

LINZ | PORTFOLIO

PROFESSIONAL EXPERIENCE

A IS FOR ANDY – 20 YEARS AFTER WARHOL EXHIBITION
ADIDAS 60 YEARS OF SOLES & STRIPES PARTY
BAO WOW – BUNS WE LOVE!
CONTROL FILM SCREENING & GUITAR AUCTION
DUBAI RACING CLUB - LAUNCH OF MEYDAN
DORAEMON SECRET GADGETS EXPO
INTERNATIONAL FINANCE SQUARE VIP GALA DINNER
JUICE 10TH ANNIVERSARY PARTY
KLIFD OFFICIAL LAUNCH
ME & CITY KIDS SPRING/SUMMER FASHION SHOW
PULP NATION
ST. REGIS RESIDENCES SOFT LAUNCH
TRIBELUGA

INDEPENDENT PROJECTS

A LITTLE BEIJING: YOUR NICHE TRAVEL GUIDE
A LITTLE SOMETHING

Photo: Maria Malas

**EXHIBITION OPEN TO PUBLIC ON
17 & 18 NOVEMBER 2007, 10AM - 10PM
VENUE: 72-13 MOHAMED SULTAN ROAD
FREE PUBLIC ADMISSION**

20 YEARS AFTER WARHOL AN ANDY WARHOL EXHIBITION

View iconic original prints from one of the most influential artists of the 20th century, attend workshops conducted by an international art curator and various Andy Warhol experts, and learn about his life and his impact on art.

For print purchase enquiries email info@luminalive.sg.
For exhibition information, go to www.aisforandy.com.

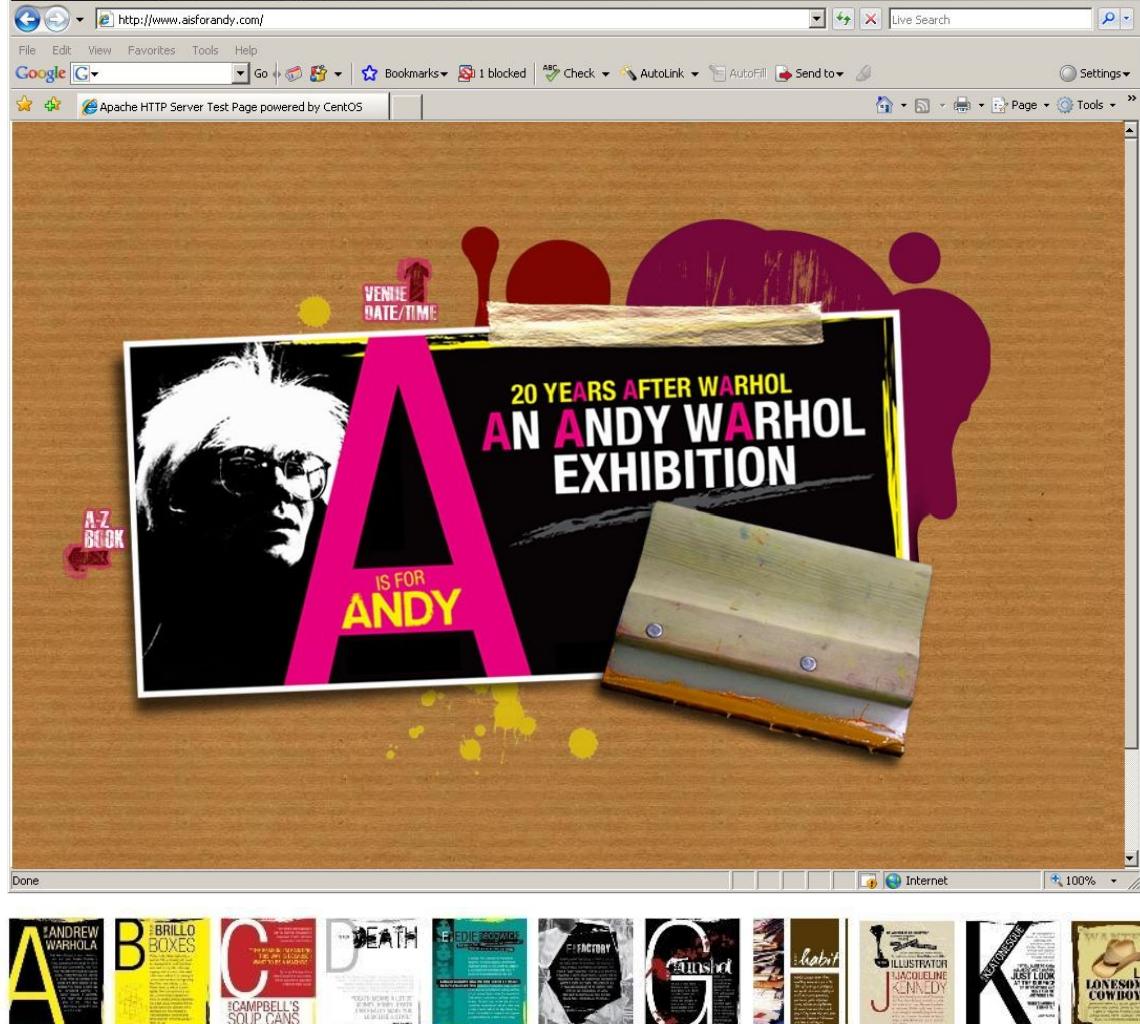
Presented by

**SC[®]
global
developments**

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A IS FOR ANDY – 20 YEARS AFTER WARHOL EXHIBITION (Singapore)

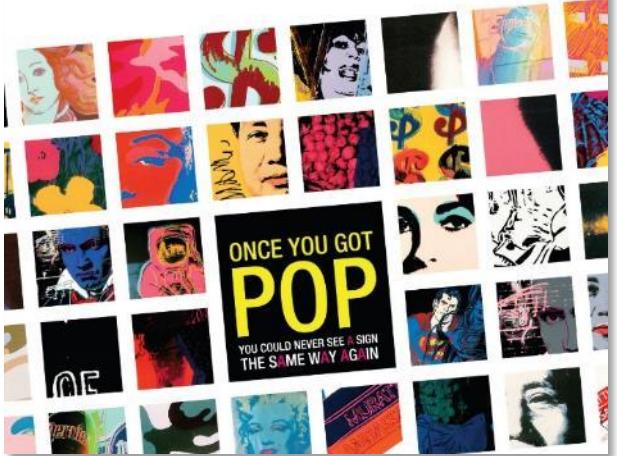
Concept Development / Brand Identity / Art Direction / Web Design / Set Décor



A IS FOR ANDY – 20 YEARS AFTER WARHOL EXHIBITION (Singapore)

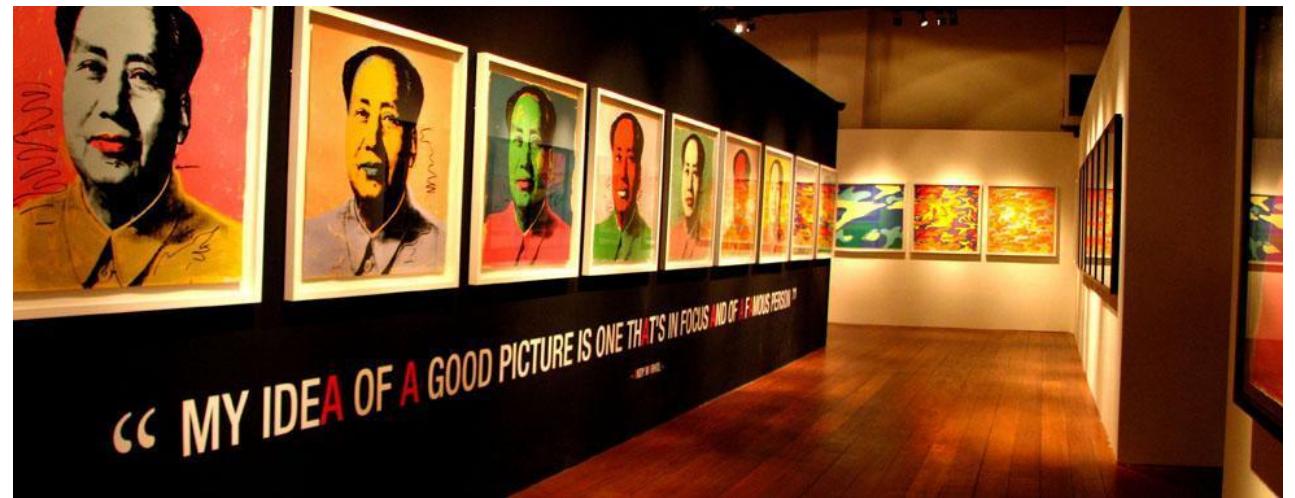
Concept Development / Brand Identity / Art Direction / Web Design / Set Décor

PEOPLE NEED TO BE MADE MORE AWARE OF THE NEED TO WORK AT LEARNING HOW TO LIVE BECAUSE LIFE IS SO QUICK AND SOMETIMES IT GOES AWAY TOO QUICKLY.



