

**Anna Bang**  
**Design Portfolio**  
**June 2015 — October 2015**

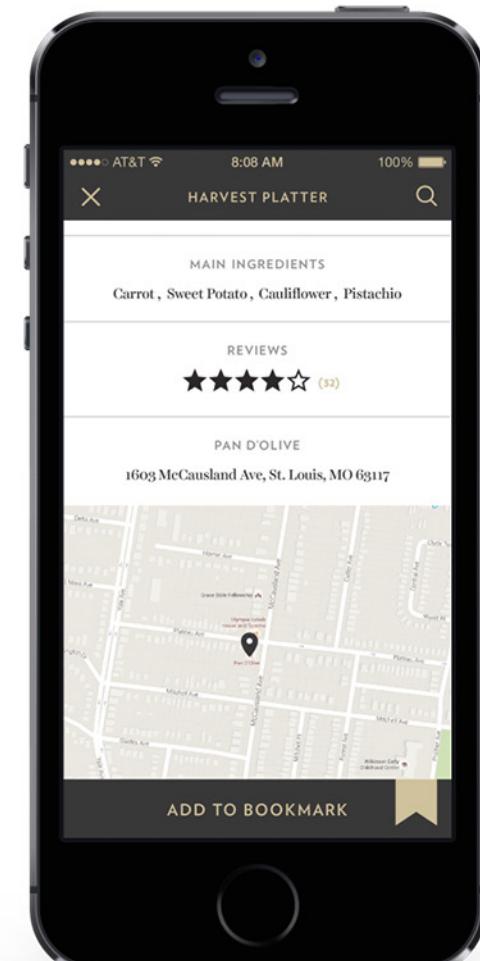
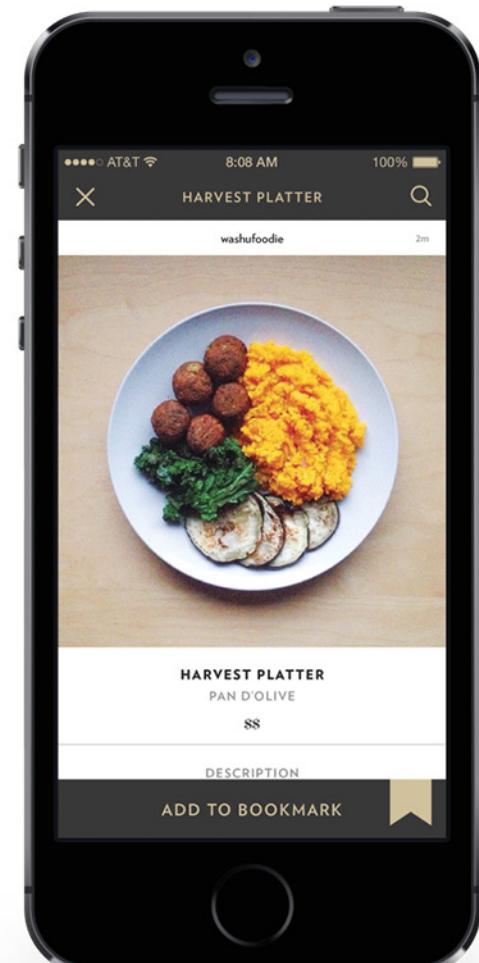
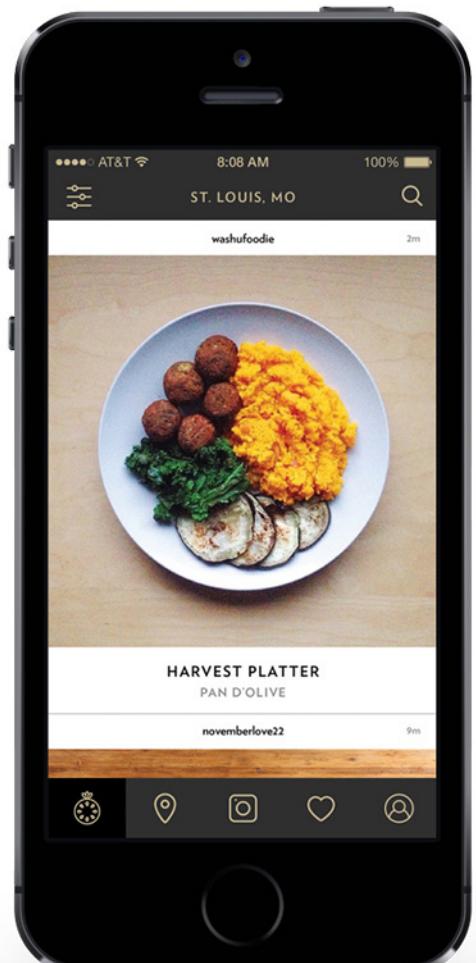
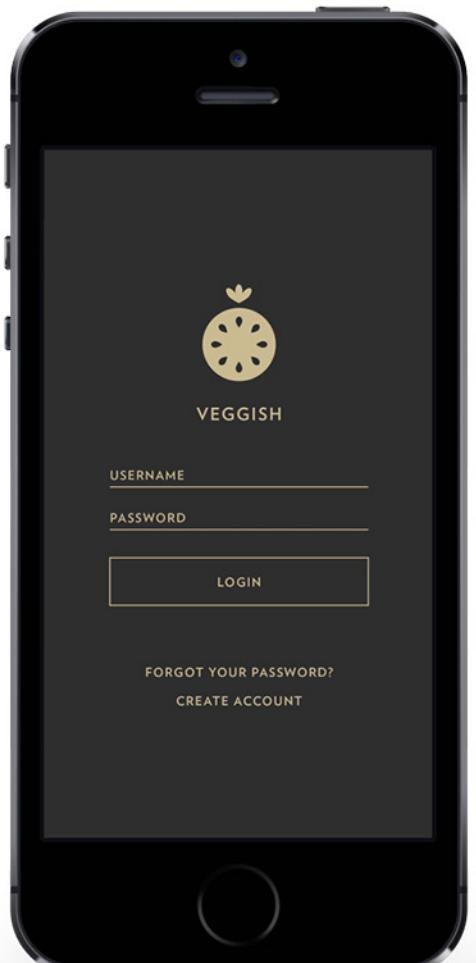
# Ventilation Evocation

