PORTFOLIO

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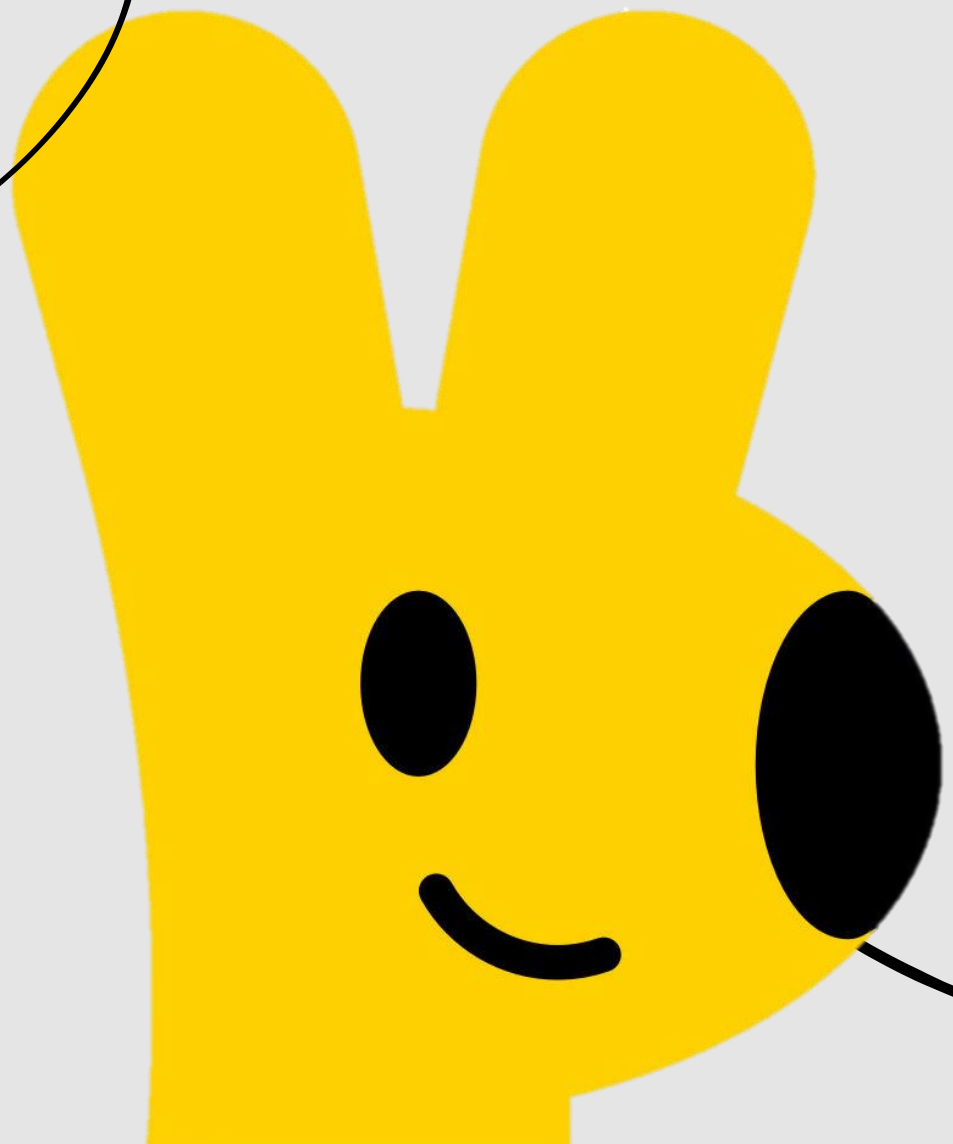
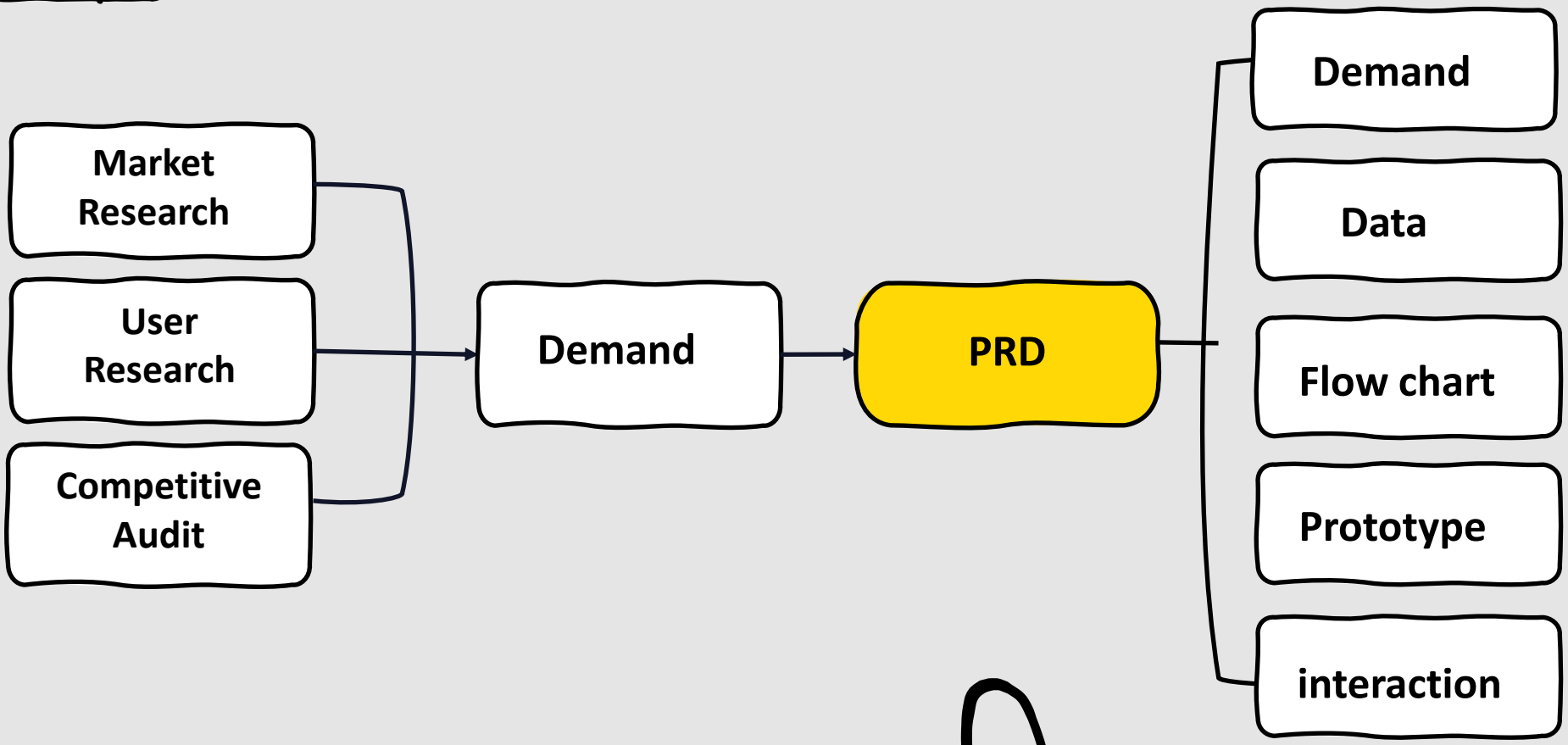


MEI TUAN

Food delivery MINA function updating

Responsibilities



Market Research

Food delivery

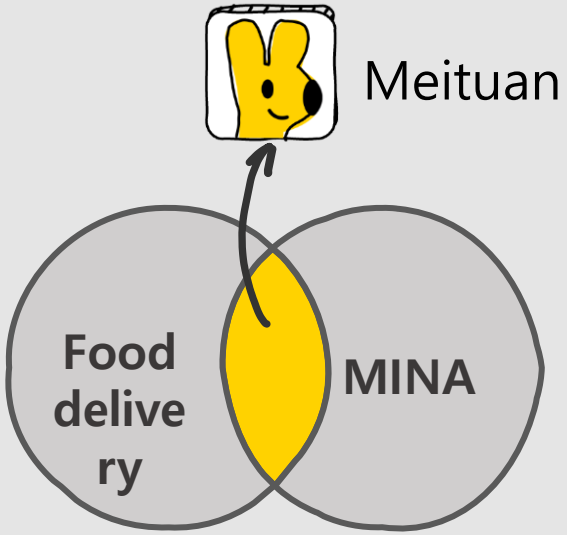
Market and user scale: the scale of takeaway users continues to expand. As of June 2021, the scale of online takeaway users in China reached 469 million, up 49.76 million from December 2020, with an online takeaway usage rate of 46.4%

User profile: the proportion of users in lower-tier cities exceeds that of first-tier cities, and the proportion of users in third-tier cities and below exceeds 40%; the youthfulness feature is obvious, with users aged 35 and below being the main force

Entering the refinement operation stage, should focus on improving user experience and repurchase rate

WeChat mini-programs(MINA) are sub-applications within the WeChat ecosystem.

They enable to provide advanced features to users such as e-commerce, virtual store tour, task management, coupons, and other services.



Current development of the food delivery MINA

Among the life service MINAs, 7.38% of active users are in the dining and takeaway segment, and 8% of new users

In the 2020 MINA ranking, Meituan ranked 21st, topping the list of its category

User Research

The gender ratio of users is balanced, with slightly more women than men, and the group is young, with 26-30 years old being the main group of users (40.4%)
In terms of the choice of takeaway applet, users value the diversity of takeaway merchants (39.07%), the convenience of ordering operation (31.79%) and the taste of dishes (15.23%)

Problems with user experience

Ordering: Most users search by category. The problem of too much information and unclear structure in the category area on the home page increases the cost of searching for information

Delivery: Delivery delays during peak hours/bad weather are serious; some riders are unfamiliar with the road conditions and have poor attitudes

User Research

Payments: The platform discount is not attractive enough; there are cases of non-refundable vouchers when refunded

Reviews: Reviews are homogeneous and not of high quality, lacking authenticity and value for reference

pain points

- complex classification on home page
- longer delivery delays in peak hours and bad weathers
- sometimes the merchants do not prepare food according to users’ notes
- False reviews lack of informativeness

Persona

Grace Lee

White-collar

- **35**
- **Married**
- **First-tier city**

User Experience

4-5 orders / week
20-50 yuan / order
Mainly for lunch

1. Ordering

☺ **Recommendations are very much in line with my taste**

☹ **There are so many categories on the home page that it is difficult to find what I want quickly**

2. Placing the order

☺ **Connected directly to Wechat pay, very convenient and fast**

☹ **None**

3. Waiting for delivery

☺ **Most of the time the delivery is quite satisfying**

☹ **Sometimes I forget to order when I'm busy, and when I order it's already rush hour, so I have to wait for a long time to get my lunch.**

4. Dining

☺ **The food matches the description**

☹ **Some restaurants did not cook according to my notes of the order. I hate cilantro but they still put it in my lunch which was really annoying**

4. Evaluating

☺ **It's very useful to read others' comments before ordering from a new restaruant**

☹ **I found a lot of identical reviews that seemed to be machine-generated and was concerned about the authenticity and reliability of the reviews**

pain points

- complex classification on home page
- longer delivery delays in peak hours and bad weathers
- sometimes the restaurant do not prepare food according to users' notes
- Reviews lack of informativeness

Persona

Alex Wang

Student

- **24**
- **Single**
- **Second-tier city**

User Experience

2 orders / month
10-30 yuan / order
Mainly for night snacks

1. Ordering

- ☺ **Easy to use. I just click the 'purchase again' button to order the same BBQ every time**
- ☹ **No search function for completed orders, very difficult to find certain things in previous orders**

2. Placing the order

- ☺ **Simple and fast**
- ☹ **The discounts are too small and some of the coupons have high thresholds**

3. Waiting for delivery

- ☺ **The rider can deliver it on time even in midnight**
- ☹ **When it is rainy or snowy, the delivery can take 60-70 minutes, so if you need something in a hurry, it can be a real problem**

4. Dining

- ☺ **Satisfied**
- ☹ **Sometimes the wrong things are delivered (especially when ordering different things with different amounts)**

4. Evaluating

- ☺ **If you give the rider a good review, they will be rewarded accordingly. It's really reasonable**
- ☹ **I don't usually review because it's a lot of work to write a separate review for each dish, upload pictures and rate it**

pain points

- Inconvenient to search in previous orders
- Want more discounts and coupons with lower threshold
- Significant delay in extreme weathers
- Discrepancies between the delivered food and the contents of the order
- Inconvenient to comment on orders

User Journey Map

Stage	Searching	Selecting	Paying	Waiting	Dining
Desires	Want to find something good and cheap Want to make quick decisions		Hope the price could be cheaper It should be convenient and safe to place the order	Hope my order can arrive as soon as possible Hope the food didn't spill	Hope the food is worth its price Hope the merchant has followed my notes
Actions	search enter a specific class select from former orders select from recommendations	compare several options customize (number, flavor …) add to cart	check out apply coupons share with friends	chat with provider / rider check estimated delivery time	confirm order have the meal write a review to express feelings
Emotions & Thoughts	hooray! so many options for me! How to find a specific café in my previous orders? Is it too late to order my lunch?	Which one should I choose??	I wish it could be cheaper Is the payment secure? where can I find my membership details?	I'm starving to death Could it be faster?	Finally it's lunch time It's surprisingly tasty! I will recommend! What the %&$"$R I will report it!
Opportunities	add search bar on ORDER page add order reminder function	Add favorite flavor function		Avoid peak hours and significant delay	

Competitive Audit

1. goals

The business processes of the Luckin Coffee and McDonald's takeaway applets are basically the same as those of Meituan takeaway, and they are brands with a high market share and a more mature takeaway business

2. Selection of competitors

Luckin Coffee delivery

- is a Chinese coffee company which founded in Beijing in 2017. The company operates shops, stores, and kiosks that offer coffee, tea, and snacks. Customers need to download an app or use MINA to order and pay for drinks online. Luckin Coffee is famous for its cheap price(c.a 2 Euro / 500ml) and innovative drinks (e.g. Latte with cream cheese topping and grape flavored), it quickly expanded over the years and outnumbered Starbucks in China by 2019.
- Top features: cheap, innovative, mainly online

Competitive Audit

McDelivery

- McDelivery is a McDonalds' service that delivers food to the customer's door. McDonald's is available 24 hours a day to accept online orders, no minimum spend, no special circumstances 30 minutes to arrive, free coupons for overtime. McDonald's launched a delivery service in China in 2007, and has delivered over 300 million meals. The total number of McDonald's delivery staff nationwide is over 15,000+, and the total number of miles delivered by delivery staff is 200 million, equivalent to 260 trips between the Earth and the moon.