A IS FOR ANDY – 20 YEARS AFTER WARHOL EXHIBITION (Singapore)

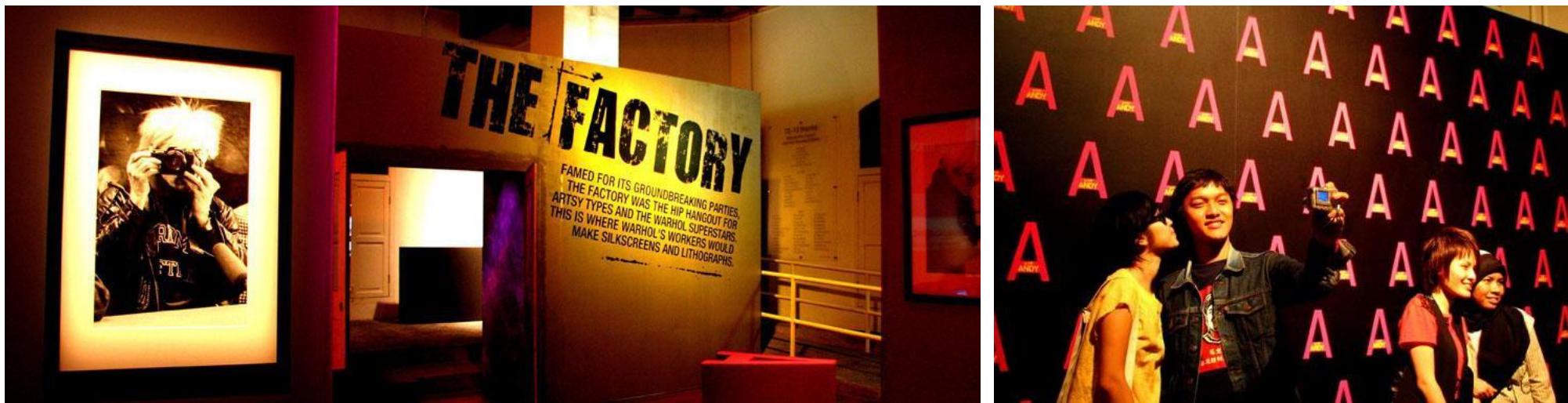
Concept Development / Brand Identity / Art Direction / Web Design / Set Décor



A IS FOR ANDY – 20 YEARS AFTER WARHOL EXHIBITION

(Singapore)

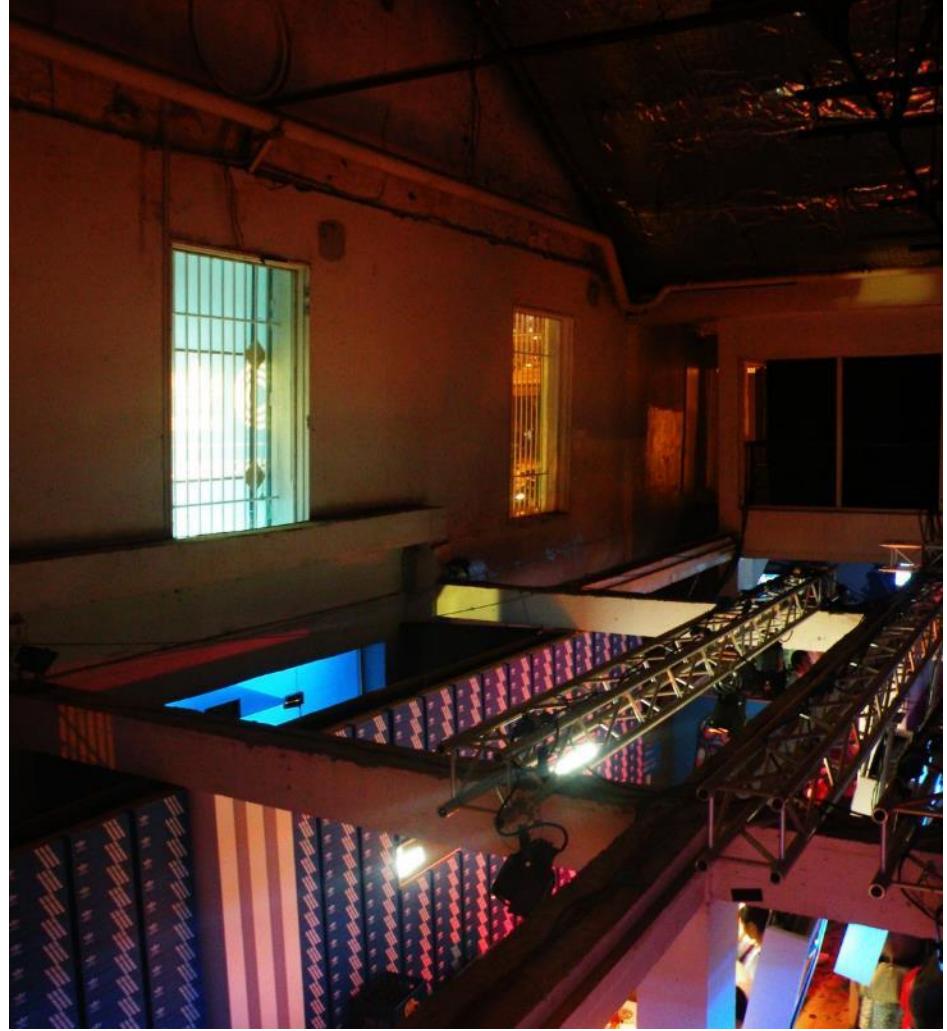
Concept Development / Brand Identity / Art Direction / Web Design / Set Décor



A IS FOR ANDY – 20 YEARS AFTER WARHOL EXHIBITION

(Singapore)

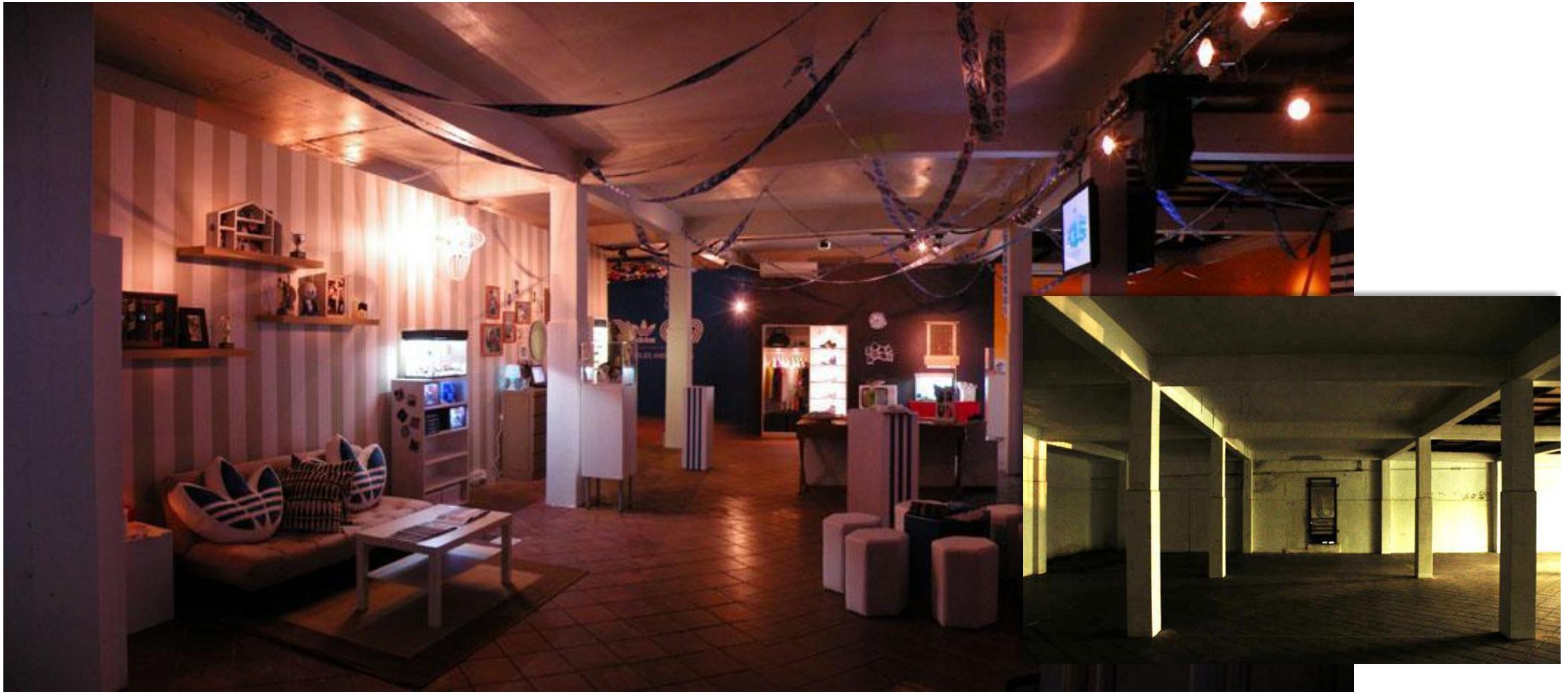
Concept Development / Brand Identity / Art Direction / Web Design / Set Décor



ADIDAS 60 YEARS OF SOLES & STRIPES PARTY

(Singapore)

Art Direction / Set Décor



ADIDAS 60 YEARS OF SOLES & STRIPES PARTY

(Singapore)

Art Direction / Set Décor



BAOWOW – BUNS WE LOVE!
Concept Development / Art Direction

Received *Hermes Creative Awards 2016 (Platinum)*, *A'Design Graphic & Communication Award*, *Graphis Design Annual Award* and *K-Design Award*



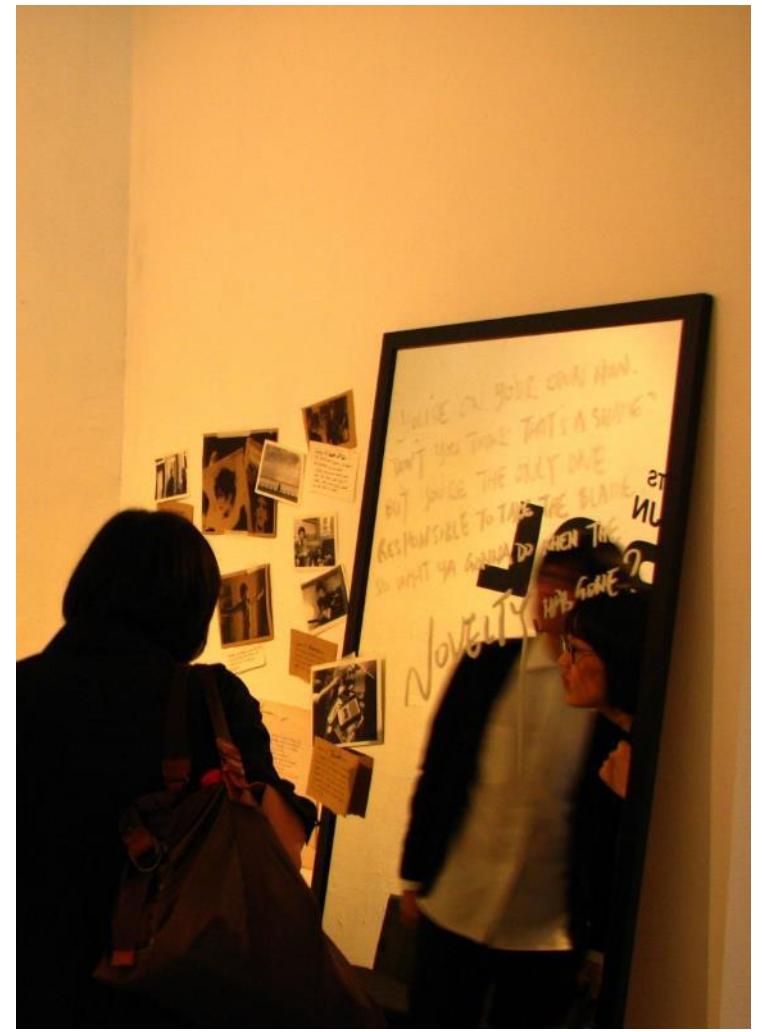
BAOWOW – BUNS WE LOVE!

