

modes of design.

"The Memories Of Chinese New Year"

GI - Ruoyao Wu

Mentor: Andreas Berg

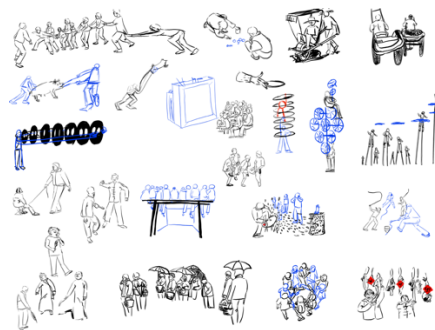
I want to do long roll illustration, telling traditional Chinese New Year stories without words, I hope to tell the audience the most authentic festival stories through my illustration stories, the aim is to bring culture back and let people re-recognize the value of Chinese New Year.

The reason I started this idea is that, In 2020, I traveled back home to Sichuan to celebrate the Chinese New Year. It struck me how different I and my peers experience celebrations compared to those who are older. I started interviewing different people and collecting different experiences and the most anticipated and interesting part of the Chinese New Year for them. Their experience is something I have never experienced before. Interesting and special. I realized the losing of the culture, and maybe I should bring those memories back.

I started collecting a lot of Chinese New Year stories and photos from the 70.80.90s. These materials directly inspired me a lot and brought me a lot of significant information and real stories. After that, I organized the information I collected and summarize all the pictures of the story, draw sketches of those events which happened at different times. And then put them in chronological order from morning to midnight. Finally, I put all the stories together and show them to the audience, which is like a *merry-go-round*, so that they can truly see and understand what happened during the day of the traditional Chinese Spring Festival through my illustrations and know events and different interesting things.



- photos from the 70.80.90s.



- sketches



- part of outcome

The main Expected result of my project is an illustration book (storytelling).

It is a long scroll painting (approximately 40cm width & 25cm length) and which is displayed in two different ways.

The first one, based on the traditional Chinese scroll, the most common form of scroll Chinese painting. I chose this as the main display method because It is like the oldest movie. You can look to the right and left by yourself and then will expand the whole story.



- traditional Chinese scroll

The second way is to display on the web page in a digital way, loop playback.