- Top Features: standard, fast

Competitive Audit

Stage	Function	Meituan	Luckin	Mcdelivery
Searching	searching bar	●		
	by cateogry	●	●	●
	by recommendation	●	●	●
Ordering	customize flavor		●	●
	favorite flavor		●	●
	Reviews	●		
	Exchange		●	●
Place Order	Group Pricing	●		
	Payment method	Wechat	Wechat / Wallet	Wechat / Wallet
	Share coupons	●	●	●
	Membership		●	●
Delivery	Reserve delivery	●	●	●
	Pick up at store	●	●	●
	Contact merchant	●	●	●
	Contact Rider	●	●	●
	Evaluate	●		
	Service Center	●	●	●
Order	Cancel Order	●	●	●
	Buy Again	●	●	●

Demand list

1. Add entry for membership

Function	Add entry to membership system on home page
Goals	- Value-added services increase revenue and profits - Incentivize repurchasing, increase user stickiness, cultivate loyal users and improve retention rate
Target Users	- Potential members with high consumption frequency - Existing users who wish to have more promotional activities - Users who are already subscribers on the App
Scenarios	- Users who already have a membership can also check and top up their membership in MINA - Core clients get more benefits through membership - Potential members with high consumption frequency attracted by the membership service can facilitate conversion rate
Source	Business research: potential new members in the lower-tier cities are huge Competitive audit: both competitors attach great importance to developing their membership systems, setting up membership portals on multiple pages and opening up a membership module in the bottom navigation bar

Demand list

2. Order Reminder

Function	Peak hour / bad weather order reminder
Goals	- Convenient for users to stagger their orders, reduce waiting time during special times and improve user experience - Optimize delivery planning during peak periods to make delivery safer and more efficient - Increase order conversion rate
Target Users	Users who often forget to order in advance Users who don't want to go out in bad weather
Scenarios	- White-collar users often forget to order in advance because they are busy at work, so order reminders allow users to avoid long waits during peak hours - Order reminder for on-time delivery in inclement weather, avoiding the hassle of waiting for long periods of time in inclement weather and not being able to go out to eat
Source	User Research - Interviews User research - surveys

Demand list

3. Redesign of profile page

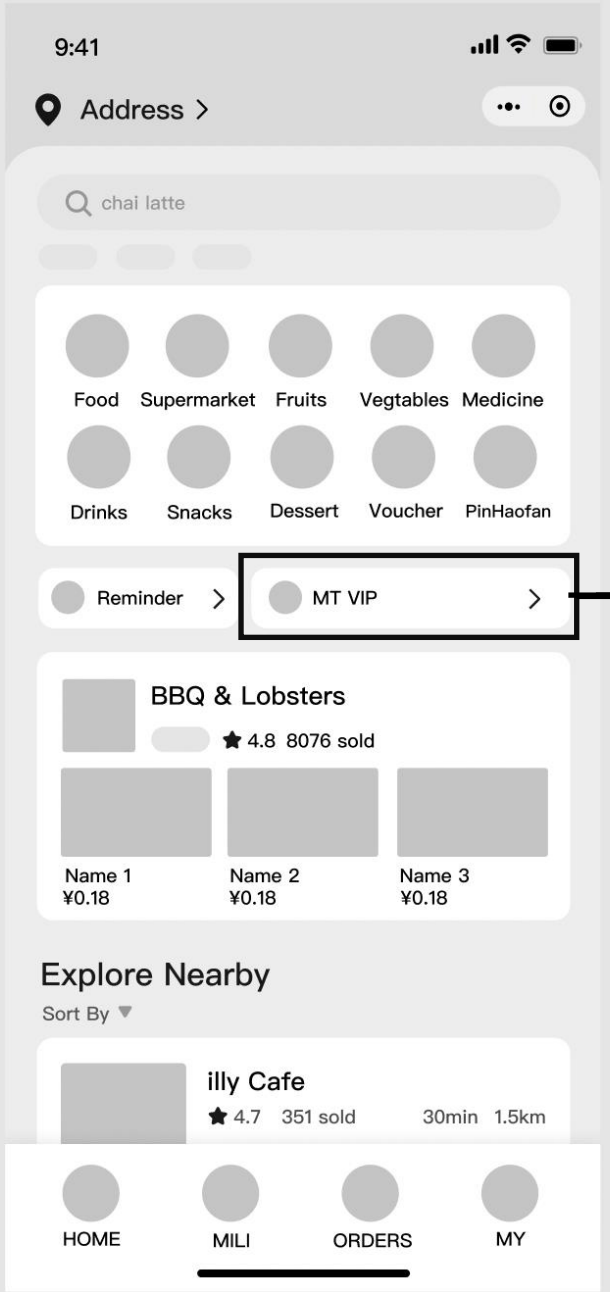
Function	Redesign of profile page
Goals	Making pages better at communicating information, make it easier for users to find the functions they need and enhance the user experience
Target Users	All users
Scenario	Users can select and apply various coupons more efficiently, change their address and issue an invoice without having to search for each item
Source	Competitive audit - Compared to the two competitors, there is room for improvement in the UI of profile page, the main problem is the large amount of information and the lack of clear hierarchy

Design

1. entry for membership

Design

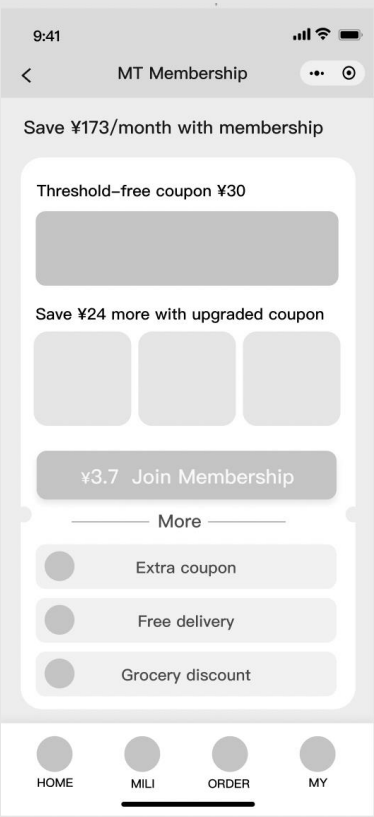
1. entry for membership



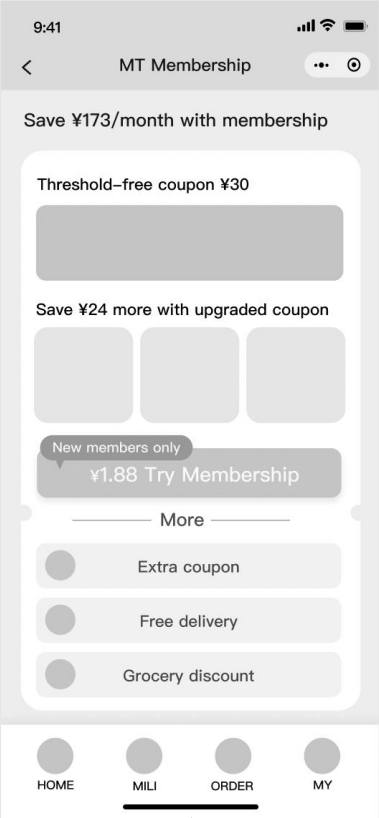
Page 1.1 Home Page

The user enters the membership details page from the home page

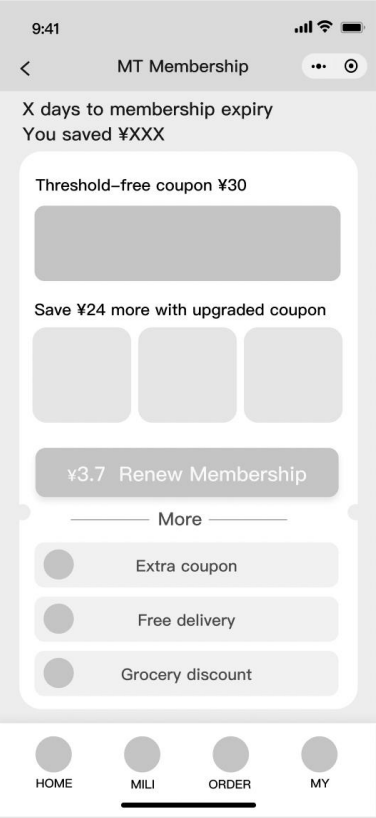
Page 1.2
Old clients (without membership)



Page 1.3
New clients



Page 1.4
Current Members



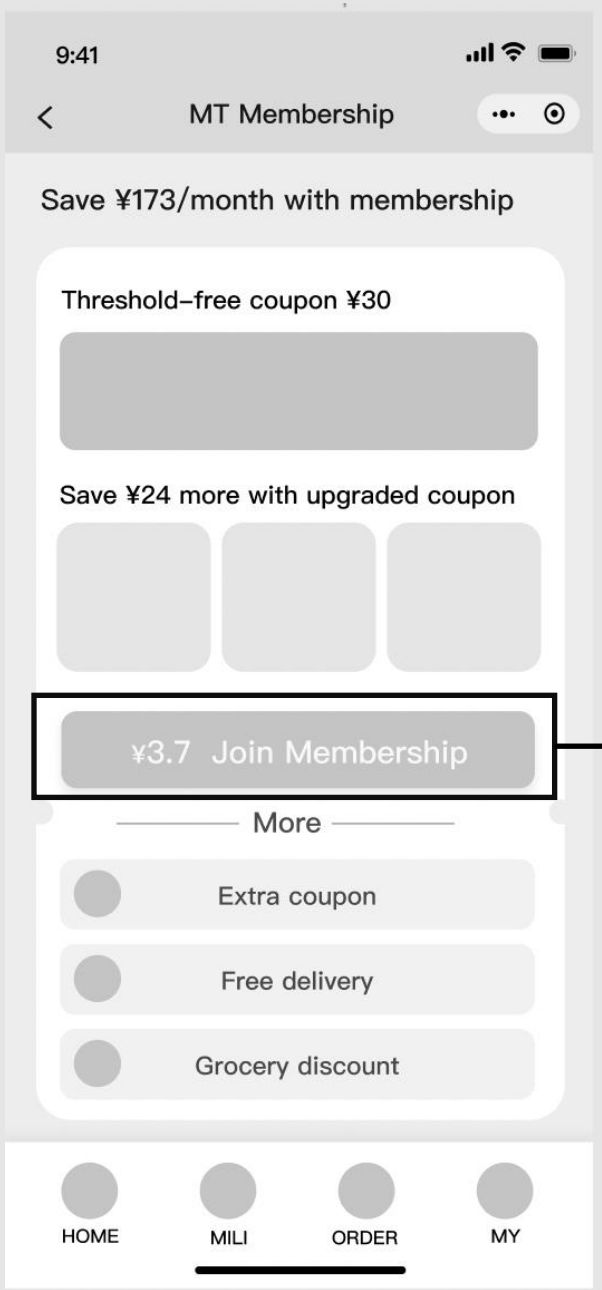
If the user has never subscribed to membership, jump to page 1.3,

if the subscription has already occurred, jump to page 1.2

If the user is currently a member, jump to page 1.4.

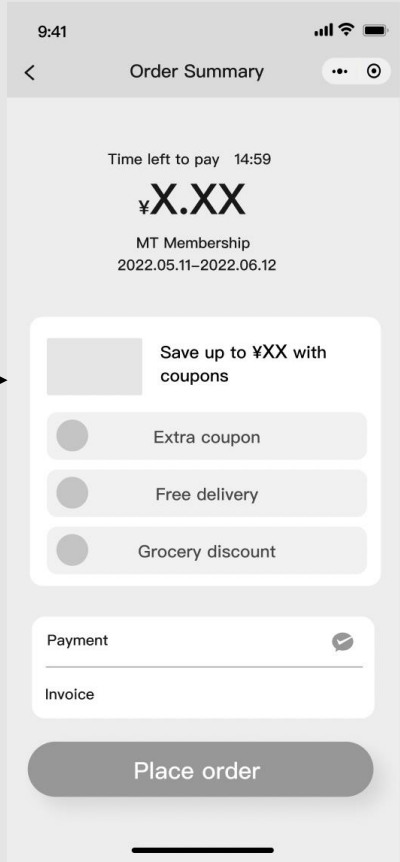
Design

1. entry for membership



Page 1.2
Membership info (old clients without membership)

Page1.4 place order



Function: Showcasing member benefits and providing a membership top-up entry

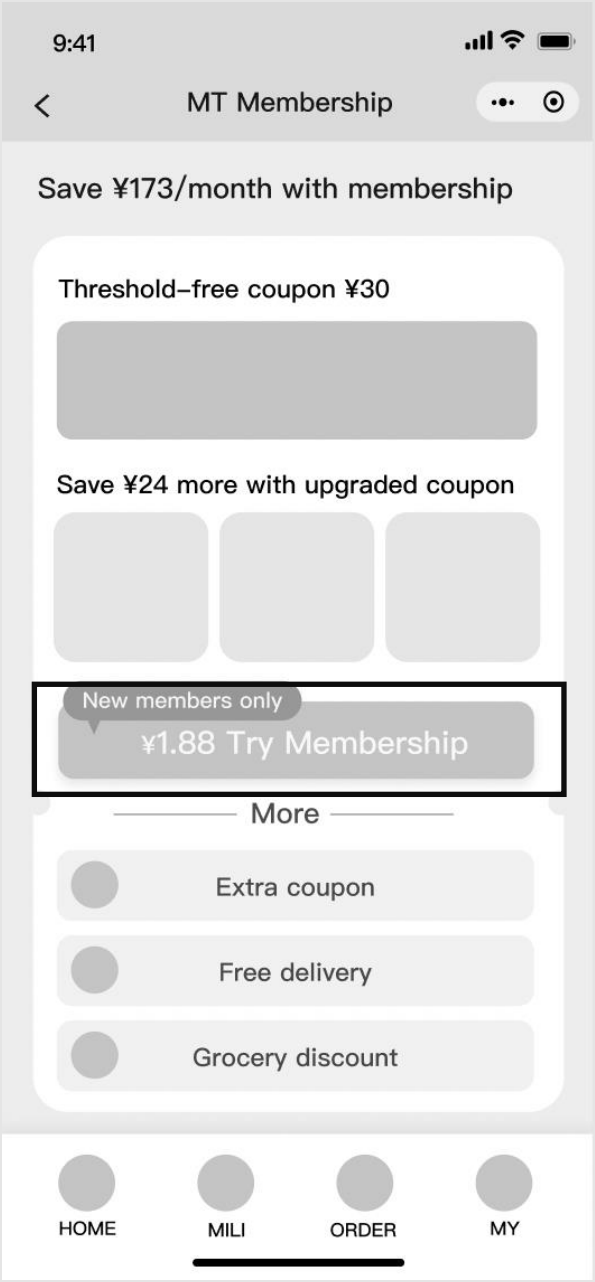
Page elements
- Coupon display: divided into no threshold coupons and redeemable merchant vouchers, based on the user's real-time location displaying nearby merchants that can be redeemed