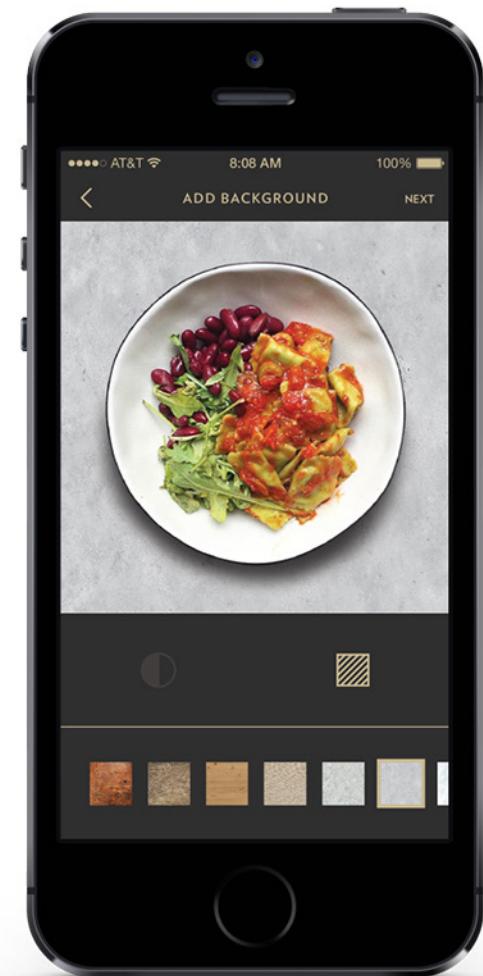
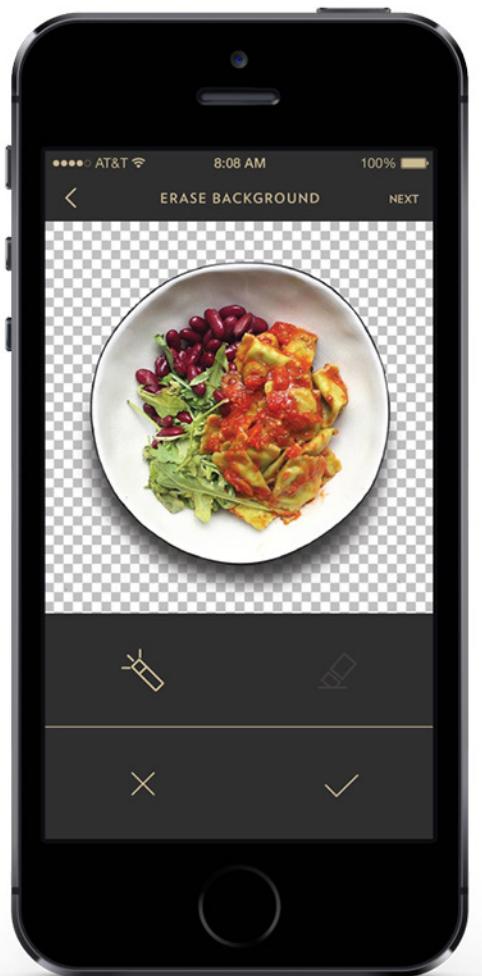
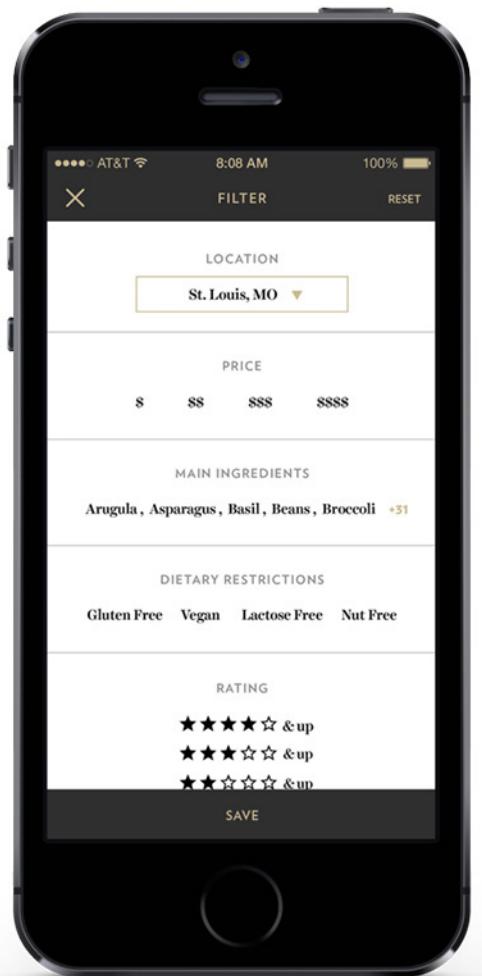
Gallery exhibition poster, 2015

