

POCKET CULTURE:
CULTURAL
AND
CREATIVE PRODUCTS
DESIGN

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目錄

Jade Zhang

China

66-79

I was graduated from Central Academy of Fine Arts in 2014 and became a visual designer in the Internet industry in 2017. I assumed as the manager of the Design Center during two years of serving Ziroom and made Ziroom Design Center a little famous in the Internet design circle. I became a visual designer and illustrator of Airbnb in 2019 and continued to explore and improve myself in the design and illustration field. Ziroom Design Center is a design team of Ziroom Information and Technology Co., Ltd. In addition to daily work, it will update some interesting design works regularly. It is a design team with powerful strength and creativity.

Judy Chen

Hong Kong, China

80-85

Judy Chen, a designer and illustrator from Hong Kong. She believes a design with story behind create deeper impact. Her passion is to craft the unique stories with minimal language; also explore materials to stimulate audience with not just their visual senses.

Hui Cheng

China

86-103

He is a Chinese designer who focuses on the redesign of cultural relics, and he has been in this area since 2011. An exmpolyee in Zhejiang University of Finance & Economics, Dongfang College. A researcher of Museum Creative Industry. A designer of Museum Creative Product.

Mauro Martins

Brazil

104-139

Mauro Martins is a Brazilian Illustrator. Before that, he's worked as Art Director for 13 years for agencies such as DDB, and CP+B in the US. In 2015, he quit advertising, and decided to move back to Brazil to make cool stuff on his own. Since then, lots of brands worldwide have been reaching him out for collaborations with his intricate style drawings. You can see his illustrations on projects for brands such as Absolut Vodka, Amarula, Dominos Pizza, ESPN, Facebook and much more. His projects got awarded on festivals such as El Ojo de Iberoamérica, Brazilian Design Biennial, AI-AP and were also selected to Lürzer's Archive book "200 Best Illustrators Worldwide". Mauro is represented by Ampersand Globe in China.

Gorbacheva Ekaterina

Russia

140-161

Graphic designer and illustrator from Russia. Specializes in illustration, packaging and branding projects. Born in Ryazan. She studied environmental design at Moscow University of Culture. Lives and works in St. Petersburg. She studies literature on the history of art and design. Keeps track of visual culture trends. In her free time, she develops concepts and graphic design for creative events, illustrates magazines, books and self-published publications.

張鈺倩

中國

66-79

2014年畢業於中央美術學院，2017年進入互聯網行業成爲一名視覺設計師，在自如就職的兩年擔任視覺團隊的主管，也讓自如視覺團隊在互聯網設計圈裏小有名氣，2019年入職愛彼迎（Airbnb）成爲一名視覺設計師 & 插畫師，繼續在設計和插畫領域的探索和提升自己。自如視覺組是北京自如信息科技有限公司內部的設計團隊，除了完成日常的工作，他們會定期更新一些有趣的設計作品，是一個實力與創造力兼備的設計團隊。

朱迪·陳

中國香港

80-85

朱迪·陳是一位來自香港的設計師和插畫師。她相信一個背後有故事的设计會產生更深遠的影響。她熱衷于用最少的語言創作獨特的故事，同時探索不同的材料，以激發觀衆的視覺感官。

程輝

中國

86-103

他是一位專注于文物再設計的中國設計師，從2011年開始從事這一領域的工作。現供職于浙江財經大學東方學院，從事文創產業研究、文創產品設計。

毛羅·馬丁斯

巴西

104-139

毛羅·馬丁斯是一位來自巴西的插畫家。在此之前，他曾在美國DDB、CP+B等廣告代理機構擔任13年的藝術總監。2015年，他決定退出廣告業返回巴西，去創作屬於自己酷炫的作品。從那時起，來自世界各地的品牌都欣賞其復雜式的繪畫風格，紛紛邀請與他合作，在絕對伏特加、愛瑪樂、達美樂比薩、ESPN、Facebook等品牌項目中可以欣賞到他的插畫。他的作品也在伊比利亞美洲之眼、巴西設計雙年展、美國插畫等大賽中獲得諸多獎項，其作品還入選廣告檔案出版的《全球200位最佳插畫家》一書。藝峰國際是毛羅·馬丁斯在中國的獨家代理機構。