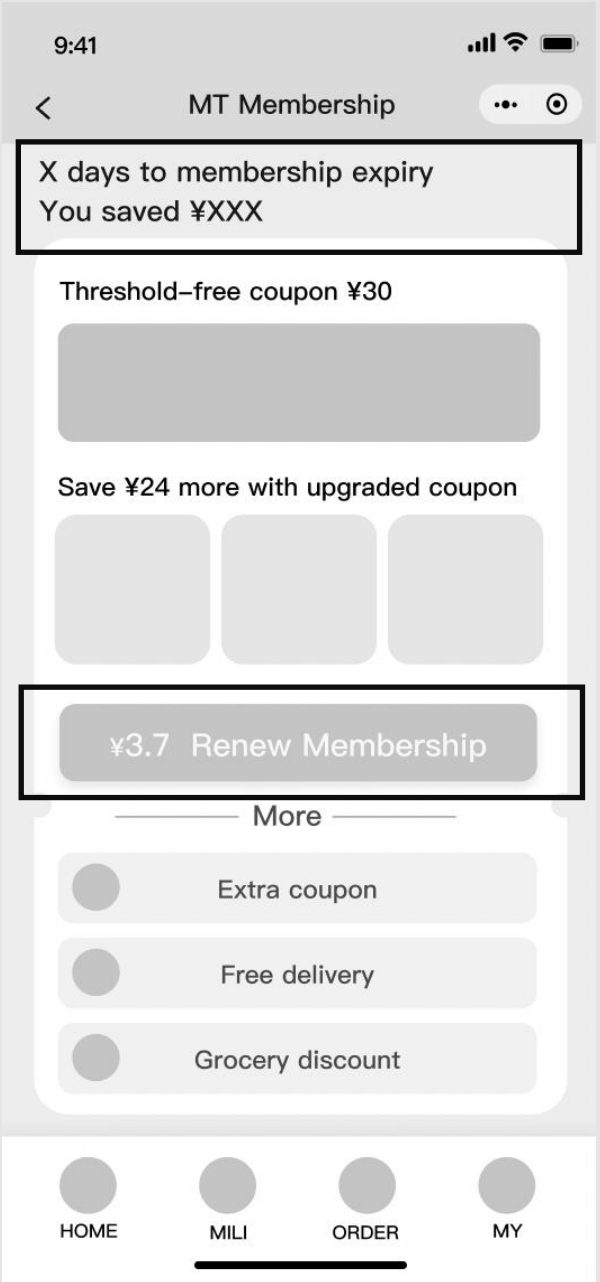
- Join membership: click on the open button to jump to the payment (page 1.4)

- More privileges: Display membership benefits other than coupons, including purchase of extra coupons, Free delivery and grocery discount

Design

1. entry for membership



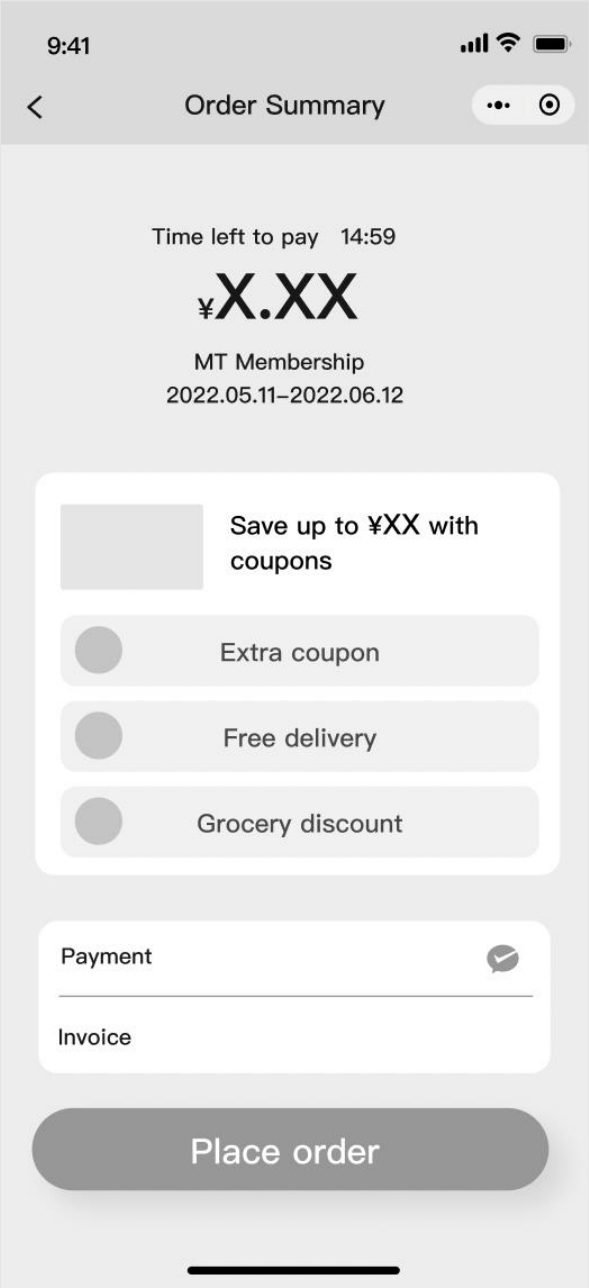


Page 1.3
Membership details (new clients)

Page 1.4
Membership details (current members)

Functions: Showcasing member benefits and providing a membership top-up portal

Page elements
Page 1.3: For new clients, offers a lower trial price and highlights on the button that the campaign is only available to new members
Page 1.4: For current members, showing the number of days the membership has expired and the amount already saved



Page1.4
Place Order

Design

1. entry for membership

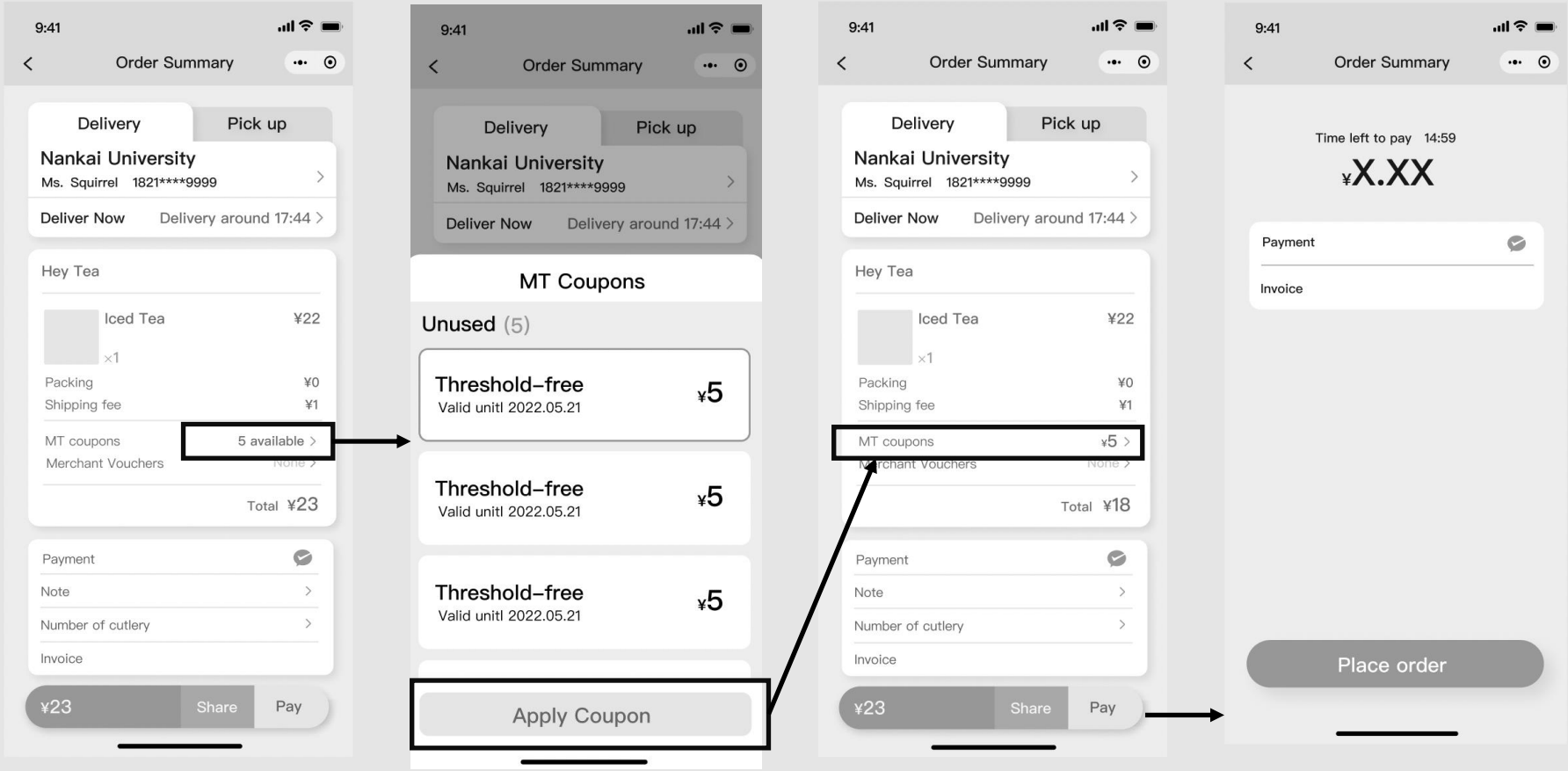
Function: Display membership benefits and guide users to pay for orders to complete payment

Page elements
- Time left to pay: 15 minutes countdown from order creation, order will be cancelled automatically if payment is not made after that time
- Price information: including the price to be paid, product name and membership expiry date
- Member benefits display
- Payment method: click on the payment button to automatically pull up the WeChat payment function

Invoice

Design

1. entry for membership

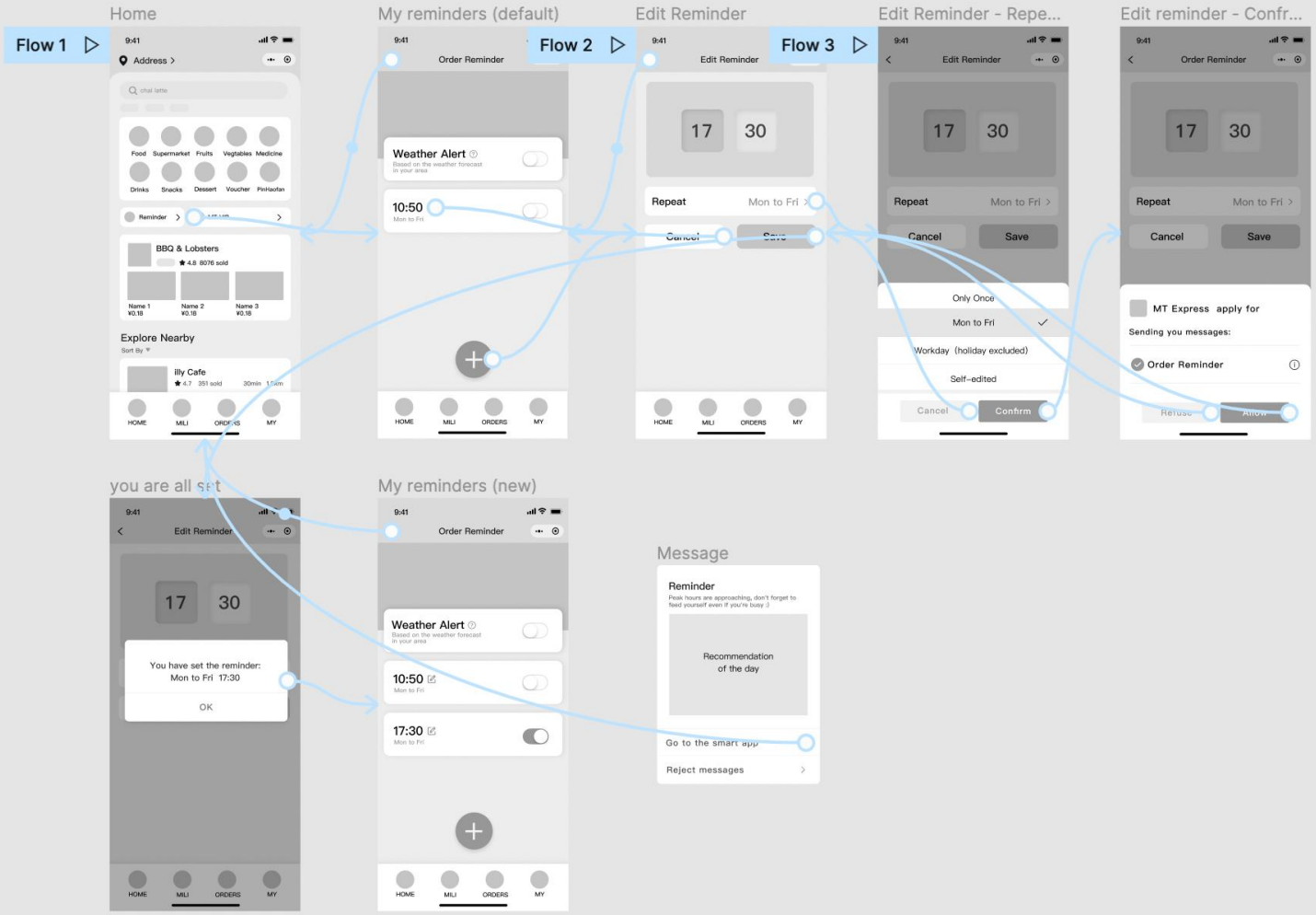


Page 1.5-1.8
Consumption

After purchasing membership, the information of available coupons will be displayed in the order confirmation page, click and select the coupon you want to use, click apply and then automatically jump to the checkout page and display the discounted price

