

鄧頌瑩
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Theme of the Portfolio

Desire

Artist's Statement

I am curious to study the desire of human. When we were children, we enjoy snacks; When we are adults, we buy luxury goods. Some of us like to donate organs to strangers or embrace our dreams without any worries.

For Artwork 1, before kids could enjoy snacks, they may face difficulties in unwrapping the packages. When we become adults, we should stay tuned and go for it.

For Artwork 2, how long do I need to wait? We can wait for the bus, food and housing estate, but some patients could not wait for organ donation and pass away. Please support organ donation.

For Artwork 3, do you know the price of everything and value of nothing? A fashion catalogue shows second-hand and old clothes could be luxury items, hope that we rethink the value of things.

For Artwork 4, let's embrace our dream. No matter our dreams have archived or not, they left an unforgettable memory in life. We should record them like a movie poster.

學生作品
Student's Artworks

1

Portfolio A
Pleasure Hunt



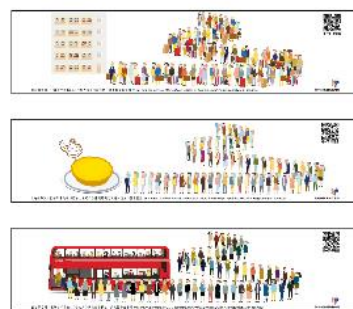
Before the food could be enjoyed, they had to find the hidden treasure in the package.

29.7cm x 42cm (9 pieces)
Digital illustration on photography

Title: Pleasure Hunt
Media: Digital illustration on photography
Size: 29.7cm x 42cm (9 pieces)

2

Portfolio B
I'm still waiting...



How long do I have to wait?

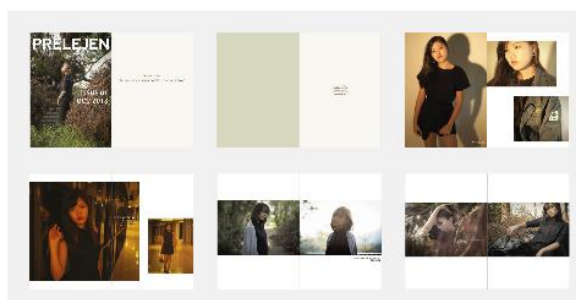


29.7cm x 42cm (3 pieces)
Digital illustration on label

Title: I'm Still Waiting
Media: Digital illustration on label
Size: 29.7cm x 42cm (3 pieces)

3

Portfolio C
PRELEJEN 平靜正



Do you know the price of everything and the value of nothing?

Fashion Catalogue Design
29.7cm x 21cm (10 pieces)
Digital print on paper

Title: PRELEJEN 平靜正
Media: Fashion catalogue design
(Digital print on paper)
Size: 29.7cm x 21cm (10 pieces)

4

Portfolio D
The Parade of Dream



Let's embrace our dream.

29.7cm x 84cm (3 pieces)
Digital illustration on print foam board

Title: The Parade of Dream
Media: Digital Illustration
on print foam board
Size: 59cm x 84cm (3 pieces)

I wanna know why we want to own someone



∴ FROM TRADITION 愛 # 關心 # 顧念



Marriage oath

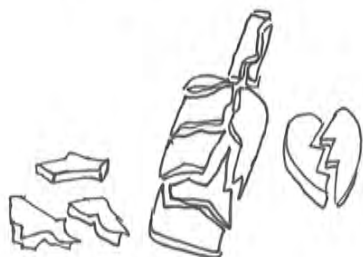
我(新郎/新娘)以(對方的全名)作為我的(妻子/丈夫),而這是我對你的承諾,
我將對你忠實、以你為榮,我將尊敬你、相信你、幫助你、照顧你,我將與你分享一生。



我將會饒恕,正如我們是被饒恕的,我將與你共同學習,認識彼此、認識這個上帝。
我們共度順境、逆境,直到地老天荒。

WHY ARE WE HURTING ANOTHER? #恐怖情人

- Some couples hurt each other, when they not believing each other or arguing
∴ The main reason is they do not trust and respect