戈爾巴喬娃·葉卡捷琳娜

俄羅斯

140-161

來自俄羅斯的平面設計師和插畫家，專門從事插圖、包裝和品牌推廣項目。她出生于梁贊，在莫斯科文化大學學習環境設計，生活與工作在聖彼得堡。她研究藝術和設計史文學，緊跟視覺文化趨勢。在業餘時間，她爲創意活動發展創意概念與平面設計，也爲雜誌、書籍和自主出版物創作插畫。



New Year Taste in Zhuxian Town

Designer: Cheng Hui
Country: China
Creative Director: Cheng Hui

The design work is based on the New Year pictures called "Cai Wang Tui Che" collected by Kaifeng Museum in Henan Province. The picture expresses a blessing of a wealthy and prosperous year to anyone who see it.

朱仙鎮的年味

設計師：程輝
國家：中國
創意總監：程輝

作品基於開封市博物館所藏的朱仙鎮“柴王推車”木版年畫衍生。這幅畫向任何看到它的人表達了一種富貴吉祥的美好祝福。





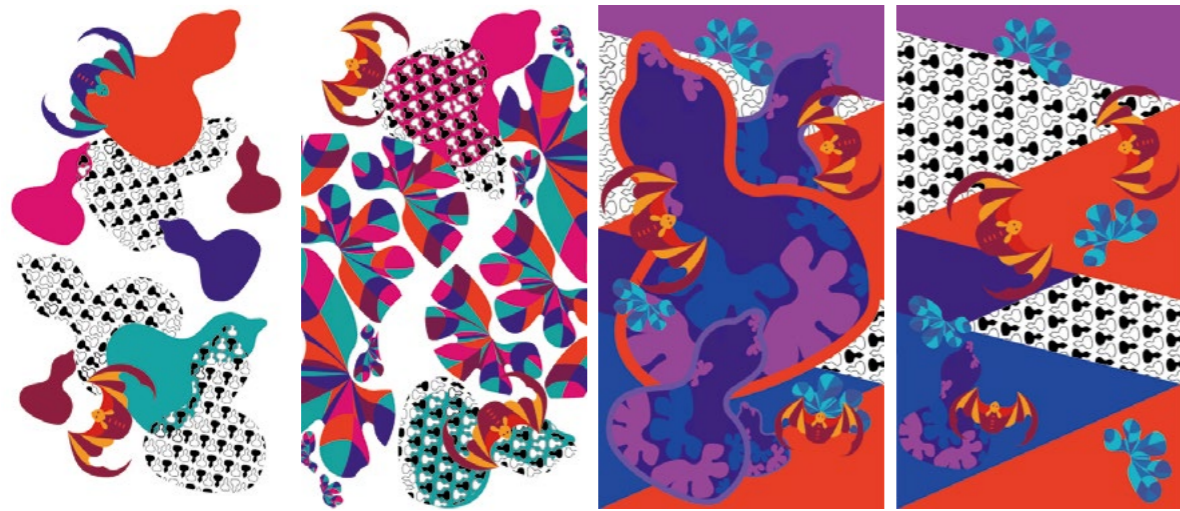
New Year Taste in Zhuxian Town

Designer: Cheng Hui
Country: China
Creative Director: Cheng Hui

朱仙镇的年味

設計師：程輝
國家：中國
創意總監：程輝





Blessing and Wealth

Designer: Cheng Hui
Country: China

The inspiration of this project is from a cultural relics of Qing Dynasty (during the period of Emperor Qianlong) in Shandong Museum called "Fen cai san kong hu lu ping"(Famille rose bottle with three holes). The products can be found in the store of Shandong Museum. Bat and gourd patterns on the bottle body are recombined, and colors which are advocated by modern aesthetics are adopted, by which novel bat and gourd patterns are created, traditional patterns are applied to clothes, gift packing, decorative picture, umbrella, cup, throw pillow, canvas bag and other daily supplies, and the way of applying traditional elements is expanded.

