July Huang

works
-2023

July Huang

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t: +86 1367 122 0036

experience

2022.08-2022.11	art director	AKQA, shanghai, cn
2019.10-2022.08	senior graphic designer, team lead	neri&hu, shanghai, cn
2019.07-2019.10	graphic designer	2x4, beijing, cn
2018.02-2019.06	graphic designer	vice china, beijing, cn
2016.01-2018.02	sales consultant part-time	acne studios, melbourne, au
2016.09-2018.02	buyer, graphic designer	monk house design, melbourne, au

education

2014-2017	[ba] communication design	rmit university, melbourne, au

july huang is a graphic and communication designer based in shanghai, china, who is currently an art director at AKQA shanghai. she has previously managed a small design team at neri&hu design and research office.

she is working primarily on interdisciplinary projects across advertising, branding, interior and spacial design, publishing and exhibition.

selected clients

NIKE
Jordan GC
Lancôme
Suntory
Pernod Richard
Hongkong Land
Stellar Works
Design Republic
Blue Bottle
NEW BUND 31
VANKE
Neri&hu
Tongji University

works
-2023

Project List

- Digital/Film

2022 Hello Again
Role: Art Direction, Graphic Design

2022 Jordan 25th Anniversary Digital Hub
Role: Art Direction, UI Design

2023 Jordan Beyond 3D Billboard
Role: Art Direction

2023 Nike NTC
Role: Art Direction, UI Designer

2020 Misbhv X Peacebird Men
Role: Graphic Design

- Environmental

2021 New Bund 31 Performing Arts Center
Role: Graphic Design

2021 Vanke Nantou City Guesthouse
Role: Graphic Design

2019 Xiexie Bao & Tea Flagship Store
Role: Graphic Design

- Brand Design

2022 CR3304
Role: Brand Design

2022 the Garden Store
Role: Brand Design

2021 the Chuan Malt Whiskey
Role: Logo Design

2020 Stellar Works
Role: Brand Design, Brand Strategy

- Poster/Publication

-2021 Neri&Hu CNY Posters
Role: Graphic Design

2018 Vice China Record Store Day Party
Role: Graphic Design

2017 Monk House Design Xmas Campaign
Role: Graphic Design

2017 Cool Room Poster Series
Role: Graphic Design

2020 Tongji University Lecture Series
Role: Graphic Design

-2019 Vice China Almanac Series
Role: Graphic Design

Hello Again

Role
Art Direction, Graphic Design (AKQA)

AKQA's Shanghai office warming party greets our friends and family with an art and technology experience.

Artworks used for this event identity are all generated by AI from the promps written by AKQA co-workers and refined for best presentation.

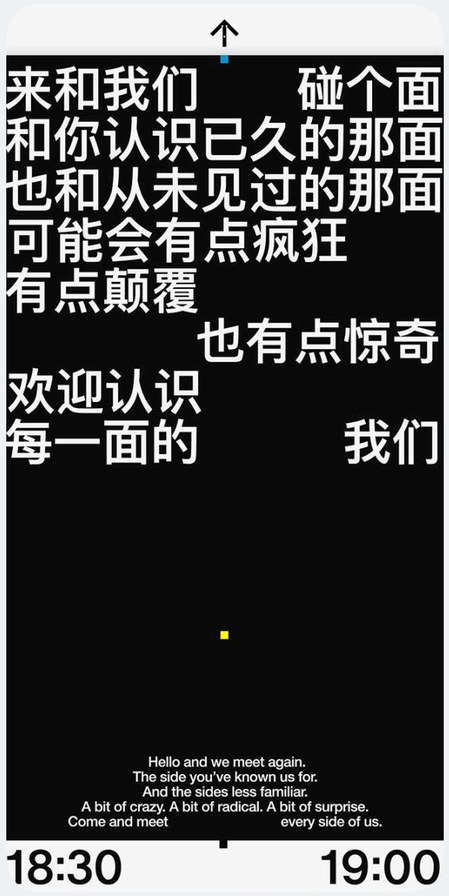
Interactive Sound Installation

Hello *AGain*

HELLO
HELLO
Hello
HELLO
Hello
HELLO
Hello
HELLO
HELLO
HELLO
hello
hello
HELLO
HELLO
HELLO
Hello
HELLO
DAVE AT ANUE LNA KOBE ON DIULE AINT DITIBILY A NE AIYY
Hello
HELLO

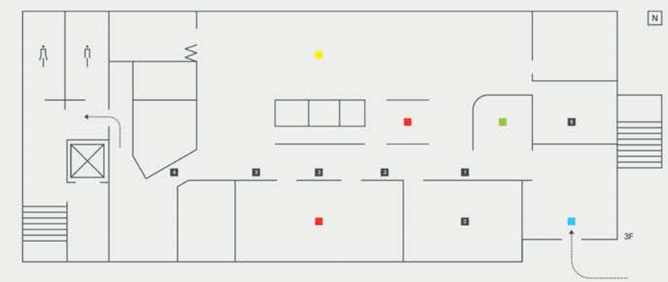
Hello hello HELLO Hello
HELLO Hello HELLO hello HELLO
ello HELLO Hello HELLO hel
HELLO hello HELLO Hello
HELLO Hello HELLO hello HELLO
ello HELLO Hello HELLO hel
HELLO hello HELLO Hello
HELLO Hello HELLO hello HELLO

AKQA
Hello
AGain
2 DEC 2022
18:30-21:00


来和我们 碰个面
和你认识已久的那面
也和从未见过的那面
可能会有点疯狂
有点颠覆
也有点惊奇
欢迎认识
每一面的 我们
Hello and we meet again.
The side you've known us for.
And the sides less familiar.
A bit of crazy. A bit of radical. A bit of surprise.
Come and meet every side of us.
18:30 19:00

Hello and we meet again.
The side you've known us for.
And the sides less familiar.
A bit of crazy. A bit of radical. A bit of surprise.
Come and meet every side of us.
18:30 19:00
初次见面 签个到吧
19:00 19:00
聚会开场
19:00 20:00
碰面聊天
你就是创意
聊创意也聊自己
和我们的新一面
碰个面 和谁碰面
TIANSHU GU

YOUSH HUANG
独立创意人+潮牌兼职主理人
Independent Creator / Trendsetter
20:00 21:00
自由探索 A 社每一面
18:30-19:00
Let's Greet
19:00
Let's Gather
19:00-20:00
Let's Chat
"Everyone is a Creative"
See the Other Side of Us
20:00-21:00
Let's Explore



1. AI Generative Art Experience
2. Screening Room
3. Gallery
4. VJ Installation
5. The Lab

- 18:30 Registration
- 19:30 Launch Opening
- 19:30-20:30 Round Table Sharing
- 20:30-21:00 Exploring the Space
- Refreshment

AKQA

Jordan 25th Anniversary Digital Hub

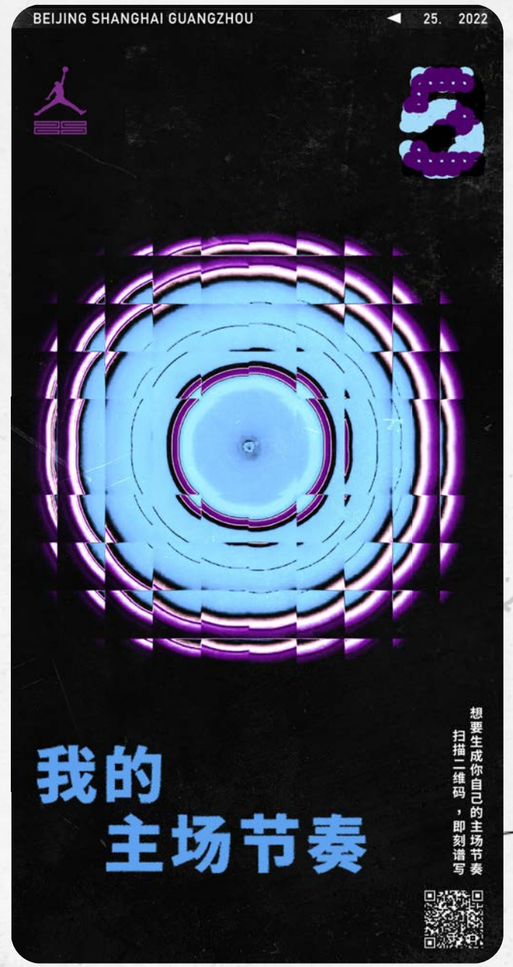
Role
Art Direction, UI Design (AKQA)

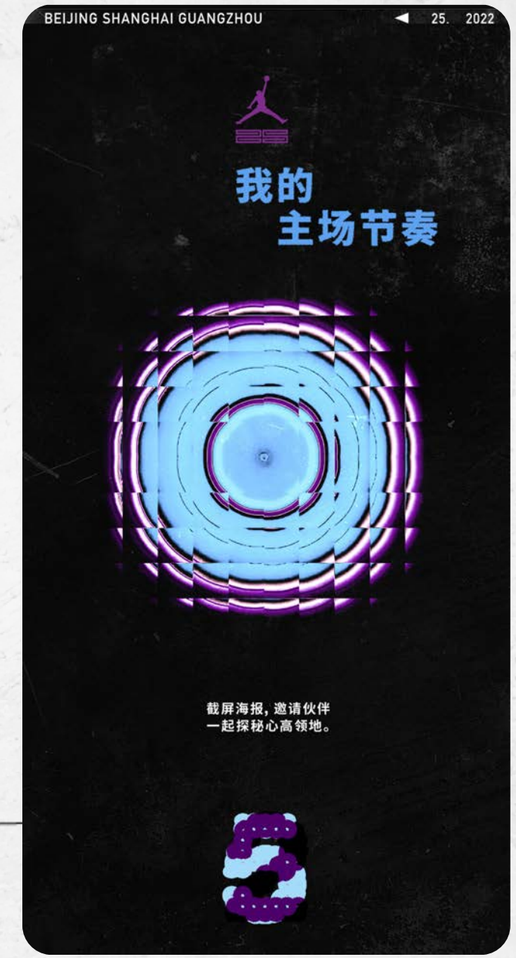
AKQA is helping Jordan GC to celebrate its 25th anniversary by building a digital hub for exist & potential community members to engage during pandemic. From strategy to creative concepts, we have developed a brand system consists of series of spaces and engagements in consumer phases.

39°54'23.0"N 116°25'02.8"E

97. 2022

39°54'23.0"N 116°25'02.8"E





Engagement - Make Your Beat

For users to compose unique beat based on the sound mix sampled from basketball and related street-culture activities, and to share personalised motion poster generated from their own track.