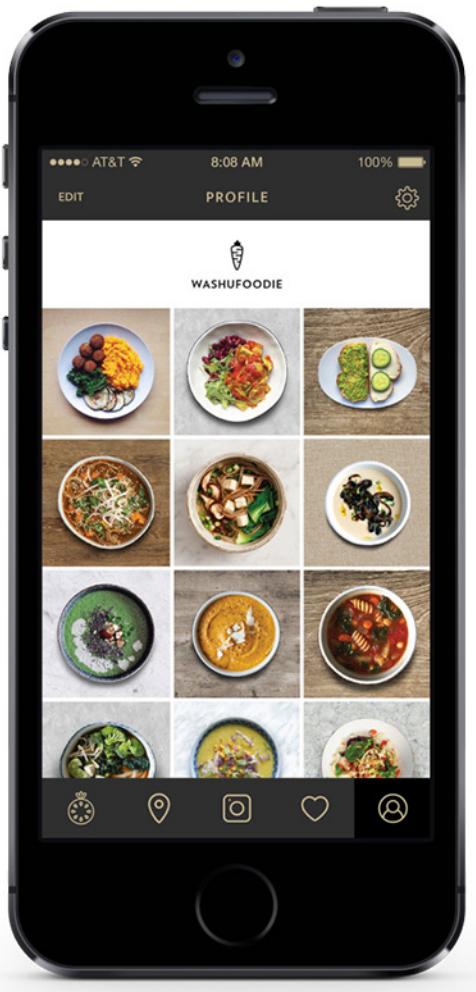
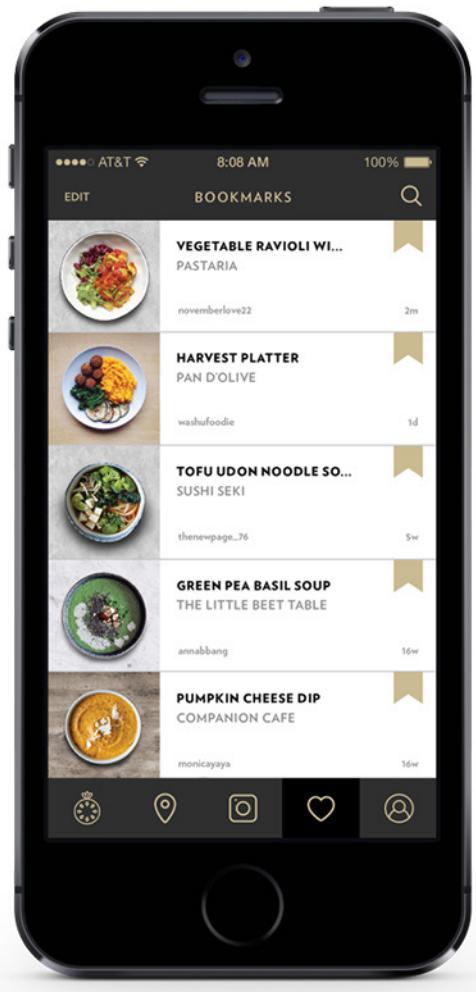
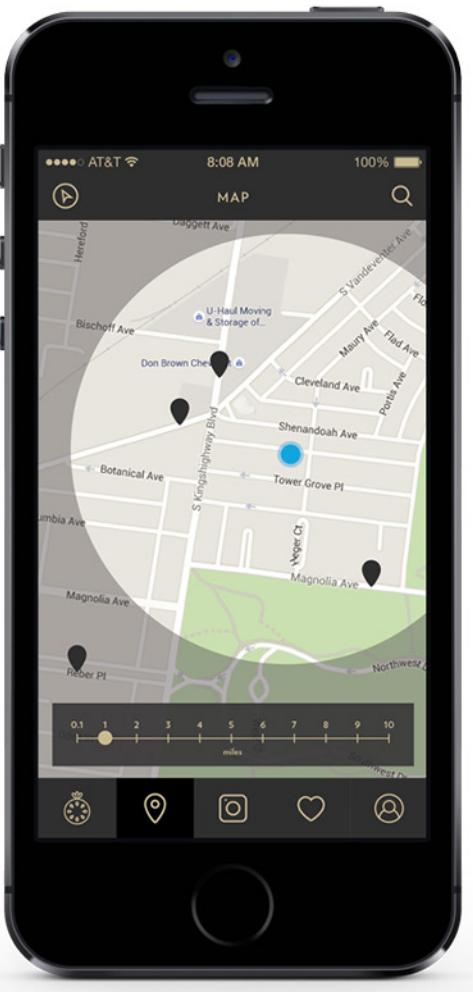


# Veggish

Mobile app, 2015







# A Better Way to Eat

Booklet, 2015

# A Better Way to Eat

A Freakonomics Podcast

Takeru Kobayashi doesn't like to think about hot dogs much right now because he is preparing to eat a very large pile of them. Not for pleasure. This is what he does for a living. In the world of competitive eating, as the sprot is known, Kobi is the biggest star that has ever been. It began back in Japan. He was a college student at the time, studying economics. A friends signed him up for a televised eating contest. [He] really was shocked because at that time [he] really didn't think [he] could eat that much more than the normal person. But he gave it a try, largely because of the prize money: \$5,000 for first place. It was a four-stage eating contest - starting with boiled potatoes and then a seafood bowl, Mongolian mutton barbecue, finishing up with noodles.

