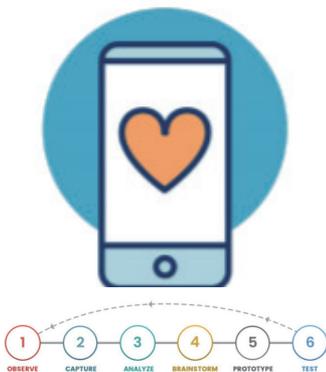
Empathy becomes a must-have in tech product design and development

- Using empathy in product design means leveraging data about users' thoughts, emotions, and needs to create a user experience attuned to providing value and understanding.
- aims to involve users directly in the design process within society.



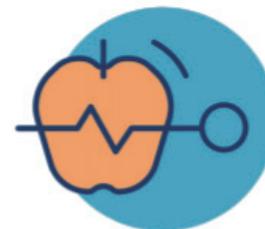
The next wave of AR/VR tech and 5G will reshape where and how people work

- the work world will become smaller as immersive virtual tools for collaboration, communication, and productivity gain traction. communication and ICTs.



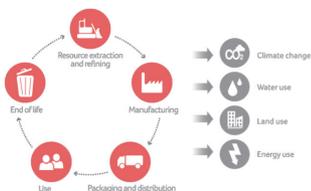
Big businesses embrace sustainable 'cradle-to-cradle' supply chains and the tech enabling them

- Cradle-to-cradle supply chains are designed to encompass the entire lifecycle of a product — from input materials, to manufacturing processes, to distribution, to promoting reuse and recycling.



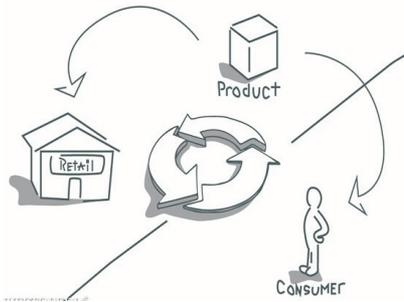
Increasing healthcare products and services

- In 2020, tech giants will ramp up their involvement in routine healthcare and chronic-disease management



Source: Ecolivert

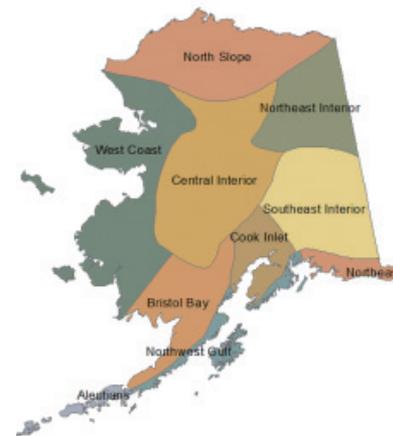
STEEPX - ECONOMIC



with U.S. industrial production waning, **B2C (business-to-consumer) companies have more momentum headed into 2020 than B2B (business-to-business) companies.**

STEEPX - ENVIRONMENTAL

Alaska Climate Divisions



Climate division

- It will become increasingly apparent that significant lifestyle changes will be required, some of which will be unpopular. This will create a backlash, exacerbated by the climate change movements' failure to embrace all sections of society and fuel the perception that climate change is allowing a bunch of do-gooders to tell other people how to live their lives.



The Chinese economy is also skittish, and a downturn there could precipitate a global recession.



The plastics debate will become more refined

- The “affective-cognitive dimension” (feelings, expectations, worldviews, knowledge, etc.) of the social actors is getting a prominent role in all spheres of social life (politics, consumption, economy, public administrations, social relations, etc.)
- also thanks to the huge developments in mass communication and ICTs.



Global expenditure on healthcare is growing at a 5.4% clip and will represent \$10 trillion by 2022.



Green-washing will increase

- In 2020 we will see a growth in the use of words like ‘biodegradable’, ‘compostable’ and ‘sustainable’ all of which should be taken with a significant pinch of salt.
- Companies will also seek to highlight the recyclability of their products.

STEEPX - POLITICAL



The economy, China and free trade

- The recent announcement of a “phase-one” trade deal between the U.S. and China provides assurances of an additional \$16 billion per year of Chinese imports of U.S. agriculture, but offers little to U.S. manufacturers.
- The U.S.-China relationship is strained by competition on many fronts: AI, 5G, Hong Kong and control of the South China Sea where China continues to show its muscle.

Inequality and wages

- The chasm caused by class warfare is only growing.
- Expect more rules similar to the Securities and Exchange Commission rule enacted in 2018 which requires that public companies disclose the ratio of CEO-to-employee pay. In some countries such as Iceland, certification of equal pay for women is required.



Healthcare

- premiums stabilized in 2019 (closer to 3%) and should be somewhat flat in 2020 as insurance companies are returning to federal exchanges.
- Concerns are rising about the safety of the U.S. pharmaceutical system.

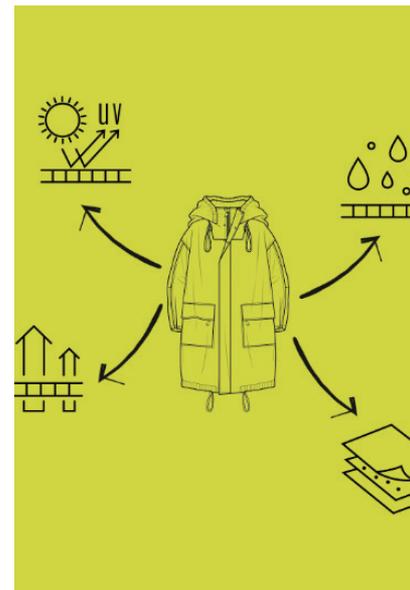


STEEPX - X/Lifestyle



Digital Atelier

- The distinctions between real and virtual, authentic and fake, truth and fantasy will no longer apply. As we spend more time interacting through screens, it will become harder to tell what is real and what is digital – and as our digital identities permeate daily life, we will care less about the difference.



Transformal Suiting

- A more youthful approach to nine-to-five dressing will emerge, as younger consumers who have grown up with streetwear enter the workspace and embrace hybrid tailoring. Comfortable, versatile and adaptive, ‘transformal suiting’ will transition between contemporary business environments and the everyday outdoors. Hi-tech moisture-wicking, quick-drying and anti-crease fabrics will take the hassle out of smart-casual, while smart payment technology embedded in the fabric will negate the need for the future commuter or urban explorer to carry silhouette-spoiling wallets. Suit up.



Self-partnering

- Coined by actress Emma Watson, the phrase “self-partnered” describes a person not in a relationship but definitely not an object for pity or match-making schemes, but rather one who is empowered, autonomous and content.

SWOT - Competitor/HUSENJI

STRENGTHS

PRODUCT

- Original Chinese style
- Well thought design at beginning

SALES

- Use to have highest popularity

MARKETING

- Pioneer in the market
- Well-known by Chinese people
- Strong online presence

BRAND IMAGE

- Chinese style tide brand pioneer

VISUAL IDENTITY

- Buddhist ideas
- Design for young group

WEAKNESS

PRODUCT

- Requirement for special materials
- Not that high quality

SALES

- High price
- Dropping recently

MARKETING

- Suboptimal after-sales service

BRAND IMAGE

- Missing seasons
- Missing new sales model

VISUAL IDENTITY

- Lack of innovative design recently

OPPORTUNITIES

- Confused with Japanese design

THREATS

PRODUCT

- Emerging new brands
- Techniques developed by others

SALES

- Increased promotions by others
- Competitors with good service

MARKETING

- Increasing consumer tastes

BRAND IMAGE

- More critical about the definition of national style

VISUAL IDENTITY

- Emerging new brands

OPPORTUNITIES

PRODUCT

- New thoughts and innovation

SALES

- Reasonable price

MARKETING

- Better service
- New sales model

BRAND IMAGE

- Global marketing promotion

VISUAL IDENTITY

- Go deeper of the design

THREATS

- Clearer identify the style

- Exploring the stories

SWOT - Competitor/OWSPACE

STRENGTHS

PRODUCT

- Well selected books
- Multiple product lines / service
- Great design

SALES

- Social media promotion
- Different platforms / locations

MARKETING

- Target on small hipster group

BRAND IMAGE

- It's not just a bookstore, it's a utopianism created by ideologists.