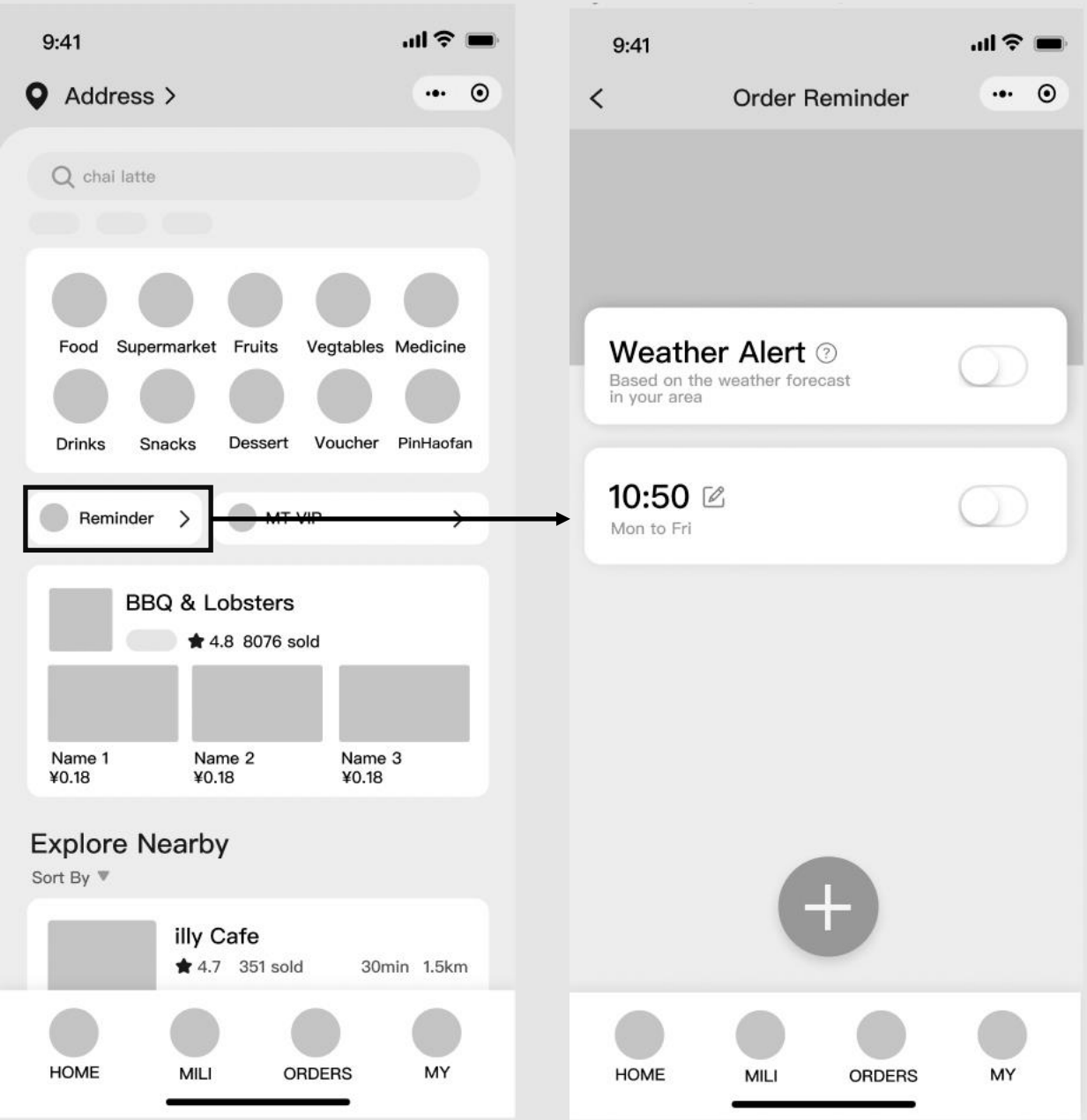
Design

2. Order Reminder



Design

2. Order reminder



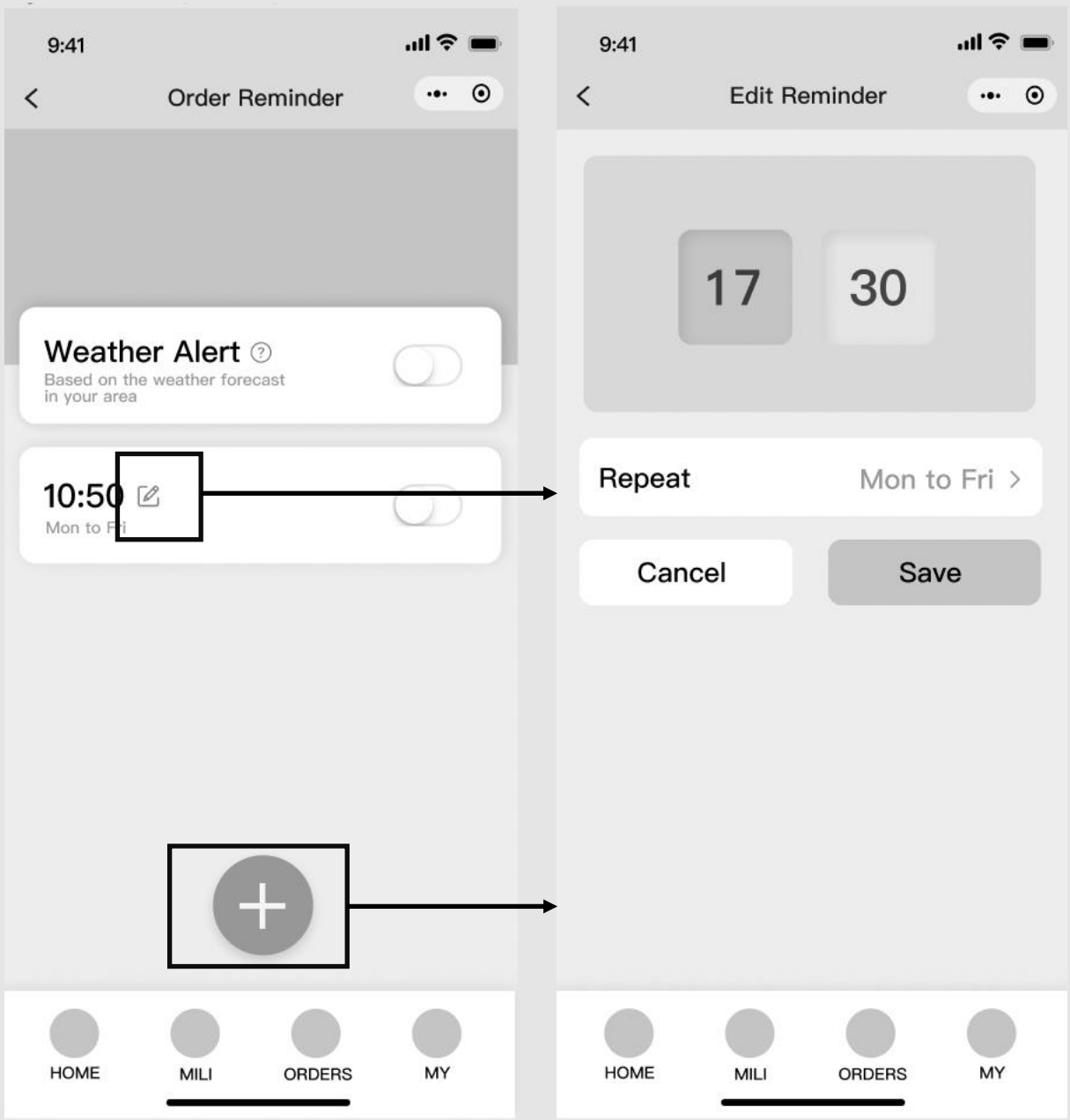
Page 2.1 Home

Page 2.2 Order Reminder

Function: Order reminder portal, users click and jump to the order reminder screen (page 2.2)

Design

2. Order reminder



Page 2.2 Order Reminder

Page 2.3 Edit

Functions: display all order reminders (user set or system preset), manage order reminders (add/delete/open/close)

Page elements

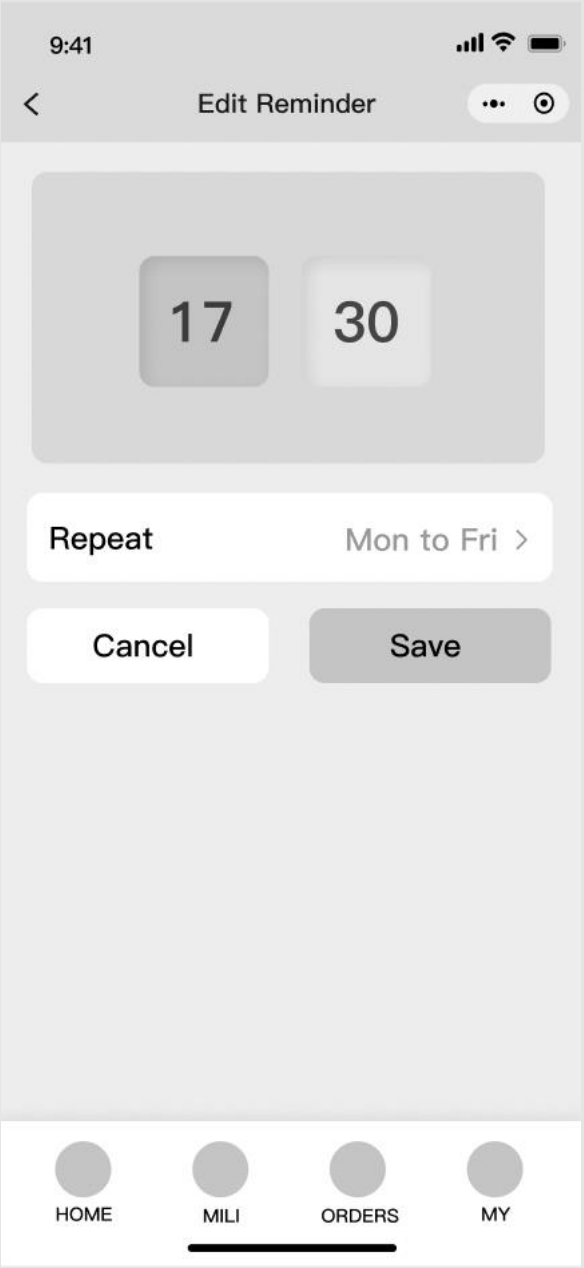
Extreme weather alert: based on the weather forecast for the user's area, reminds the user to order before extreme weather arrives to avoid long delivery delays. Click on the question mark icon to view details of the extreme weather alert feature and privacy permissions instructions. Drag the switch slider to turn extreme weather alerts on/off. Swipe the card right to select delete.

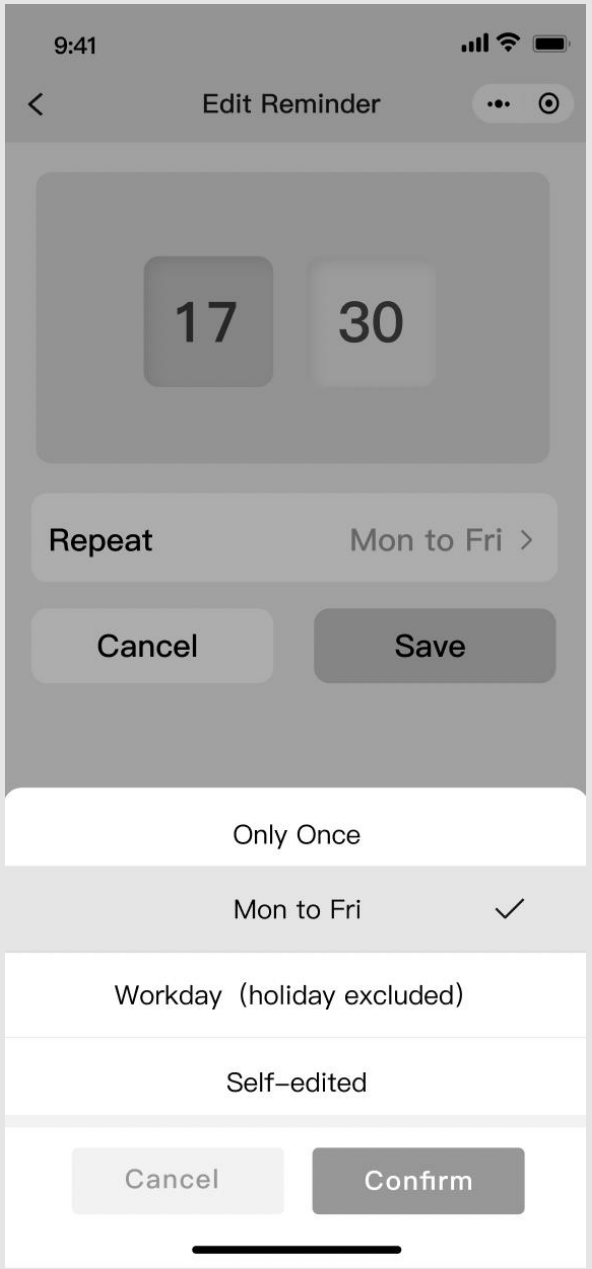
Reminder: Reminders are based on the time set by the user, showing reminder times and repeat intervals. Clicking on the edit icon takes you to the edit reminder screen (page 2.3). Drag the switch slider to turn on/off the order reminder. Sliding the card right gives you the option to delete.

To add a reminder: click to jump to the edit screen (page 2.3)

Design

2. Order reminder

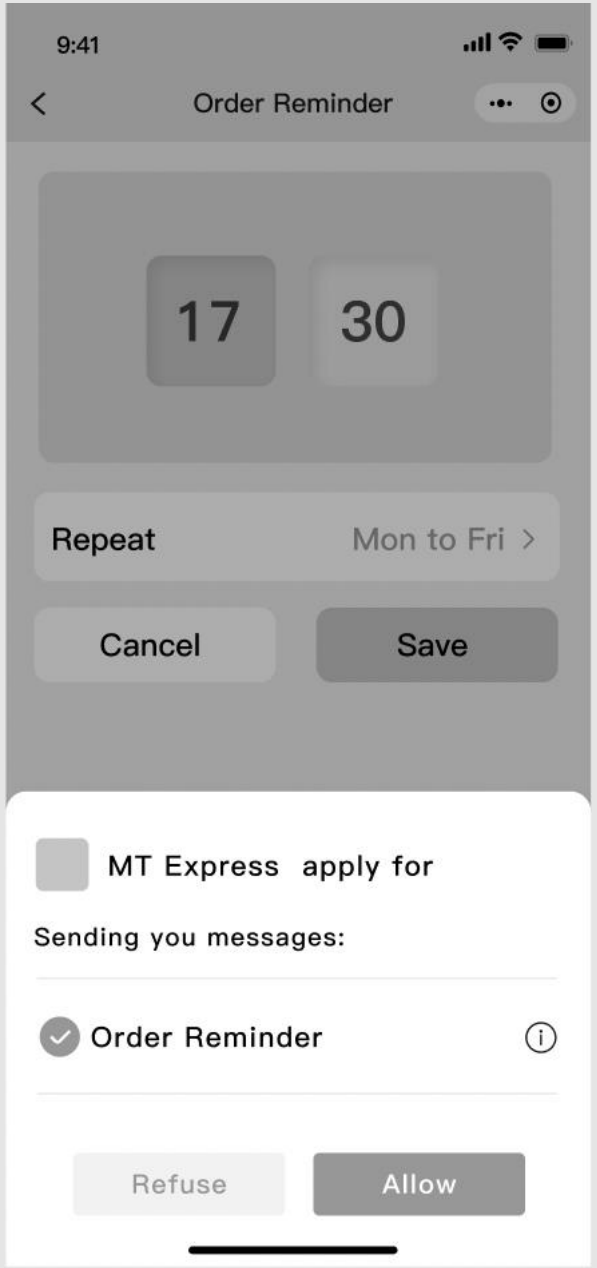


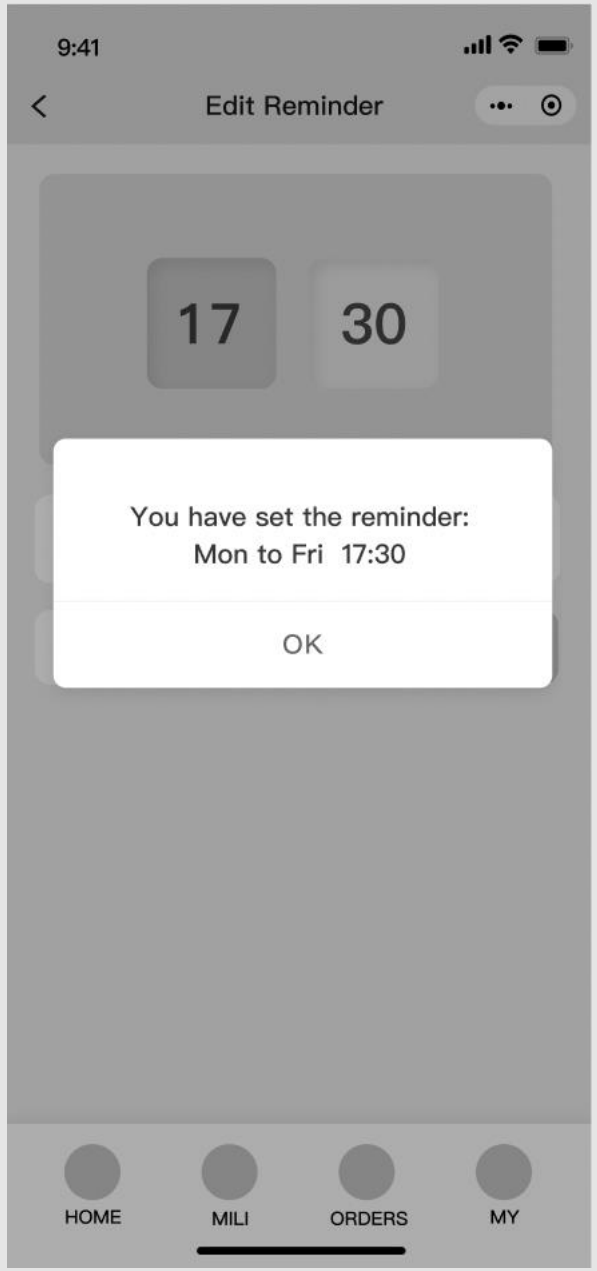


- Edit time: you can swipe up and down or type the time directly (24-hour system), the hour/minute being set is automatically highlighted
- Repeat: Monday to Friday, weekdays (skipping holidays), once only and custom