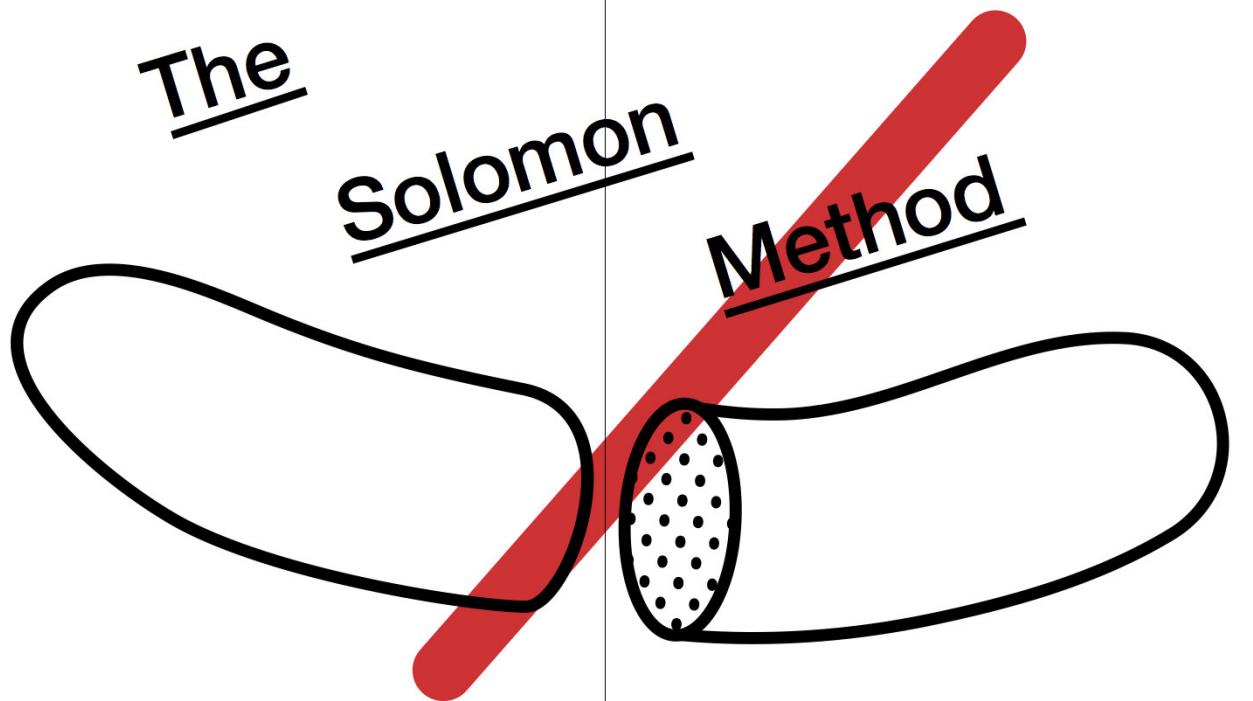
The World Cup of competitive eating is held every summer in New York City the Nathan's Famous Fourth of July International Hot Dog Eating Contest. At home in Japan, Kobayashi began to train for Coney Island. He took his training very seriously. He began a long series of experiments.

For instance: ripping the hot dog and bun in half, before eating it—a move that would come to be known as the Solmon Method. Also separating the sausage from the bun.

Nathan's annual hot dog eating contest is an international event. Champions from all over the world converging on Coney Island.