VISUAL IDENTITY

- Literati / hipster

WEAKNESS

PRODUCT

- Low popularity
- Location limited

SALES

- Small numbers of audience

MARKETING

- Weak promotion

BRAND IMAGE

- Target on small group

VISUAL IDENTITY

- Niche culture

OPPORTUNITIES

-

THREATS

PRODUCT

- More design-oriented brands
- Technology developed by others
- Digital contents are more popular

SALES

- Online platform

- Brands emerges everywhere

MARKETING

- Increasing diversity

BRAND IMAGE

- More methods to achieve needs

VISUAL IDENTITY

- Good stories are told everywhere

OPPORTUNITIES

PRODUCT

- Condensed themes and stories

- Innovative products

SALES

- More promotion

- More advocated stories

MARKETING

- Target on different lifestyle needs

BRAND IMAGE

- Educational meaning

VISUAL IDENTITY

- Develop memory points



SWOT - Competitor/GUGONGWENCHUANG

STRENGTHS

PRODUCT

- Story supported original design
- Trendy brands collaboration

SALES

- High popularity brought by Forbidden City
- Sales reached 1.5 billion yuan

MARKETING

- Strong online presence

BRAND IMAGE

- Cultural Brand Service Platform of the Ministry of Culture and Tourism

VISUAL IDENTITY

- Dissemination of "Aesthetics of Life in the Forbidden City"

THREATS

PRODUCT

- Other cultural brands/products

SALES

- Consumers changing tastes

MARKETING

- Global market

BRAND IMAGE

- More condense connection between the culture and products

- Global image

VISUAL IDENTITY

- Imitators

WEAKNESS

PRODUCT

- Relatively new brand

SALES

-

MARKETING

- Still developing product lines

- Global marketing

BRAND IMAGE

- Unexplored global image

VISUAL IDENTITY

-

OPPORTUNITIES

PRODUCT

- Technology innovation

- Sustainability

SALES

- Global promotion

MARKETING

- Overseas promotion

- More oversea brands collaboration

BRAND IMAGE

- Develop global image

VISUAL IDENTITY

-

SWOT - TIANSHUIYICHAO

STRENGTHS

PRODUCT

- Original national style design

- Specific storytelling

SALES

- Multiple product lines / service

MARKETING

- Target on overseas

- Global planning

BRAND IMAGE

- Song Dynasty lifestyle brand

VISUAL IDENTITY

- Song Dynasty culture

WEAKNESS

PRODUCT

- New starter

SALES

- Zero

MARKETING

- Unknown

BRAND IMAGE

- Unfamiliar cultural image for most overseas and foreigners

VISUAL IDENTITY

- Unstablished visual languages

THREATS

PRODUCT

- Many national style brands

- Functional products

SALES

- Service

- Brand loyalty

MARKETING

- Popular competitors

- Promotion methods

BRAND IMAGE

- Culture understanding

VISUAL IDENTITY

- Differentiate

OPPORTUNITIES

PRODUCT

- Technology and innovation

- Educational product line

SALES

- Brand collaboration

- Online/digital platform

MARKETING

- Oversea needs

BRAND IMAGE

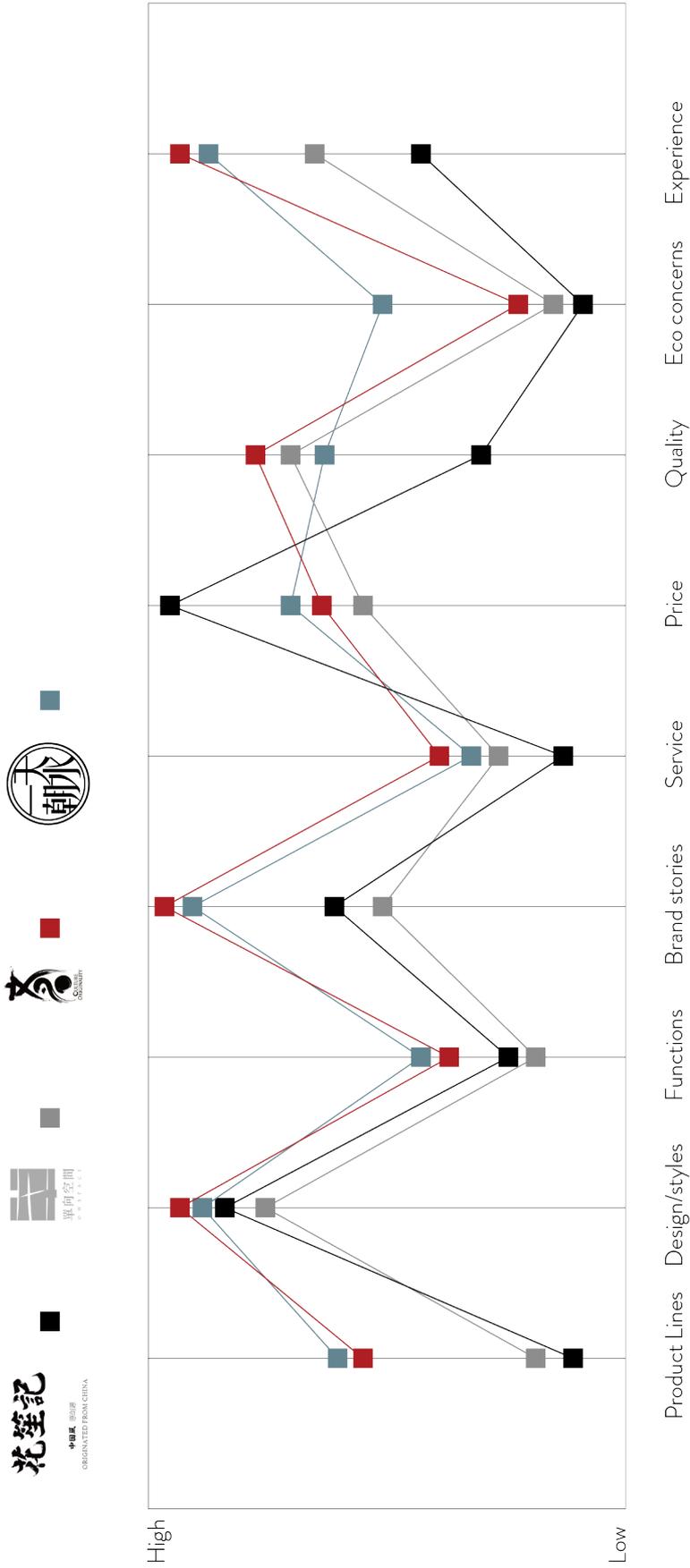
- Storytelling-base image creation

VISUAL IDENTITY

- Storytelling-base feature/form language creation



STRATEGY CANVAS



ERRC

ELIMINATE

- Unrelated products
- Simply adding Chinese style elements
- Product without meaning

RAISE

- More types of services
- Uniqueness / storytelling
- Consumer experience
- Eco concerns

REDUCE

- Resource cost
- Price

CREATE

- Trendy brands collaboration
- Unique storytelling and style

ARCHETYPE

VISIONARY INNOVATOR

Age: 25-40

Gender: Female / Male

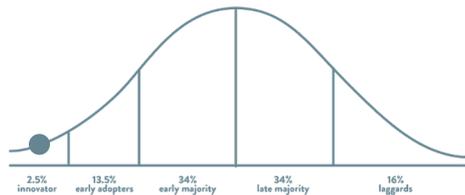
Education: College

Occupation: Designer / Creator / Entrepreneur / Investor

Income: \$250 - \$600K+ Annually



Great innovator, game player, pragmatic visionary, positive supporter, opportunity connector, resource carrier.



Must-haves: Knowledge resources, inspiration, notebook, personal products, professional clothes, phone, computer, collections, headphone, bag, coffee, working space

Interests: Reading / Technology / Culture / History / Sustainability / Collection

Needs: Wellness, balance of life and work, quality time, efficient ways to expand knowledge, relaxing time, comfortable way of reading

Painpoints: Organization, lack of leisure time

OPPORTUNITIES

As innovators they have the sense of what the future will look like. They can be potential cooperators and investors. There may be a VIP member for special services to develop their brand loyalty.