Design

2. Order reminder

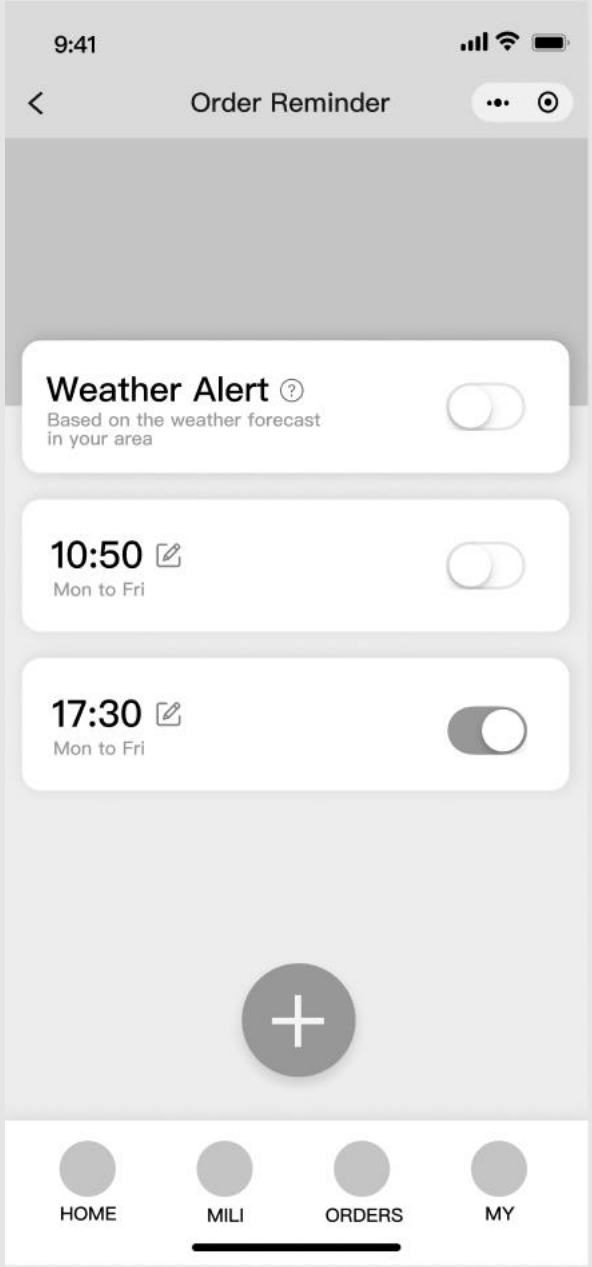




- Cancel/Save: select Cancel to jump to the previous screen (page 2.2), select Save, receive a request from the platform to send a reminder message, click Allow to display the Settings Success pop-up (repeat period + time)

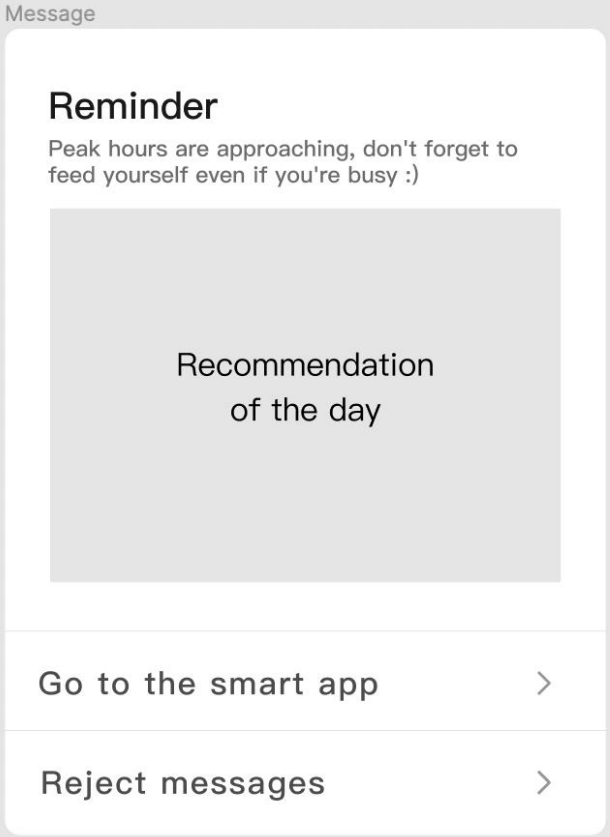
Design

2. Order reminder



Page 2.4
Reminders

Page 2.5 Message



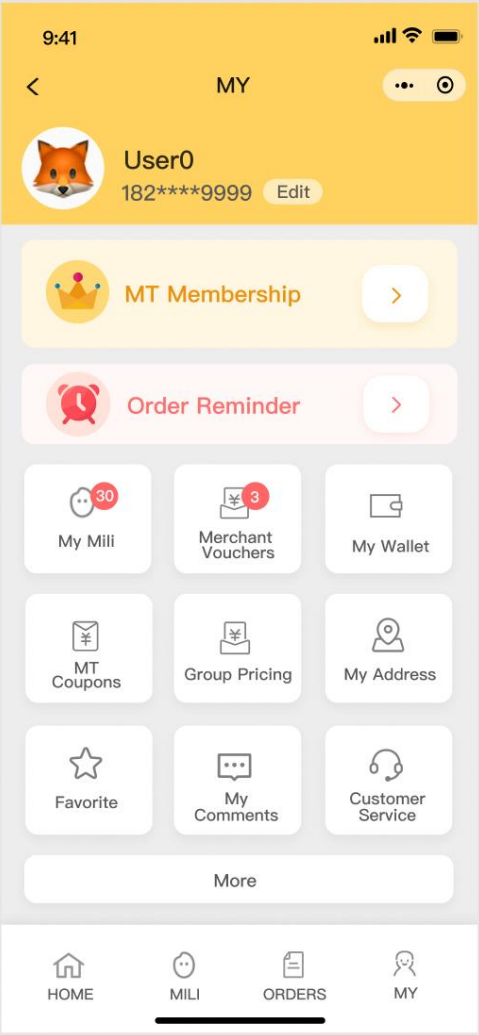
The alarm clock is turned on by default after setting

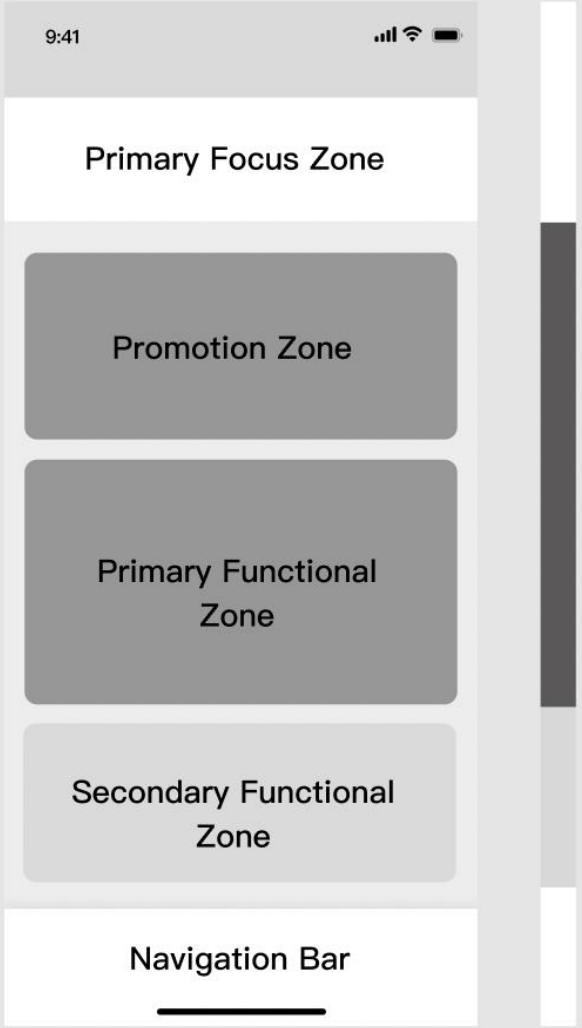
Depending on the time set by the user, the system will push an alert message via WeChat

Page elements.
Order reminder and description text
Cover: Today's recommendations / nearby hot deals, users click on the image to automatically enter the corresponding position of 'nearby businesses' on the home page
Enter the small program to view: click to enter the default home page
Reject message: users can set a rejection reminder

Design

3. My profile





Difficult to operate

Visual center
+
Easy to operate

Easy to operate

Difficult to operate

BAIDU MAP

Voice guidance

Voice pack feature updating

Introduction

By the end of 2021, The total number of users of intelligent voice assistant exceeds 500 million. Personalized voice pack has reached 200 million daily broadcasts, over 150 million downloads and 5.5 million recordings
Among them, the voice package of Shen Teng, the spokesperson exclusively on Baidu Maps, is also the user's favorite voice package:
“There is no shortcut to success, but I have", "As far as our relationship is, although it's not good, I can't let you make detours.” …

Problem

Baidu map has more than 200 navigation voice packages, but many users reported that the process of selecting the voice package is tedious, and some users simply do not bother to select the voice package.
There are many voice packs that cost a lot of money to develop and are rarely even clicked on by users.

Market Research + Comparative Analysis

The current pattern of China's mobile map market has stabilized, with a basic twin pattern of Gode Map and Baidu Map competing for market share. Baidu Maps had a penetration rate of 71.3% and topped the list with 559 million active users; Gaode Map ranked second with 557 million active users, with a penetration rate of 67.2%

Product Positioning

Gaode Map
高德地图

Gaode Map, with the help of artificial intelligence technology, further deepens the Internet + travel, trying to build a travel ecosystem

Baidu Map
百度地图

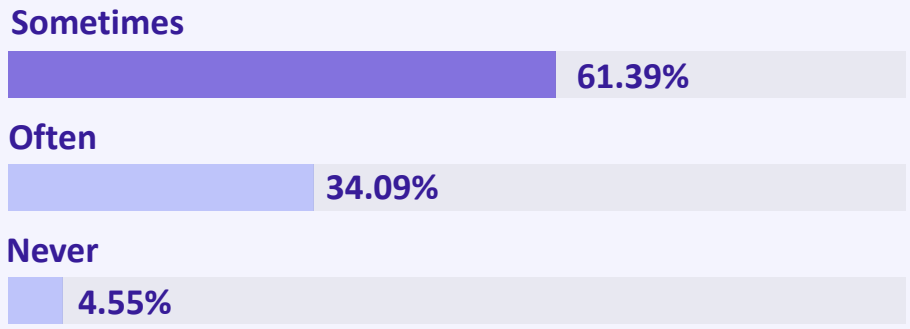
Baidu Map, too, highly depends on artificial intelligence technology to further develop its service products.
At the same time, Baidu Map trying to develop new features to attract younger user group

Market Research + Comparative Analysis

	Gaode Map 高德地图	Baidu Map 百度地图
User Group	Users are mainly concentrated in the 20-39 age group, accounting for 52.71% of the total user group	Users are mainly concentrated in the 20-39 age group, accounting for 69% of the total user group Baidu Map has a higher proportion of users below 29
Voice Pack	Pros: Having many voice packs of popular stars, multiple versions of each star to choose from, more elaborate voice production and high level of personalization Cons: limited choices, smaller amount of voice packs	Pros: Has the voice packs of almost all popular celebrities, giving users a wide range of choices Cons: relatively poorly crafted voice packs; too many voice packs, difficult for users to choose

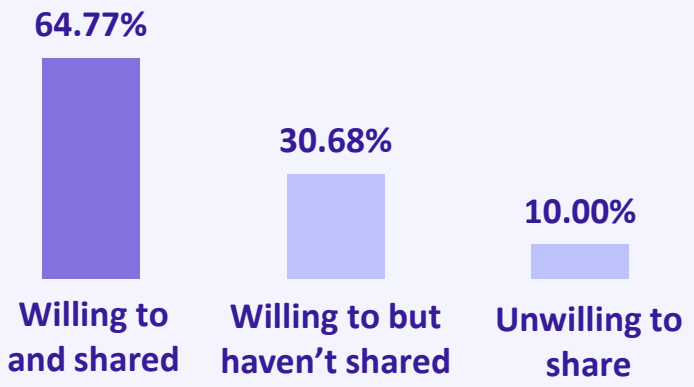
User Research

Frequency of using Baidu Maps voice packs

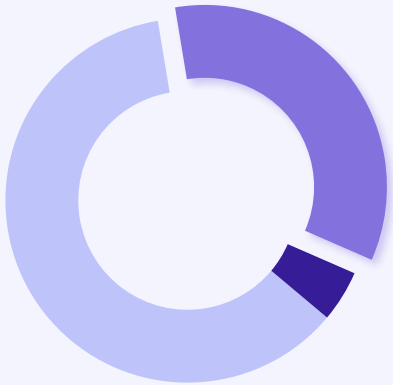


More than 90% of respondents would actively change voice packs

Sharing of voice packs



Time required to select a voice pack



More than 34% of respondents stay on the selection page less than 1 minute

Comments on voice pack

The majority of users (98.86%, 94.32%) think that there are some inconveniences in finding a voice pack, mainly due to the large number and the chaotic classification

User Research: Conclusion

Frequency of using Baidu Maps voice packs

- More than 90% of respondents would actively change voice packs
- Huge demand of voice pack function

Time required to select a voice pack

- More than 34% of respondents stay on the selection page less than 1 minute
- Users make quick decisions, we should therefore focus on the efficiency of selection

Comments on voice pack

- The majority of users (98.86%, 94.32%) think that there are some inconveniences in finding a voice pack they want , mainly due to the large number and the chaotic classification

Sharing of voice packs

- 64% of users have already shared voice packs they found interesting, and over 90% have the will to share, the problem can be the lack of motivation to share

  In terms of feedback after sharing, 40% of users did not receive positive feedback, which may be related to the relatively single form and content of sharing

Boost the process of selection

- Improve the way of classification?
- Help users with selection?