39°54'23.0"N 116°25'02.8"E

▲ 97. 2022

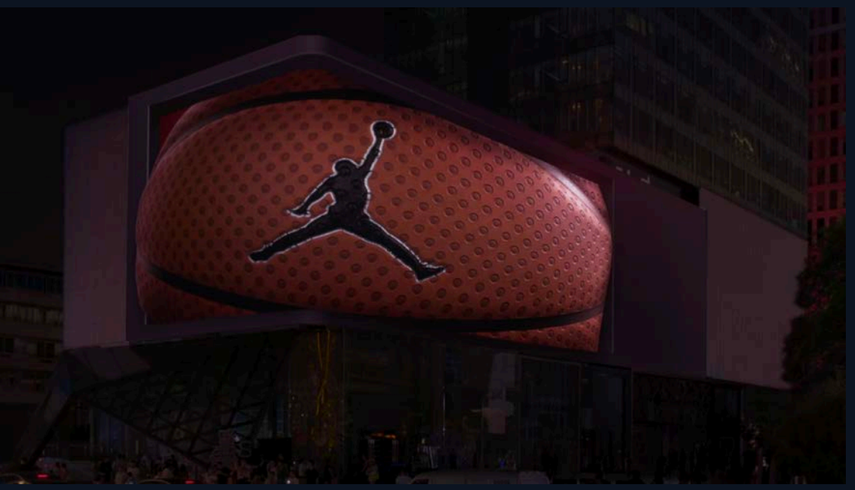
Jordan Beyond Naked-Eye 3D Billboard

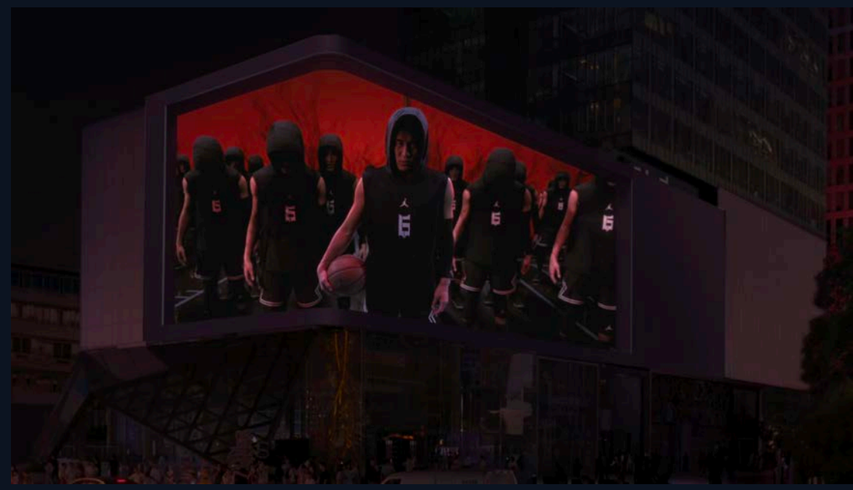
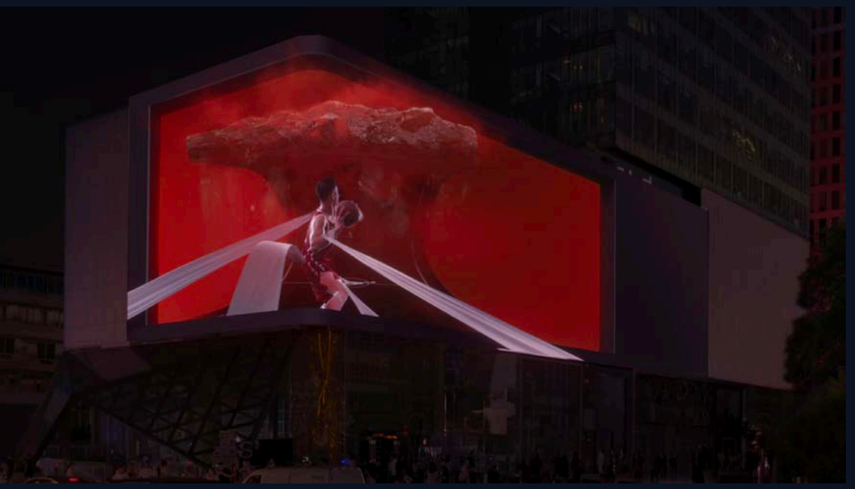
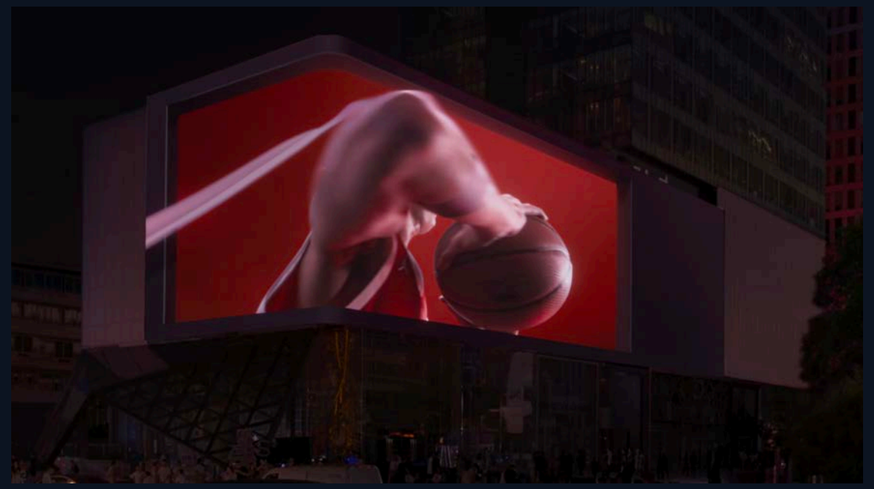
Role
Art Direction (AKQA)

In defiance of abusive lockdown orders in China last year, many cities have witnessed silent protests. People (mostly younger generation) held blank paper and spoke up without a sound against bureaucracy.

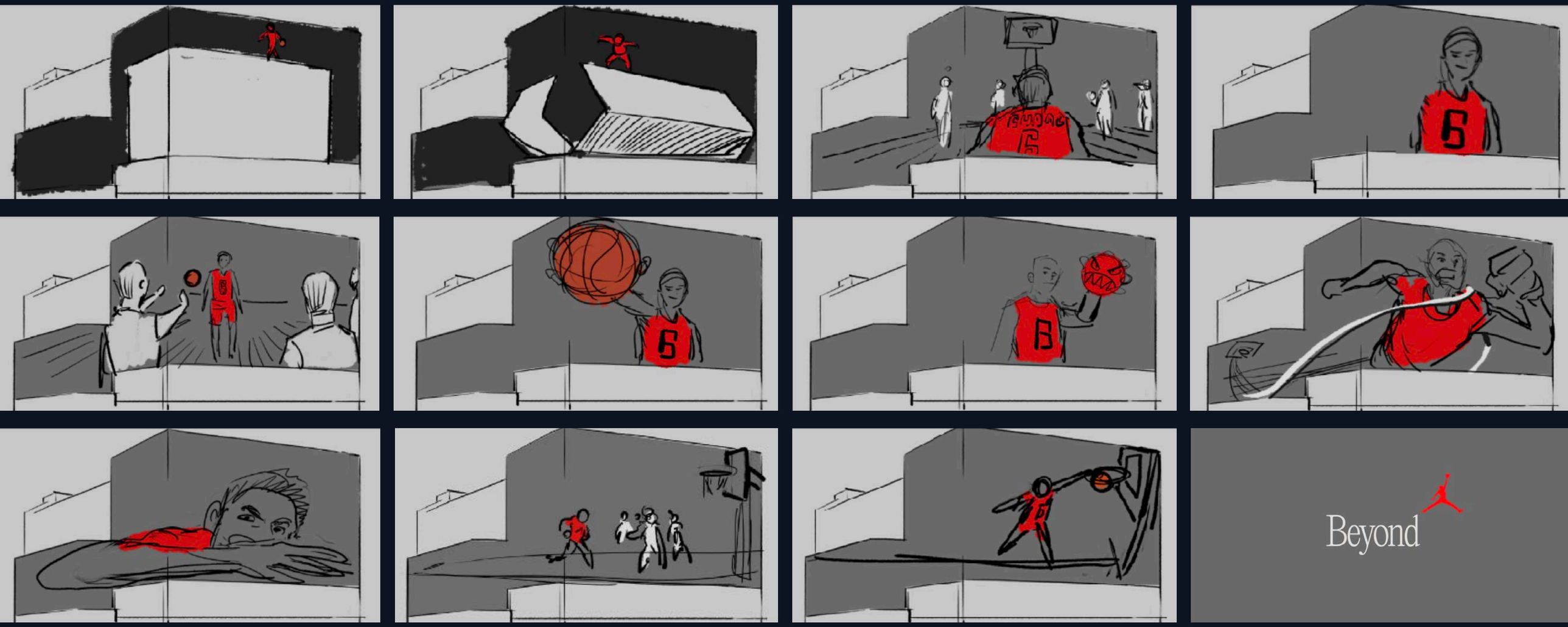
We carry the courage and self-belief shown of new generation to further amplify “Jordan Beyond”.
In order to inspire more Gen-Z to take their "Leap of Faith", AKQA and production house the Mill create a Naked-Eye-3D screen billboard story featuring our star basketball player, Guo Ai Lun.

We witness how he took his own “Leap of Faith”, by constantly challenging himself, and finally realizing the leap from fear to fearlessness with unmistakable self-belief.



Beyond



The Story of Guo Ai Lun

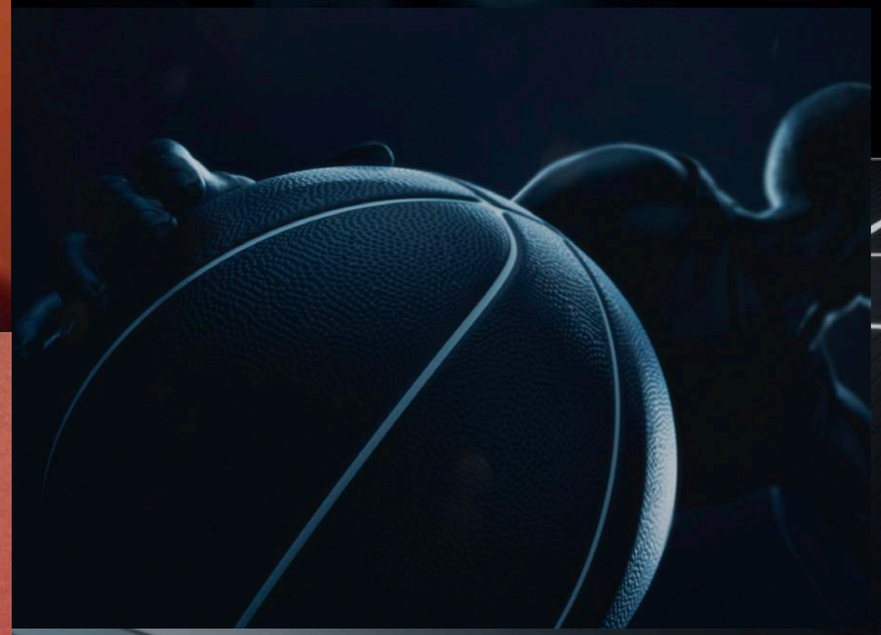
Standing in front of GAL is the pressure of failure, the annoyance of inner demons and the doubts of the world. They are like intangible giants, repeatedly intercepting the basketball in his hand.

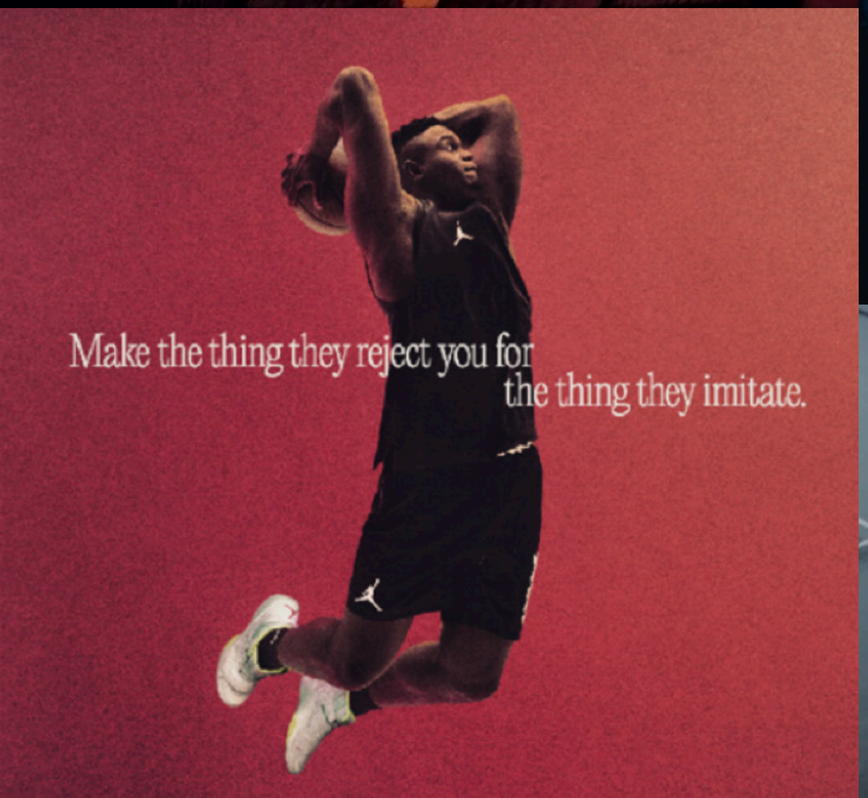
But nothing can halt his progress, nor impede his breakthrough. Once again, he took a leap of faith and shot in zero second. The only one who can defeat him is himself.