ARCHETYPE

CULTURAL LITERATI

Age: 15-35

Gender: Female/Male

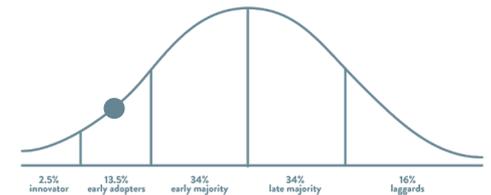
Education: High school / College

Occupation: Students / Designer / Artists / Social Media Influencer / Photographer / Journalist

Income: \$0 - \$250K+ Annually



Free creator, innovative explorer, early adaptor, fast learner, deep thinker, portantal intersection.



Must-haves: Knowledge resources, inspiration, notebook, music and art, Hanfu, recording device(phone, camera...), artistic products

Interests: Reading / Food / New ideas / Different cultures / Chinese culture / Sustainability / Lifestyle

Needs: Wellness, quality time, time for developing interests, inspirations, aesthetics
Painpoints: Organization, lack of leisure time, express style ideas

OPPORTUNITIES

Since they are always seeking for better experience of national style products and they already established some interest circles, their reviews matter. The product can include review system on social media or project online for them.

ARCHETYPE

ENLIGHTENED HIPSTER

Age: 15-45

Gender: Female

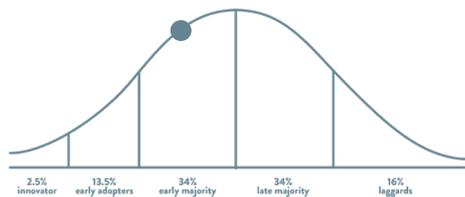
Education: High school / College

Occupation: Students / Worker / Traveller

Income: \$120 - \$250K+ Annually



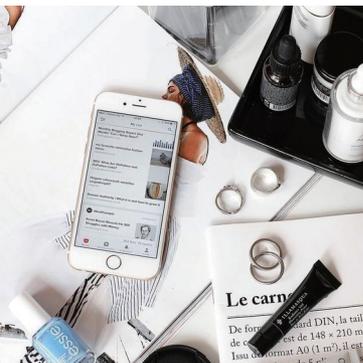
Trend follower, idea activists, positive explorer, energetic communicator, path seaker, portantial influencer.



Must-haves: Phone, water bottle, handbag, backpack, cosmetics, Netflix, food, social media, break, entertainment, dog or cat
Interests: Food / Leisure / Freshness / New experience / Trends / News
Needs: Wellness, personal time, place to hang out, comfortable way of reading, interests
Painpoints: Not really reading, impetuous, unfocused

OPPORTUNITIES

Because they are always following the trends to think about where to hangout, Tianshui can provide topics for them to take photos and help promote.



ARCHETYPE

SCREEN ADDICTOR

Age: 10-45

Gender: Male

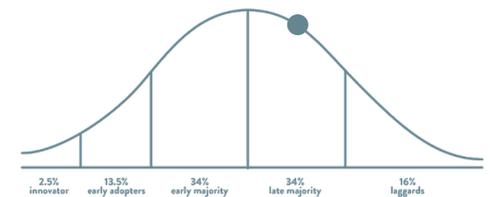
Education: High school / College

Occupation: Nomal worker, gamer, digital worker, first reader

Income: \$0 - \$250K+ Annually



Day dreamer, addictive gamer, screen believer, loyal customer, late follower, portantial influencer.



Must-haves: Phone, camera, computer, mouse, screen, internet, entertainment, backpack, CD, headphone
Interests: Reading E book / Game / Movies / Hip-pop
Needs: Wellness, balance of life and work, fitness
Painpoints: Away from nature, stress, unhealthy diet, addicted to social media, short memory

OPPORTUNITIES

It is a way to balance their bad habits. With the healthy problems brought by the use of screens and social media, these people will try to find other ways to get new experiences.



ARCHETYPE

CULTURAL IGNORANT

Age: 12-18

Gender: Female / Male

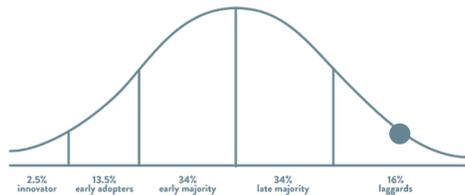
Education: Middle/high school

Occupation: Student / worker

Income: \$80 - \$120K+ Annually



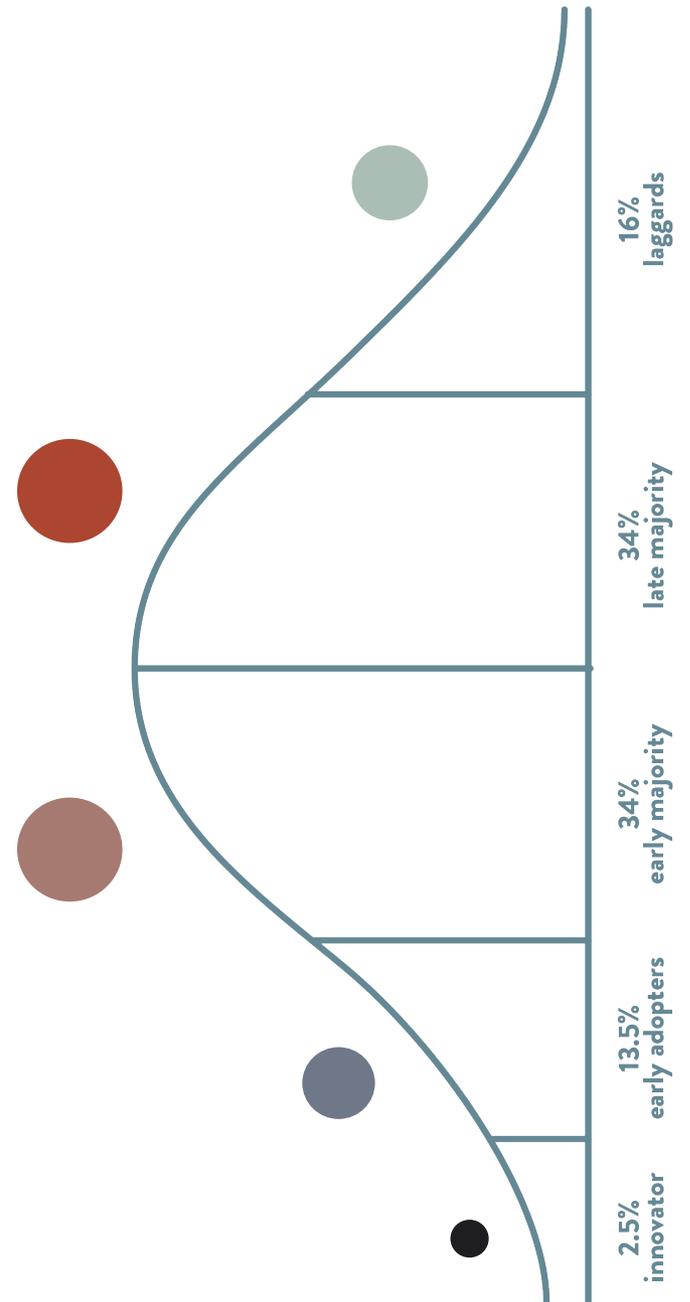
Short-sighted kids, careless player, party king, lazy homebody, potential influencer, still growing.



Must-haves: CD, party, good food, friends, game, happiness, freedom, fun things, computer, ipad, iphone, comic books
Interests: Party / Food / Fun
Needs: Wellness, open mind, interesting points, attractive stories, parent support
Painpoints: Need input to open their mind and help them to understand the world around them.

OPPORTUNITIES

The products can be a fun thing in leisure time while have some educational meaning.



