



# P A I N T P A L E T T E

FOR **A L E S S I**

MICHAELA  
TSUMURA

NAIXIN  
ZHANG

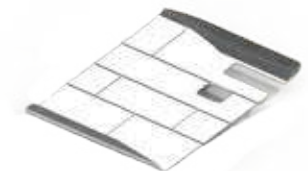
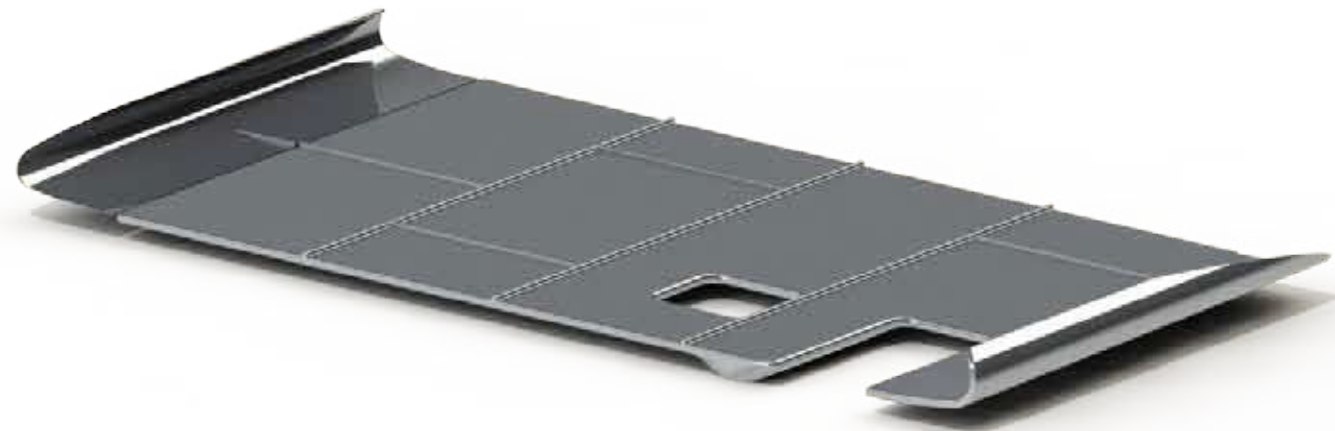
JACKIE  
CHUI