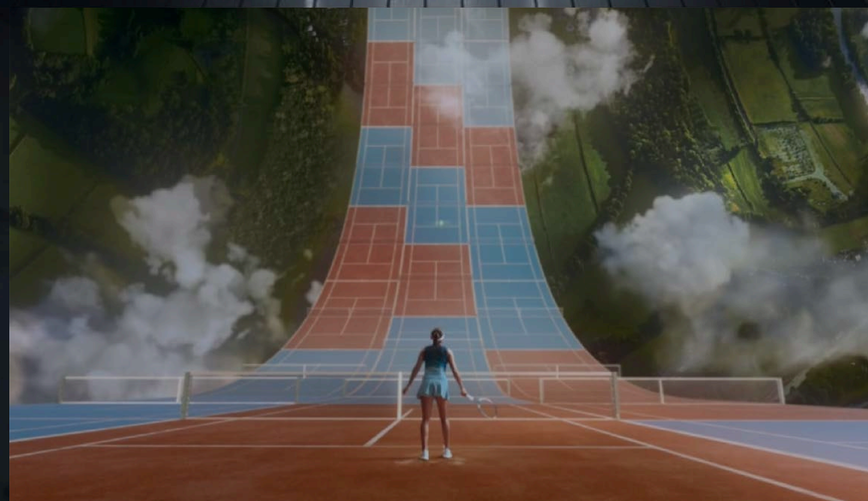
01. The Protagonist

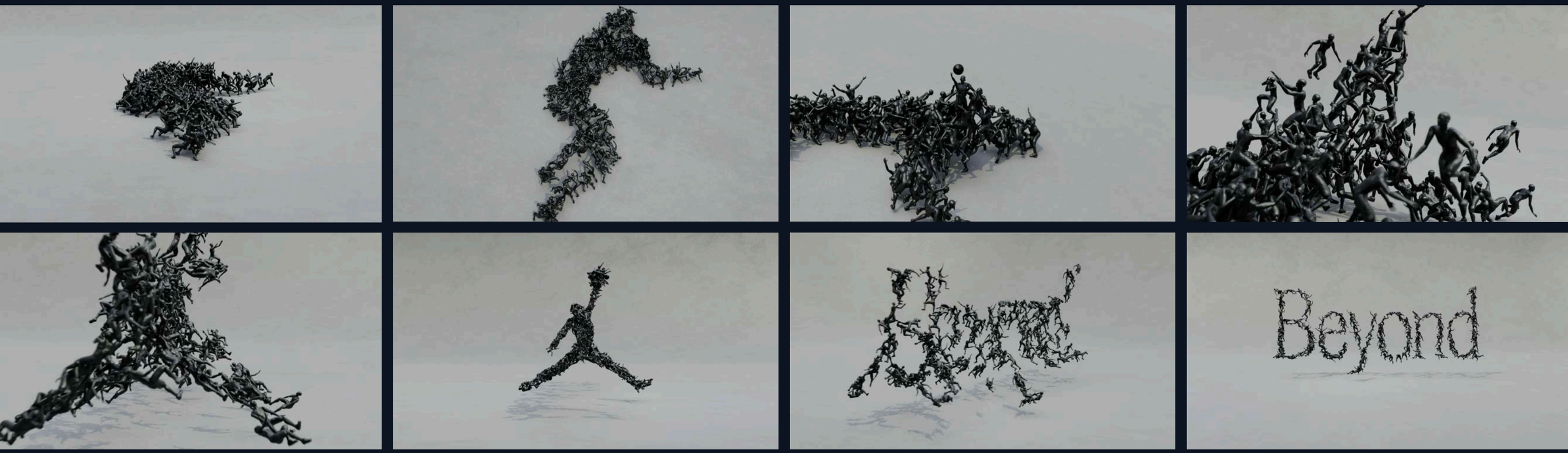
02. The Rivals

03. The Court









Trompe l'oeil exploration of "Leap of Faith" (Unused)

Nike NTC

Role
Art Direction, UI Design (AKQA)

Art direction and UI design for Nike NTC's chinese new year online traning program. We designed avatars and reward systems to make sports a daily habit.

生风
配

NTC 撑你
心平兔和
7天挑战
长1岁
就跑快1分配
连续7天运动怎算难?
今年狂绘你们看!
扫码进入我的挑战主页,
和我一起稳住FLAG!

12:55
NTC 撑你
跑兔生风
7天挑战
长1岁
就跑快1分配
稳住 FLAG
狂绘 他们看

12:55
NTC 撑你
FLAG
不倒
Flag 不立, 新年怎算开始?
一起打破"立了倒, 倒了又立"轮回,
无论你的 Flag 多狂,
这次 Nike Training Club 助你稳住!
马上 立FLAG
超多新春好礼
等你来赢
活动规范

12:55
即刻立下你的训练 FLAG
身体力行去稳住
新年我要
挑战
跑得更好
心静无杂念
身强体健
情绪稳定更上层楼
少生气多呼吸
适时放空
冲鸭
活动规范

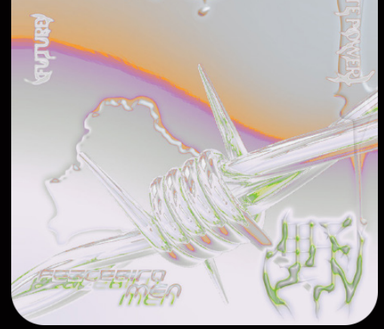
NTC 撑你
心平兔和
7天挑战
长1岁
就跑快1分配
连续7天运动怎算难?
今年狂绘你们看!
扫码进入我的挑战主页,
和我一起稳住FLAG!

MISBHV X Peacebird Men

Role
Graphic Design

A series of social media content and KOL seeding materials for Peacebird Men's very first collaboration with Polish fashion brand MISBHV in 2020.

The final visuals are fusions of pre-1989 youth culture and subcultures from new digital era, representing the voice of young generations in different social context.


euphoria
PEACEBIRD MEN

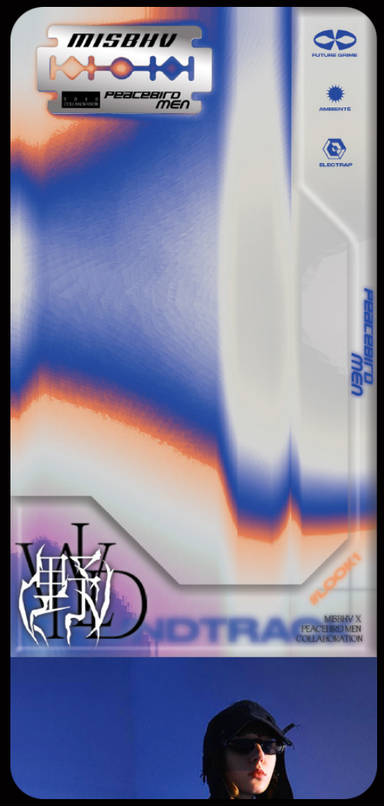
PEACEBIRD
MEN

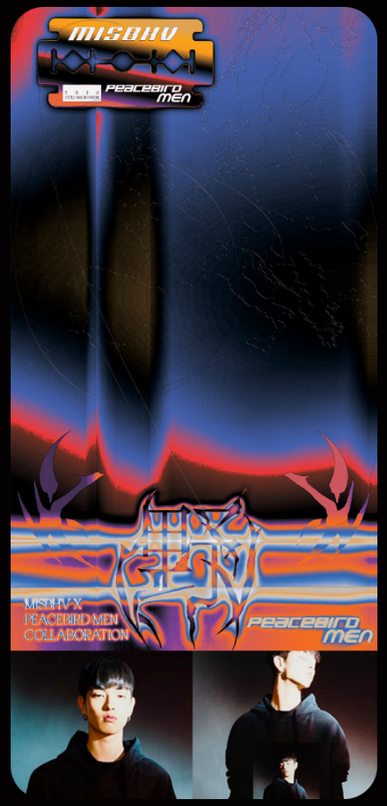
wild
illusion
utopia
野
PEACEBIRD MEN

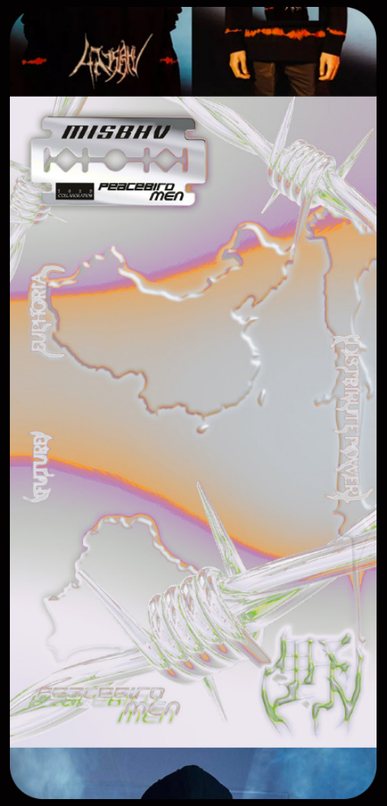
PEACEBIRD MEN
野
#LOOKS
MISBHV X
PEACEBIRD MEN
COLLABORATION

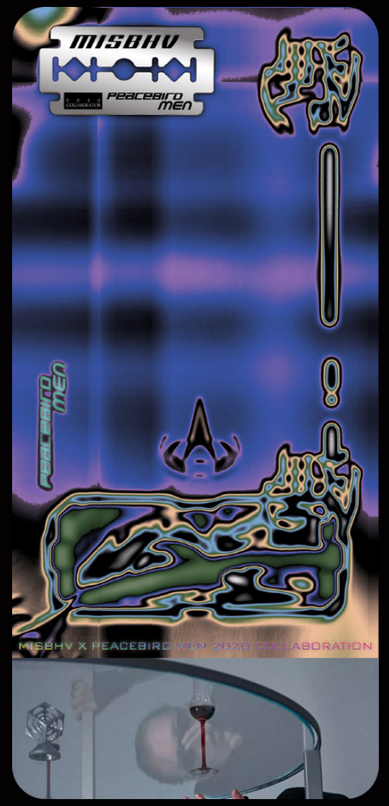
PEACEBIRD
MEN

PEACEBIRD
MEN
MISBHV
MISBHV X
PEACEBIRD MEN
COLLABORATION
future SCAM
belief
lies
wild
utopia
illusion
野
PEACEBIRD MEN


MISBHV
PEACEBIRD MEN
FUTURE GRAVE
AMBIENTE
ELECTRAP
USW
野
#LOOKS
MISBHV X
PEACEBIRD MEN
COLLABORATION


MISBHV
PEACEBIRD MEN
MISBHV X
PEACEBIRD MEN
COLLABORATION
PEACEBIRD MEN


MISBHV
MISBHV
PEACEBIRD MEN
euphoria
LIFESTYLE EXPERT
PEACEBIRD MEN


MISBHV
PEACEBIRD MEN
PEACEBIRD MEN
MISBHV X PEACEBIRD MEN 2020 COLLABORATION

MISBHV
PEACEBIRD MEN

MISBHV
PEACEBIRD MEN

MISBHV

MISBHV
2020
COLLABORATION
PEACEBIRD MEN
DISTRIBUTE POWER
FUTURE EUPHORIA
MISBHV X
PEACEBIRD MEN
COLLABORATION
PEACEBIRD MEN

CR3304

CR3304 is a homeware/furniture design studio based on artist Gao Xu's urban observation.

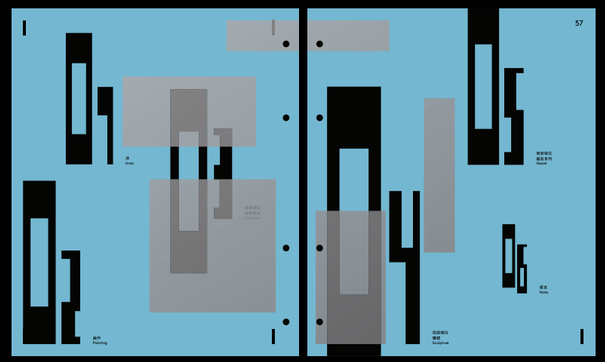
The design language for home products and visual materials is consistent, both rooted in spacial documentary and deconstruction of elements in urban communal spaces.

Role
Brand Design

CR3D4

CR3D4

CR3304
Dislocated Space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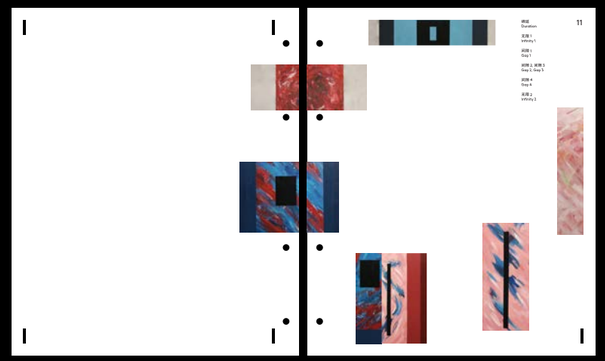
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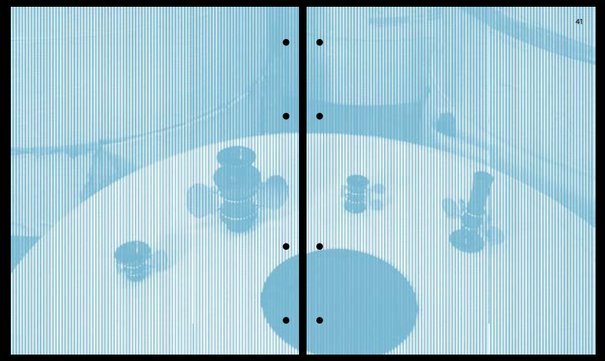
29


41

流转的家具
Vol.1

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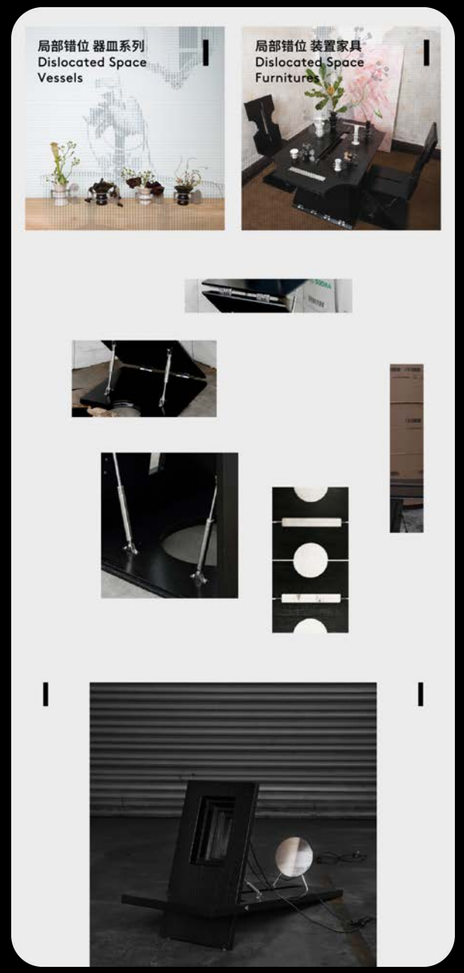
P.127