UCDC Case Study | TIANSHUIYICHAO

3. PROBLEMS <ul style="list-style-type: none"> - Understanding the core meaning of Song Dynasty - The experience of reading a book physically - A space to show a person's lifestyle - A multi-function space to achieve different activities considering the Chinese hierarchy of needs "食衣住行育樂" - Design considering sustainability - Book sharing system 	4. MOTIVES <ul style="list-style-type: none"> - Homesick complex - Nostalgic complex - Curious about Chinese culture - Enjoy physical reading experience - Curious about technology - More efficient to search resource - Express personal lifestyle - Escape from the real world - Communication - Always available reading materials 	1. BUSINESS Tian Shui - Lifestyle book cafe brand inspired by the rich, time-honored Chinese culture, especially Song Dynasty.	8. COMPETITIVE ADVANTAGES <ul style="list-style-type: none"> - Experience Chinese culture - Experience physical reading and save the planet - Efficient / always available resource - 24/7 access 	6. SOLUTIONS <ul style="list-style-type: none"> - Cooperating with book publishers / book stores - Establish a more efficient sharing system - Interior/product design can change different states - introvert or extrovert - Use cultural experience to promote - Smart architecture access 7/24 - Hire workers and volunteers to do the service in normal hours - Pay for service instead of books - New book borrowing system - Website to manage available seats - Environment sensors - Digital pen to mark - Be able to print out your own book with your note on
	5. FEARS <ul style="list-style-type: none"> - Existing book resources - Convenience of reading on personal screens - Limited time and locations of staying in the Book Cafe - Expense - Privacy - Security - No space/seat - Service - Air quality - Don't have ownership - Can't mark on the book 	2. USERS <ul style="list-style-type: none"> - Visionary Innovators - Chinese/Asia culture lovers - Book readers - Designers / Creators 		
	9. UNIQUE VALUE PROPOSITION For people who love both books and our planet, Tianshui provides a utopian to flip and mark the pages with digital contents. Inspired by Chinese culture and combining modern technology, it is also a lifestyle expression of remembering the history and exploring the future.	7. ALTERNATIVES <ul style="list-style-type: none"> - Buy the books - Read ebook - Not going to experience - Not reading 		



BRAND STRATEGY

Value Proposition

Brand Experience Attributes

Positioning Statement

Position Matrices

10-Year Brand Strategy Roadmap

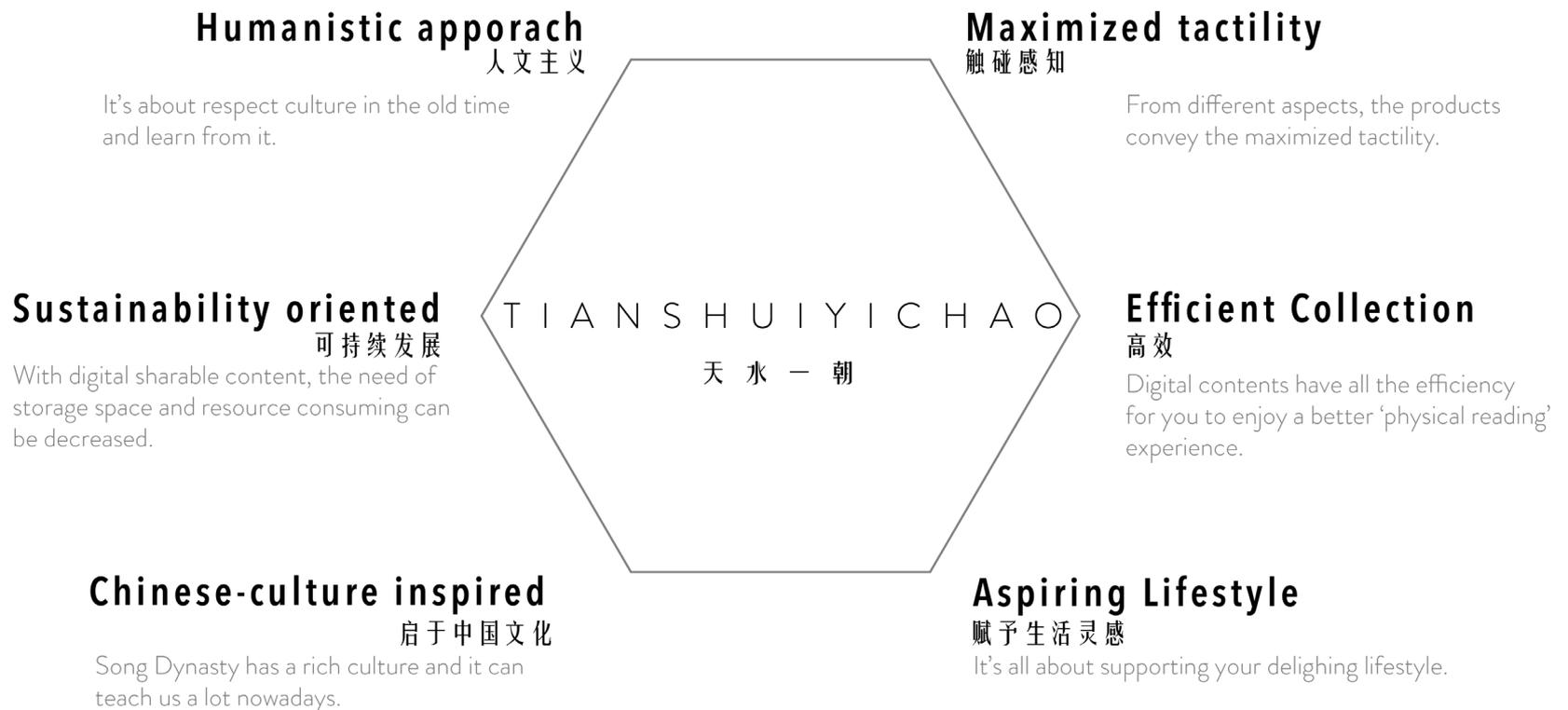
Brand Experience Moodboards

VALUE PROPOSITION

Tianshui Yichao brings in a humanistic, sustainable and aspiring approach to the lifestyle experience while embodying the Chinese hierarchy of needs from time-honored Chinese culture, especially the Song Dynasty.