Encourage users to share

- Motivation (monetary / non-monetary)
- Quality of content

User Portrait

Kate

Employee, 35

Demand

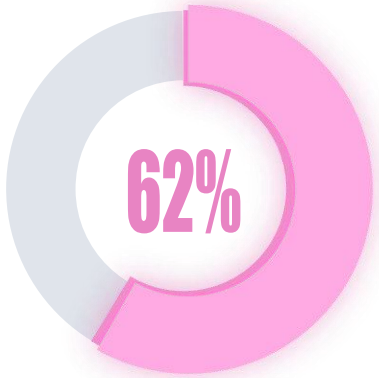
- Fun
- Diversity
- Convenience

" I would like more voice packs and have them changed automatically every time "

Personality

Kate is an employee of a firm located in the city center. Everyday it takes her about 30 minutes to drive from home to office. She uses voice pack during driving quite often but she seldom change the voice pack manually. She is open to new things.

Market Share



User Portrait

Robert

Student, 24

Demand

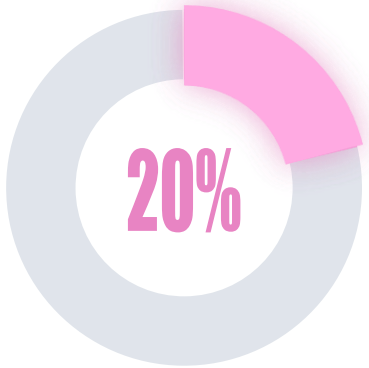
- Fun
- Diversity
- Convenience

"I love A's voice pack so much, and it would be wonderful if they let B record one too."

Personality

He is a university student and has just got his driving licence and a new car.
He uses A's voice pack every time because he is an enthusiastic fan of that celebrity.
He would also like to have B's voice pack.

Market Share



Objective

Optimize the voice pack selection process, shorten user decision time, and develop new features for voice packs to increase interactivity and fun, improve user experience, and increase the number of daily active users and retention rate of Baidu Maps

	Demand	Priority
1	Quicker selection of voice pack	High
2	Encourage users to share	High
3	Increase the fun level of voice packs	Medium
4	Increase exposure of less popular packs	Medium
5	More options, develop new packs	Low

Idea

Blind Box

Aug 10th
Guess what's inside?

OPEN

CHANGE

Get Lucky Voice Today

Apply | Save

Share with Friends

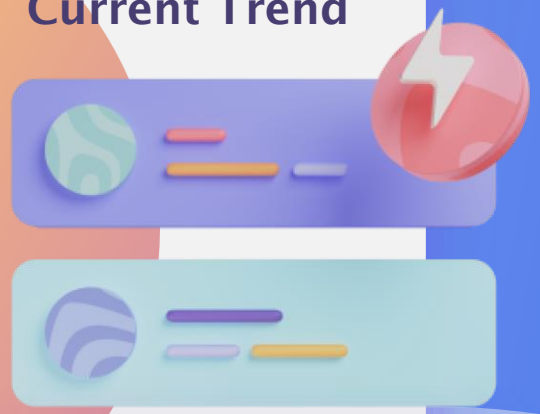
(YY/MM/DD)
Aug 10th , 2021 Edit

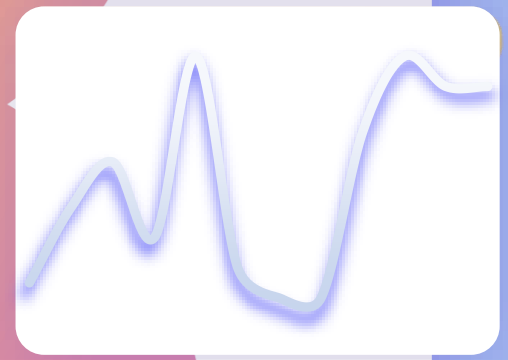
Share

Copy Link

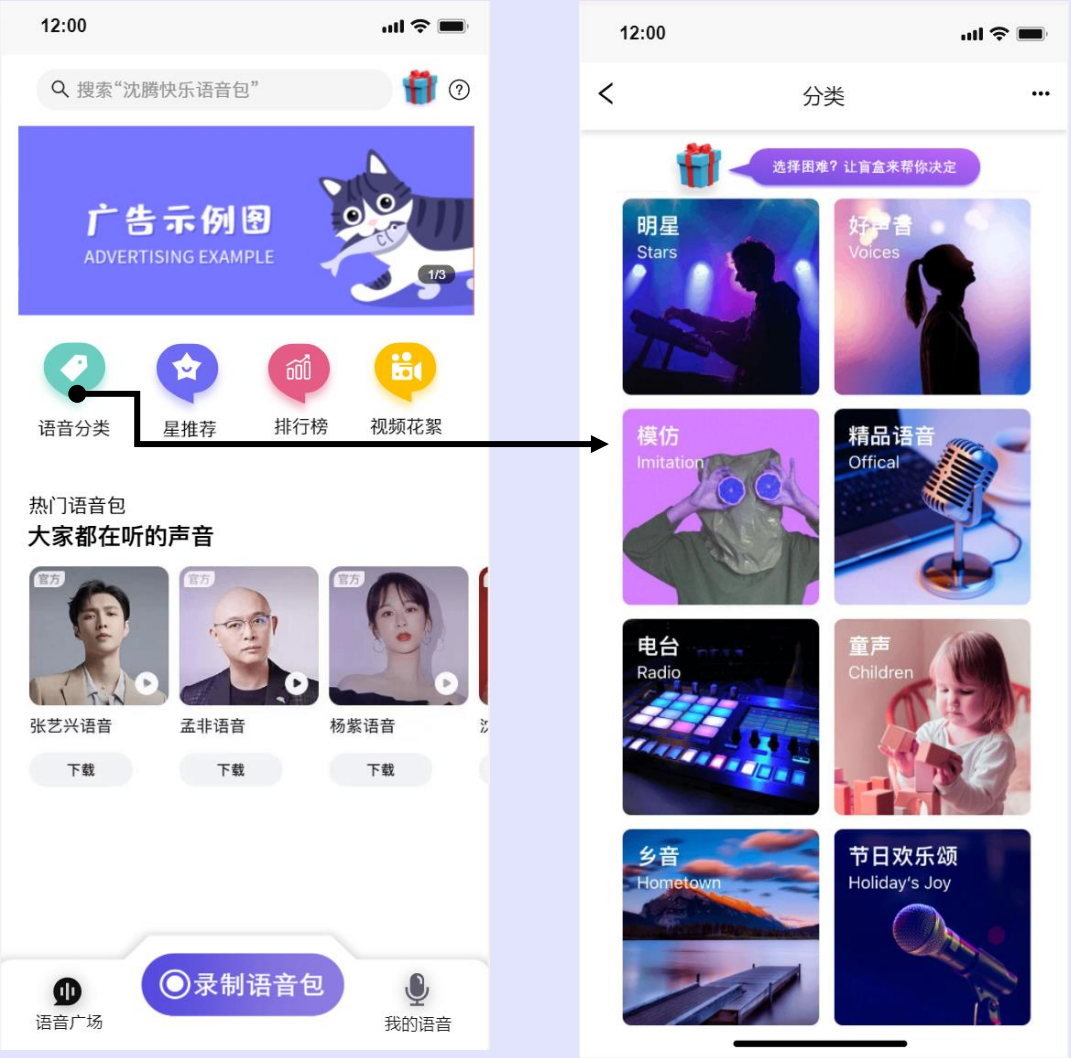
Save Image

Keep with Current Trend





Design



ENTRANCE

Entrance 1.

Click on the Blind Box button in the Voice Square to jump to the Blind Box Extraction screen (page 1.1)

Entrance 2.

Voice Square - Voice Category - Blind Box, jump to the blind box drawing page (page 1.1)

Exception handling

- The blind box button is not found after entering the voice square or voice category: the app may not be updated in time
- No extraction interface after clicking on the blind box button: it may be due to network loading problem or the process has been aborted unexpectedly and an error page has popped up

Design

PAGE 1.1 Blind Box Drawing

Function Overview

- From the entrance to the blind box page, the user can directly draw the default blind box or change to the desired blind box and draw again

Page elements

- Blind box mapping: user shakes the phone and the box vibrates gravity-sensitive; several alternative styles, the original box switches smoothly to the new box after the user clicks "change"

- Text: date updates with the network, formatted as "MM month dd day, week X"

- "Change" button: when clicked, the original box switches horizontally and smoothly to the new box, three chances in total, when used up the "Change" button text changes to "Today's chances are running out" and (grey non-interactive state)

- "That's it!" button: click on it to trigger the box opening animation and go directly to the next page (the blind box results display)

Algorithm description

Probability of a single blind box being drawn = base probability + coldness index + promotion index

- Basic probability: the probability of being drawn once without putting back all the voice packs (1/242)

- Cold index: for voice packs that have been set outside the top 30 in the last 30 days, the probability increases by 0.01% for every 30 names

- Promotion index: according to the operation/marketing demand for individual voice pack promotion, the total increase will not exceed 0.1%

Design

PAGE 1.2 Blind Box Display

Function overview

- After completing the extraction action on the extraction page, the user will be automatically redirected to the blind box display page to get the lucky text and lucky voice of the day, and the user can choose to try, set, add to the casual list and share

Elements：

Box pattern: determined by the box skin selected by the user on the previous page

Lucky text: a combination of two types of material from the library, refreshed each time it is opened.

Description of the library: incorporates trendy internet vocabulary, promotes positive and quality values while allowing for a little "mourning”

Lucky Voice:

Tip: Only - % of people will win this voice pack

Try it out (click the play button on the voice pack sticker)

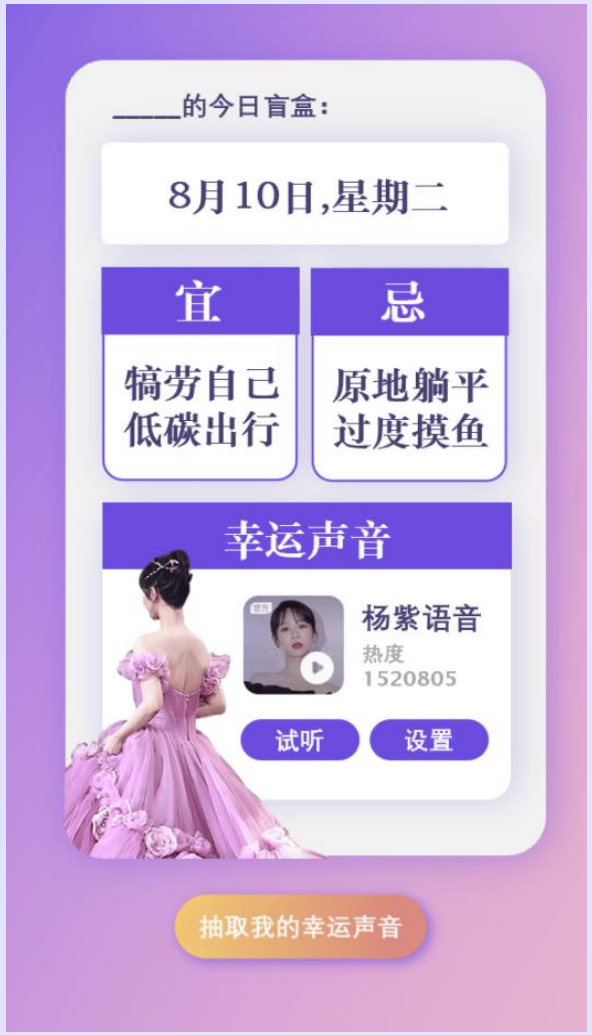
Voice pack setup: Download the voice pack and set it up, at this point the voice pack data is added to "My voice pack". When the settings are complete, the text on the button says "set".

Change as you like: add "Voice pack change as you like" list, click on it and the text of the button will show "View", the user will jump to the "Voice pack change as you like interface" after clicking on it

Share: Generate an h5 poster, the "Share to" interface will pop up at the bottom, users can choose to share it to WeChat, Weibo, qq and other social platforms, the platforms with logged in accounts will directly jump to the corresponding link publishing interface, the platforms without logging in will jump to the login interface, the platforms without detection will jump to the download interface

Design

PAGE 1.2 Blind Box Sharing



Function overview

- The user clicks "Share" on the blind box display page, which automatically brings up a preview page for sharing (as well as a page for the person being shared to see after opening the link), where the person being shared can try out and set up a voice pack, as well as draw their own blind box

Page elements

- Display of the sharer's nickname
- Daymark: same as the previous page
- Lucky voice of the day
- Add celebrity portrait design + popularity data: stimulate the desire to share and improve the aesthetics of the sharing page

The shared

- Click to audition: play voice pack audition clip
- Click on Settings: Jump to the corresponding interface of Baidu Maps app to set up, if not installed, the installation request will pop up. If the settings are successful, the data will be recorded in "My Voice Pack" and can be accessed via
- Click on "Extract": jump to the corresponding interface of Baidu Maps app, if it is not installed, the installation request will pop up.

Design

PAGE 2.1 Profile

PAGE 2.2 Random Switch

PAGE 2.3 Importing

Function overview

- On the "My Voices" page, click on the "Voice Packs on Demand" tab to enter the "Voice Packs on Demand" page, where you can import voice packs drawn from the Blind Box

Page elements

Page 2.1 - Page 2.2.

- When the user is logged in, they can open the Voice Packs on Demand function and choose to import voice packs extracted from the Blind Box. If you are not logged in, you will be redirected to the login screen.