EMILY  
TSO



# PRODUCT + CLIENT

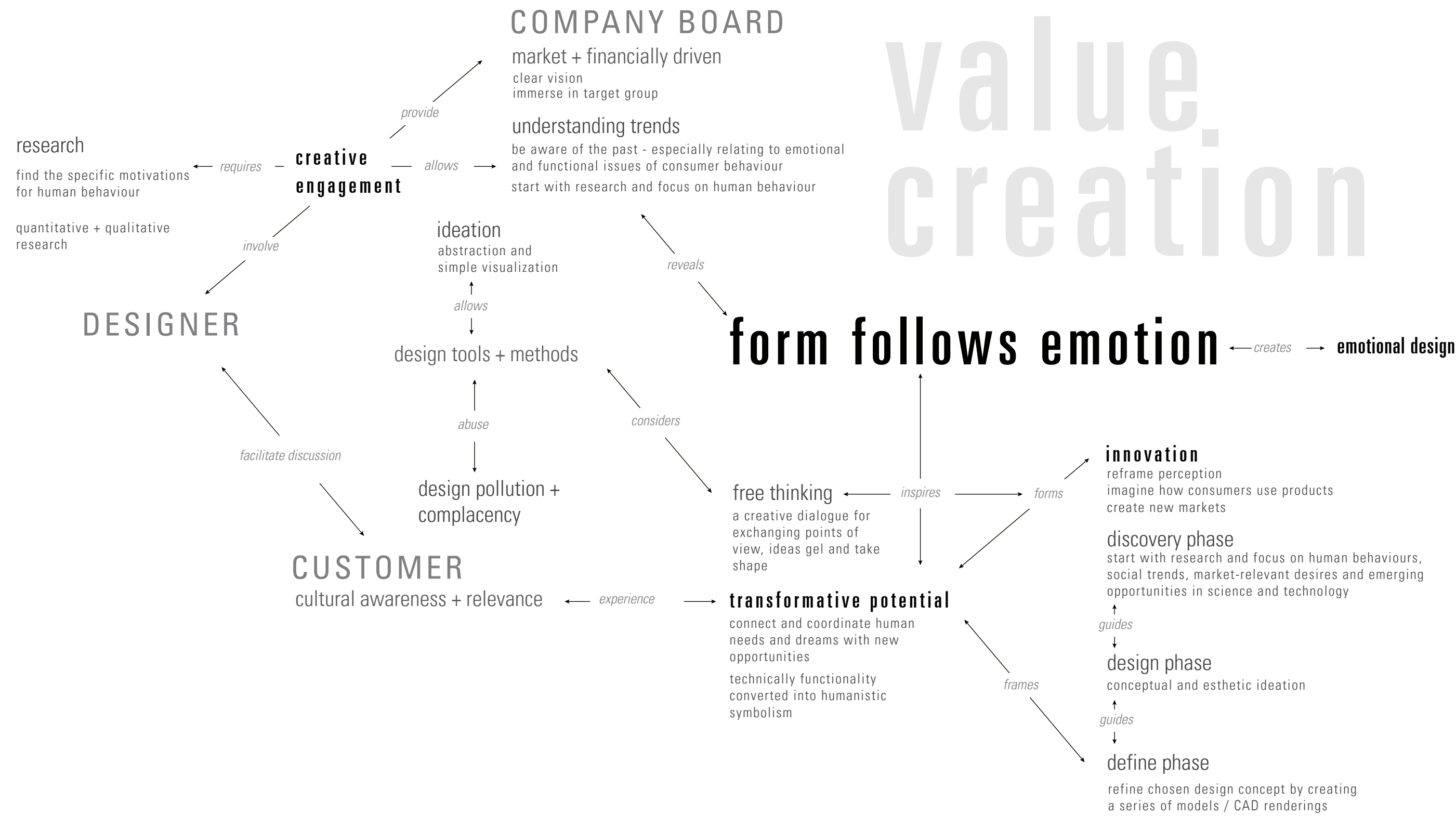
paint palette for ALESSI



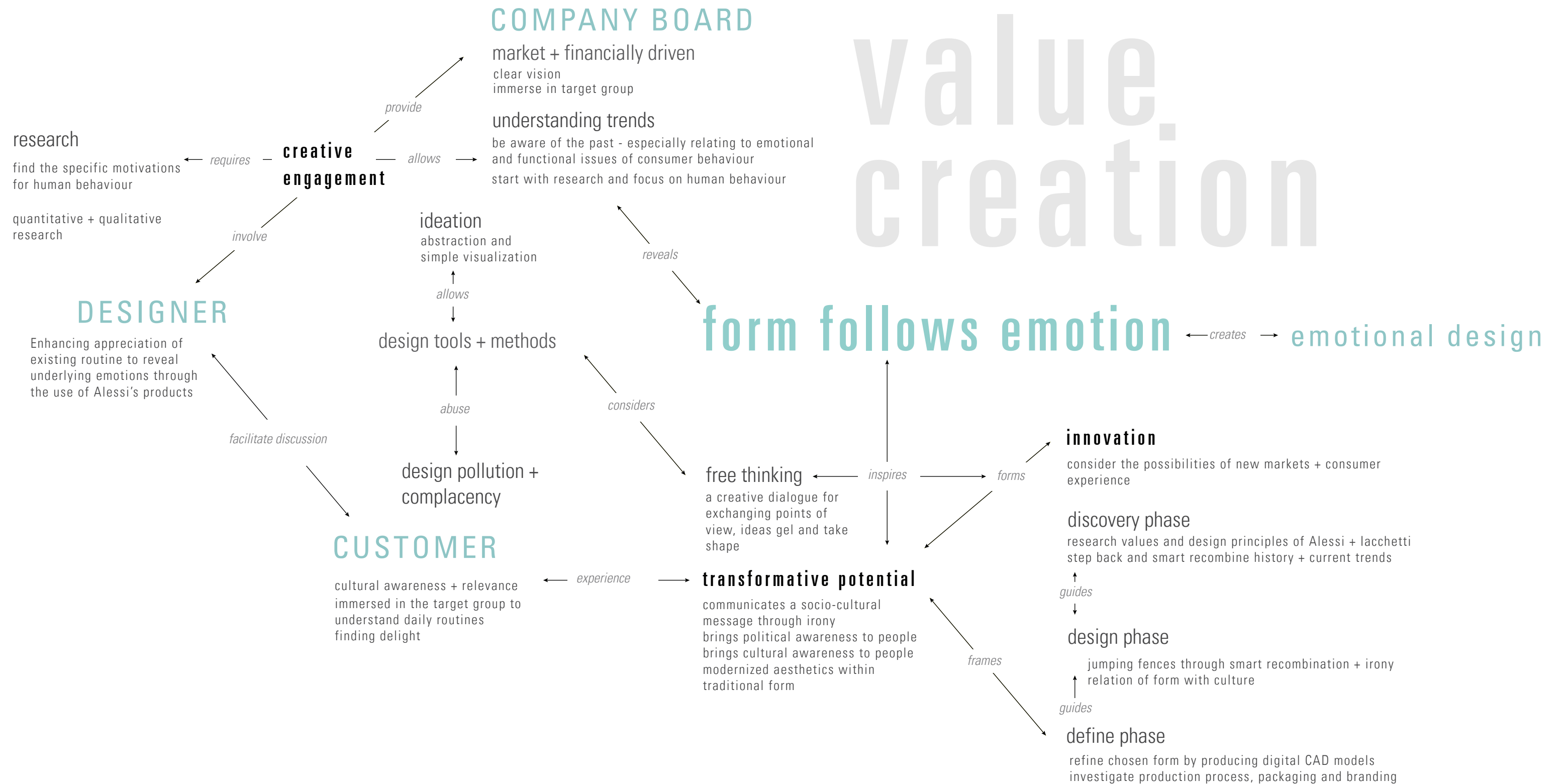
## Opening:

Enhancing appreciation of daily routine to reveal underlying emotions

PROCESS  
of STRATEGIC DESIGN



## of STRATEGIC DESIGN



# DISAPPEARING CULTURAL SIGNIFICANCE

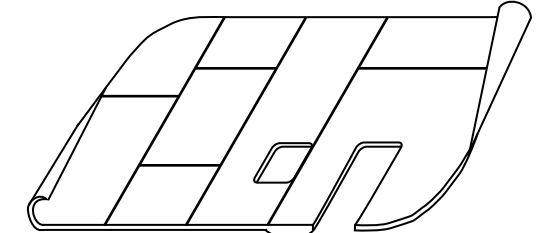
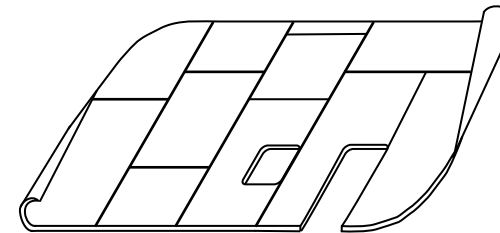
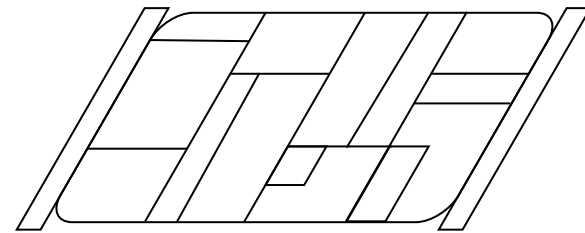
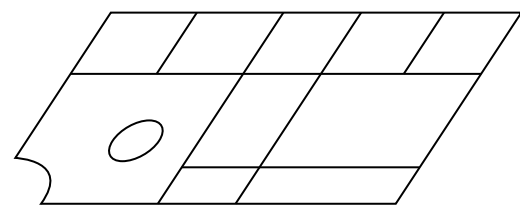
Lim Sai Hor (Kow Mock) Benevolent Association Building

The urbanization of the Vancouver Chinatown generates excitement for the generations that are aiming to revitalize the community. On the contrary, the longtime residents of this neighbourhood value the continuation of its cultural identity, and preservation of historical significance.