【天水一朝】为你的生活增添人文、可持续和赋予灵感的色彩，从中国历史悠久文化中的不同需求等级来体现并重新以现代人的生活方式解读宋朝。

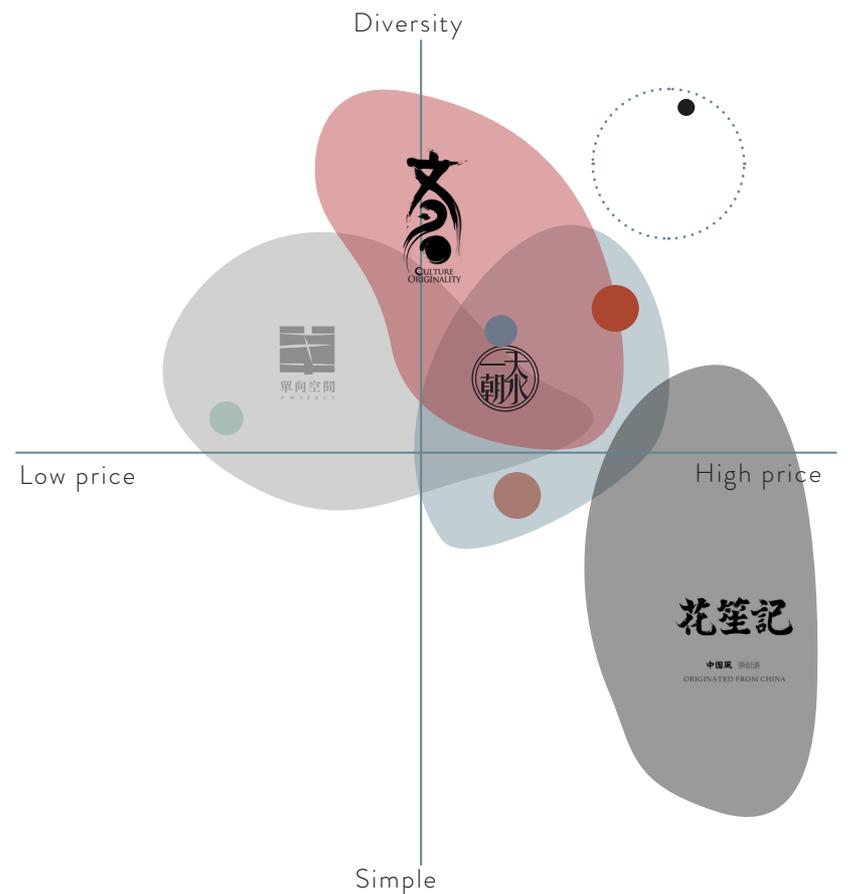
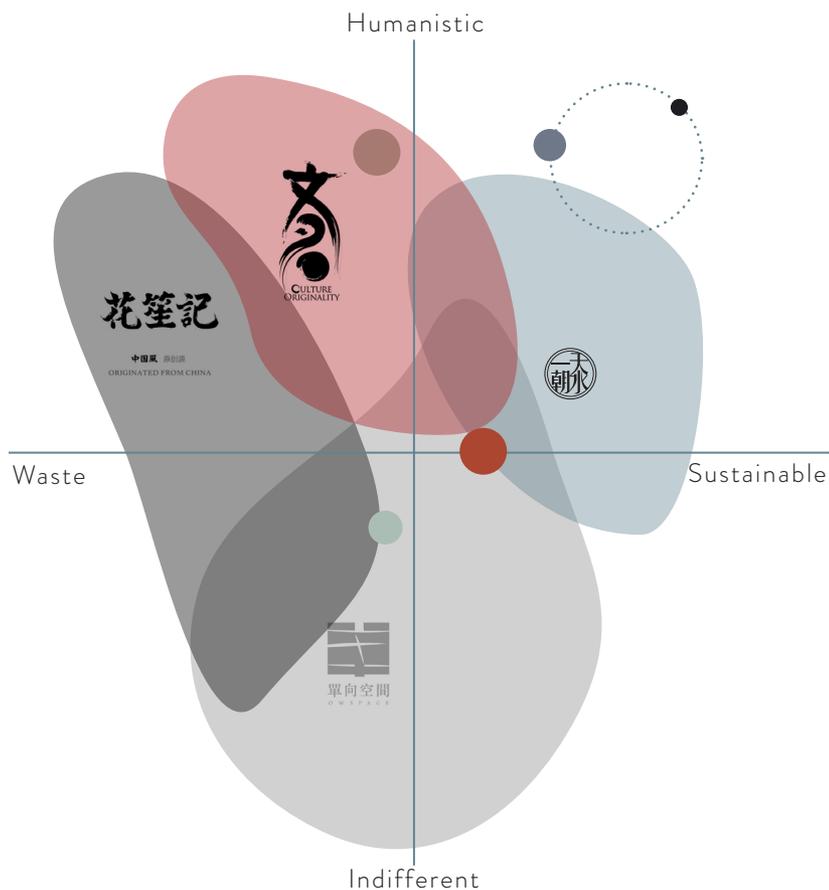
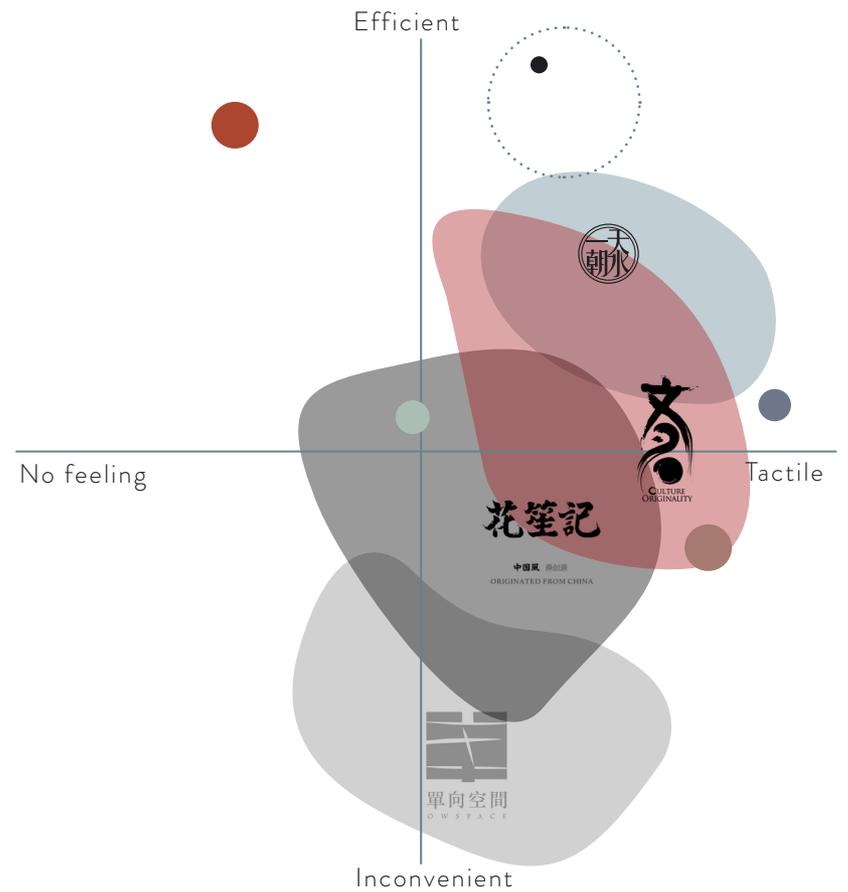
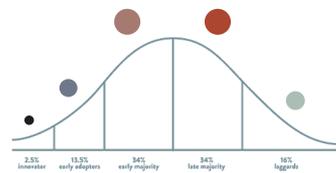
BRAND EXPERIENCE ATTRIBUTES



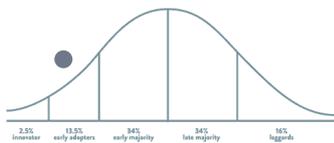
POSITIONING STATEMENT

History should be part of people's memory and evolve with the new world. In a world that is globalizing and identities are blurring, people run around and get lost. For increasing Chinese overseas who wish to have their cultural expression of their lifestyle, Tianshuiyichao, inspired by time-honored Chinese culture, provide them an opportunity to achieve it. By touching different aspects of 6 Chinese hierarchy of needs, Tianshuiyichao learned from Song Dynasty culture's core values, and designed products to meet the customers' lifestyle expression.

POSITION MATRICS



PERSONA



PERSONA



Shan

Age: 28 yrs (born in 1997)
Occupation: Engineer / Writer
Location: China / Germany
Archetype: Literary Hipster

“After I come aboard, I have a deeper feeling about me being Chinese. While communicating with other different cultures, I will question myself: Where is my culture?”

Free creator, innovative explorer, early adaptor, fast learner, deep thinker, portantial intersection.

Goals • Interests

- Have a stable life/job abroad.
- Spread Chinese culture to the world.
- Care about the planet and sustainability.
- Maintain her own culture and enjoy reading.
- Good food and new experience.

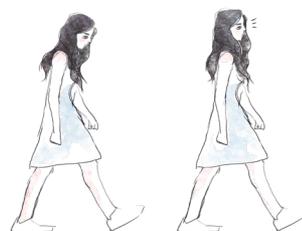
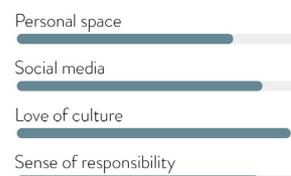
Needs • Painpoints

- Find the balance between working in Europe and connecting families in China.
- Travel with physical books to read.
- Stay connected with her root culture.
- Express her culture in her lifestyle.