福祿雙全

設計師：程輝
國家：中國

作品基于山東省博物館所藏的清乾隆“粉彩三孔葫蘆瓶”衍生。通過對瓶身上的蝙蝠、葫蘆圖形的打散重組，並配以符合現代審美的色彩方案，重新活化了蝙蝠、葫蘆紋樣，使傳統紋樣在服飾、禮品包裝、裝飾畫、雨傘、水杯、抱枕、帆布袋等日用品上得到應用，擴寬了傳統元素的活化渠道。





Blessing and Wealth

Designer: Cheng Hui
Country: China

福祿雙全

設計師：程輝
國家：中國





Fly Side by Side

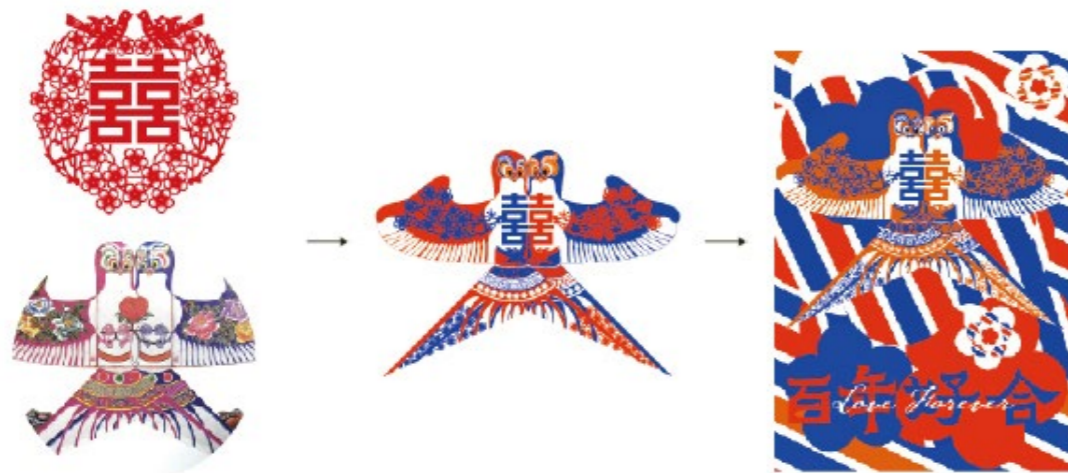
Designer: Cheng Hui
Country: China

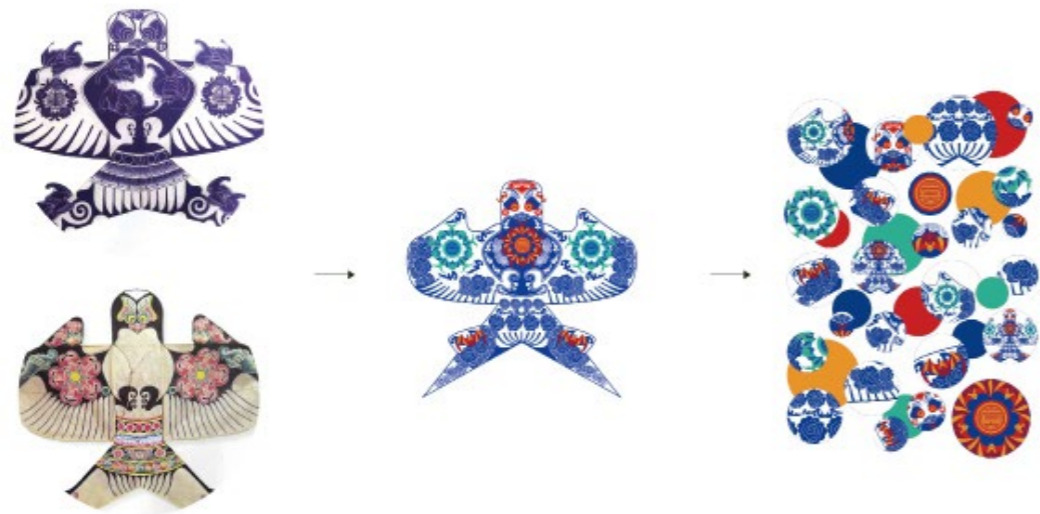
This is a cultural and creative product about love based on the theme of "fly side by side" of traditional Chinese kite.