Due to Desire and lost of confidence

- You can't show people you own her

- You hope to occupy her/him

- You think he/she does not love you anymore

- You afraid he/she leave away from you

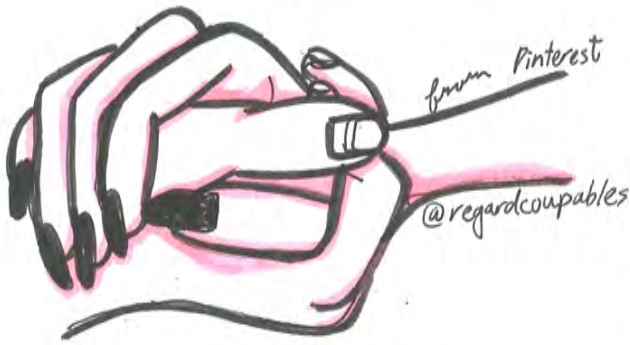


- You check her/his phone

- You feel jealous when he/she is with frds

- You argue with him/her ∴ You think she/he not that kind of love you

- You stalk her/his FB/IG



TRUST TAKES YEARS TO BUILD SECONDS TO BREAK

BREAKING
someone's **TRUST**

is like *crumpling* a perfect piece of paper.

You can smooth it over
BUT NEVER BE THE SAME

#TRUST #BUILD
#BREAK #REPAIR
#CRUMPLING
#SCARS



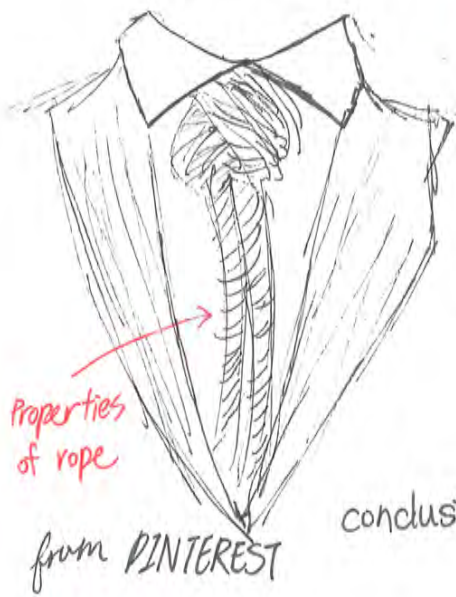
I want to talk about TRUST in the relationship, see the relationship between trust and desire.

FORMULAR OF DESIRE in LOVE (Created by meee!)

LOVE $\xrightarrow{\text{DESIRE}}$ TO BE CLOSER + (MISTRUST) \rightarrow HURT

- Keep a distance in every relationship (comfortable for both)
- Mistrust is the negative effects
- ~~Don't~~ Shoot oneself in the foot (弄巧反拙) ∴ Want to closer \rightarrow farer than before

Mentaphor isal



Properties
of rope

from PINTEREST

TENSION

TIGHT & LOOSE

- TIGHT: LOOKS GREAT BUT UNCOMFORTABLE / HURT
(DESIRE)
in love: TO BE ~~closer~~ Closer / Getting better BUT then mistrust / hurt
- LOOSE: LOOKS INFORMAL = FREEDOM, RELAXING
(DESIRE)
in love: LOOKS ABNORMAL, but many ways to be in contact with = FREEDOM, RELAXING

conclusion: Sometimes you may thought be the tight tie can looks great, but both of you get hurt.

Best way is to find the most relaxing way to deal with each other.

clean conclusion: You desire to look great / have well relationship, but use the wrong method, should be loose tie.

- pullable
- use many thread to fabricate

Miss kwok: uni-directional → tie
bidirectional → rope

→ tight tie

MY TURN:

I think of ~~DISCERN~~ in love
DISTANCE



CLOSE & FAR

- CLOSE: GET HURT, GET BURNT, DIZZY BY THE ^{STRONG} SMELL
in love: GET HURT, ~~SEE~~ MISTRUST, SUFFERING
'You think it is warm, but it is not'

- FAR: WARM, COMFORTABLE, RELAXING
in love: Same feeling

* Wind: difficulties in love

- TOE project - Smoke 煙 (空間與味道)

e.g. 冬菇煲 → 冬至

e.g. 星的走廊 樓層的味道

- Designer - 倒模舊物件. 代表不同味道

- Scarf: Smell of others
Use many thread to fabricate
Alike with rope

I found that people afraid to help others due to their bad experience or scared of losing things.