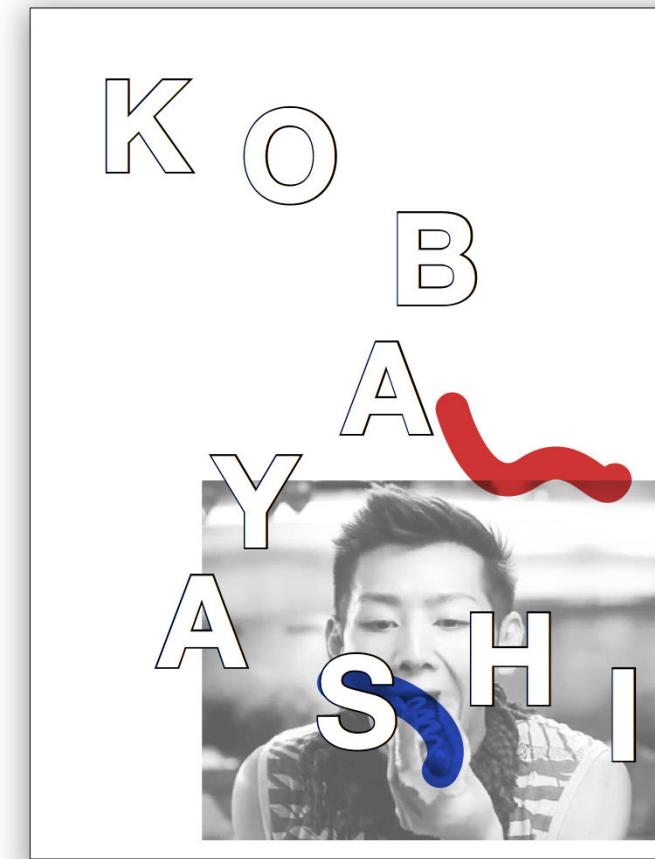
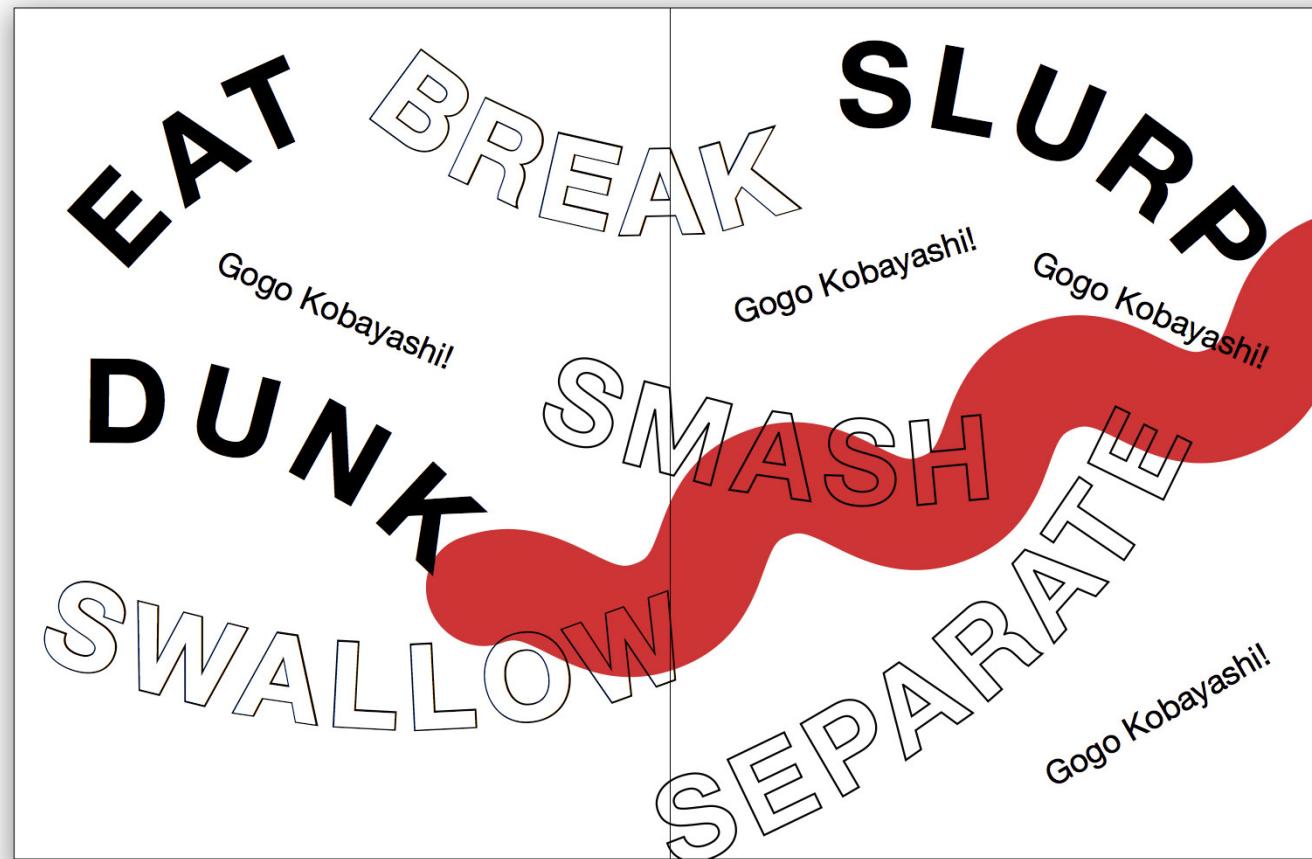
The contest has been going on for roughly four decades. The world record: 25-1/8 hot dogs and buns in 12 minutes. There aren't many rules. The competitors can have as much of whatever beverage they want. They can put condiments on the dogs.