Personality



Motivations



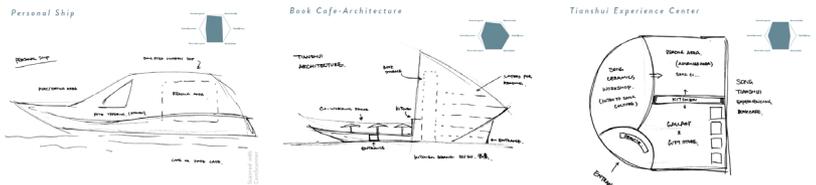
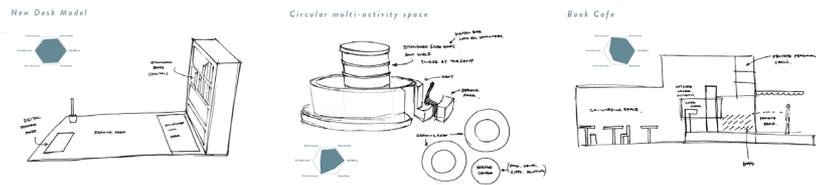
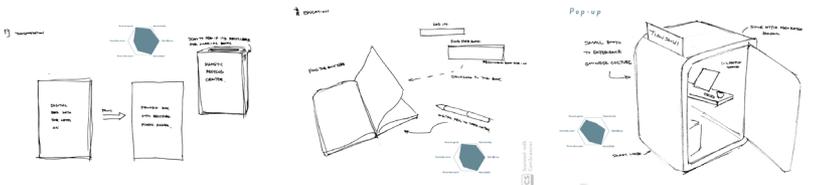
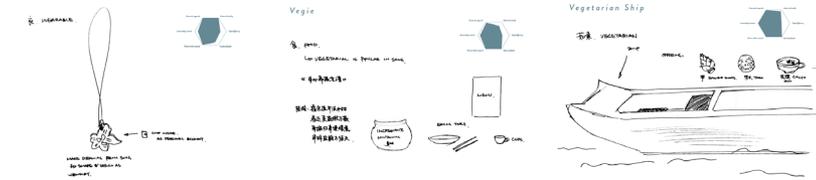


DESIGN

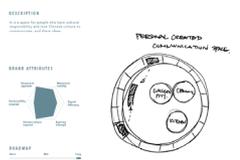
Design Development
Final Design

DESIGN DEVELOPMENT

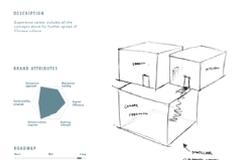
Based on the research and the brand strategy, ideation around Chinese hierarchy of needs - wearing, dining, living, traveling, education and develop the concepts to reflect the user's needs.



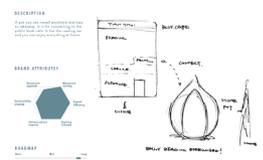
CHINESE CULTURE SHARING CAFE



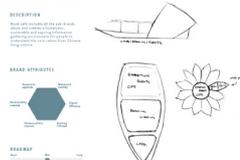
EXPERIENCE CENTER



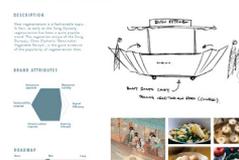
HOME TO SPOT



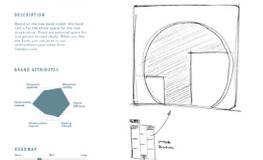
BOOK CAFE



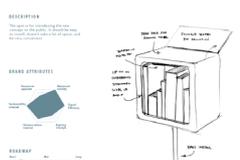
RUSU KITCHEN



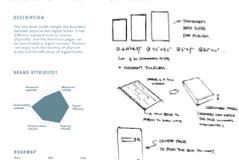
BOOK CELL



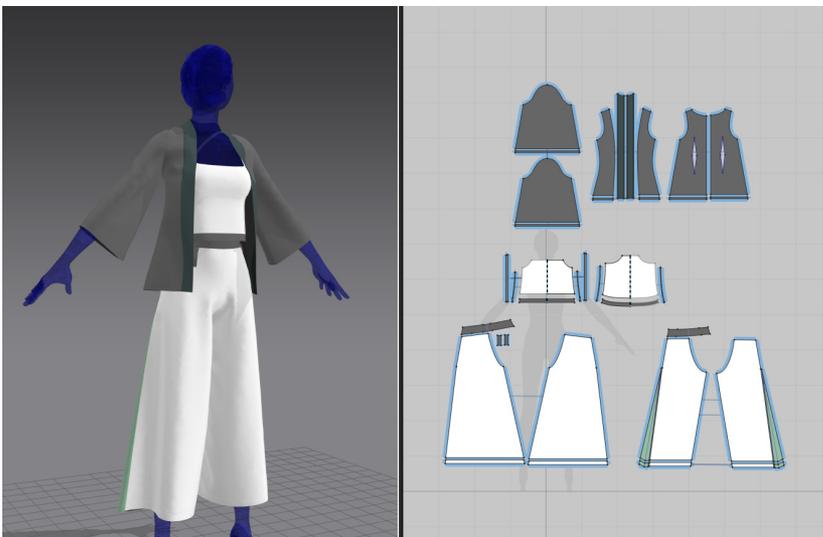
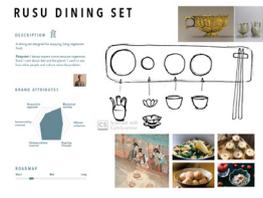
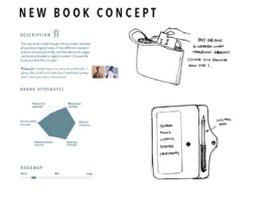
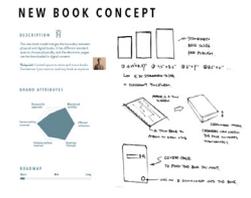
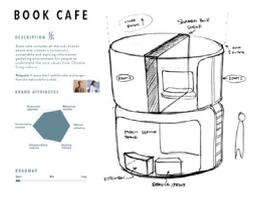
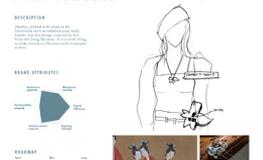
NEW BOOK MODEL EXPERIENCE SPOT



NEW BOOK CONCEPT

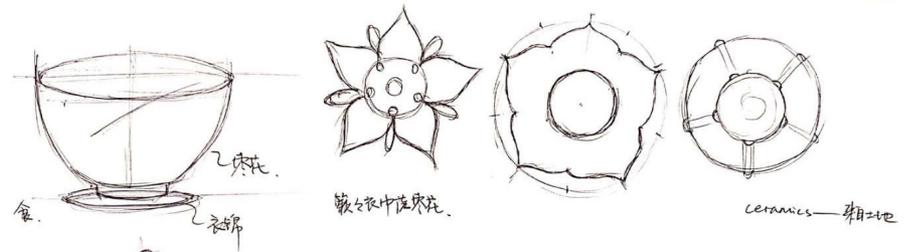


SONG JEWELRY





The concepts are trying to translate the meanings and spirits that Song Dynasty left for us by functions, forms, and aesthetics.



Catrader
3D models
step

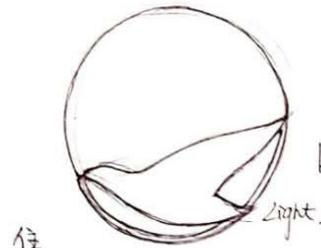
VOICE ORAL

Material:
silk + wood.

雁字回时，月满西楼。

行

PAINING draw watercolor



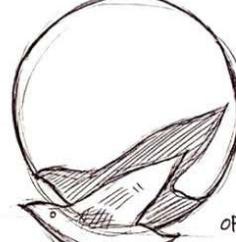
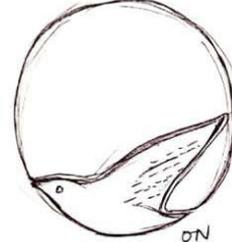
圆缺

Light

住

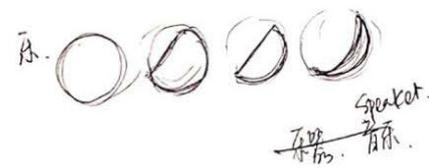
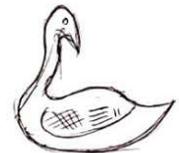
雁回，月满。

雁去，月缺。

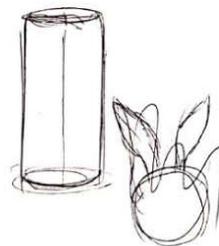


ON

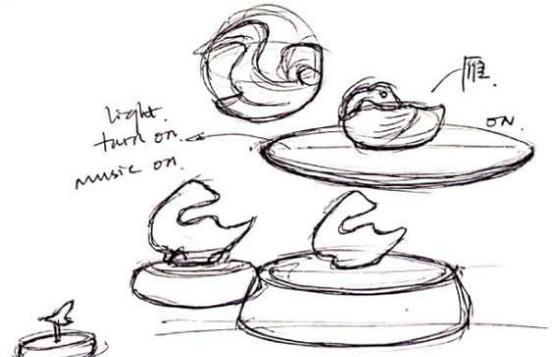
OFF



Speaker
声音



Light
turn on
music on.