My bad experience:



But later on, I know his difficulties. (He afraid I am with an evil heart) or he has his bad experience

I tried to help the blind person crossing the road.

But he reject with anger

Teacher told us that:



My business teacher told use that some charity employ disable to run the business.

Although nothing was wrong, I felt sick of this idea.

My friend's experience:



After that he refuse to buy flags. But he is willing to sell flags and do charity work.

My friend donated to a disabled.

But later he found that there should not be a flag selling on that day.

Miss kwok know that:



Miss kwok (My art teacher) also said that some charity use the fundings ~~to~~ on useless action (Change the furniture that are still new)

Once we know the truth, we resist to help the liar.

Even that, we started to protect ourselves (like the blind person), we ask for the truth ^(person) ^(charity) before we lend a helping hand. or accept it

Compare with the people not willing to help the charity and people that choose charity to help. I think the people that willing to help is great, no matter they are picking people to lend their helping hands.

People picking right people to help, cuz they afraid their money and resource can't be transfer to the disadvantages directly.



For example the OXFAM scandal, young sex worker are hired by the Oxfam's senior staff in Haiti by the funding.

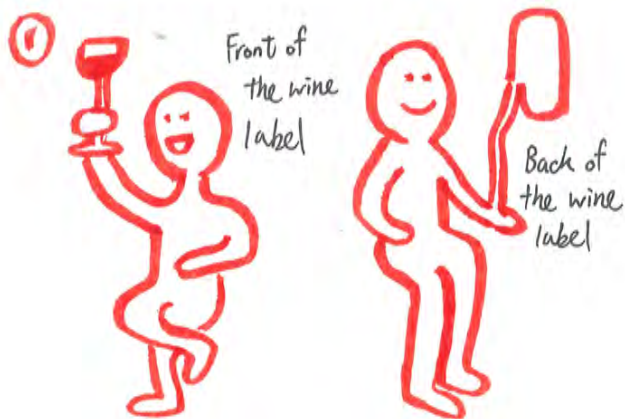
Sichuan Earthquake (2008), found out 501 billion of the donation was lost. And citizens believe that the government officers and the charity embezzled the donation as personal use.

▷ Many people without sympathy embezzle the donation of disaster = **Earning money from disaster**
Make use of sympathy to gain personal interest

▷ Citizens afraid to donate, they don't want to being fooled/ started to pick trustful charity to help.

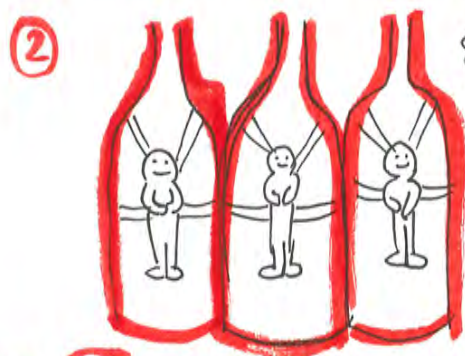
= **Making the sympathy lesser than before**

Consume sympathy
Make money
Personal interest



mono-print?

∴ same size of the print, same shape



Share the blood with frds

→ A Bottle can share to others



Businessman

More characters

→ People usually share good wine together,
Now, we share the blood together

Slogan: We share the glory

④ Mascot 吉祥物



→ local?
→ local rice to make wine?
→ representing the community

Focus on the picture & quote
(Share 大愛)

Slogan:

- we share the glory
 - No one has ever become poor from giving
 - You don't need a reason to help people → No reason is needed
 - If u can't feed a hundred people, then feed just one
- ⇒ You can't share the bottle to all,
but we can share the glory



STUDY MORE DESIGN

Backbone Branding 作品
《Gawatt Emotion》的圖片，
因版權問題，未能展示圖像。

BACKBONE GAWATT

Backbone
Branding 作品
《Gawatt
Emotion》的圖
片，
因版權問題，未能
展示圖像。

CHANGE CHARACTER
SWITCH FACES!


Backbone Branding 作品《Gawatt
Emotion》的圖片，因版權問題，未能展示圖
像。

PREVENT HOT!

↓
BRAINSTORM ⚡

①

PEOPLE DRAWING
THE BACKGROUND
OF COFFEE SHOP
ON CUP
AND TAKE
VIDEO

②

THE RAPPER
CUPS ARE
OUTSIDE THE
BOTTLE
Some would
like to drink more