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CONTROL FILM SCREENING & GUITAR AUCTION
(Singapore)
Art Direction / Set Décor



CONTROL FILM SCREENING & GUITAR AUCTION
(Singapore)
Art Direction / Set Décor

LUMINA LIVE! & BLACKJACK PRESENTS
A FILM BY ANTON CORBIJN
CONTROL
SAMANTHA MORTON SAM RILEY

To RSVP, PLEASE EMAIL INFO@LUMINALIVE.SG WITH THE SUBJECT: CONTROL PREMIERE RSVP
OR CALL ANGEL / AMY AT 62727528

You are cordially invited to join us in the Singapore premiere of **CONTROL**, renowned music video director and photographer, Anton Corbijn's black-and-white biopic on Ian Curtis. Come experience our perspective of Joy Division, with previously unseen footages and photos, a showcase of 5 local design agencies' customised Gibson guitars inspired by the band AND a special tribute performance by Singapore's top indie band, *The Great Spy Experiment*.

Date: 9 May, Friday
Venue: The Substation (45, Armenian Street)
Time: 7.30pm (showtime)
9.30pm (Drinks and *The Great Spy Experiment* 'Joy Division' tribute)

OFFICIAL EVENT ORGANISER: **lumina** LIVE!
PRESENTING SPONSOR: **BLACKJACK** casino
OFFICIAL VENUE: **the Substation** A former tea house
OFFICIAL MUSIC CHANNEL: **MTV**
OFFICIAL GUITAR: **Gibson**
WITH SPECIAL THANKS TO: **STELLA ARTOIS** 100% pure pleasure



These are the five customised Gibson Les Paul Studio guitars done by Asylum, ffurious, H55, Phunk Studio and Work, all up for public auction online on Ebay from 2 May till 12 May. Bid here to be amongst the first to own your very own one-of-a-kind limited edition Joy Division inspired Les Paul Gibson guitars! So please bid, for art's sake!

Gibson **LES PAUL STUDIO**
The Les Paul Studio enhances the solid, proven design of the world's most famous guitar with a wide choice of finishes, and a sleek, no-frills look. The Les Paul Studio is the favorite of guitarists who demand traditional Les Paul performance with a modern attitude.

ASYLUM
Chris is the founder and creative director of Asylum, a highly regarded creative company that comprises of a design studio, a retail store, a workshop and a record label. Since its inception in 1999, the company has worked on cross-disciplinary projects, which include interactive design, product development, environmental & interior design, packaging, apparel design, branding, and graphic design.

ffurious
ffurious is a multi-disciplinary creative communications company, born from the desire to collaborate and grow with like-minds in creative design. Besides offering services in graphic/motion/interactive design, illustration and photography, ffurious is also proud to devote its time to non-commercial pursuits in the form of exhibitions and the development of personal art projects that has included short films and a comic series.

H55
Hanson Ho is an award winning design director and founder of H55, a graphic design platform started in 1999. Hanson's portfolio of projects include corporate work as well as a personal project, Rabbit, which features wearables that are available at London's Dover Street Market by Comme des Garçons, amongst many other design stores around the world.

:phunk studio
Alvin Tan, Melvin Chee, Jackson Tan and William Chan from :phunk studio are four Singaporean artists/designers who make good art - good enough to make them Asia's leading art and design collective. Their expansive scope of projects span across art, design, publishing, fashion, music, film and interactive, and they have exhibited and travelled extensively across the world, including the London Design Festival 2006.

Work
Work is made up of Theseus Chan (head honcho) and his design geniuses, Marina Lim, Sharon Goh, Stanley Ho, Joanne Lim, Minzi Teo and Alvin Mah. It publishes the international rags, WERK and Guerrilazine, and has won various publication and design awards as a collective. It also operates Asia's first Comme des Garçons Guerilla Store, now in its fourth incarnation at Mount Sophia.

AUCTION PROCEEDS DONATED TO CHARITY

lumina LIVE! will be donating proceeds from this auction series to **Samaritans of Singapore (SOS)**.
Samaritans of Singapore (SOS) provides confidential 24-hour emotional support by trained volunteers to people in crisis, thinking of suicide or affected by suicide. Our services include: 24-hour hotline: 1800-221-4444
Email befriending: pats@samaritans.org.sg | Face-to-face sessions emergency squad local outreach to suicide survivors (loss) suicide bereavement support group: healing bridge community education.
To find out more about SOS, please visit www.samaritans.org.sg

CONTROL FILM SCREENING & GUITAR AUCTION (Singapore) Art Direction / Set Décor



COVER (FOLDED)

210mm



CONTENT

300mm

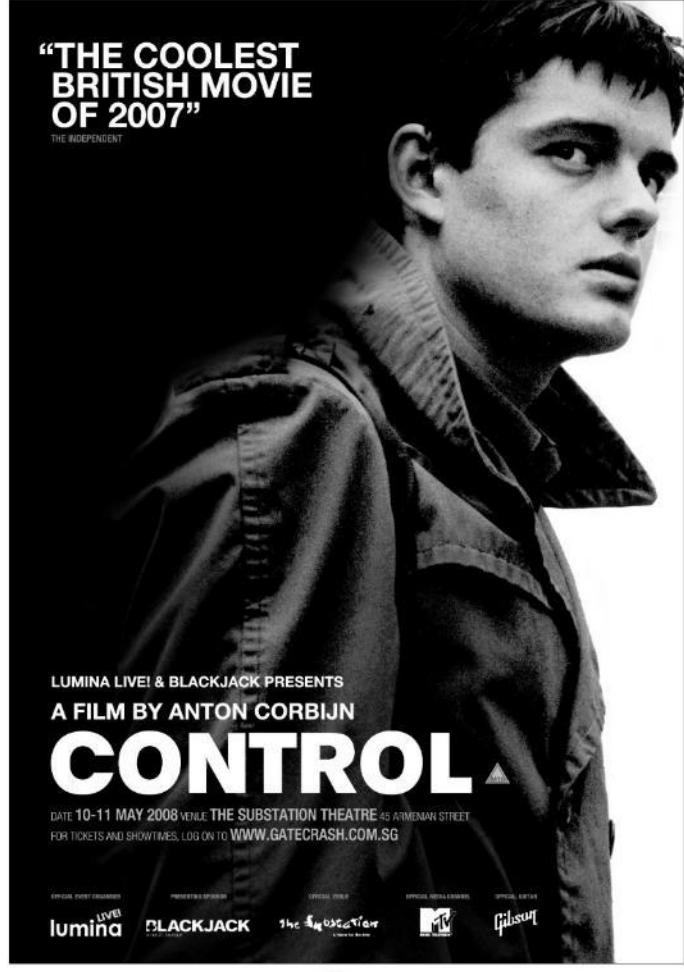
300nm

3A

CONTROL FILM SCREENING & GUITAR AUCTION

(Singapore)

Art Direction / Set Décor



**"THE COOLEST
BRITISH MOVIE
OF 2007"**

THE INDEPENDENT

3B

2B

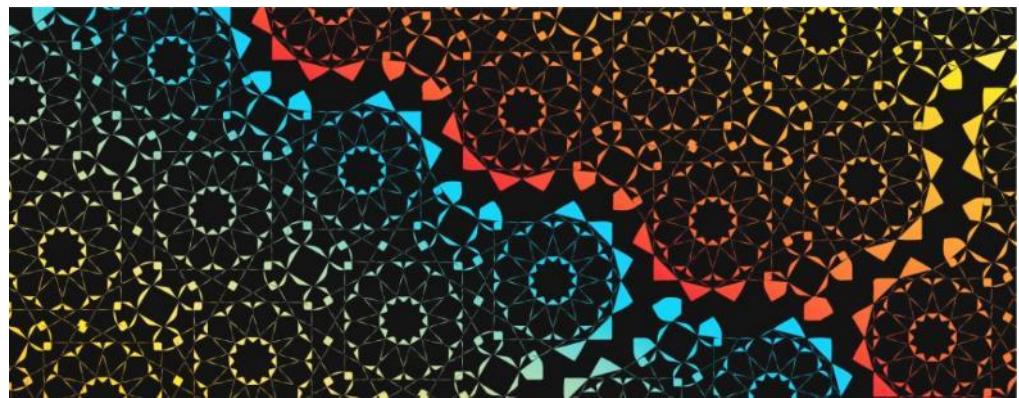
1B



DUBAI RACING CLUB - LAUNCH OF MEYDAN

(Dubai, Middle East)

Brand identity / Event Design



DUBAI RACING CLUB - LAUNCH OF MEYDAN

(Dubai, Middle East)

Brand identity / Event Design



meydan 迈丹



赛马场 | 迈丹城 | 商业园 | 滨海 | 高尔夫球场

迈丹有限公司 MEYDAN LLC
电话: Nad Al Sheba Racecourse, P.O. BOX 9305, Dubai, UAE
电话: +971 4 327 0000 传真: +971 4 327 0007 网址: www.meydan.ae