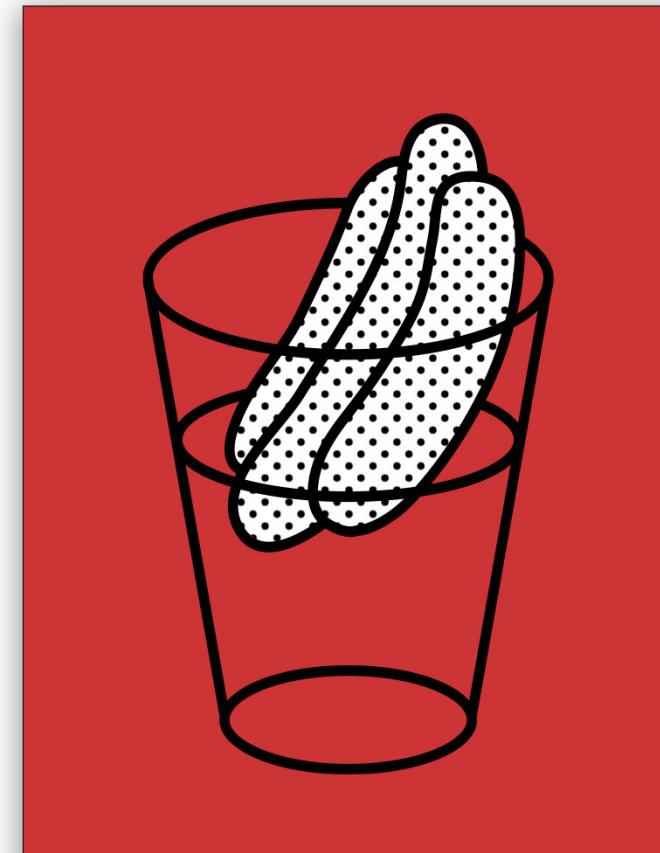
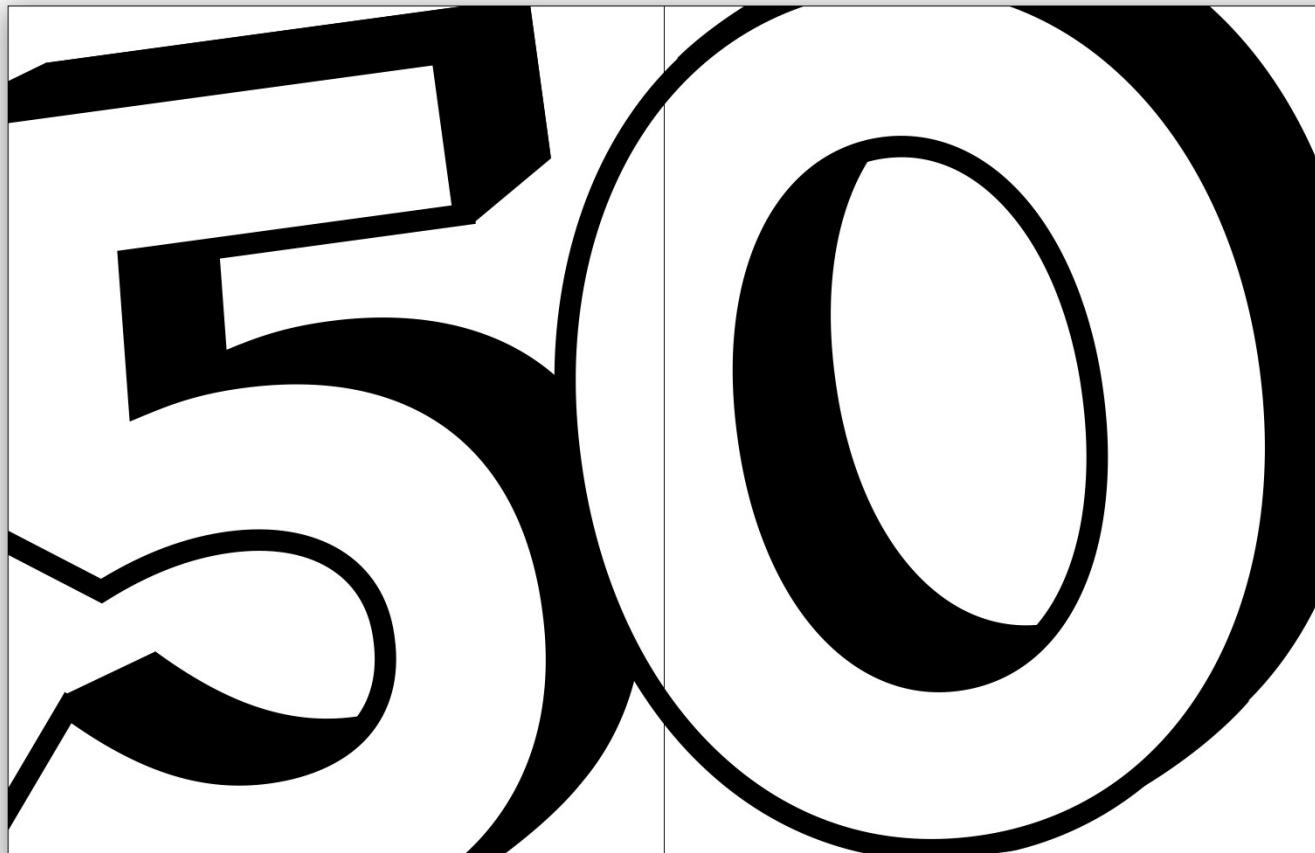
**It's July  
Four Two  
Thousand  
One. Kobi is  
twenty three  
years old. So  
the bell rings.  
WHAT DO  
YOU DO?**



The Americans just dropped their dogs in awe. The clear cut wiener: Kobayashi, who inhaled 50 hot dogs in 12 minutes. Shattering the world record. The kid is incredible. Total beating of the Americans. He was like a conveyor belt, he was just putting them in two at a time. I saw he was around 30 when I was at around 8. I took my shirt off, started waving the white flag. I can't believe it, a new world record. 50!

He won Coney Island six straight years. And a lot of other eating contests too: 106 tacos. 337 wings. We are setting a world record for the most grilled cheese sandwiches eaten in one minute. He took down an entire 12 inch pizza in one minute flat.