ON

DESIGN

COLOR CODES

#F3F6F0

#EDE5E8

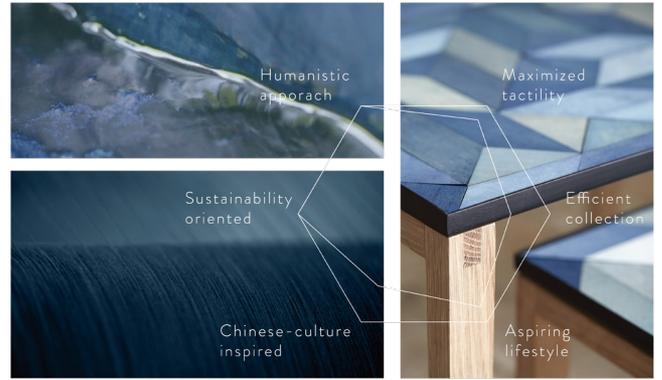
#DAD4E3

#A8BCC5

#657083

#A9C7D7

Atlantic Blue



Tactile White



Soft Sage



Good Grey



衣

hierarchy of needs - clothing



婉约

GRACE



The butterfly dances along the trail,
and the evening wind blows gracefully.

晚
翩
徑
舞
風
逐
翩
蝶



Inspired by Song Style

Silk material

Silk material

Jiao Ling / Crossed-collar

Pan Kou / Chinese frog

Humanistic approach

Maximized tactility

Sustainability oriented

Efficient collection

Chinese-culture inspired

Aspiring lifestyle



食

hierarchy of needs - dining

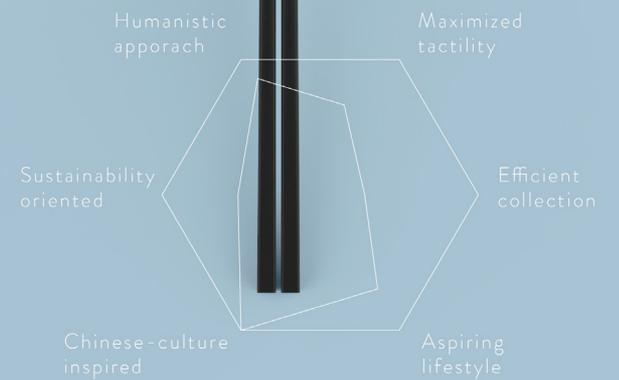


珍视

CHERISH



Have a sense of ceremony in life,
enjoy and value every meal.





箸瓶
Zhu Ping



渣斗
Zha Dou



止箸
Zhi Zhu



箸瓶
Zhu Ping



渣斗
Zha Dou



止箸
Zhi Zhu

住

hierarchy of needs - living



圓缺

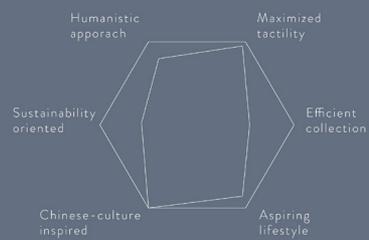
IMPERMANENT

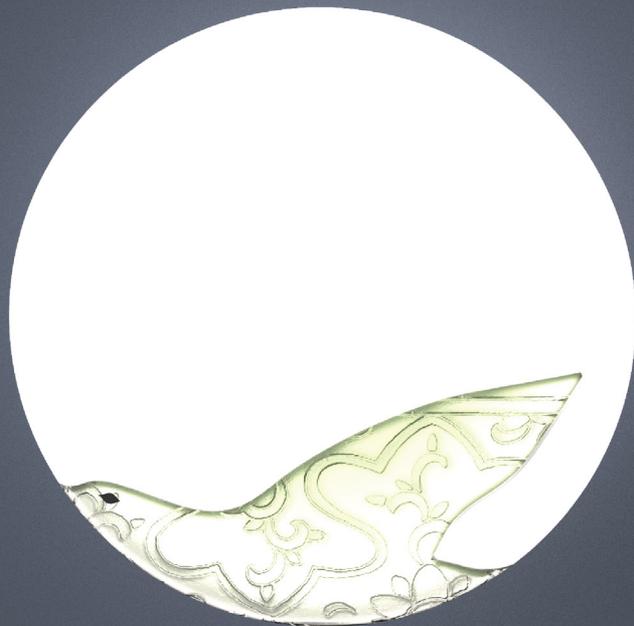


Every state of life is a view.
Perfect and imperfect are all beautiful.

雁字回时，月满西楼。

Push out to turn on/off the light





雁回，月满。

When the wild goose returns, the moon is full. Light on.



雁去，月缺。

When the wild goose away, the moon is waning. Light off.

行

hierarchy of needs - traveling



行旅

JOURNEY



Every step, respect nature
and life with endless imagination.



Song Style

Foot supporting walking shoe

Humanistic
approach

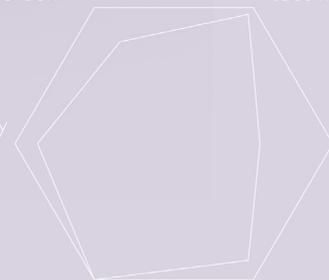
Maximized
tactility

Sustainability
oriented

Efficient
collection

Chinese-culture
inspired

Aspiring
lifestyle





育

hierarchy of needs - education

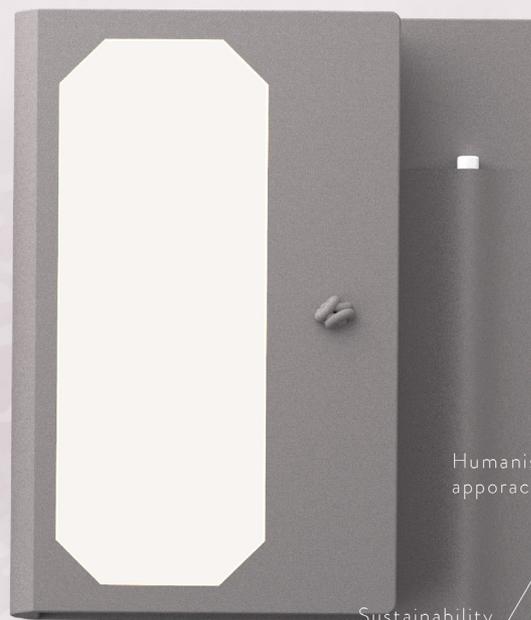
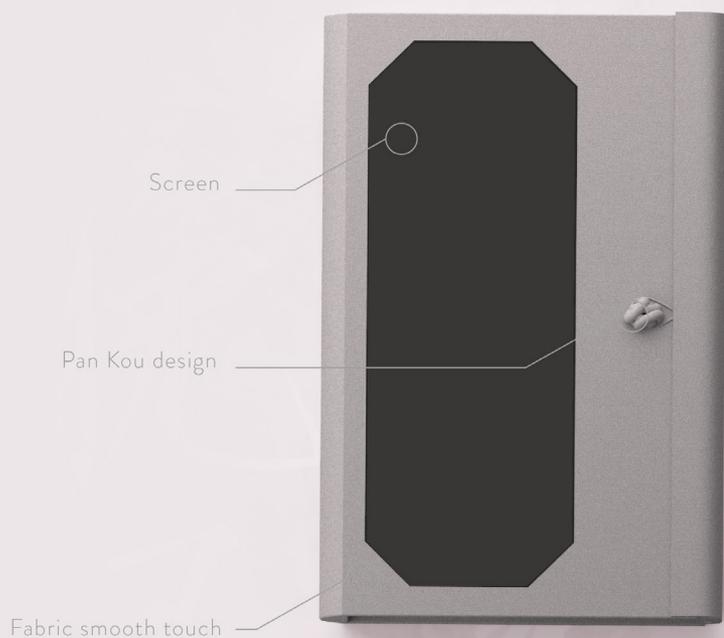