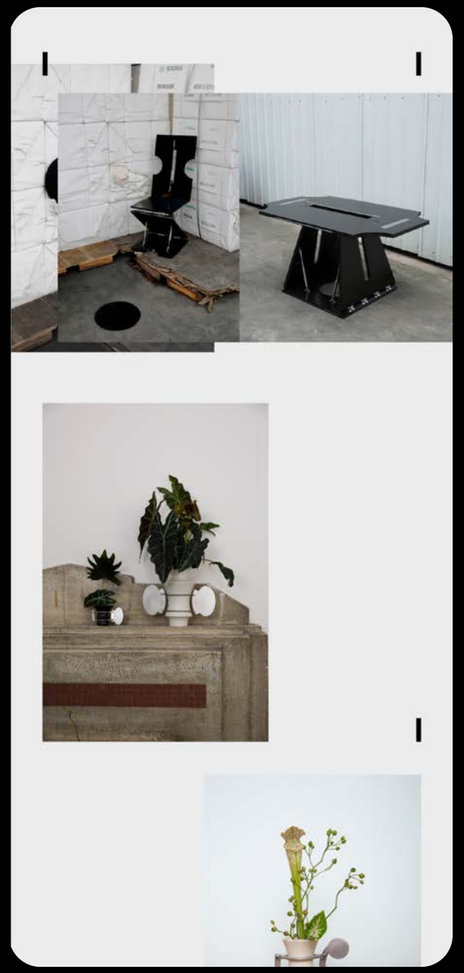
P.94

1 城市客厅
2 随处可坐
3 纸箱住宅
4 社区拼贴

上海南码头
2023.08

上海南码头
2023.08





双耳环抱花器---黑色

局部错位 器皿系列
Dislocated Space
Vessels

CR3304 的陶瓷器物是在呈现陶瓷材料的多种可能性以及陶瓷器皿的新形式拓展。

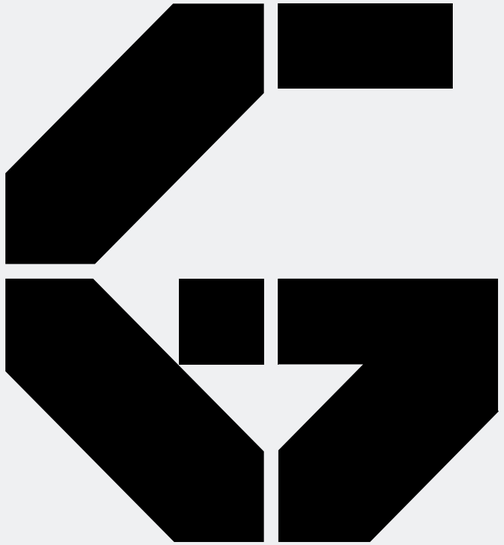
局部错位系列的家居器皿仿照居民在公共空间中对私有物品的原始绑定方式，通过环形抱箍结构，将零件化的耳朵装饰与陶瓷瓶身进行组合，形成未来金属与沉淀陶

CR3304 (全称：Created by 3304)
是艺术家高旭在城市观察与探究中，
针对家居空间，所成立的设计实践品牌，
通过捕捉纪实摄影中的意外家居形态，
在拆解后重组生活与空间的交互语言。

微信客服：cr33042022
Wechat: CR3304Official
Red: CR3304
Instagram: cr3304_official

The Garden Store 西园

Role
Brand Design



Brand identity and environmental graphics for suzhou based design store the garden.

Located in an old neighbourhood, the garden store and atelier anonymous architecture studio upstairs work organically as a creative house aiming to connect local suzhou culture with the rest of the world.

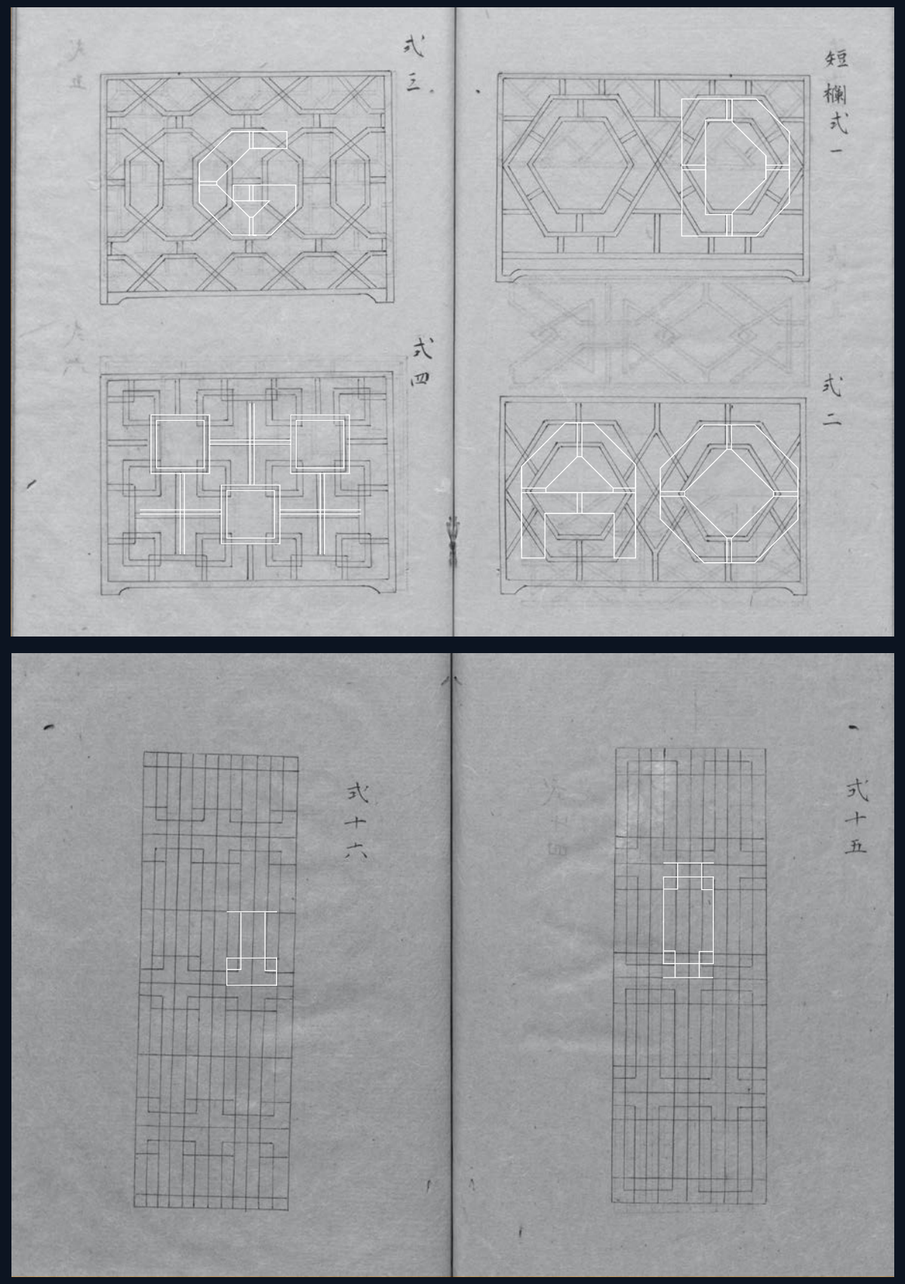
The name garden 西园 not only Indicates the shop's location, but also reflects traditional chinese Garden culture and nature of craft and simplicity of the store. From revisiting structures and shapes of doorways, windows and balustrades from *the craft of gardens* 《園冶》, octagons and elongated hexagons were deconstructed to become the base of modular garden type that work for both languages and icons.

GARDEN

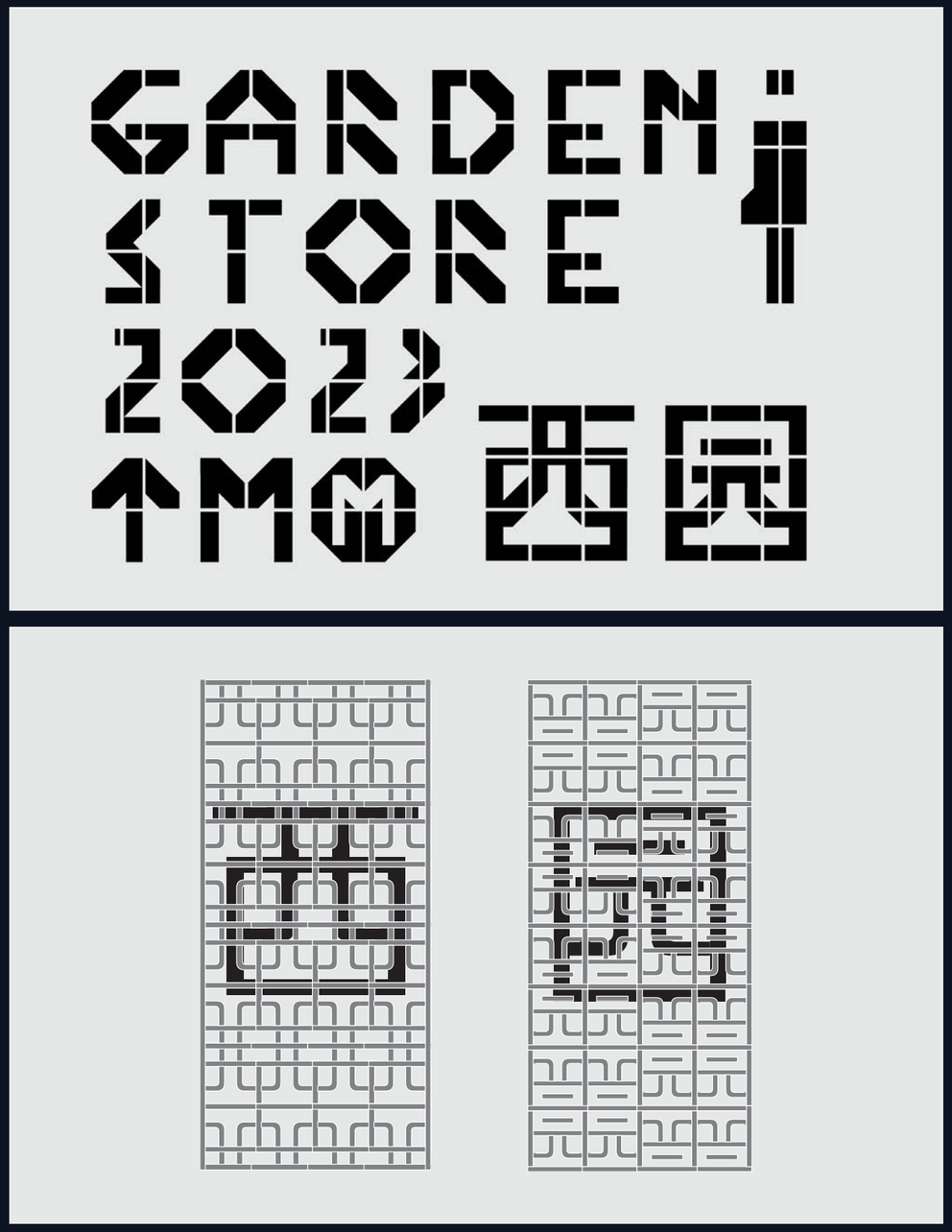
西園

西園
GARDEN

商店
shop
咖啡
coffee
展览
gallery
工作室
studio
GARDEN
atelier anonymous
temple on the mountain
editorial dept.
创造
连结
CREATE
to CONNECT
西园
GARDEN



pages from *the craft of gardens*



visual explorations

西园
创造
连结
CREATE
to CONNECT

GARDEN
shop, coffee, gallery, studio
tue-sun 10am-7pm
www.thegardenstore.cn
@gardenstore2022

周二至周日 10am – 7pm
关注 @西园gardenstore
网站 www.thegardenstore.cn
电话 +86 185 0153 4113
地址 苏州市姑苏区钮家巷11号对面

西园

10am – 7pm, tue – sun
@西园gardenstore
www.thegardenstore.cn
+86 185 0153 4113
opposite to no.11 niujia alley,
suzhou, china

GARDEN

咖啡

意式浓缩	15
美式	20
拿铁*	25
澳白*	25
季节限定*	35

其他饮品

苏打水	15
柚子茶	20
热可可*	25
抹茶拿铁*	25
拉茶拿铁*	25

* 请询问工作人员
替换植物奶或获取
季节限定饮品信息

西园
GARDEN

coffee

espresso	15
americano	20
latte*	25
flat white*	25
season special*	35

others

soda wa	15
yuzu te	20
hot chocolate*	25
matcha latte*	25
chai latte*	25

* please ask our staff
for milk substitutes
and season specials

GARDEN

The Chuan Malt Whiskey

Role
Brand Design (neri&hu)

THE CHUAN

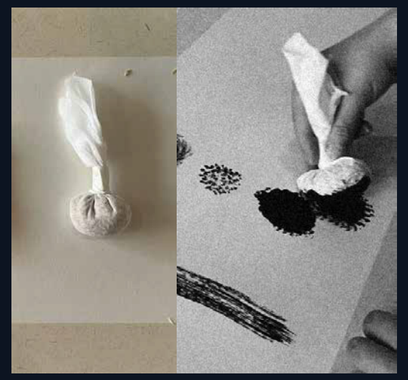
峨眉山麦芽威士忌酒厂
MALT WHISKY DISTILLERY
EMEISHAN

叠川 the chuan malt whisky distillery is established to be a cultural icon for sichuan and china that brings unparalleled sophistication and conviviality by world-leading whisky producer pernod ricard.