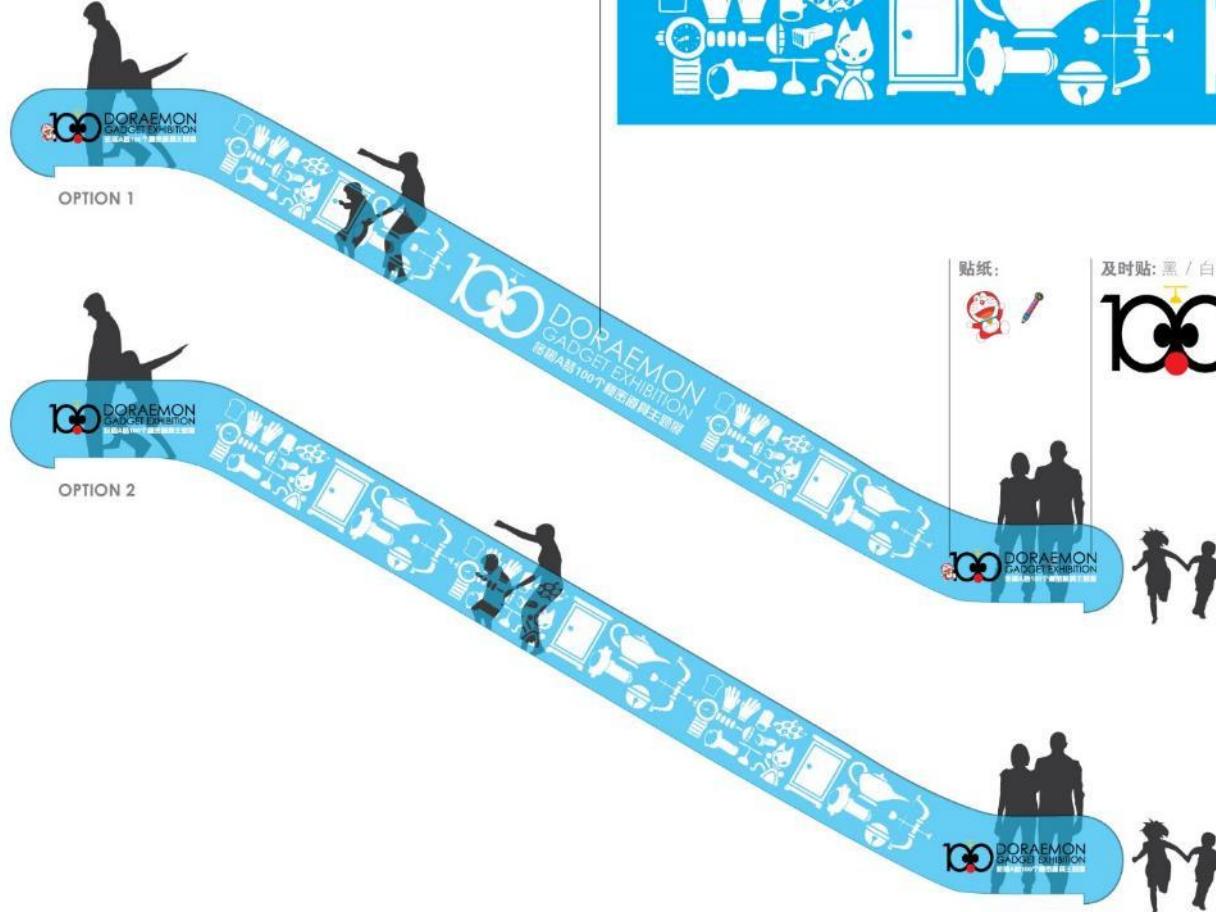
DRC MEYDAN CITYSCAPE EXHIBITION
(Shanghai, China)
Event Collateral / UI Design



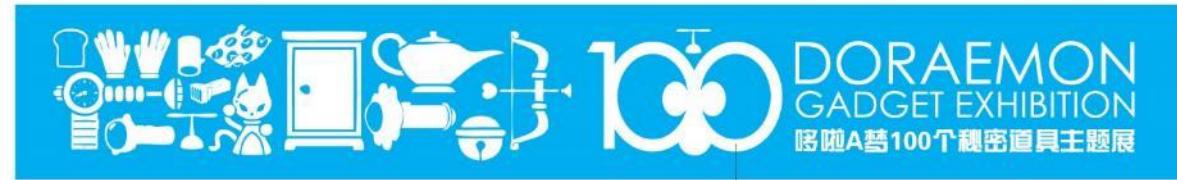
DORAEMON SECRET GADGETS EXPO

(Shanghai, China)

Art Direction / Set Décor



透明写真: 羊色 (PANTONE Process Cyan) 印刷



白=透明



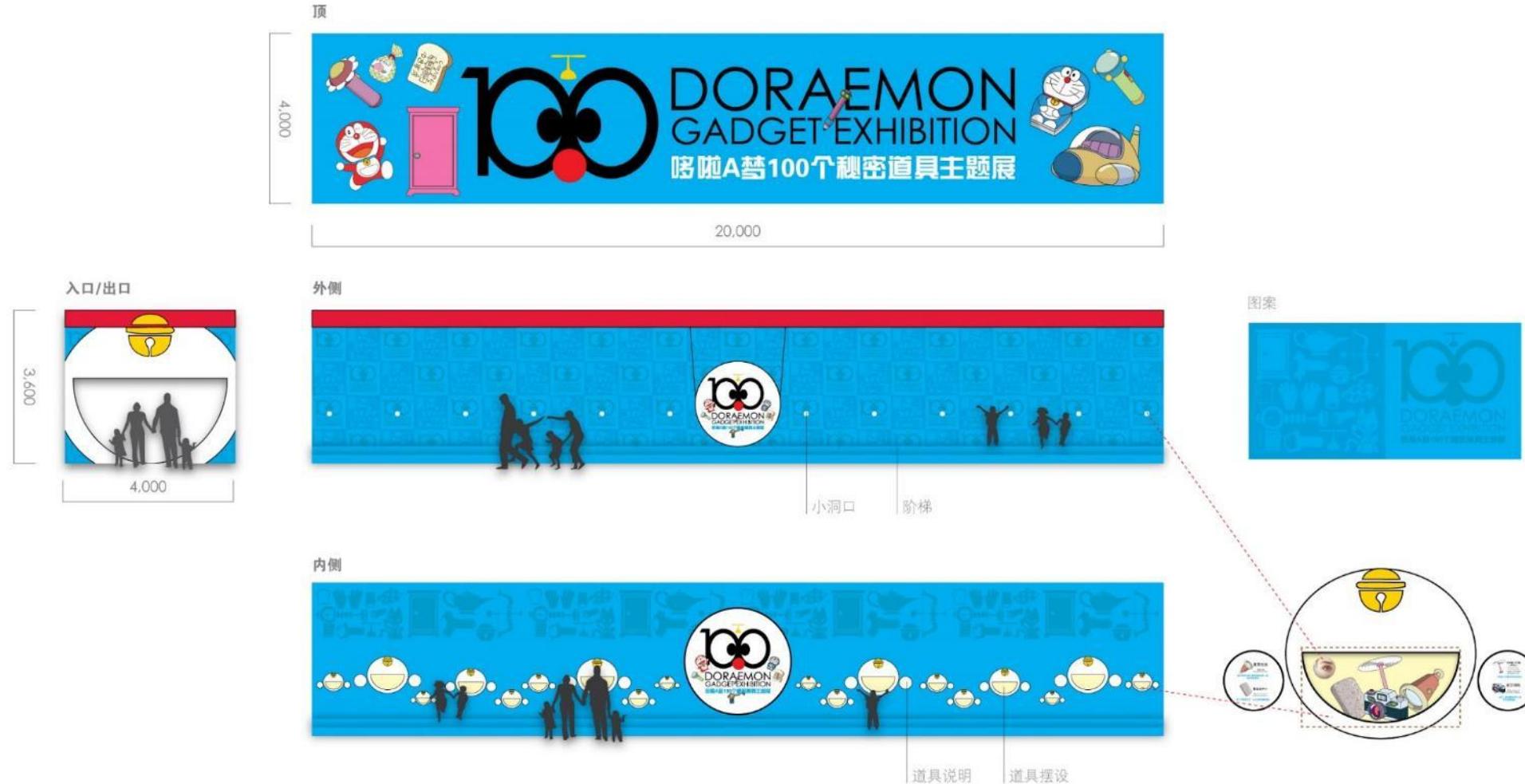
实景参考图:



DORAEMON SECRET GADGETS EXPO

(Shanghai, China)

Art Direction / Set Décor



DORAEMON SECRET GADGETS EXPO

(Shanghai, China)