简极

SIMPLE

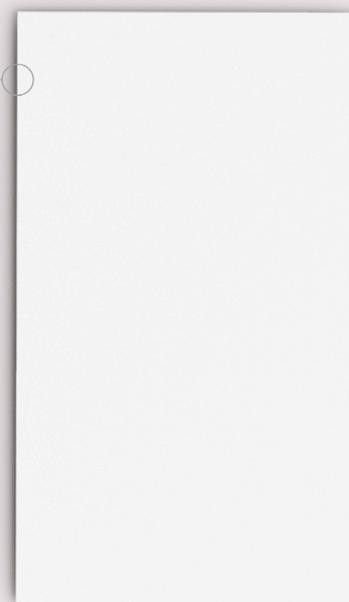
Closure State
/ screen off

Open State
/ screen on

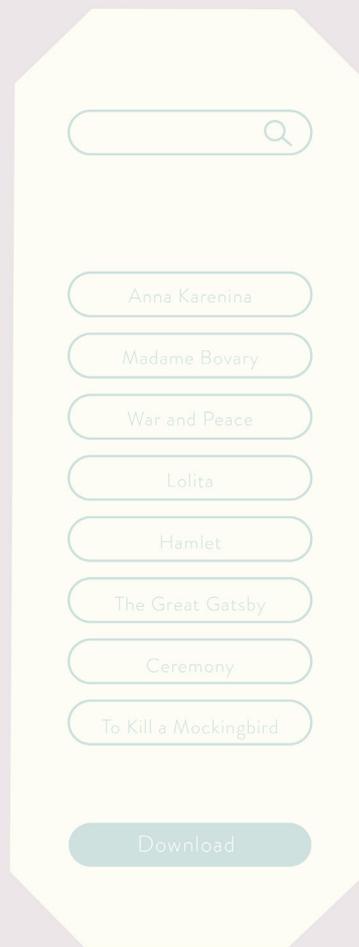
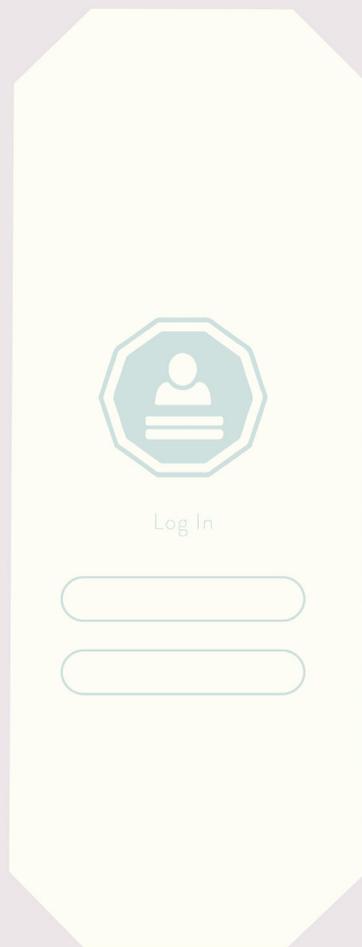


Physical Book
/ 20 pages

Paper with
digital content



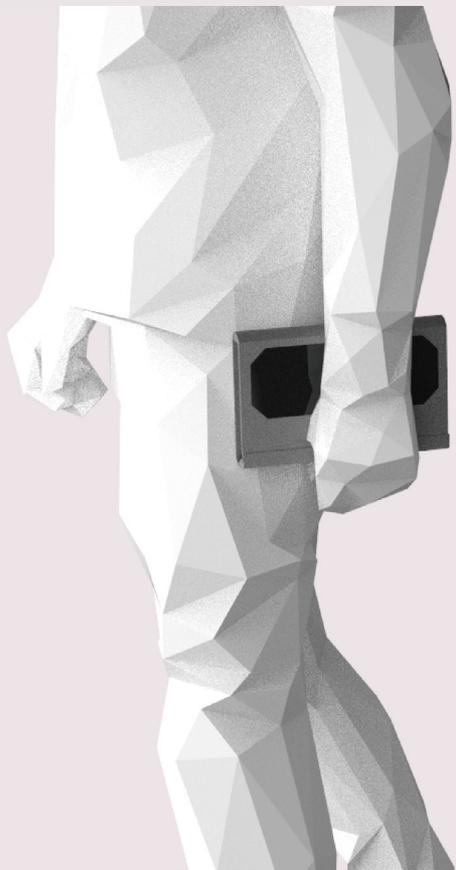
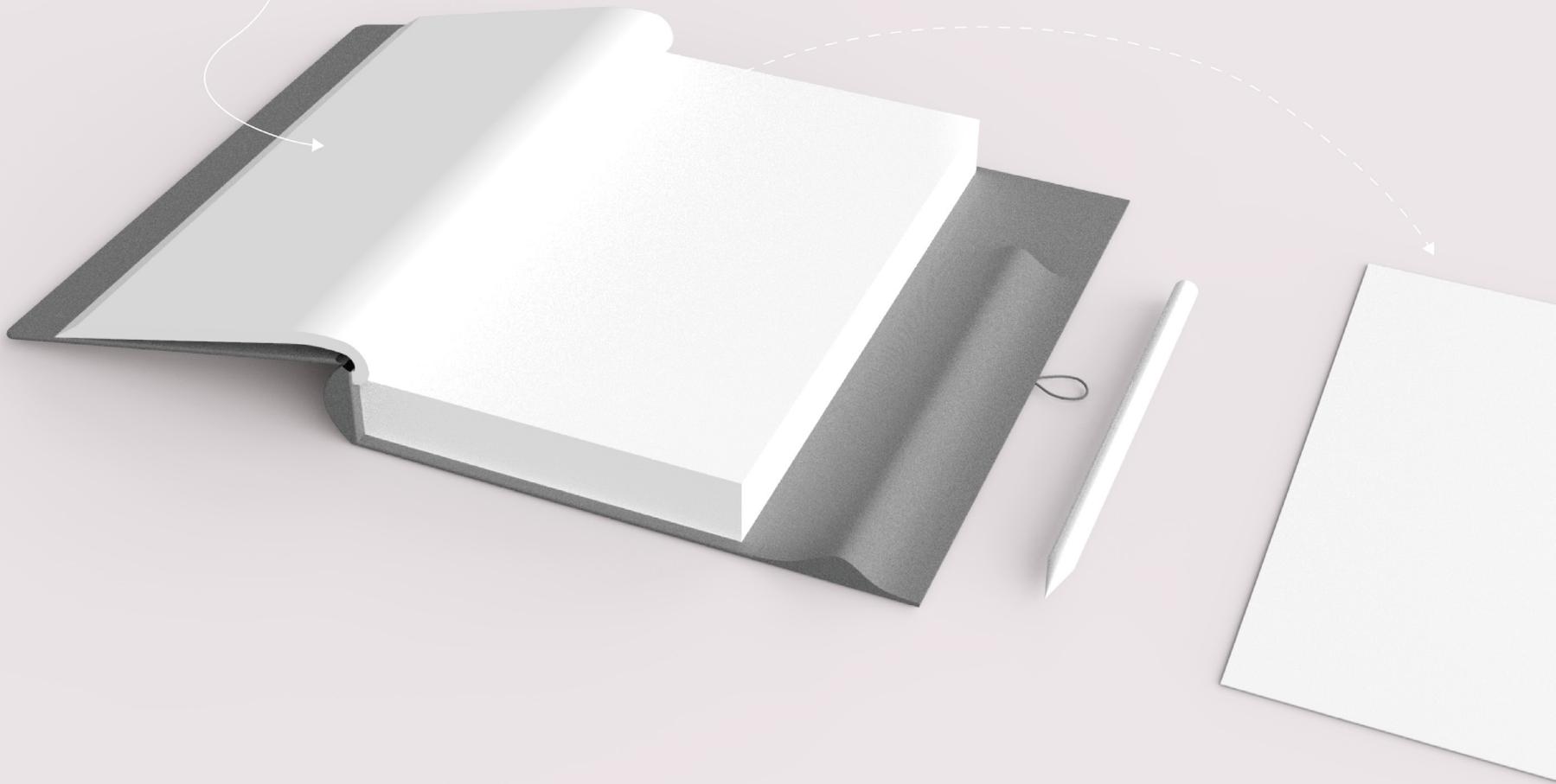
Touch to turn on/off on the screen.





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TIANSHUIYICHAO

Cherish and live with every state of the day.