The distillery's name is a matrimony of two exquisite characters steeped in the local terroir and culture, with the "rich and layered" meaning of 叠 (the) and "river" in 川 (chuan) from sichuan.

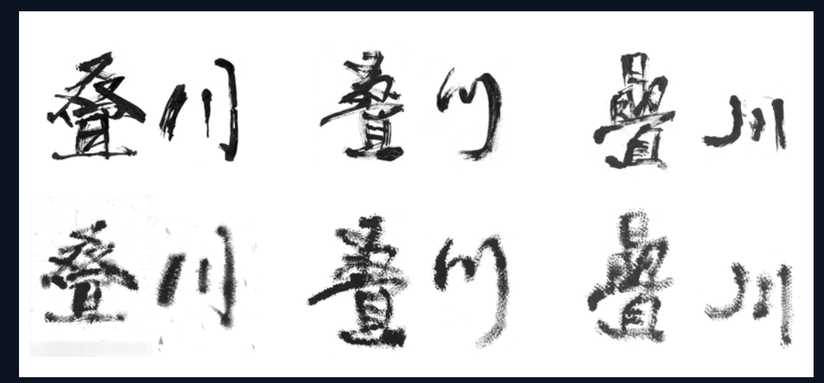
Abundant historic research, deep collaboration with the brand's marketing team, and innovative yet artistic design approach altogether ensure the design outcome is embodied with chinese concept of the dichotomy of two elements that exist in opposition yet complement each other, which aligns with the architecture and lanscape, between mountain and water, and also exists in the brand name itself.

永和
左鉤之設計圖
左鉤
接點
樞台點
M
Construction de la lettre
美容藝術
花顏水
天 老 左 於 桂 取 畢 信 化 和 人 會 懷 殊
可 其 不 昔 陰 作 竹 仰 者 為 九 感 敘 水
雲 山 存 篆 文
集 靈
千 疊
弄 石 上 月
滄 浪 亭



wrapped loose barley | barley brush
wheat straw | burnt wheat straw

brush workshop experiments



top: dichotomy of two elements, xu and shi
bottom: brush calligraphy experiments

登川

THE CHUAN

峨眉山麦芽威士忌酒厂
MALT WHISKY DISTILLERY
EMEISHAN

the chuan malt whiskey distillery experience center | entrance wall signage | the chuan logo on oak barrels

Stellar Works

Role
Brand Design, Brand Strategy (Neri&Hu)

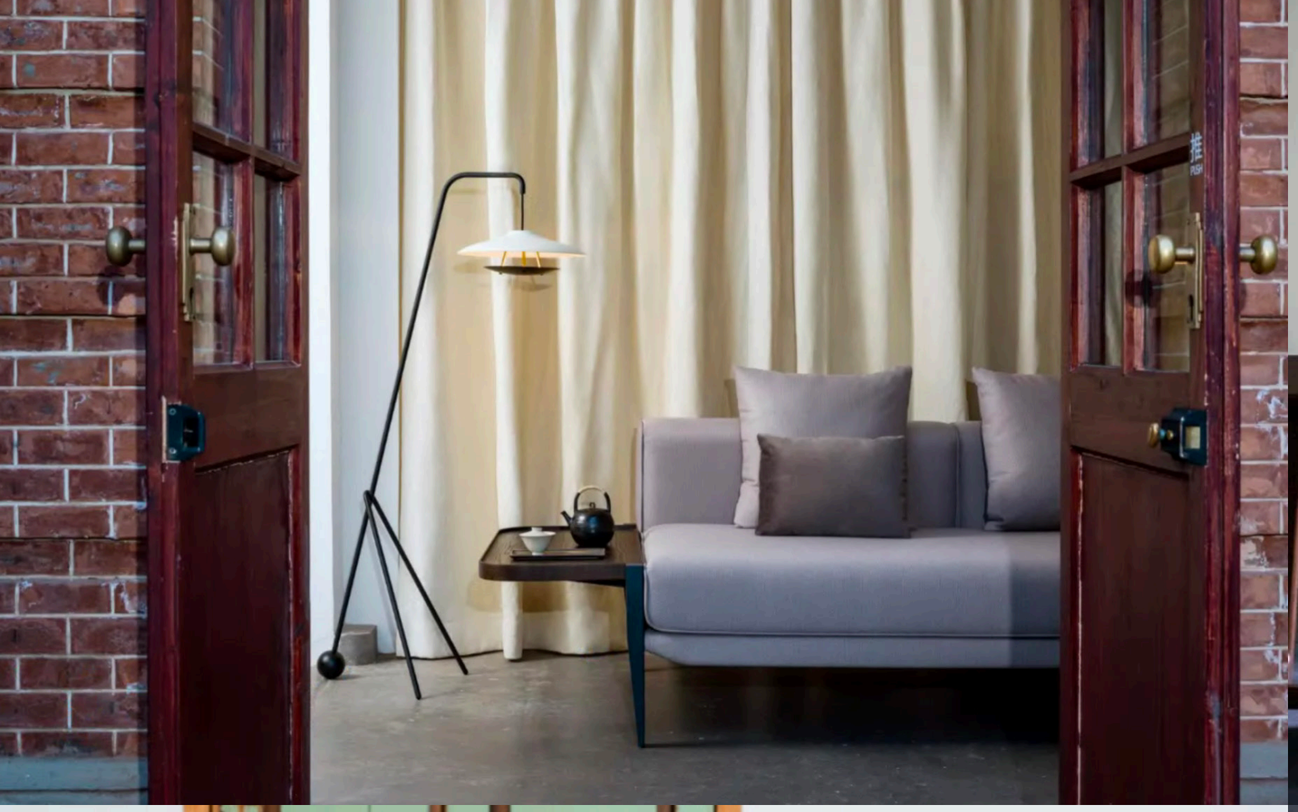
from visual guide, market analysis to designer collaboration planning, we shape brand identity and set creative direction for comtemporary craft furniture brand stellar works.

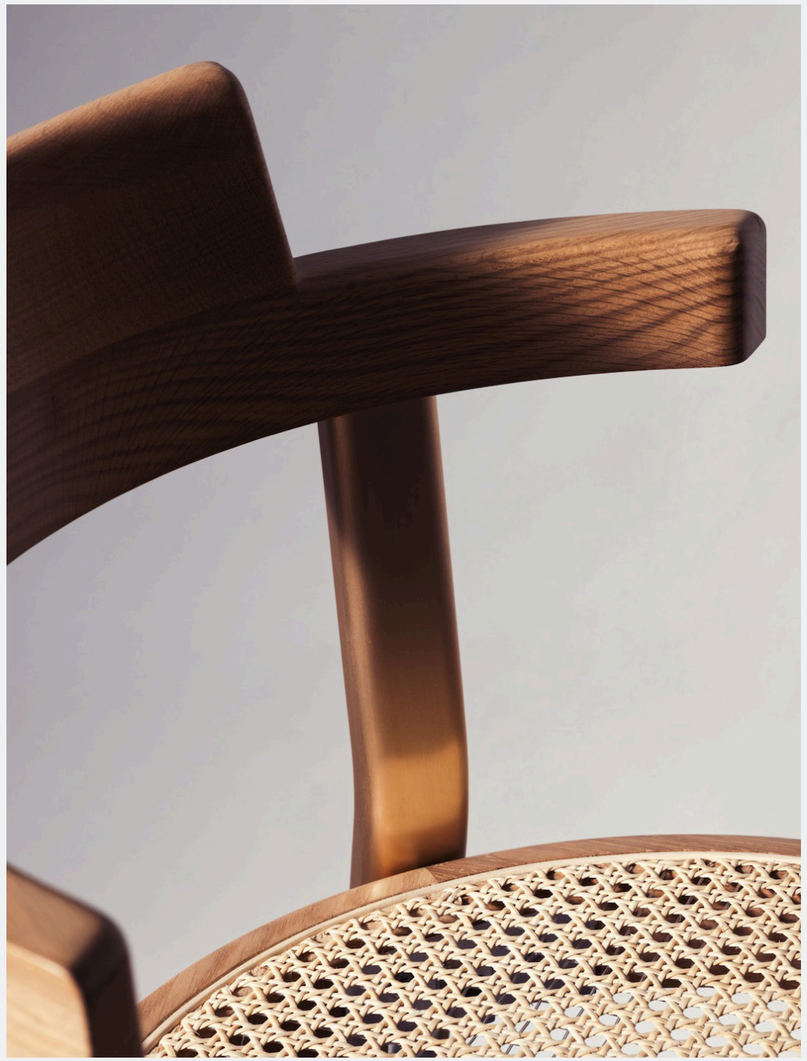
estabilished in 2012, stellar works stands for a renaissance of refined culture and asian aesthetics. Inspired by the long standing craft and industry of traditional Japanese cultures, stellar works aims to create new and timeless design.