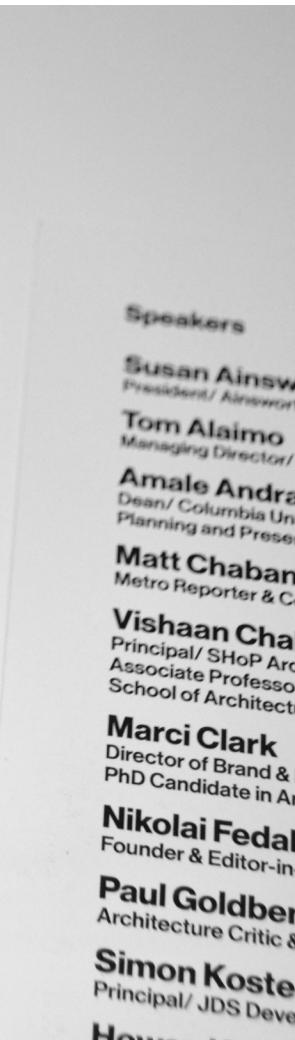
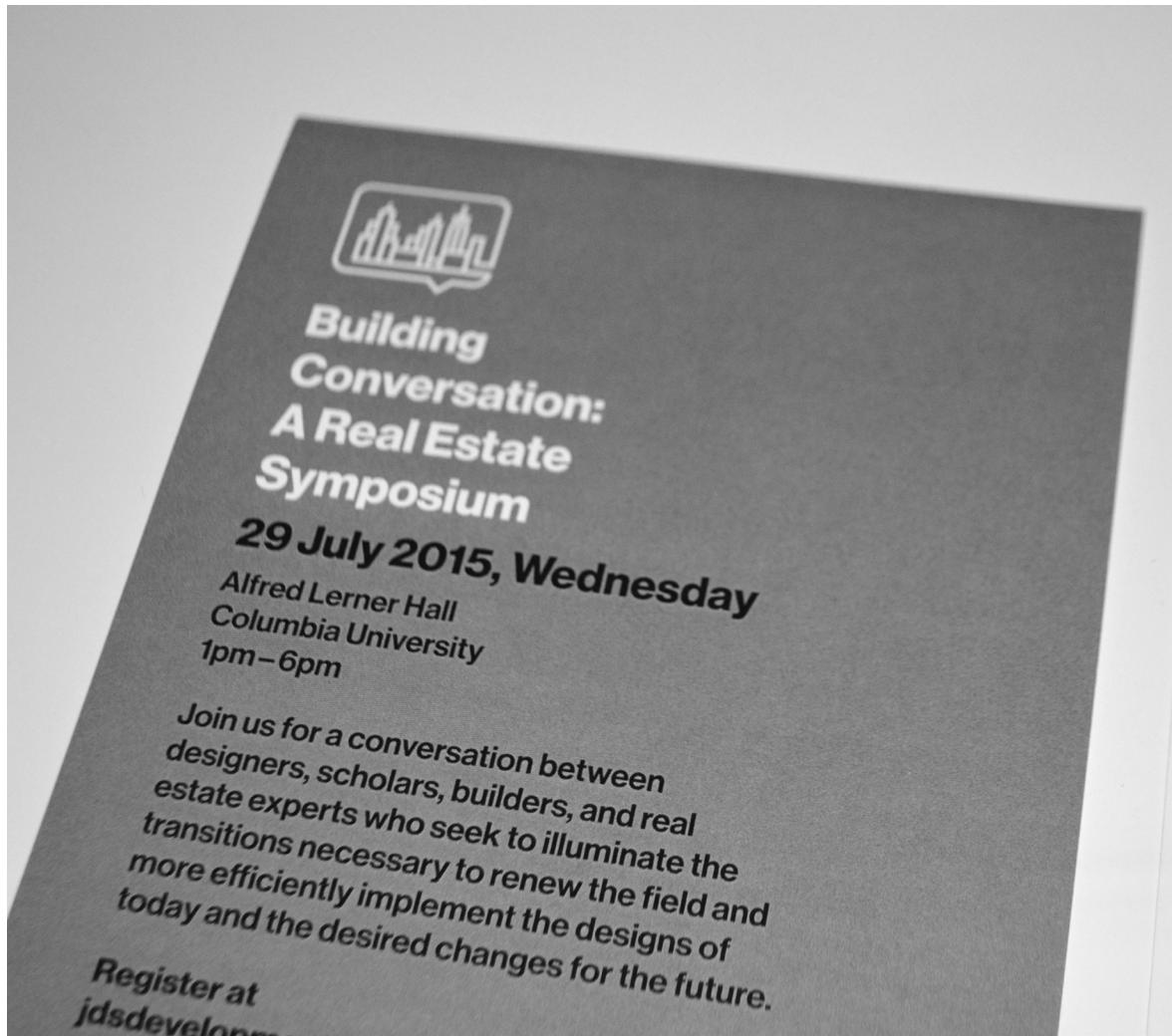