# ITERATION

jumping fences + smart recombinations +  
transformational metaphor



1 smart recombining an abstracted version facade of the building with a traditional paint palette

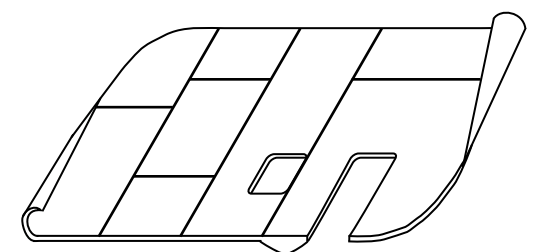
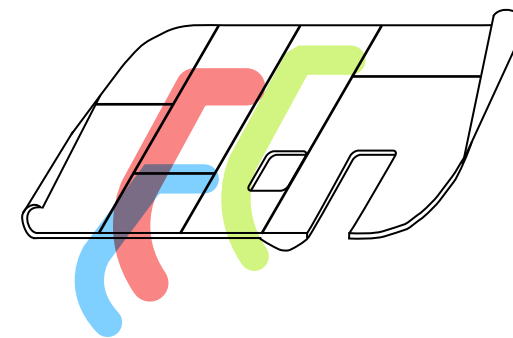
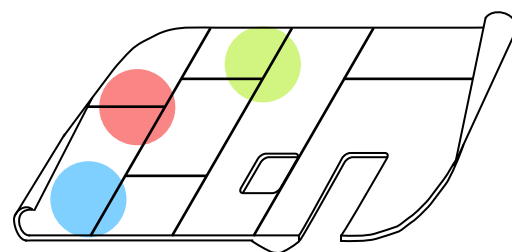
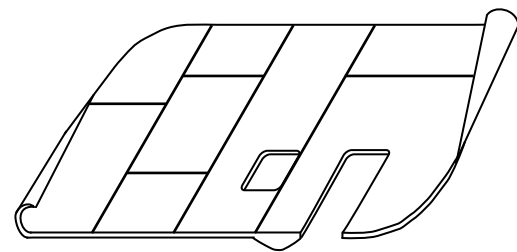
2 considered different aspects of Chinese culture including gestures used in painting, reading and writing

3 eliminated cultural cliches by reducing materials and abstracting the form further

4 adding delight in the ergonomics of palette by incorporating the idea of inverted windows that brought light into the Lim Sai Hor (Kow Mock) Benevolent Association building.

# PAINT PALETTE EXPERIENCE

reminiscent of the old Vancouver Chinatown



1 palette is a blank canvas that depicts the facade of the Chinatown green building

2 overtime, more colors and shades are mixed onto the palette, giving the stainless steel a new aesthetic value

audience may or may not like what has been done to the stainless steel as the painting gestures represent painting over an important historical aspect of Chinatown.

*Is stainless steel really stainless?*

3 washing or scraping the paint off to create a colorful relief, or scars left behind from the scraping.

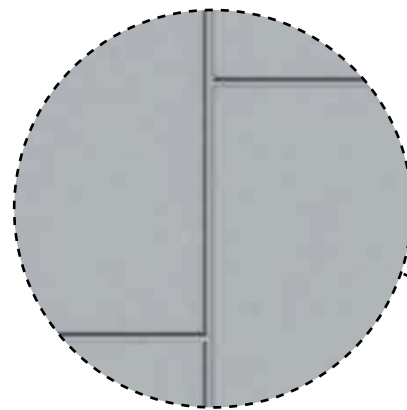
*ironic  
fun for the "gentrifiers" moving in, but disrespectful to the elder community*

4 when the palette returns back to the original state the user can reflect on the changes that occurred

# DETAILS

## material + finish

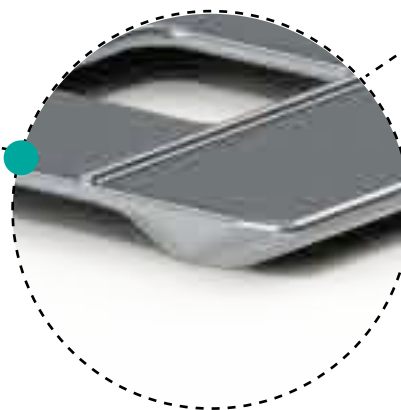
a stainless steel paint palette with smooth, curved edges