STELLAR WORKS

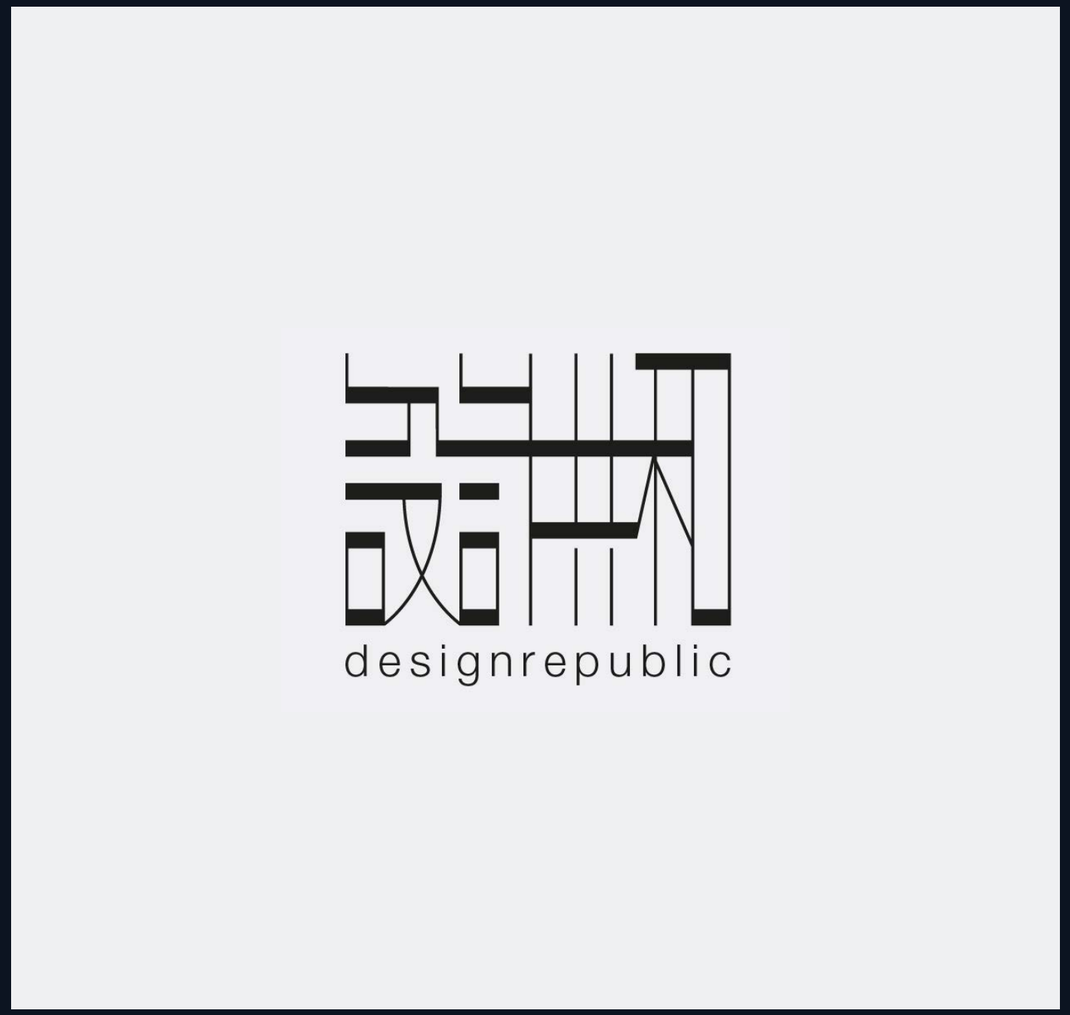
STELLAR WORKS

collection guide | collection poster - front & back

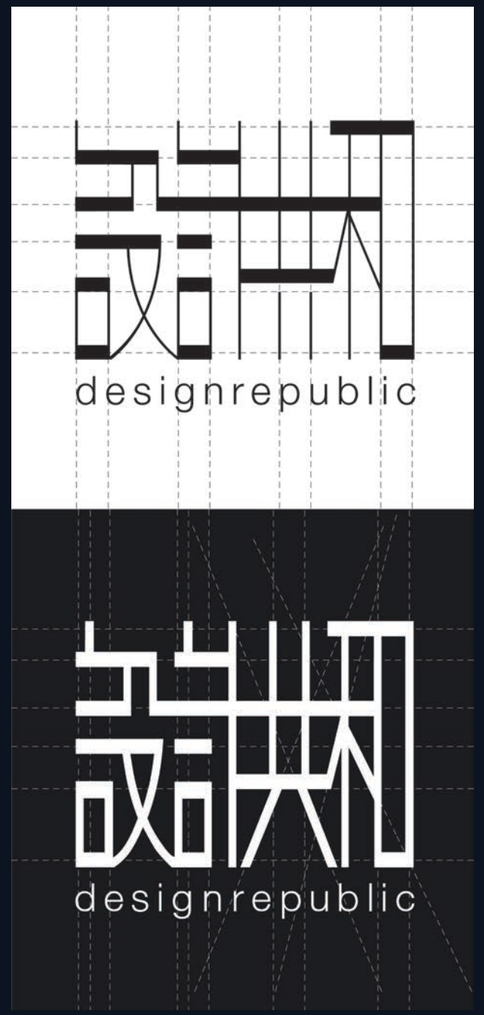




Design Republic 设计共和



design republic logo

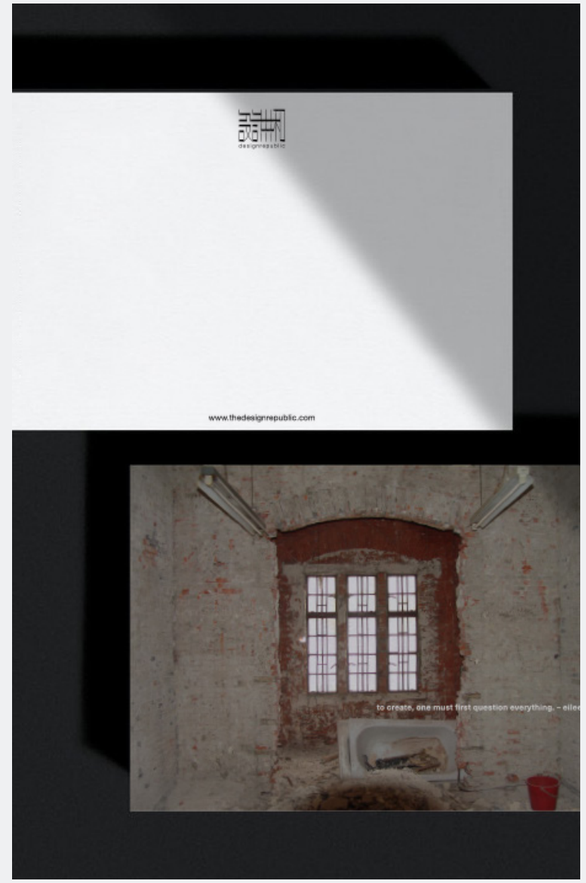


design republic logo grid | previous logo grid

Introducing a new identity that is neutral, versatile and classic for eclectic furniture retailer design republic in Shanghai.

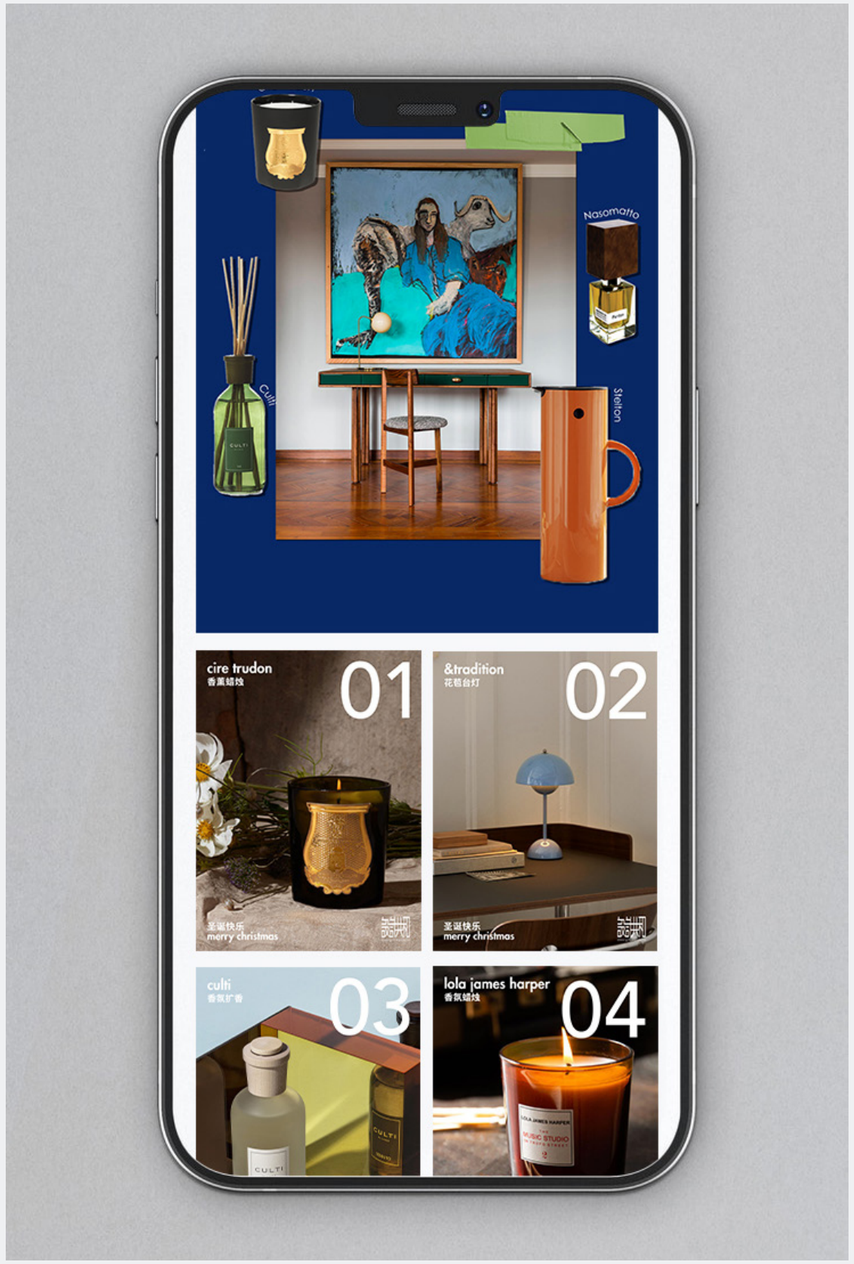
Design republic is a retail concept store offers a unique collection of products created by the world's best design talents.

designrepublic
设计共和 上海市静安区江宁路 511 号
design republic 511 jiangning rd, jing'an district, shanghai
t 021 6176 7088
www.thedesignrepublic.com
@设计共和

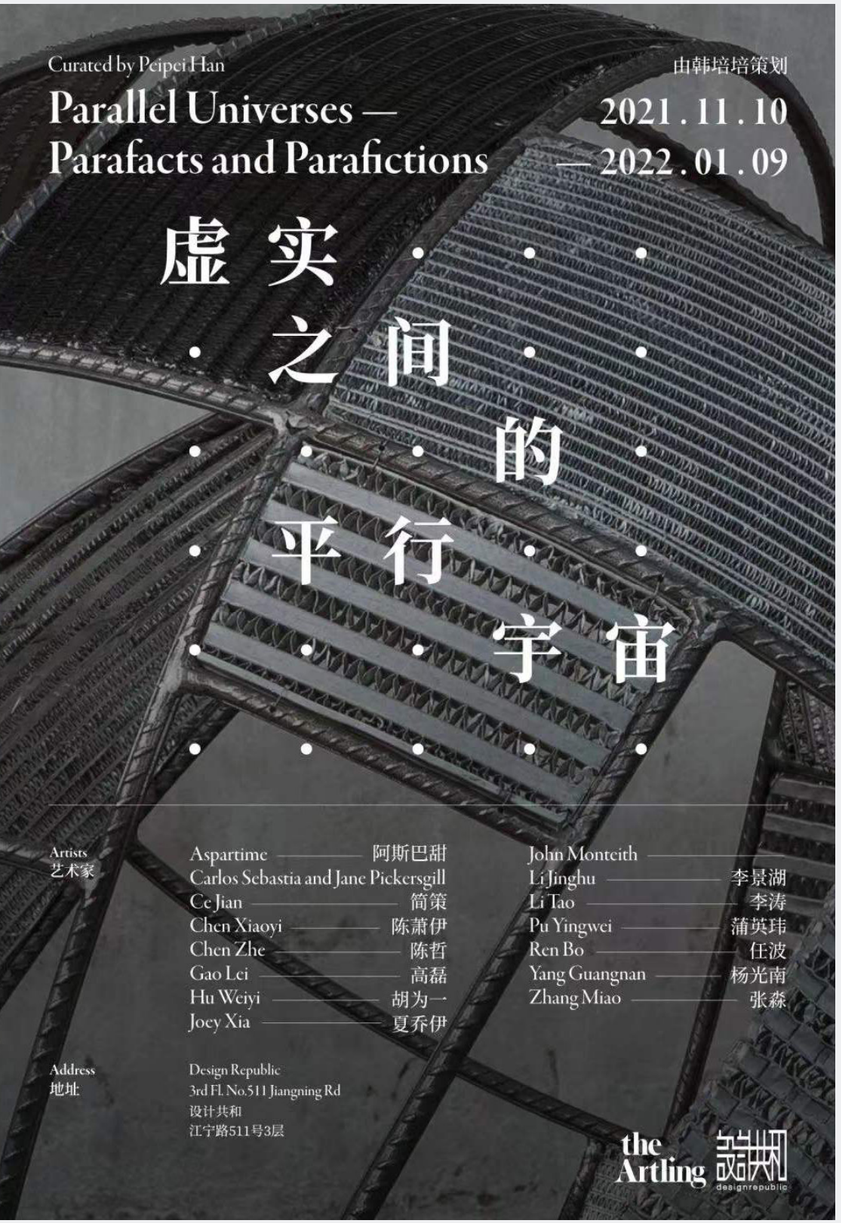

designrepublic
www.thedesignrepublic.com

designrepublic
www.thedesignrepublic.com
the extension of the art of dwelling, is the art of living. – charlotte perriand

5:23
530
设计共和
Dec 10, 2021 7:31 PM
holiday gift guide
圣诞节，选礼物的快乐！
加入会员，圣诞礼品精选享限时优惠！
Dec 24, 2021 12:02 PM
merry christmas
节日问候 SEASON'S GREETINGS
节日限时优惠礼单，记得查收！
关于共和
线上商城
共和服务


Nasomatto
Culti
Stelton
cire trudon
01
&tradition
02
culti
03
lola james harper
04

Culti
Nasomatto
Transparent
&Tradition
nasomatto
05
stelton
06
paola c
07
transparent
08