Page 2.3

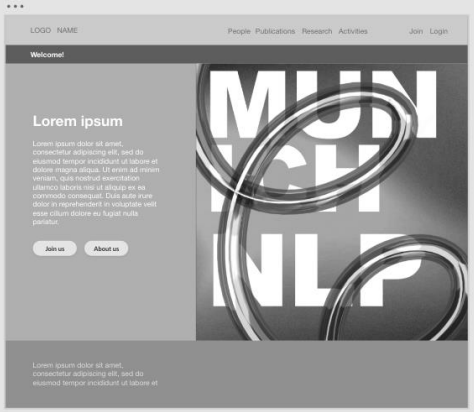
- Cover image: image of the blind box + gradient dark mask + white text "Blind box I drew"
- Showing the total number of packages drawn, eliminating duplicate packages and sorting them in descending order of time drawn
- The default is to select all, the user can unselect them by clicking on the selection box again, click on "Add to the list" to add the selected voice pack to the list
- If the newly added voice pack is duplicated with an existing voice pack in the list, it will be de-duplicated automatically

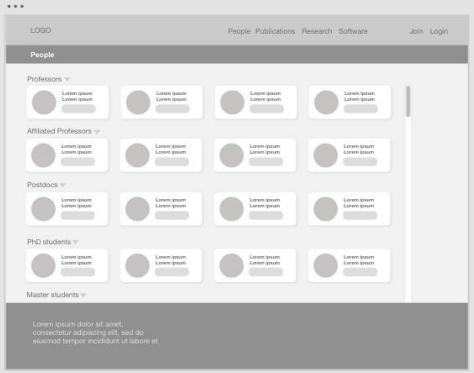
WEB DESIGN

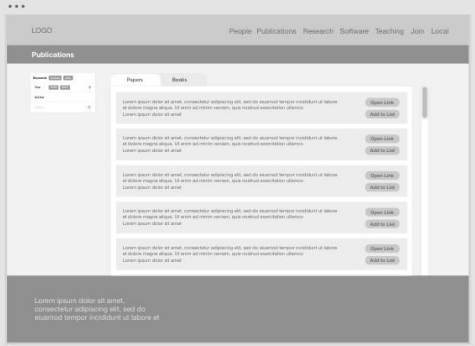
MunichNLP is a club for natural language processing enthusiasts founded by LMU students and is open to all those interested in NLP in Munich.
The main function of this page is to introduce the organization, recruit new people and post research blogs

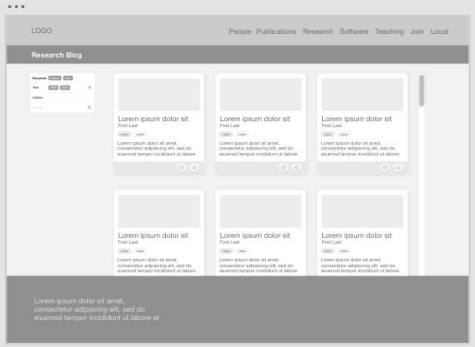
WEB DESIGN

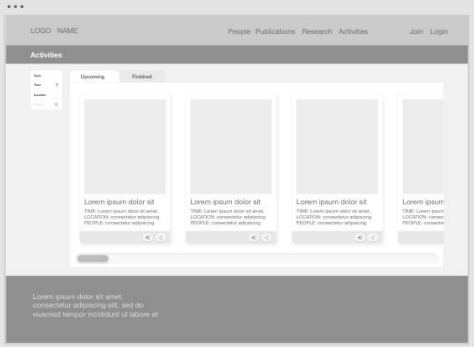
Flow 1

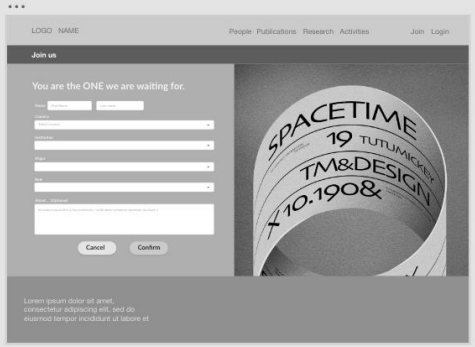


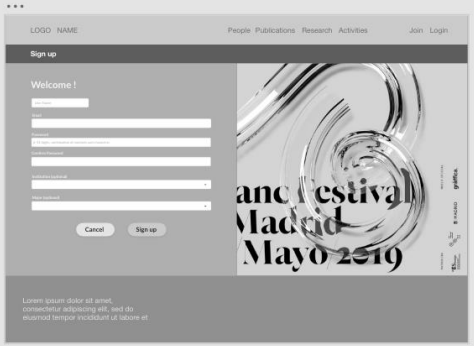












LOGO DESIGN

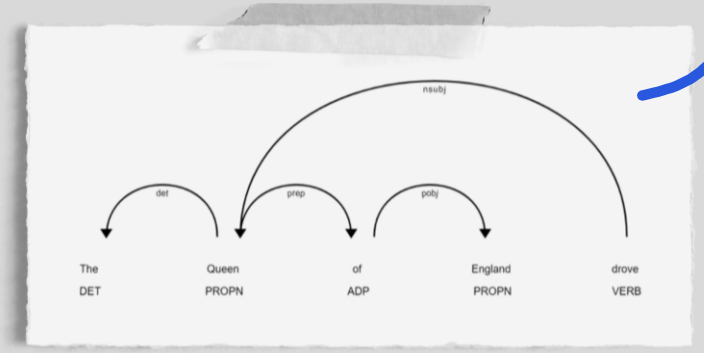
Brezel

Brezel is a type of baked bread made
from dough that is commonly shaped into a knot
and is a typical food in Munich

Munich

2f62fa
RGB: (47,98,250)

Rational,
Fast,
Reliable,
Innovative,
Advanced



Parse Trees

Parse trees are a way of visualizing hierarchy
explicitly. Lots of natural language processing
(NLP) involved parsing sentences into such
graphs and fiddling with them

MUNICH
NLP
Anna
01522****484
MUNICH NLP
MUNICH NLP
MUNICH NLP
MUNICH NLP

Design

MUN
ICH
NLP
Natural Language Processing
Ludwigstr, 80339
By PuppyCookie
15/05/2022
All rights reserved.
Sed ut perspiciatis, unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam eaque ipsa, quae ab illo inventore veritatis et quasi architecto beatae vitae neque porro quisquam est
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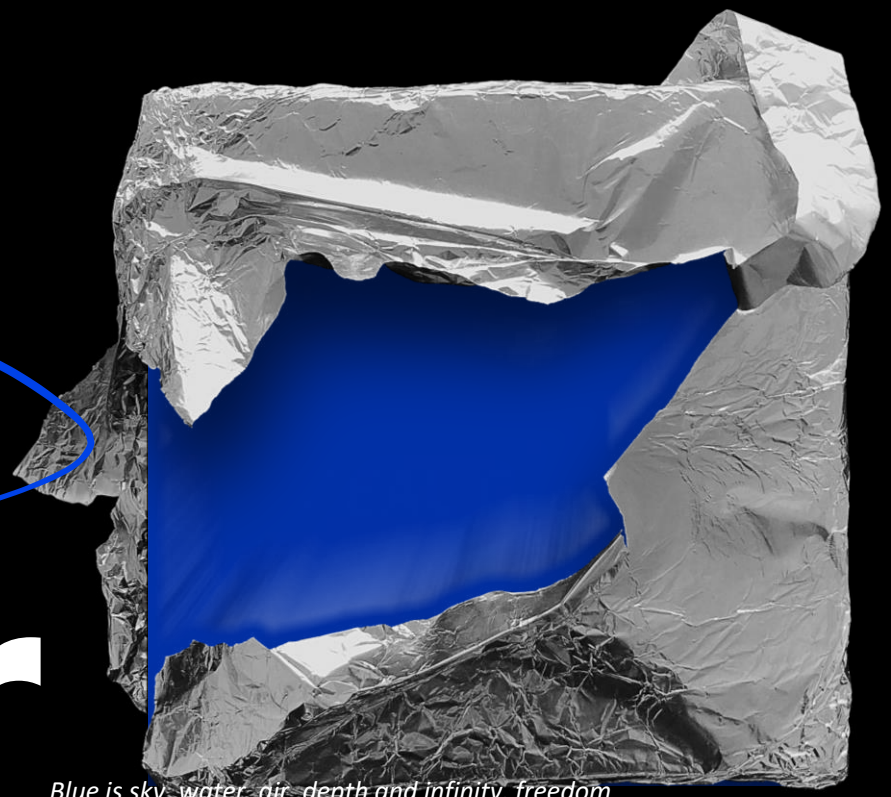
BERT &
Pre-training of Deep Bidirectional Transformers for Language Understanding
{GPT2}
Language Models Are Unsupervised Multitask Learners
Generalized Autoregressive Pretraining for Language Understanding
|XLNet
TOP MODELS | 2021
RoBERTa
A Robustly Optimized BERT Pretraining Approach
& ALBERT
A Lite BERT for Self-supervised Learning of Language Representations
TS
Exploring the Limits of Transfer Learning with a Unified Text-to-Text Transformer
{
BY MUNICH NLP

One More Color



Blue is sky, water, air, depth and infinity, freedom and life. Blue is the most essential color of the universe

IKB
International
Klein Blue

CONTENTS

Blue is sky, water, air, depth and infinity, freedom and life. Blue is the most essential color of the universe

01 **History**
The history of Klein Blue and its creator

02 **Art**
Introduction to the famous art works in IKB

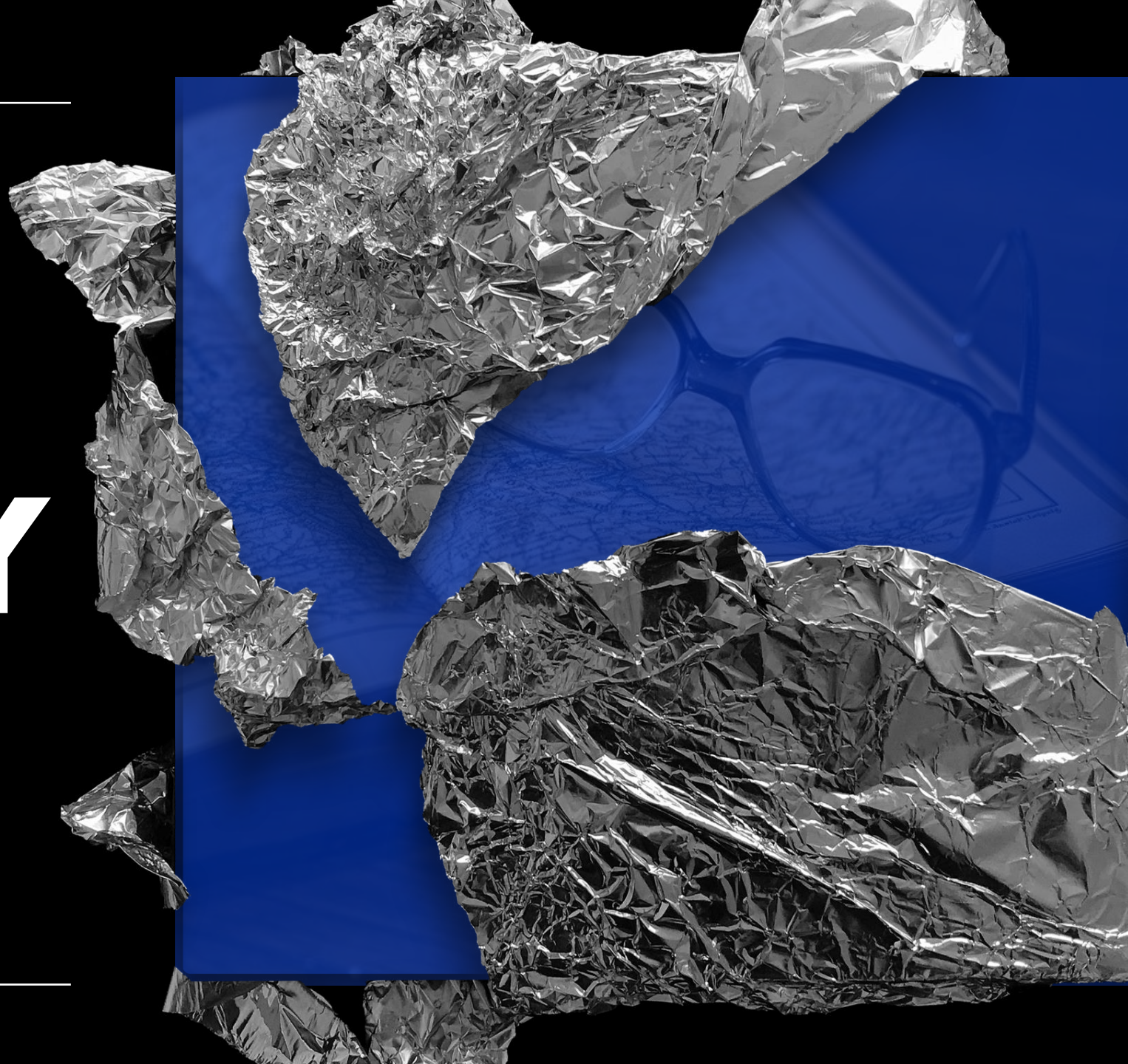
03 **Influence**
The influences of IKB in art history

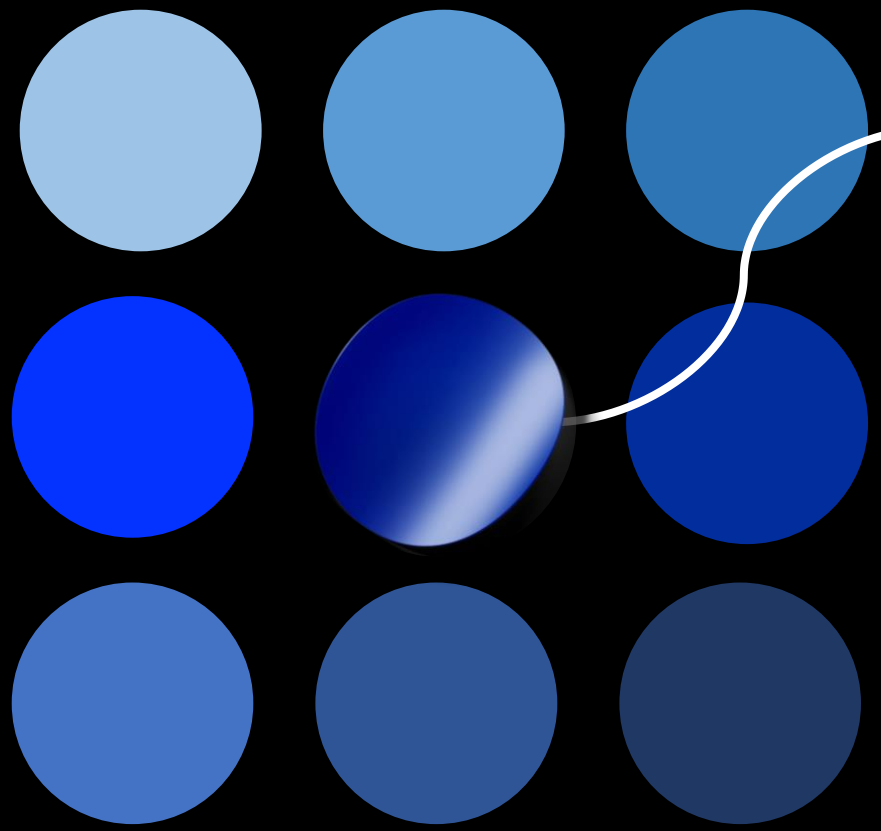
04 **Application**
IKB and our daily life

IKB
International
Klein Blue

1 ONE HISTORY

'' Blue is sky, water, air, depth and infinity, freedom and life. Blue is the most essential color of the universe''





International Klein Blue

##002FA7
RGB(0,47,167)
CMYK(98,84,0,0)
HSV(223.,100%,65%)

Since 1957
By Yves Klein

History

Yves Klein only lived for 34 years, but he covered everything in his short life with blue.
In order to bring his spirit closer to the “blue” to which he had aspired since the age of nineteen, he took up judo in 1947 and later achieved the fourth dan of yakuza in Japan, leaving many pictures of himself rising up in the air as a further means of freeing himself physically from the material part of his being.
This is further proof of his physical freedom from the gravitational pull of the material part of his body to get closer to the "ideal blue".