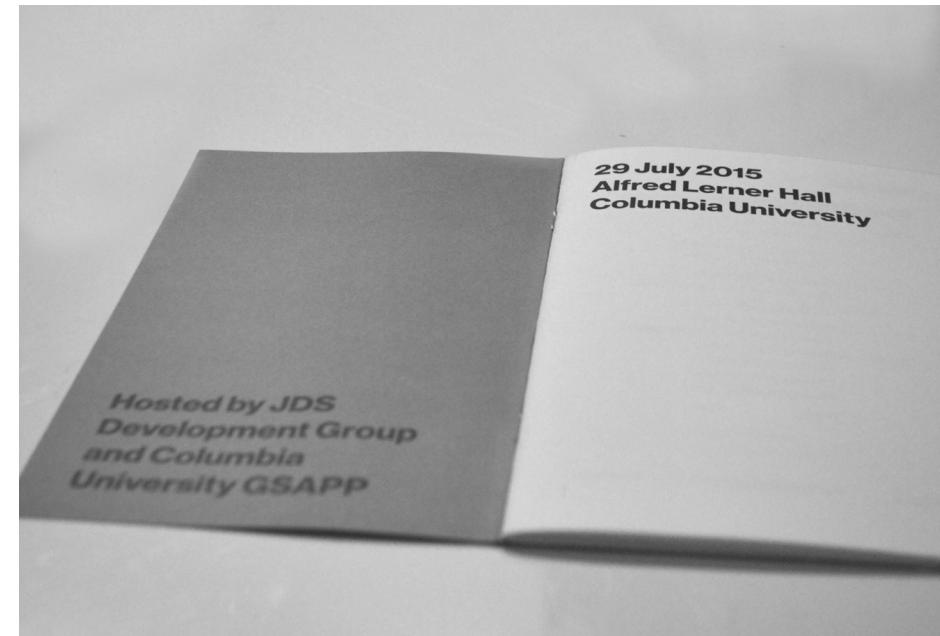
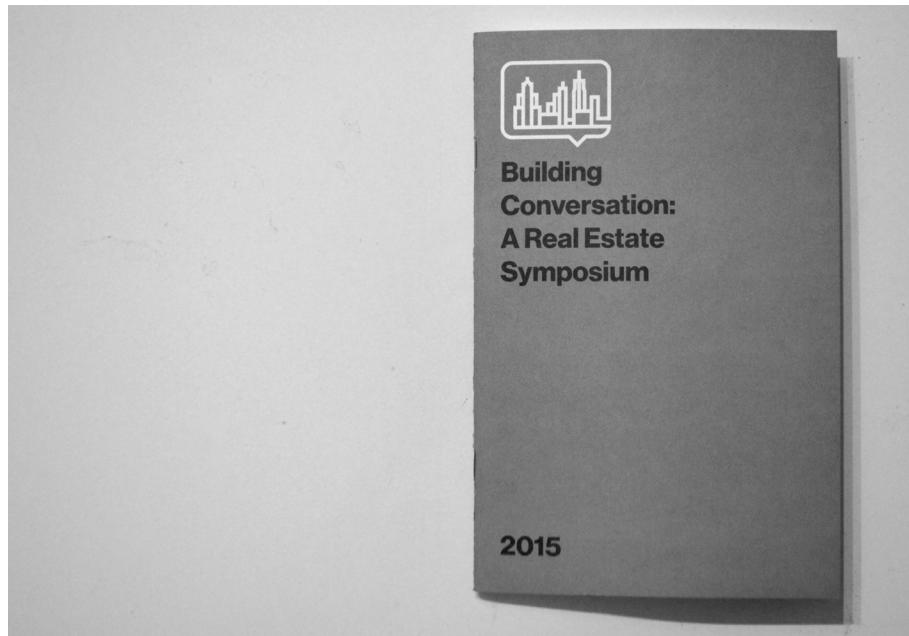
He found another way to speed things up. Separating the sausage from the bun. Also eating hot dogs two at a time. I don't mean two sticks at the same time, I mean breaking one in half and eating two, two halves. The sausage itself, being slick and dense, actually went down pretty easy. But eating a hot dog bun on its own is harder than you'd think.

To fight the dry-bun problem, kobi come up with a novel solution. Dunking.

# Building Conversation: A Real Estate Symposium

Event identity, 2015





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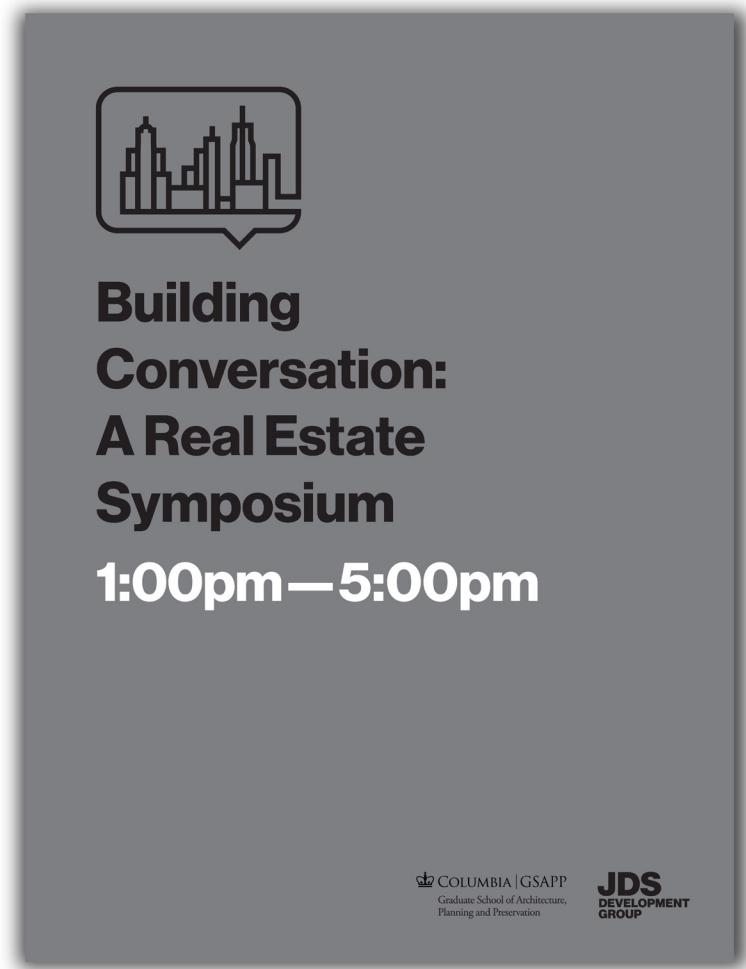
**#buildingconvo**

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# The Fitzroy

Digital and print ads, 2015