比翼雙飛

設計師：程輝
國家：中國

基于中國傳統風箏的“比翼雙飛”題材進行衍生，是一款愛情主題的文創產品。





Polka Dot Swallow

Designer: Cheng Hui
Country: China

This is a cultural and creative product based on the Baisha Kite, an intangible cultural heritage of Jiangjin District, Chongqing City.

波點小燕

設計師：程輝
國家：中國

基于重慶市江津區非物質文化遺產白沙風箏進行的文創產品衍生開發。





Brocade of Li Ethnicity

Designer: Cheng Hui
Country: China

This is designed based on the Hercules pattern on the Brocade of Li Ethnicity.

黎錦

設計師：程輝
國家：中國

基于黎族織錦大力神紋樣進行衍生設計。





Hua Kai Fu Gui

Designer: Cheng Hui
Country: China

Based on a New Year Picture called "Hua Kai Fu Gui" (means prosperity in finance) in Liangping, Chongqing City. Pasting new year pictures is a traditional way to welcome the Spring Festival in China. The designer extracts the auspicious elements from the picture and after the works of recoloring and rearrangement, the design work seems much more modern.

The designer above works sponsored by Zhejiang Provincial Philosophy & Social Science Program (20NDQN322YB).

花開富貴

設計師：程輝
國家：中國

基于重慶梁平木版年畫《花開富貴》衍生，貼年畫是中國人迎新春的傳統習俗，該年畫表達的是對新一年“財務興盛”的美好祝願，設計師提取了年畫上的吉祥圖案并進行了重新賦色與編排設計，使之更符合現代審美。

該作者以上作品受“浙江省哲學社會科學規劃課題(20NDQN322YB)”資助。





Good Luck

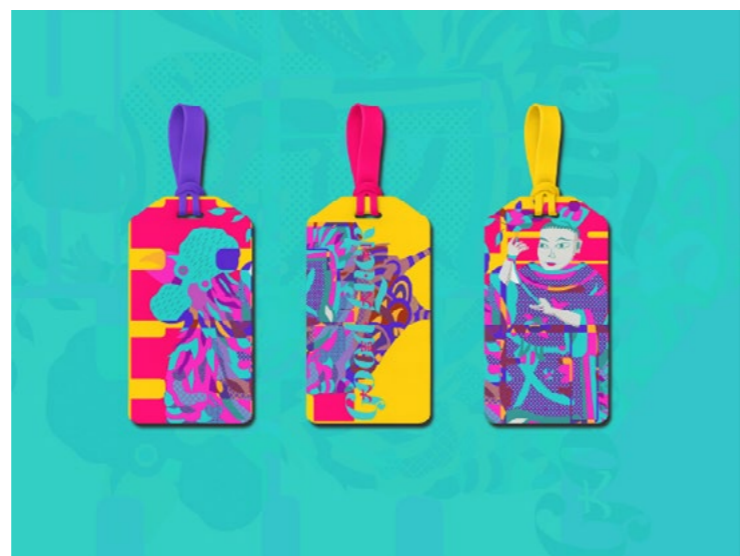
Designer: Cheng Hui
Country: China

This is designed based on the New Year wood-block print named "Good Luck" of Zhuxian Town collected in Kaifeng Museum.

大吉大利

設計師：程輝
國家：中國

基于開封市博物館所藏的朱仙鎮“大吉大利”木版年畫衍生。





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