Art Direction / Set Décor

OPTION 1A



OPTION 1B

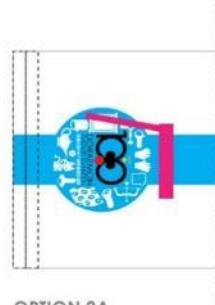


5.200

151.000



OPTION 2A

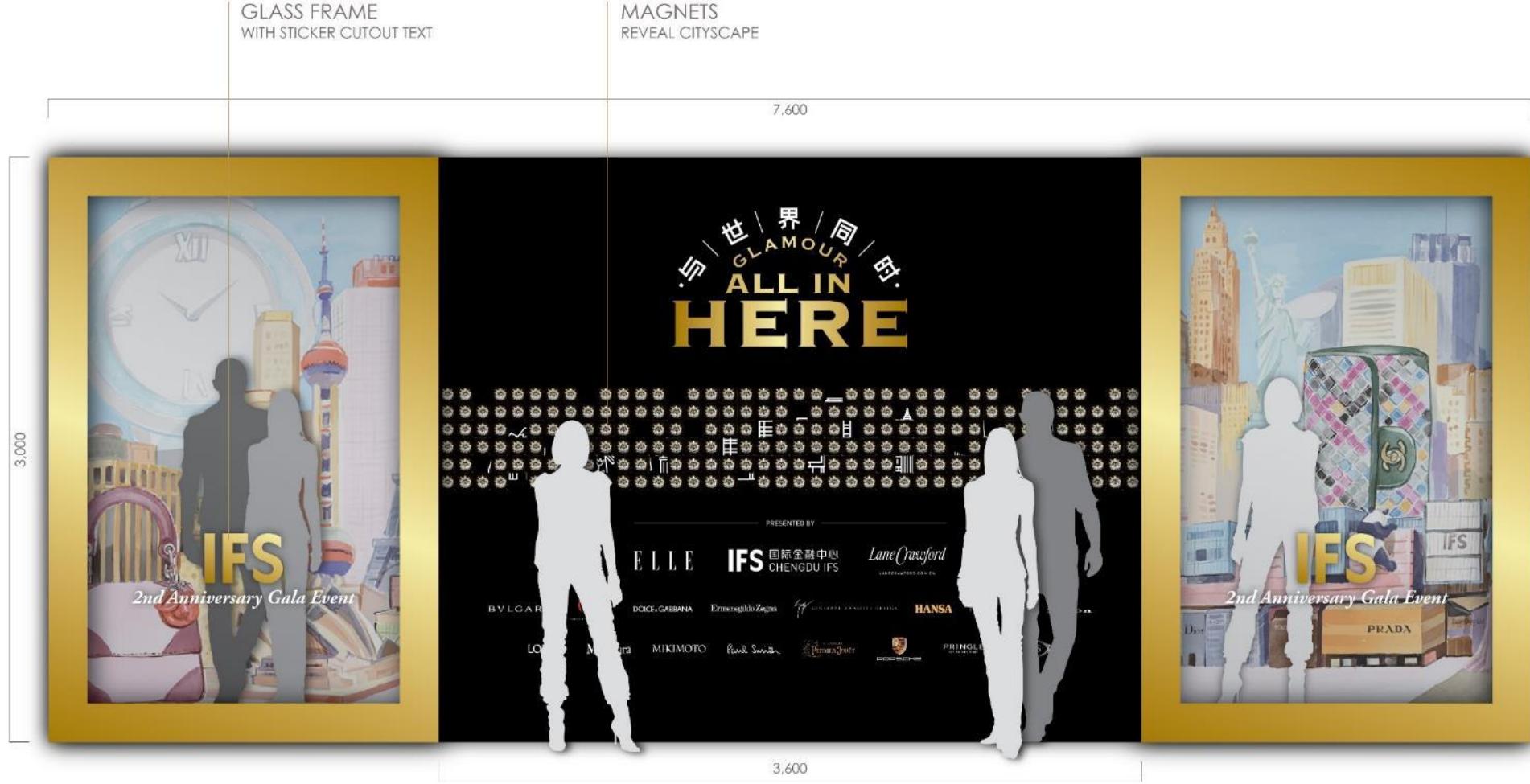


OPTION 2B

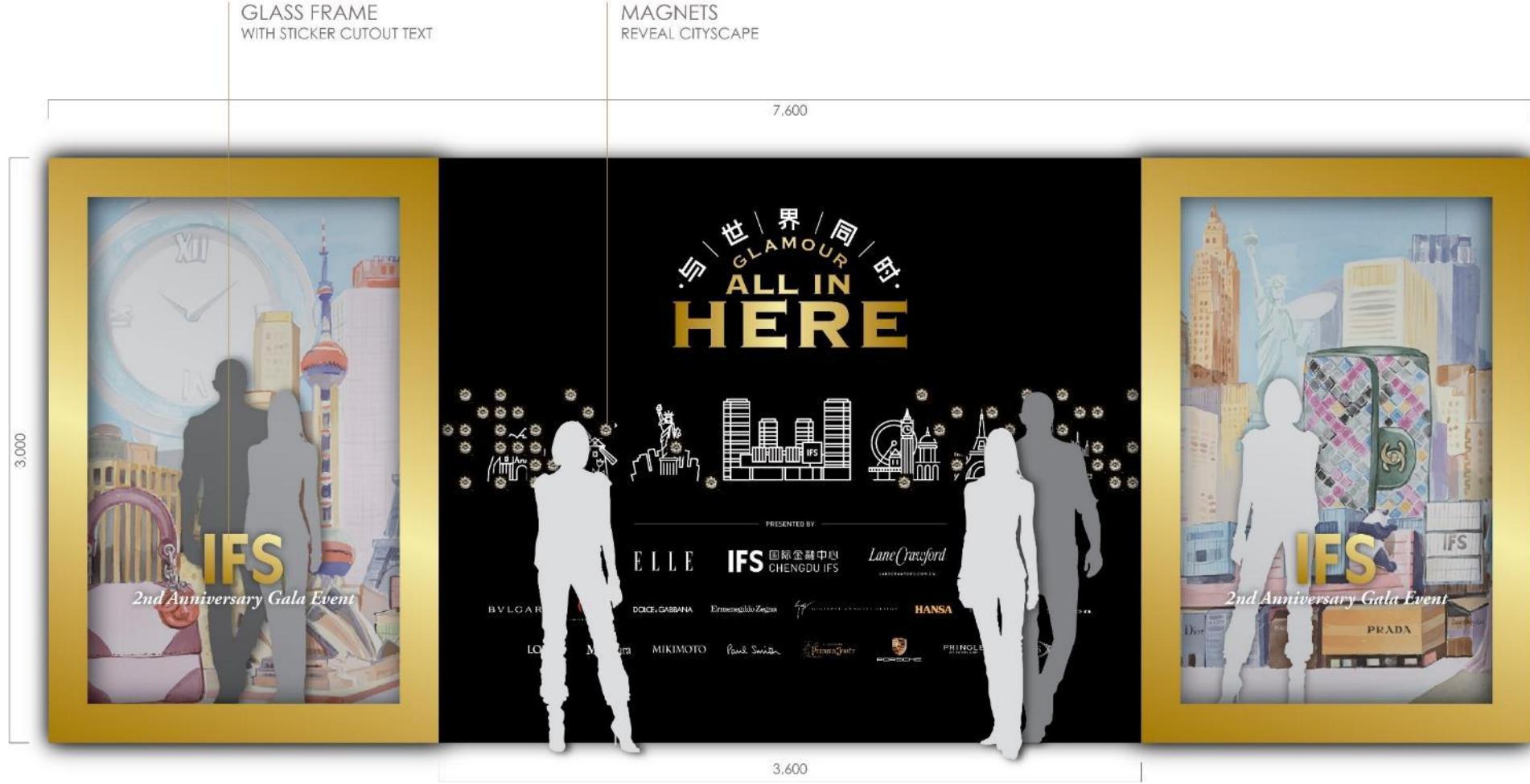
DORAEMON SECRET GADGETS EXPO

(Shanghai, China)

Art Direction / Set Décor



INTERNATIONAL FINANCE SQUARE VIP GALA DINNER
(Chengdu, China)
Graphic & Event Design / Event Planning



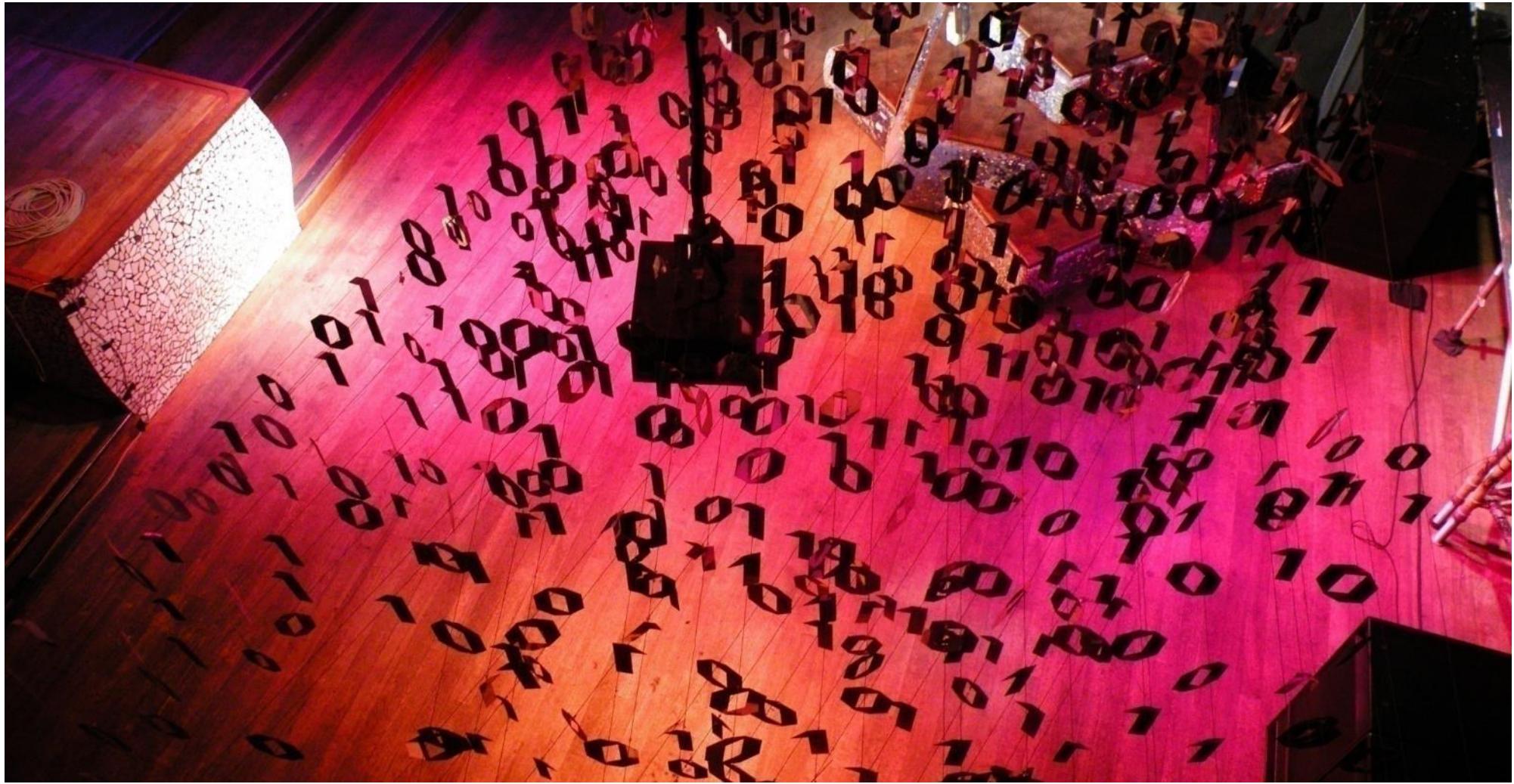
INTERNATIONAL FINANCE SQUARE VIP GALA DINNER
 (Chengdu, China)
 Graphic & Event Design / Event Planning



INTERNATIONAL FINANCE SQUARE VIP GALA DINNER

(Chengdu, China)

Graphic & Event Design / Event Planning



JUICE 10TH ANNIVERSARY PARTY

(Singapore)