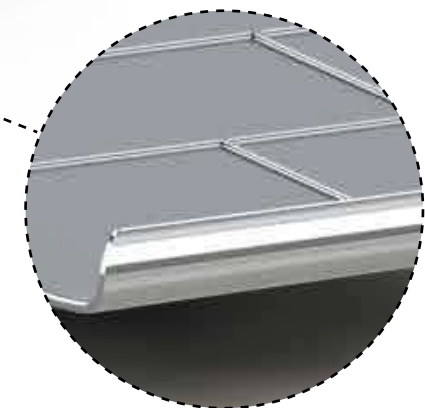
stamped detail



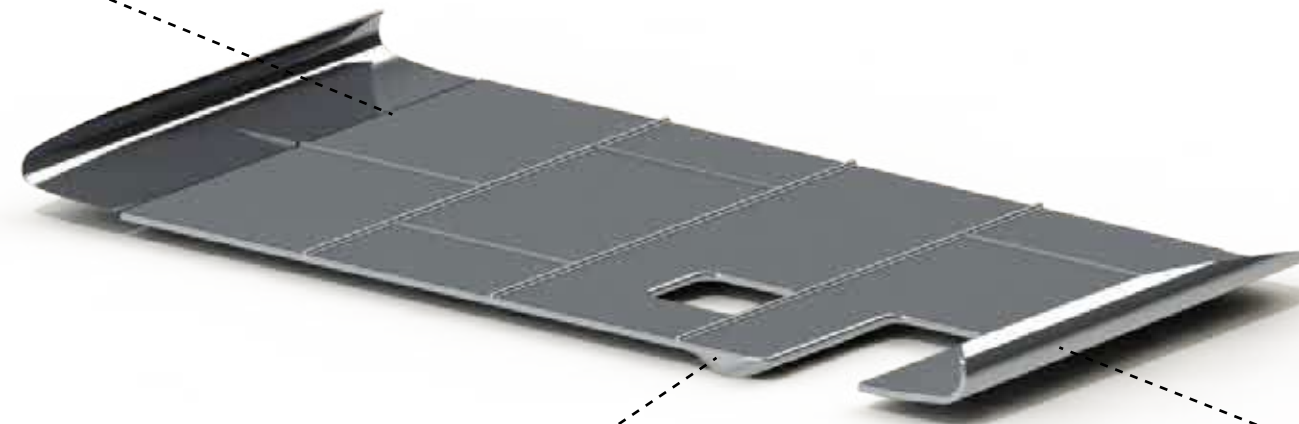
form inspired by the  
inverted window of the  
Lim Sai Hor Benevolent  
Association building



triangle stand



curved sides

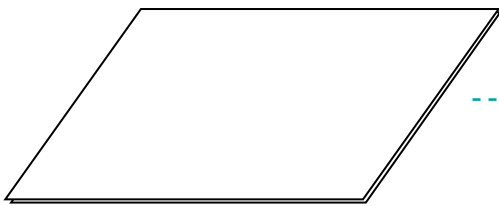




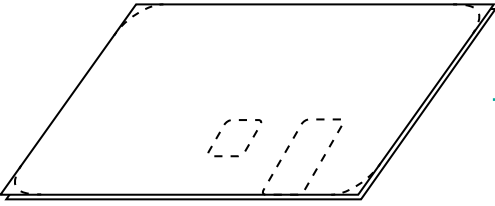
# PRODUCTION PROCESS

metal sheet forming

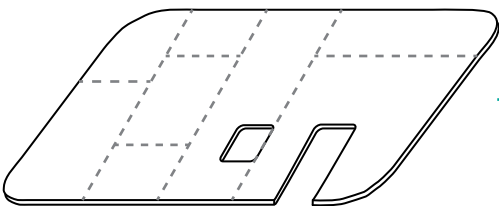
*Practical for mass producing high-quality stainless steel products*