Curated by Peipei Han
由韩培培策划
Parallel Universes —
Parafacts and Parafictions
2021 . 11 . 10
— 2022 . 01 . 09
虚实之间的平行宇宙
Artists
艺术家
Aspartime 阿斯巴甜
Carlos Sebastia and Jane Pickersgill
Ce Jian 简策
Chen Xiaoyi 陈萧伊
Chen Zhe 陈哲
Gao Lei 高磊
Hu Weiyi 胡为一
Joey Xia 夏乔伊
John Monteith
Li Jinghu 李景湖
Li Tao 李涛
Pu Yingwei 蒲英玮
Ren Bo 任波
Yang Guangnan 杨光南
Zhang Miao 张淼
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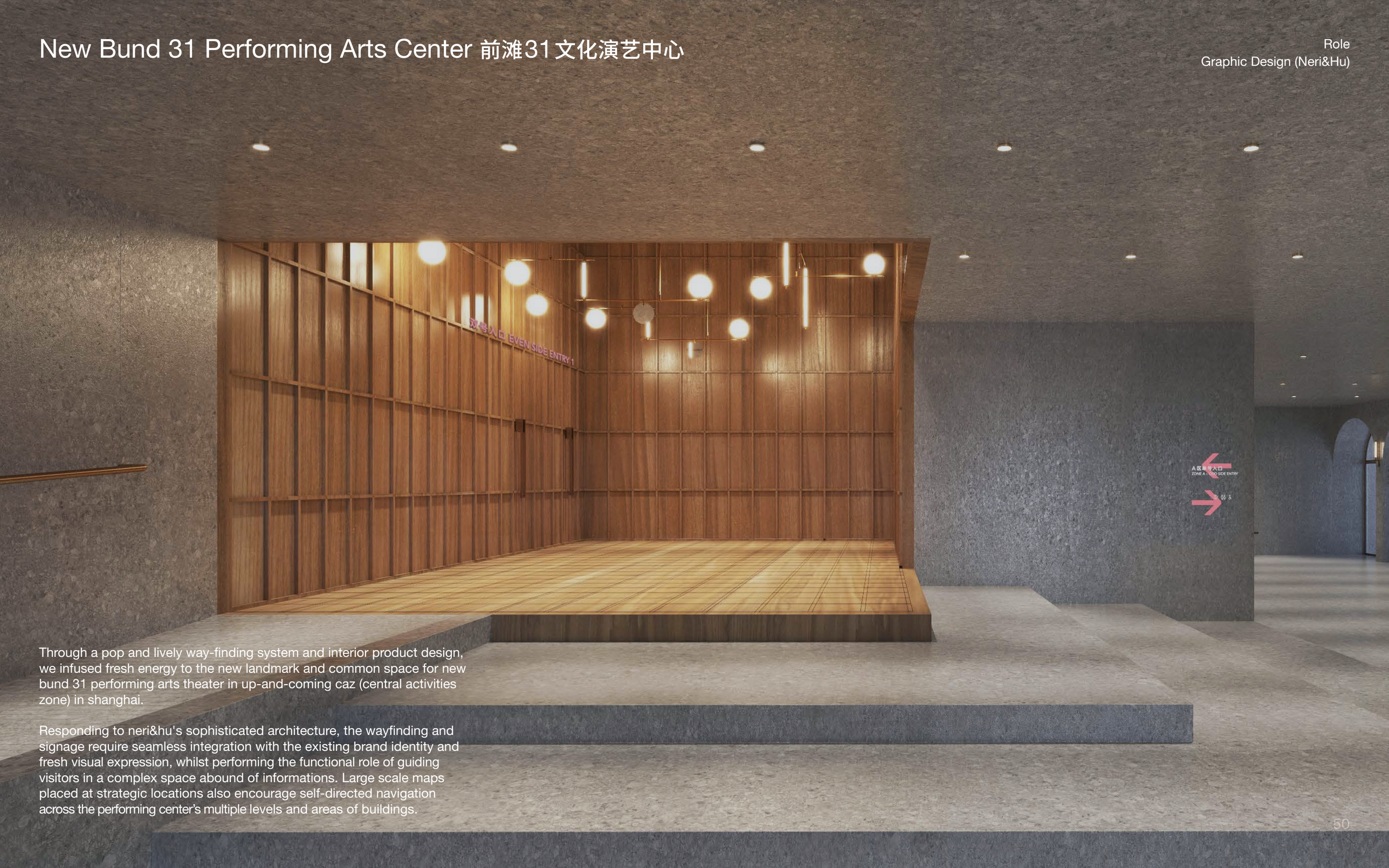
Design Republic
3rd Fl. No.511 Jiangning Rd
设计共和
江宁路511号3层
the Artling
设计共和
designrepublic

Ideal Drop
May 28th-30th
Shankang Li
Building No. 6

GOODGOODGOOD
贰零贰零 好物·圣诞市集
圣诞树下的
卷宗书店
2020.12.12-12.25
11:00-19:00
设计共和展厅 上海市静安区江宁路511号
书永远是最好
的礼物，你也是。
卷宗书店 × 设计共和圣诞礼袋
一只装着花的设计环保袋(限量售卖中)
*市集现场即可购买
JUANZONG BOOKS
设计共和
designrepublic

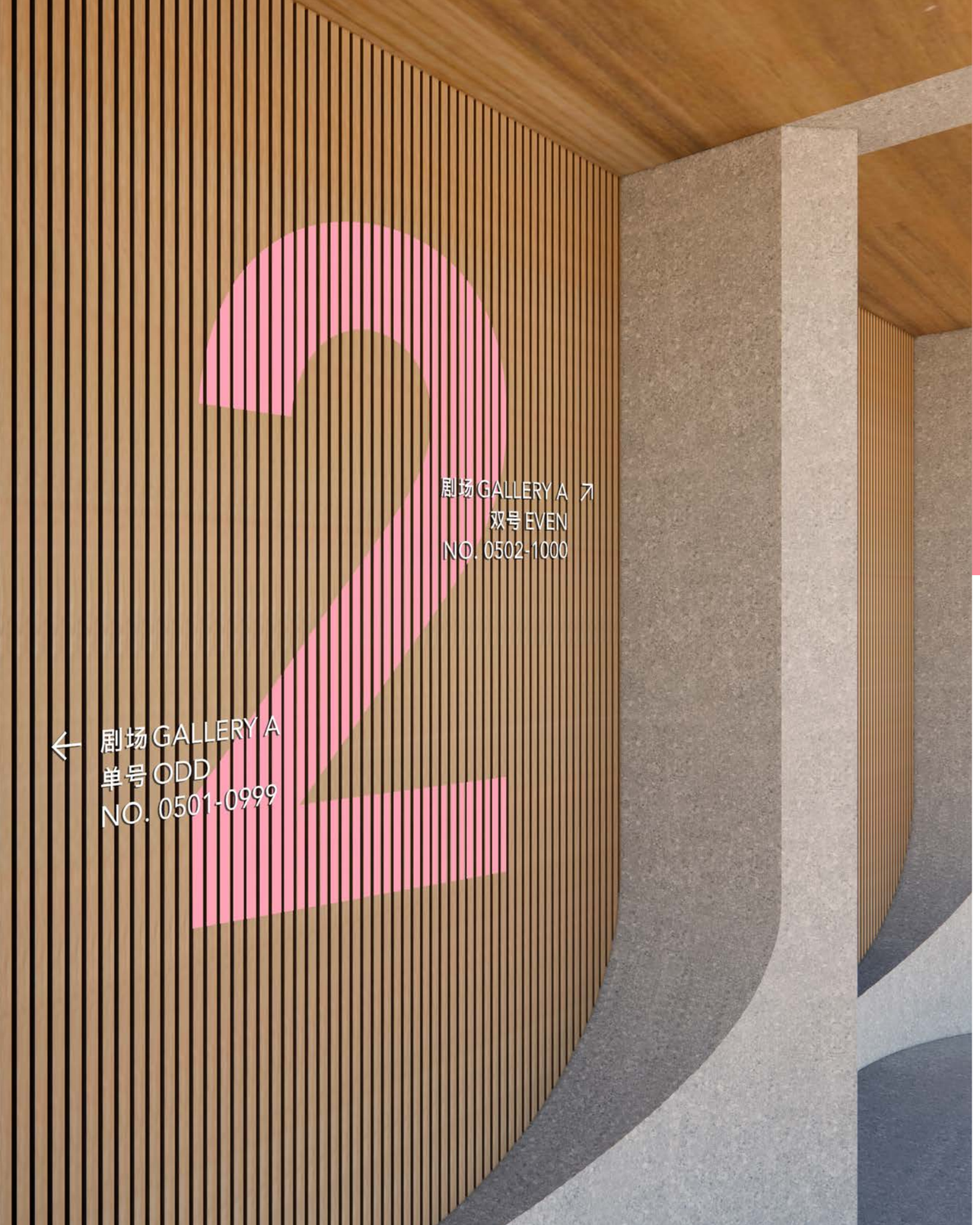
New Bund 31 Performing Arts Center 前滩31文化演艺中心

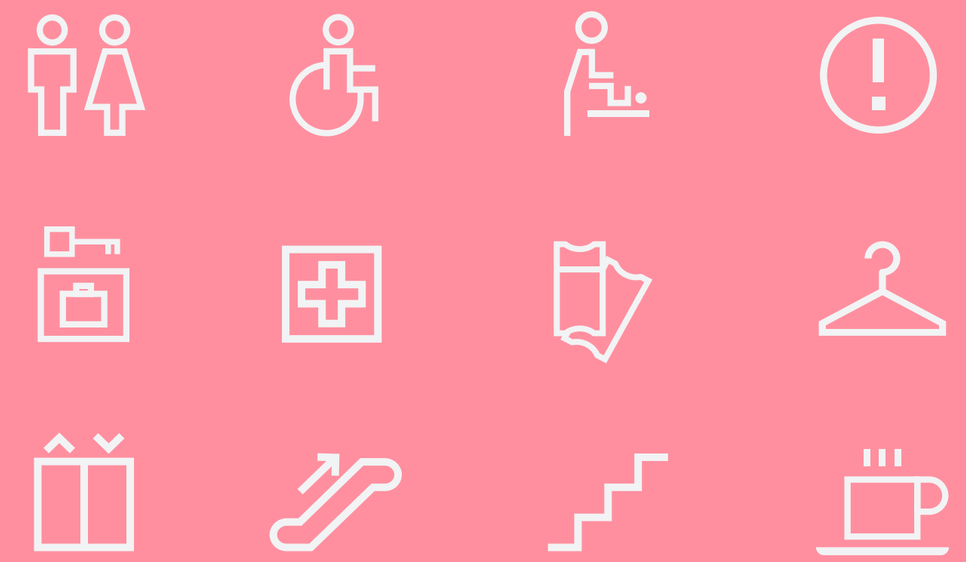
Role
Graphic Design (Neri&Hu)

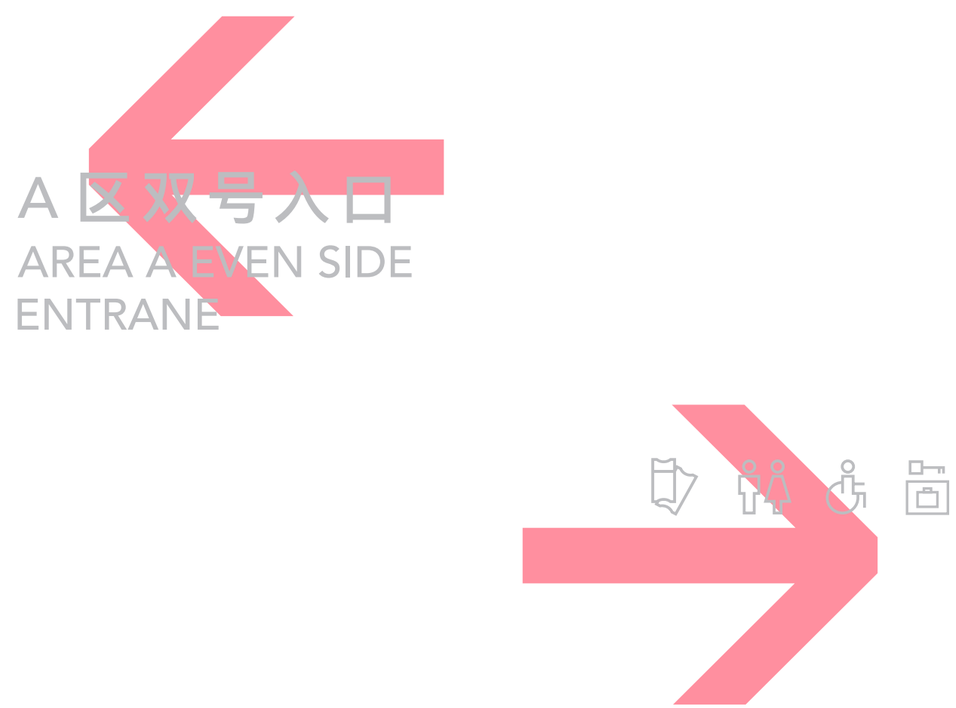


Through a pop and lively way-finding system and interior product design, we infused fresh energy to the new landmark and common space for new bund 31 performing arts theater in up-and-coming caz (central activities zone) in shanghai.

Responding to neri&hu's sophisticated architecture, the wayfinding and signage require seamless integration with the existing brand identity and fresh visual expression, whilst performing the functional role of guiding visitors in a complex space abound of informations. Large scale maps placed at strategic locations also encourage self-directed navigation across the performing center's multiple levels and areas of buildings.