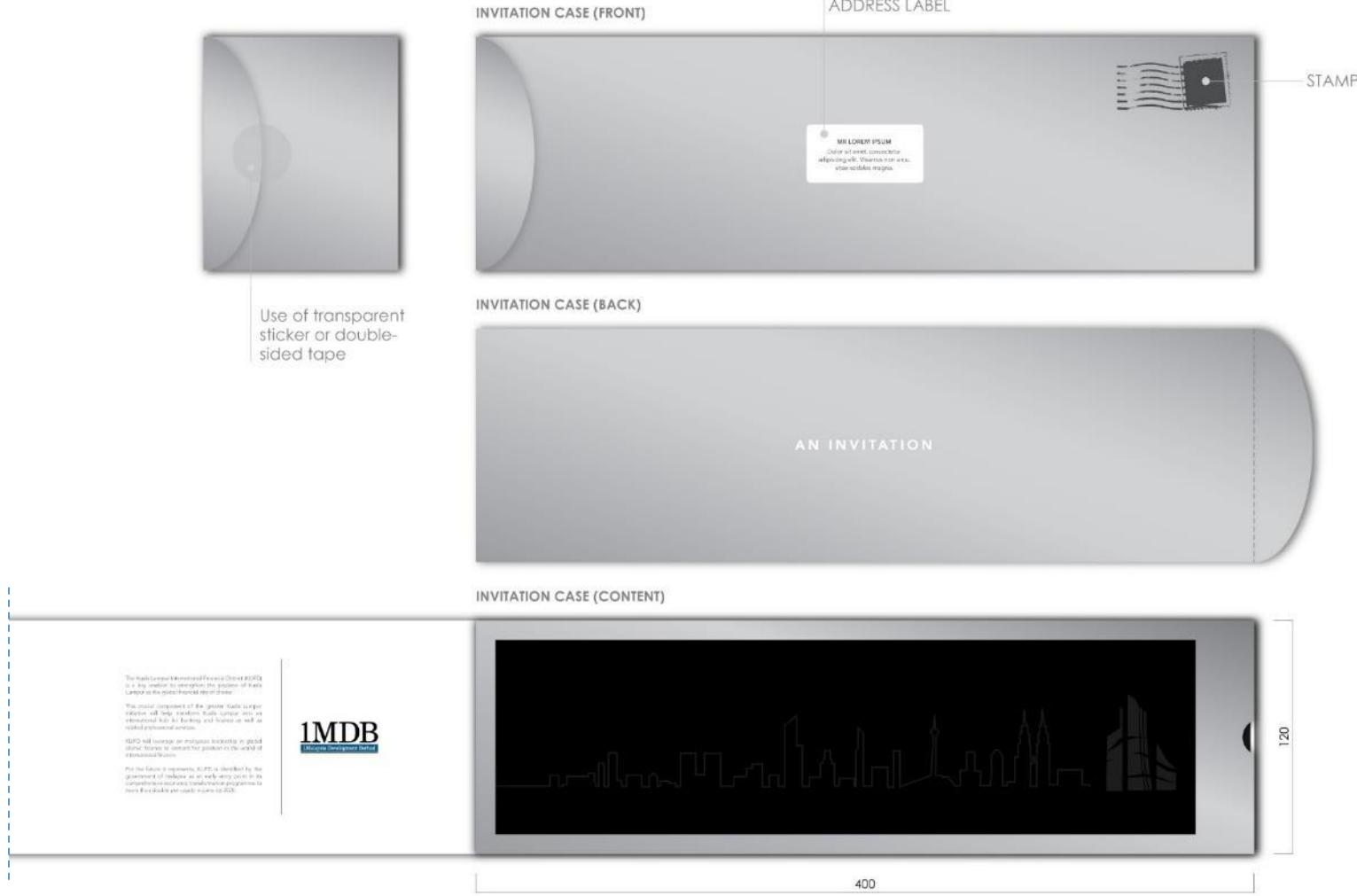
Art Direction / Set Décor



JUICE 10TH ANNIVERSARY PARTY

(Singapore)

Art Direction / Set Décor

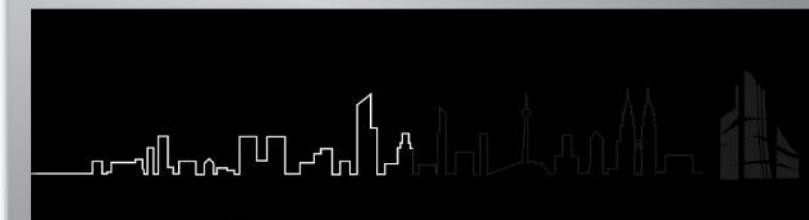


KLIFD OFFICIAL LAUNCH

(Kuala Lumpur, Malaysia)

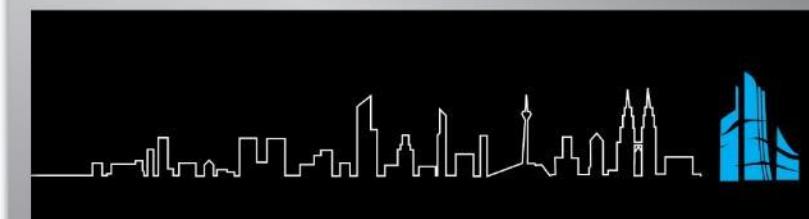
Graphic Design

INVITATION CASE (FRONT)



Pulls INVITATION INSERT out
to reveal KL skyline

INVITATION INSERT (FRONT)



INVITATION INSERT (BACK)



MR LOREN IPSUZU
Galeri Seri Concorde
Jalan 10/11A, 56100 Kuala Lumpur,
Malaysia

KLIFD OFFICIAL LAUNCH
(Kuala Lumpur, Malaysia)
Graphic Design



ME & CITY KIDS SPRING/SUMMER FASHION SHOW

(Shanghai, China)

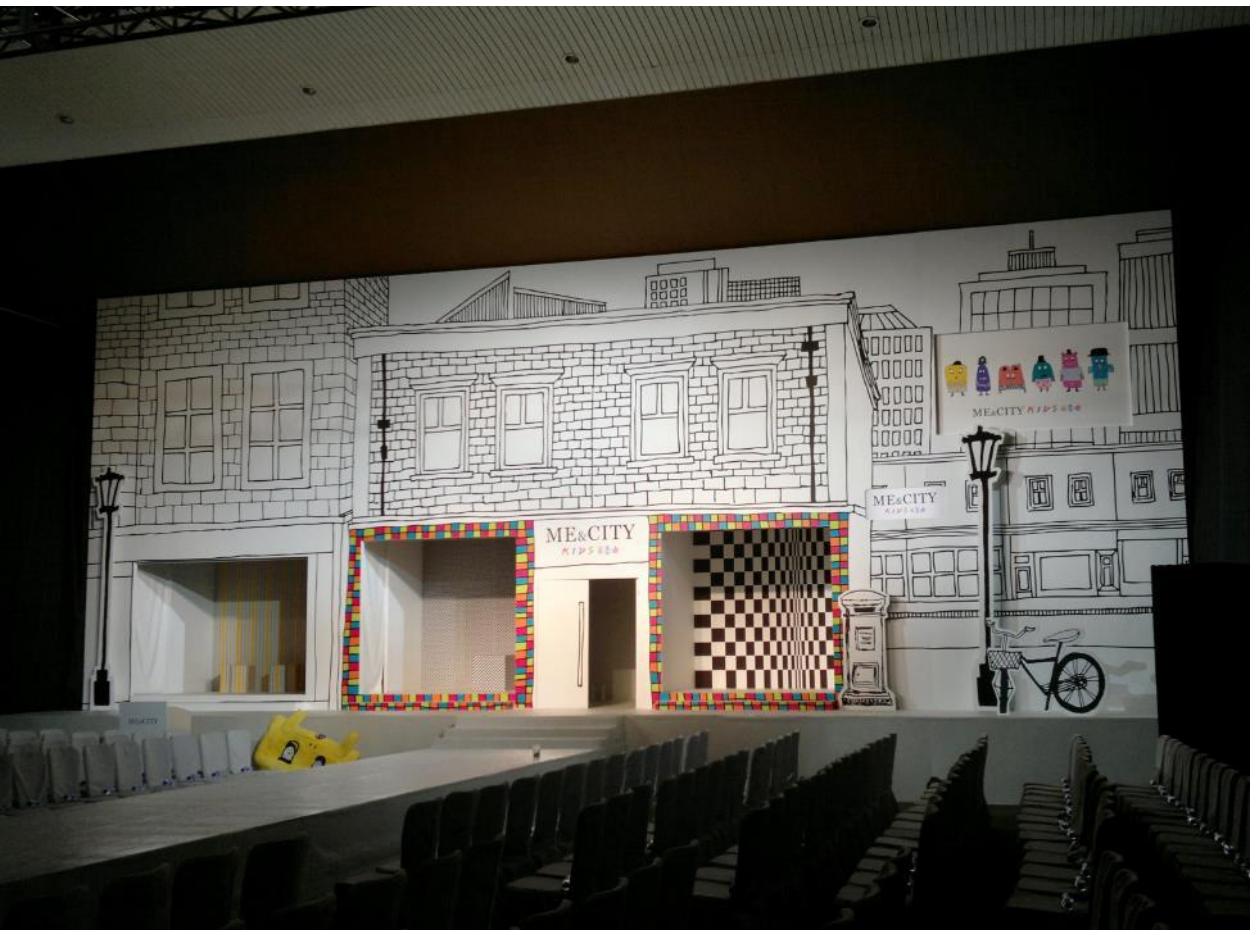
Concept Development / Event Design



ME & CITY KIDS SPRING/SUMMER FASHION SHOW

(Shanghai, China)

Concept Development / Event Design



ME & CITY KIDS SPRING/SUMMER FASHION SHOW

(Shanghai, China)

Concept Development / Event Design



PULP NATION [pulpnation.com]

Concept Development / Brand Identity / Creative Direction / Copywriting / Web Design / Social Media Content Creation