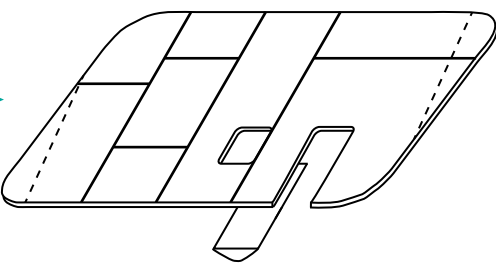
1 flat stainless steel sheet



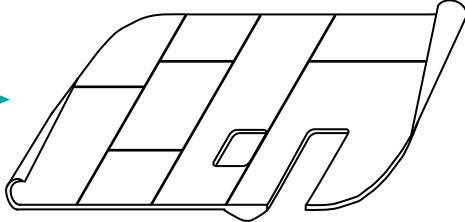
2 stamp out holes + soften edges



3 stamp pattern detail



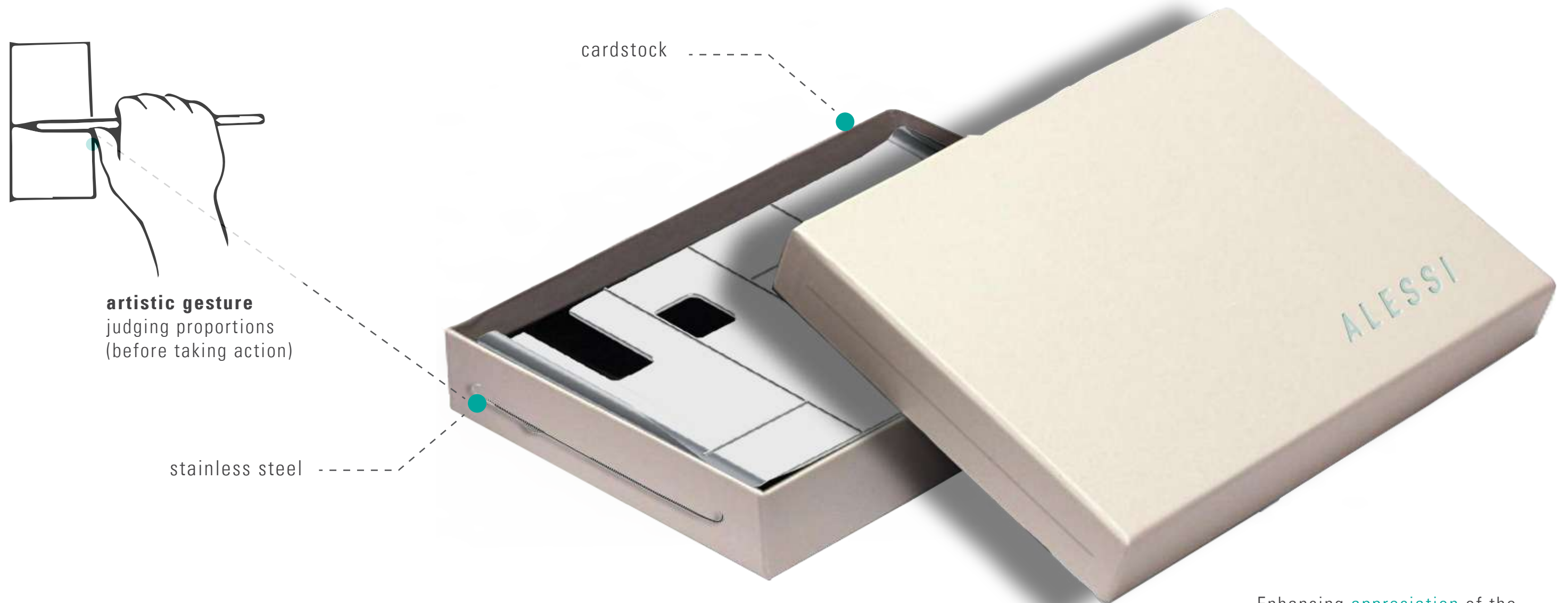
4 curl opposing corners + add triangular piece



5 polish + finish

# BRANDING

materials + packaging



Enhancing appreciation of the tool in your hands.



# STUDIO

painting environment





## REFERENCES

### WEB

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<http://www.insidevancouver.ca/2011/04/14/photo-essay-inside-vancouver-neighbourhoods-chinatown/>

<http://vancouver.ca/files/cov/historic-study-of-the-society-buildings-in-chinatown.pdf>

<https://s-media-cache-ak0.pinimg.com/736x/14/c4/69/14c4697d59240a26ea24951b5be0a8f2.jpg>

### IMAGES

<http://www.shayssilkcreation.com/images/slider/piza.jpg>

[http://www.vancouver-chinatown.com/images/gallery/main/ct\\_main\\_1\\_12.jpg](http://www.vancouver-chinatown.com/images/gallery/main/ct_main_1_12.jpg)

[http://static.squarespace.com/static/53167a5fe4b0c6f4c178efd4/t/5445817ae4b0878cfaf1c65c/1413841274167/Studio\\_1.jpg](http://static.squarespace.com/static/53167a5fe4b0c6f4c178efd4/t/5445817ae4b0878cfaf1c65c/1413841274167/Studio_1.jpg)