IKB
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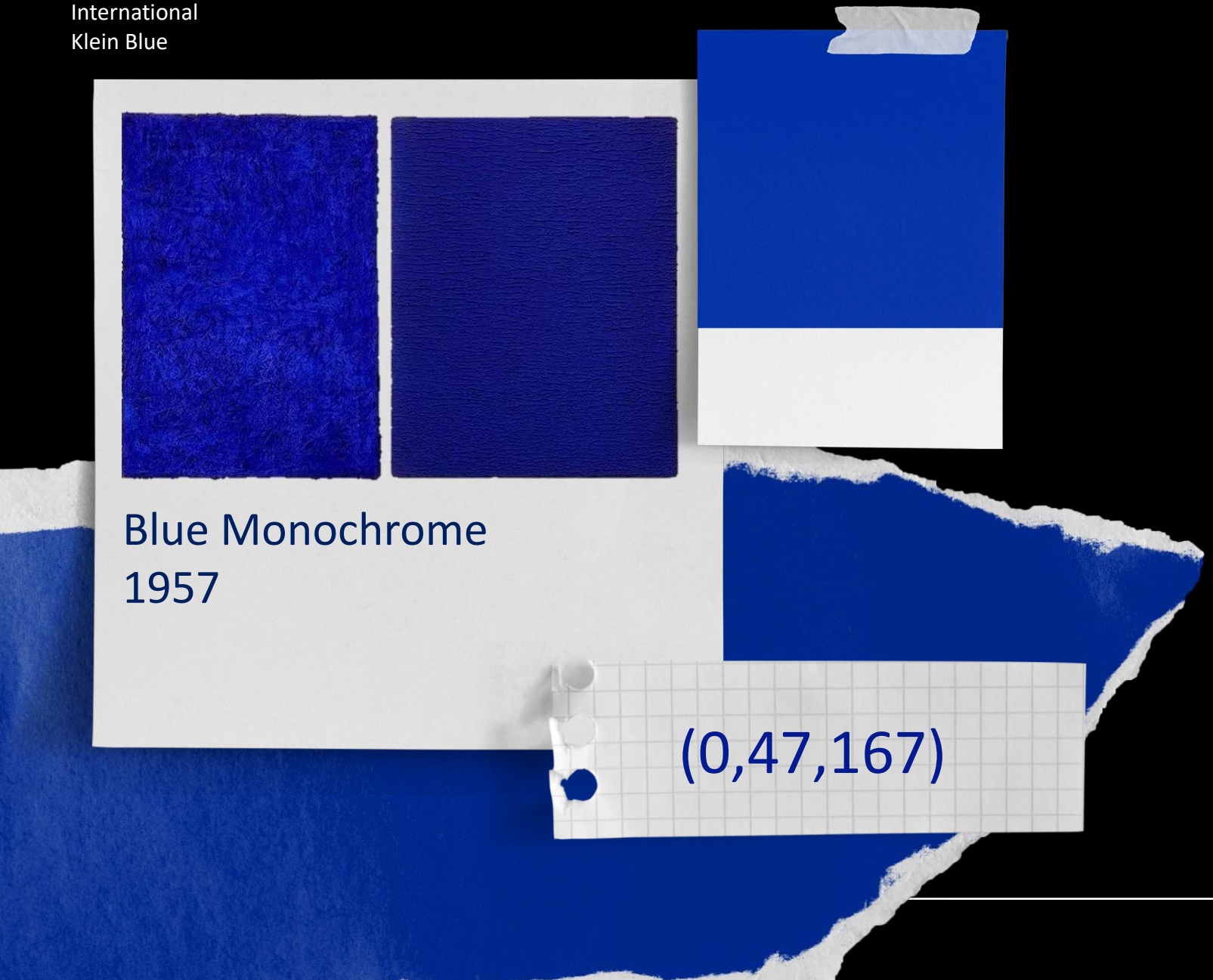
Klein Blue

History



The RGB value of “Klein Blue” is 0:47:167, but this clear figure in no way diminishes its appeal from the moment it appears. It is an ideal blue, an absolute blue, full of freedom and the unknown. It makes one enter the field of pure and empty absolute blue and get lost in it.

It is an ideal blue, an absolute blue. It makes one enter the field of pure and empty absolute blue and get lost in it.

History

Klein chose the ethereal space surrounding the planet, which he then proceeded to sign

With this famous symbolic gesture of signing the sky, Klein had foreseen, as in a reverie, the thrust of his art from that time onwards—a quest to reach the far side of the infinite

1928

Klein was born in Nice, in the Alpes-Maritimes department of France.
Klein received no formal training in art, but his parents exposed him to different styles.

1942

From 1942 to 1946, Klein studied at the École Nationale de la Marine Marchande and the École Nationale des Langues Orientales.

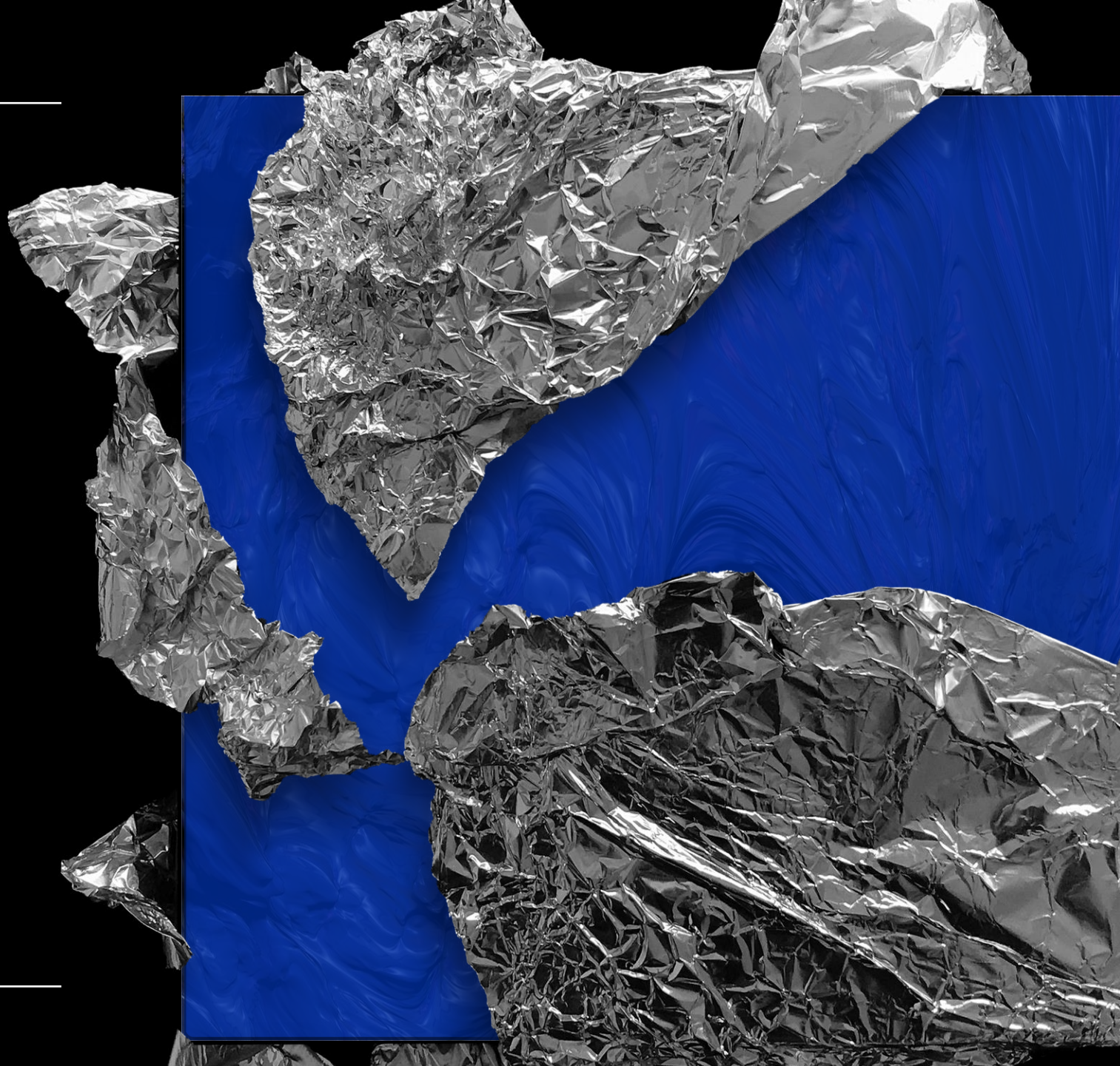
1948

In early 1948, Klein was exposed to Max Heindel's 1909 text The Rosicrucian Cosmo-Conception and pursued a membership with an American society dedicated to Rosicrucianism

IKB
International
Klein Blue

2 TWO ART.

" Blue is sky, water, air, depth and infinity, freedom and life. Blue is the most essential color of the universe"



Art

After exhibiting his blue series in Italy, he was met with unexpected success. Dino Buzzati, the "Kafka of Italy", wrote a newspaper article in his honor, and the acquisition of his paintings by Lucio Fontana, who was already a master, brought Klein international fame. By this time, it was ultramarine and technological advances that made Klein what he was, and it was Klein who made this blue.

Leap
Into the void

Artistic action by Yves Klein

5, rue Gentil-Bernard, Fontenay-aux-Roses,

France

The photograph is accompanied by the following text: "The monochrome man who is also champion of judo, black belt 4th dan, practices regularly dynamic levitation! (with or without a net, at the risk of his life).

More about leap into the void

I am the painter of space. I am not an abstract painter but, on the contrary, a figurative artist, and a realist. Let us be honest, to paint space, I must be in position, I must be in space.

-

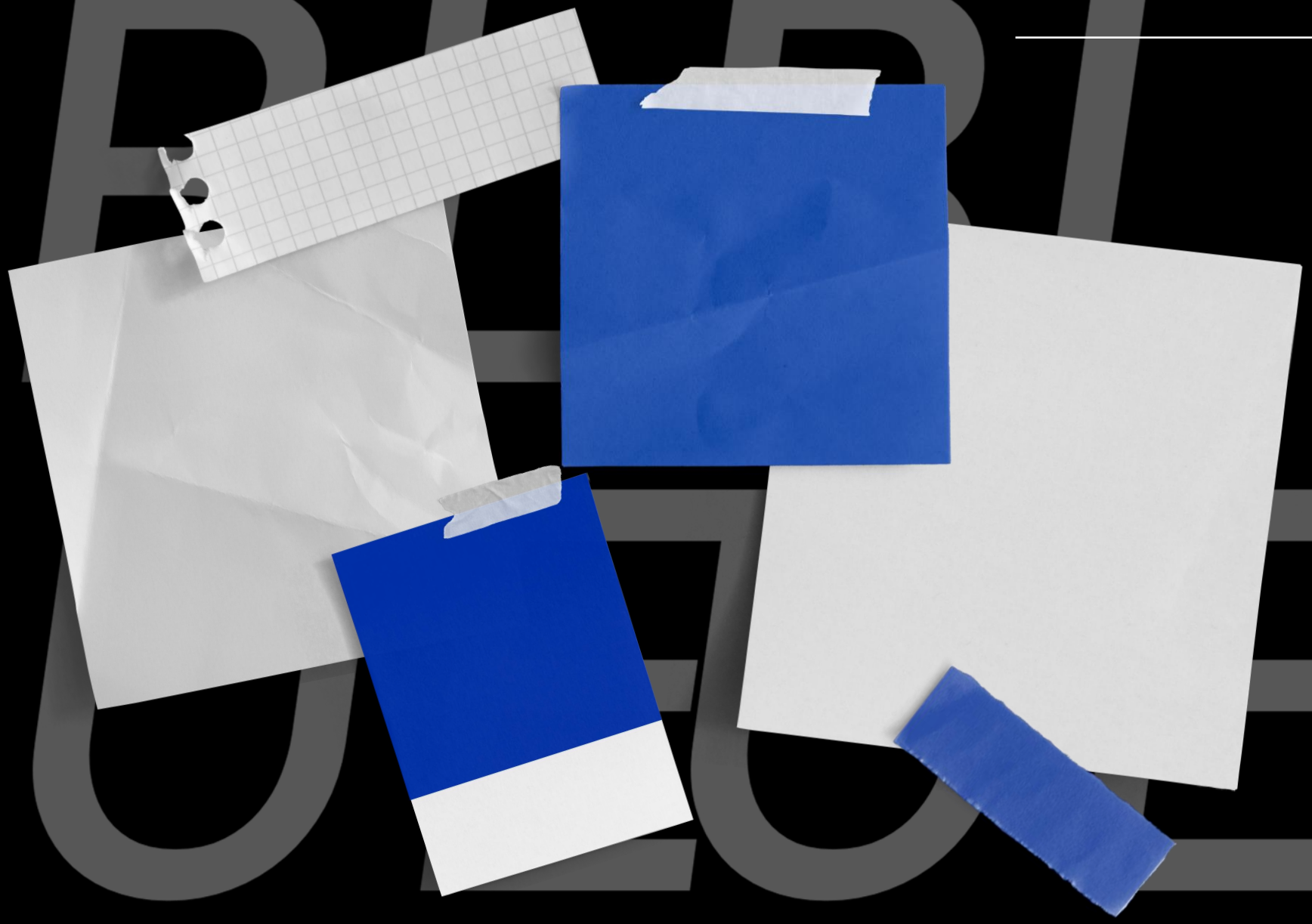
The jump takes place on October 19th 1960 in Fontenay-aux-Roses, in a street where a judo club had often welcomed him.

Yves Klein rises from a pillar at the entrance of a pavilion, his face turned to the sky, his arms crossed. Far from falling, the artist seems to take off.

IKB
International
Klein Blue

Multiples
Other works

He appropriated plaster casts of famous sculptures, such as the Winged Victory of Samothrace and the Venus de Milo, by painting them International Klein Blue; he painted a globe, 3D reliefs of areas of France and dowels which he hung from the ceiling as rain. He also stuck sponges to canvases and painted dinner plates. sk.



"To express this feeling, without explanation or words, can be perceived by the mind - I believe that this is the feeling that leads me to paint in monochrome."

Legacy

Legacy

Thomas McEvilley, in an essay submitted to Artforum in 1982, classified Klein as an early, though enigmatic, postmodernist artist.[26]
A sort of parody of Klein's Anthropometry performance is featured in the 1961 film Wise Guys (original title: Les Godelureaux) directed by Claude Chabrol.
The Yves Klein archive is housed in Phoenix, Arizona, where his widow Rotraut Klein-Moquay has a home.

2

Literature

In the William Gibson novel Zero History, fictional advertising mogul Hubertus Bigend wears a suit of IKB, because "it unsettles people."
The UK-based publisher Fitzcarraldo Editions has a distinctive, minimalist, typographic treatment for all its book covers. All fiction books are Yves Klein Blue with white type, while non-fiction are the reverse, white with blue type.

IKB
International
Klein Blue

Presented
By OfficePlus

2022/06/10