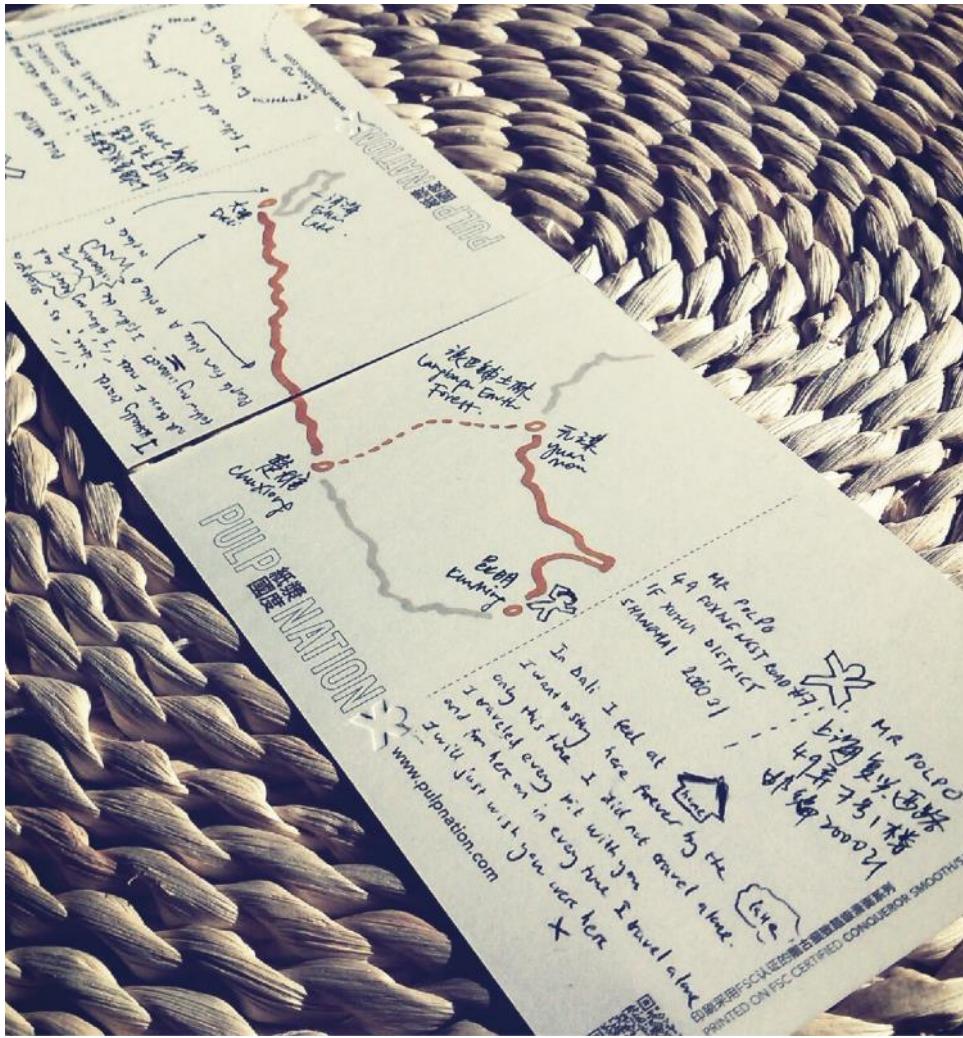
Received *Hermes Creative Awards 2015 (Platinum)*



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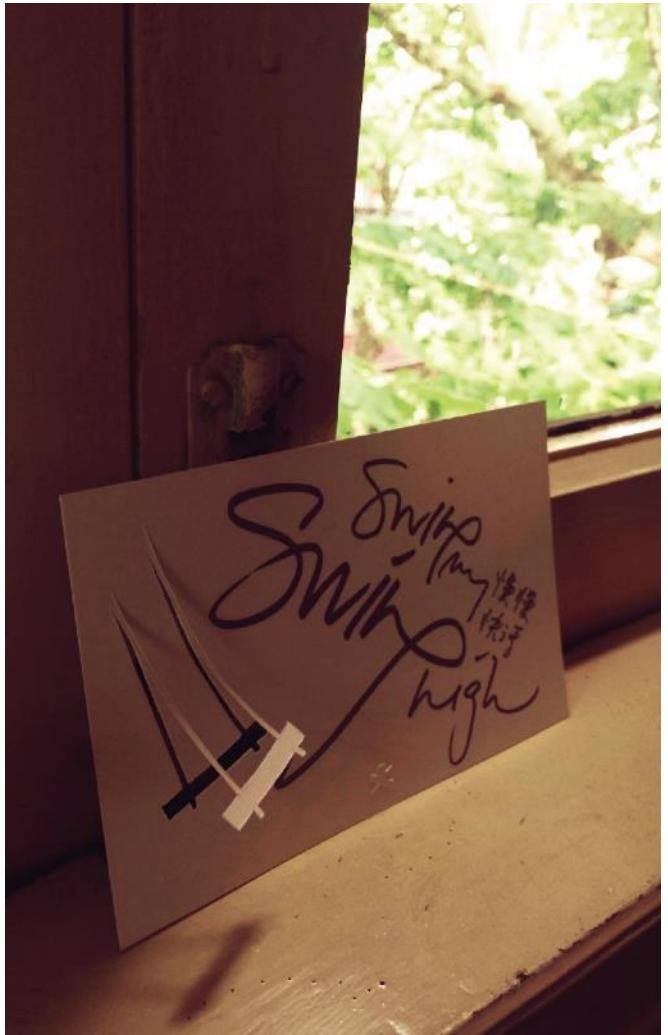
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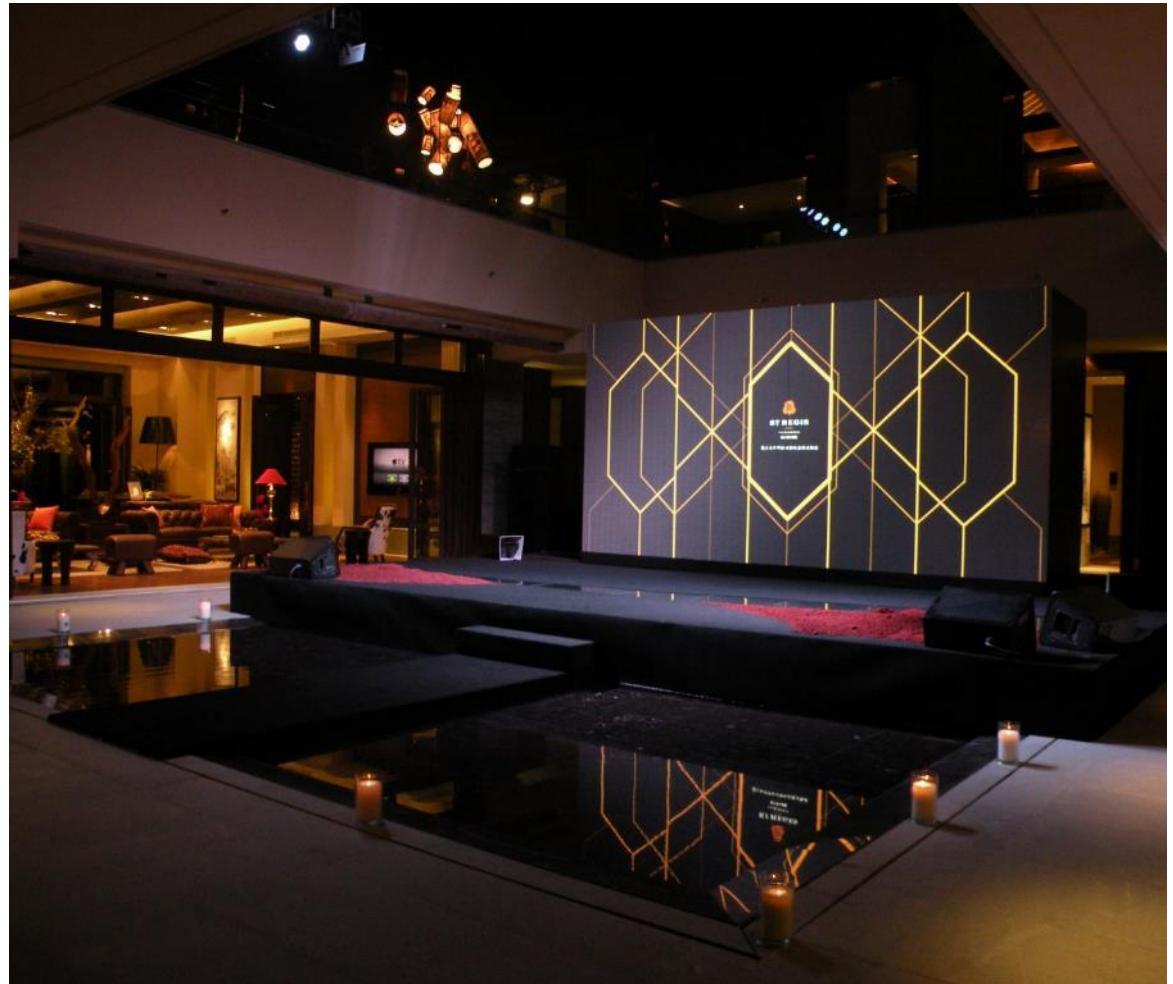
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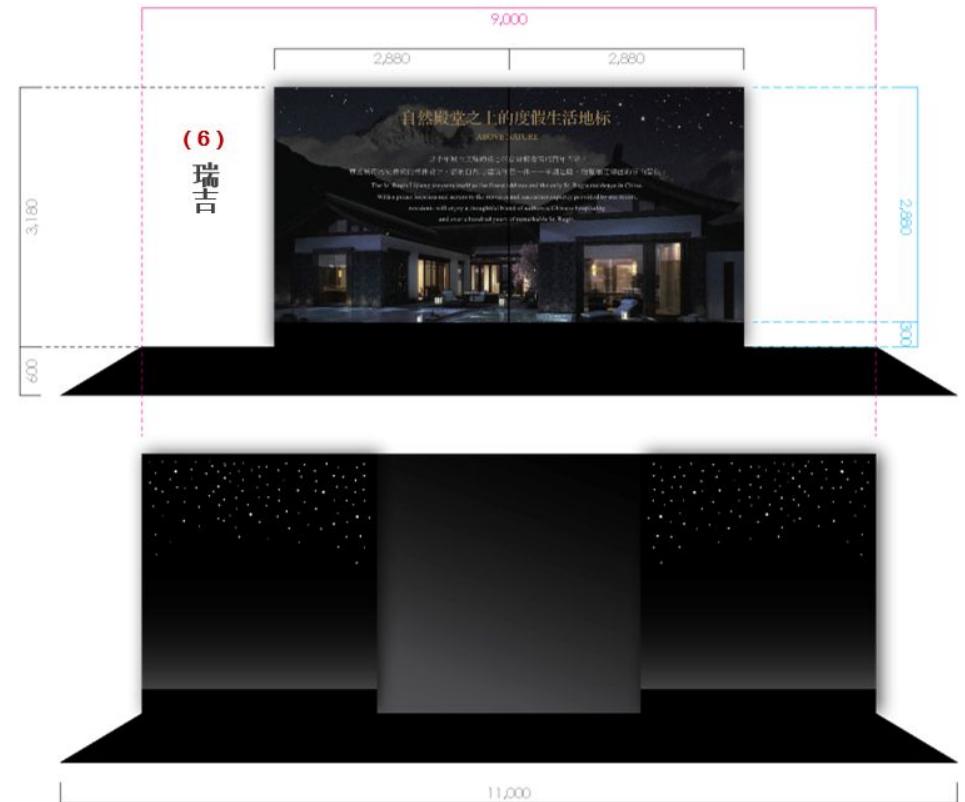
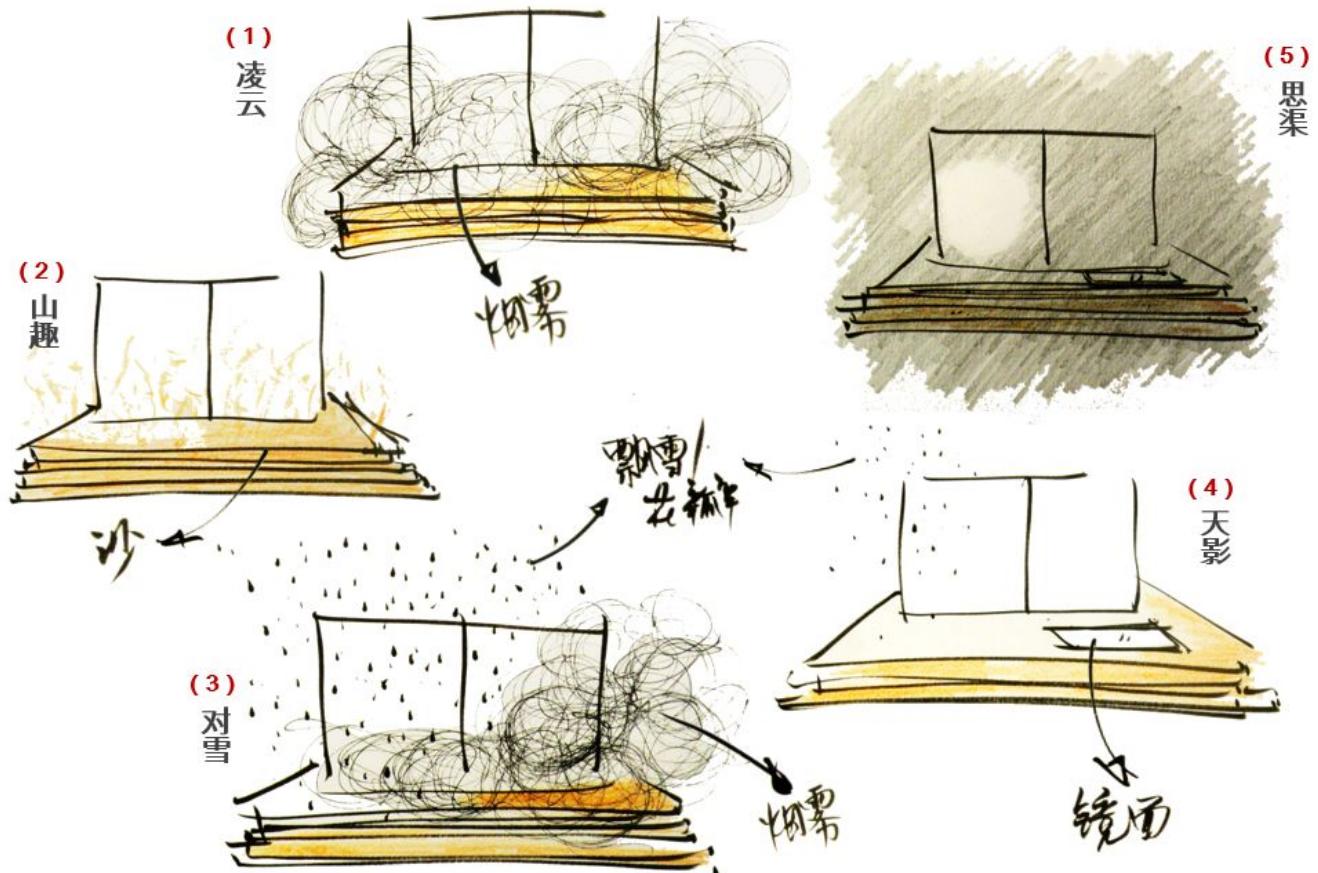
Received *Hermes Creative Awards 2015 (Platinum)*



ST. REGIS RESIDENCES SOFT LAUNCH

(Lijiang, China)

Creative Direction / Event Design & Production / Event Planning & Management



ST. REGIS RESIDENCES SOFT LAUNCH

(Lijiang, China)

Creative Direction / Event Design & Production / Event Planning & Management



ST. REGIS RESIDENCES SOFT LAUNCH

(Lijiang, China)

Creative Direction / Event Design & Production / Event Planning & Management



{ FORM
Size of the name card is made narrower (than the usual) with a diecut edge of " {} " to illustrate the slender and elegant Belugas on the surface of the ocean. }



TYPOGRAPHY

Usage of a Serif font to portray the iconic profile (fins & tail) of a Beluga; "3" is in place of "B" to indicate the company's eco-system (3 parts). By putting "I" close together, there's visual harmony to read it as "B" - which symbolises the combination of different elements and people to become one single unit.

TRIBELUGA
毕 隆 嘉

TRIBELUGA
(Korea & China)
Brand Identity

COLOURS

Pantone 549C



Pantone 430C



FONTS

Baskerville Old Face EF Regular

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

~1234567890-=!`,';/~!@#\$%^&*()_+{}|.:>?

方正大标宋体

一二三四五六七八九十

壹贰叁肆伍陆柒捌玖拾

Avenir 35 Light / 45 Book / 85 Heavy

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

方正细黑一体

一二三四五六七八九十

壹贰叁肆伍陆柒捌玖拾

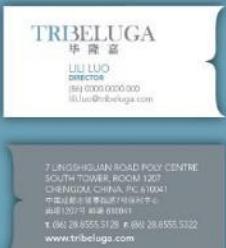
운명조110

일이삼사오육칠팔구십

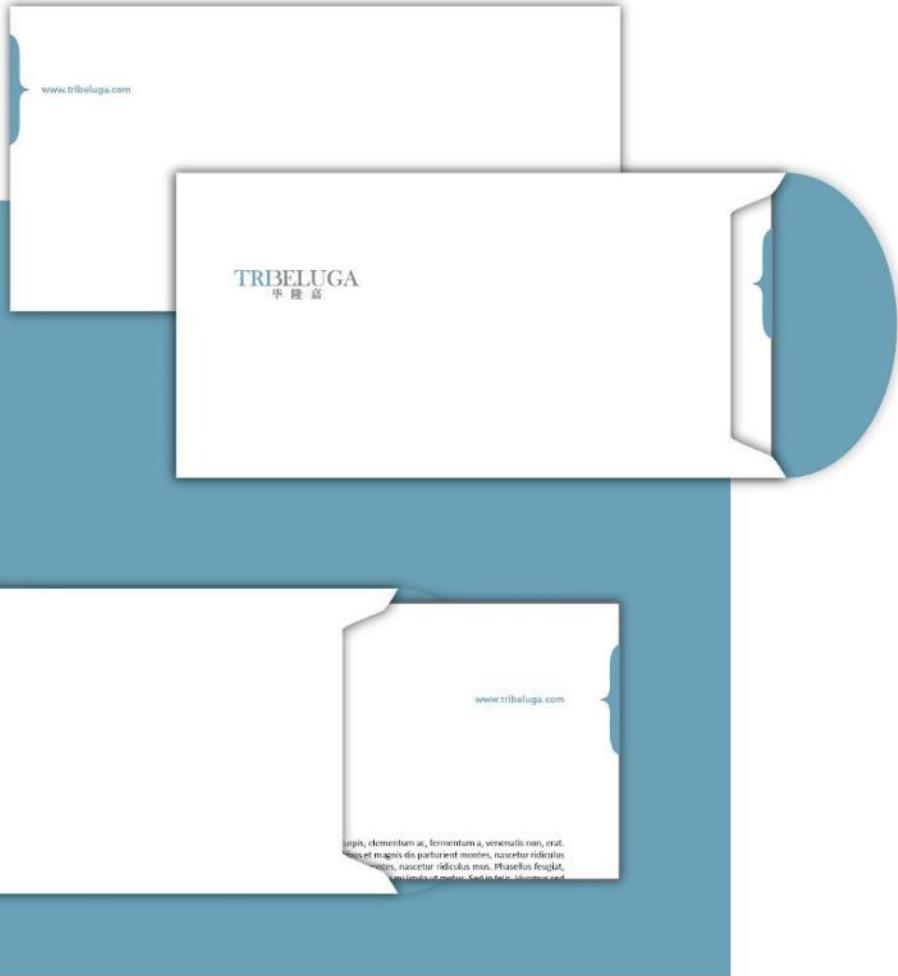
LETTERHEAD



NAMECARD



ENVELOPE



TRIBELUGA
(Korea & China)
Brand Identity



A LITTLE BEIJING: YOUR NICHE TRAVEL GUIDE

Concept Development / Creative Direction / Photography / Copywriting / Book Launch

Received Red Dot Design Award 2008; Featured in PSFK's "Good Design in 2009" Catalog; Showcased at "Books on China" Frankfurt Book Fair 2009



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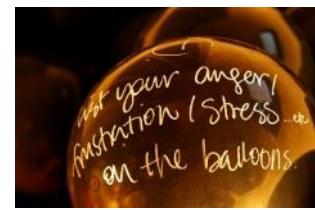
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A LITTLE SOMETHING

Concept Development / Creative Direction / Story Writing / Photography / Book Launch



A LITTLE SOMETHING

Concept Development / Creative Direction / Story Writing / Photography / Book Launch

LINZ | PORTFOLIO

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