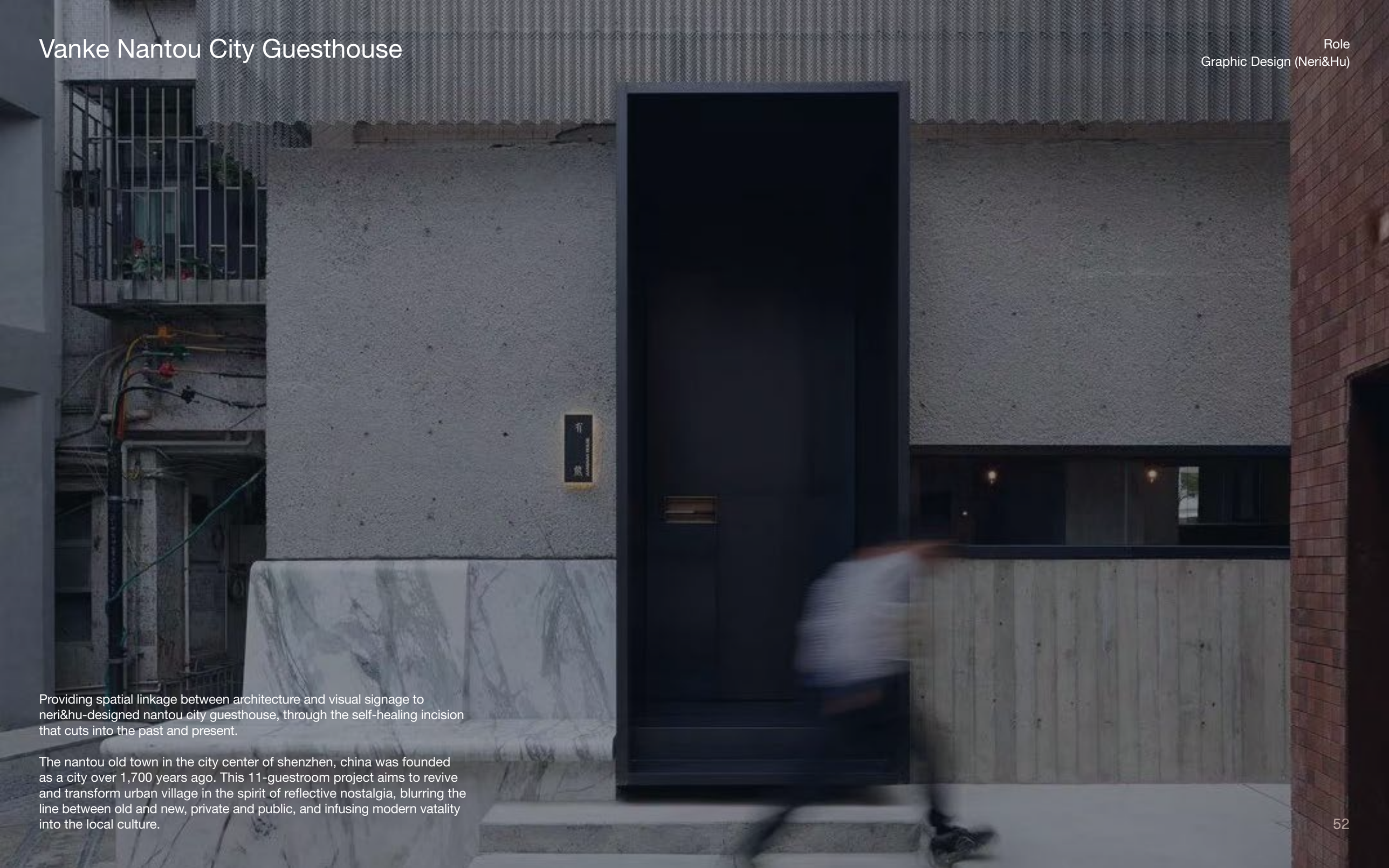

剧场GALLERY A
双号EVEN
NO. 0502-1000
剧场GALLERY A
单号ODD
NO. 0501-0999




A 区双号入口
AREA A EVEN SIDE
ENTRANE

Vanke Nantou City Guesthouse

Role
Graphic Design (Neri&Hu)



Providing spatial linkage between architecture and visual signage to neri&hu-designed nantou city guesthouse, through the self-healing incision that cuts into the past and present.

The nantou old town in the city center of shenzhen, china was founded as a city over 1,700 years ago. This 11-guestroom project aims to revive and transform urban village in the spirit of reflective nostalgia, blurring the line between old and new, private and public, and infusing modern vatality into the local culture.

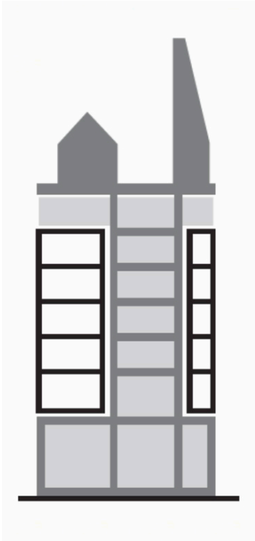
Customise

客房 包厢 餐厅 花园 酒吧

一 二 三 四 五 六 七 消火

Futura Std - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Customise

1 2 3 4 5 6 7 8 9 0

incision & vertical courtyard
up: incision in architecture form,
right: incision in typographic
form.

9 天台 ROOFTOP
8 酒吧 BAR
7-3 客房 ROOM
2 包厢 PDR
1 餐厅 RESTAURANT
花园 GARDEN
消火栓
FIRE HYDRANT
8
9

Xiexie Bao & Tea Flagship Store

Role
Graphic Design

Playful bao illustrations and interior signages form the identity for Taiwanese bao & tea shop.

We studied with the founder and r&d department of the brand on food pairing comparisons, target young audience's consuming habits and finally landed a business strategy, restaurant and retail space, brand and positioning, and marketing that encourage eat alone culture and differenciate itself from other competitors in china.

谢 谢 包
谢 谢 茶

谢 谢 包
谢 谢 茶

经典包

经典卤肉包 18
卤肉, 花生粉, 酸菜, 紫苏, 香菜

咸蛋黄芋泥包 25
整颗咸蛋黄, 自家芋泥, 海肉松

烤凤梨咖喱鸡包 28
台湾凤梨, 日式咖喱鸡块, 紫苏

芝士焗番茄卤牛腩包 38
马苏里拉芝士, 新鲜番茄, 安格拉斯牛腩

炙烤鳗鱼大根包 38
日式鳗鱼, 台湾大根, 海苔, 日鱼花

葱油淋鸡丝包 25
鸡胸肉, 肉丝, 葱油

特别包

餐蛋芝心猪猪包 26
100%德国黑毛猪午餐肉, 日本流心蛋, 芝心墨鱼汁猪肉饼

松茸培根芦笋熊猫包 28
松茸, 炙烤猪培根, 培根芦笋, 脆卷酥酒酿

★★★
米其林三星限定

无花果鹅肝牛排包 45
新鲜无花果, 烟熏法国鹅肝, 黑椒牛肉牛排

bao.

● 初次购买推荐
原味奶包
甜菜根汁包
全新原味汁包

最道日本最古大阪味的酒酿的包子皮, 加入酒的, 每日现蒸, 外酥里软
内馅以世界各地调味料增为灵感, 将日料, 泰餐, 法餐, 中华料理的优秀食材, 共酿出每一个新滋味

tea.

独创芝士奶冻 [冷]
第一次让芝士变成奶冻的形态, 沉入茶饮的底部, 醇厚马斯卡彭芝士与香甜kiri奶油芝士搭配

芝士奶冻草莓牛奶 ● 33
新鲜草莓, 进口鲜奶, 双层芝士带来醇厚顺滑的奇妙口感

芝士奶冻黑金珍奶 ● 28
36年黑金珍奶, 独创芝士奶冻, 最你从未尝试过的奇妙搭配

芝士奶冻蜜桃绿茶 ● 33
甜美水蜜桃, 清新茉莉绿茶, 鲜切桃肉入芝士奶冻

芝士奶冻蜜桃酸奶 33
天然水蜜桃搭配健康酸奶, 适合不想吃饭的夏天

★★★
米其林三星限定

红玫瑰&白月光 68
特惠巴黎米其林三星限点特。
荔枝奶冻, 覆盖子荷叶, 荔枝味啤, 玫瑰花冻, 荔枝起泡水…五层丰富口感, 层层惊喜递进

经典珍珠奶茶 [冷/热]
传承全世界第一杯珍珠奶茶

经典黑金珍珠奶茶 ● 26
全世界第一杯珍珠奶茶复刻版

碳焙乌龙珍珠奶茶 24

青研茉莉珍珠奶茶 26

咸梅经典珍珠奶茶 ● 26
台湾进口青梅, 咸甜口味, 老顾客必点

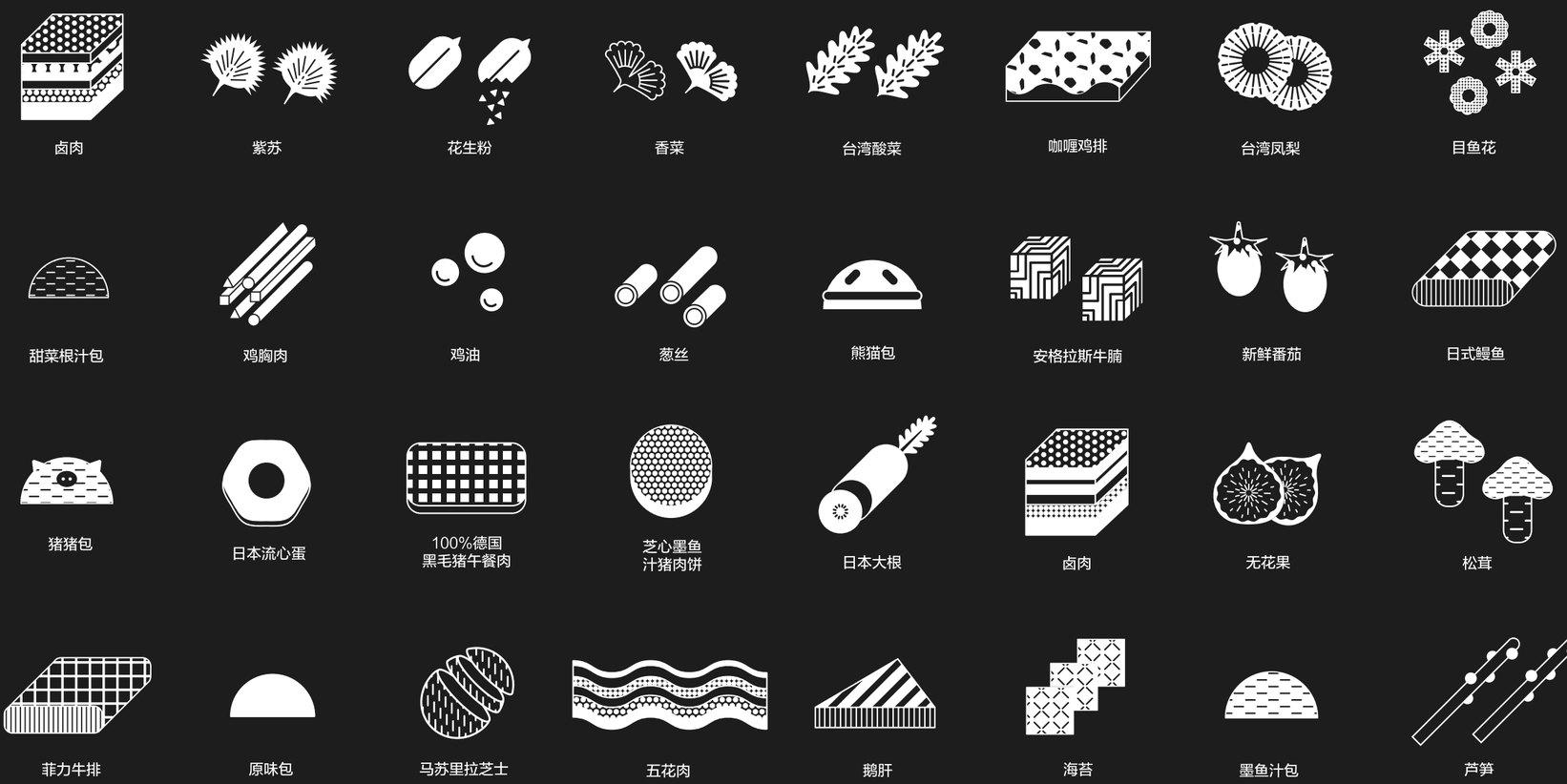
水蜜桃季节限定 [冷]
每日新鲜材夏水蜜桃使用, 采用低卡青苹果糖

水蜜桃青研茉莉 ● 33
新鲜水蜜桃, 搭配青研茉莉绿茶, 酸奶奶盖

水蜜桃酸酪乳 33
新鲜水蜜桃, 搭配进口酸奶及酸奶奶盖

谢 谢 包
谢 谢 茶

● 初次购买推荐
▮ 酸奶奶冻/茶冻系列

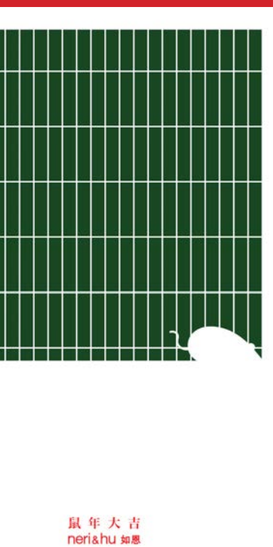


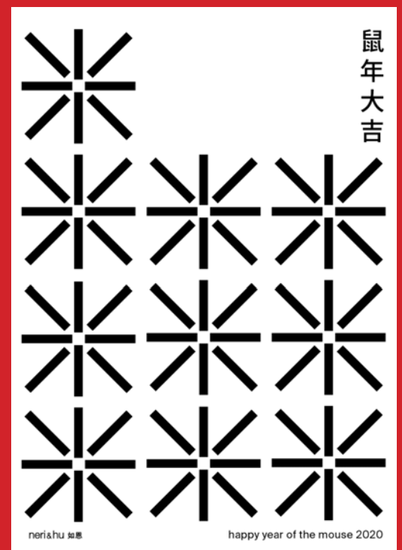
谢 谢 谢
茶 谢 谢
包 包 茶

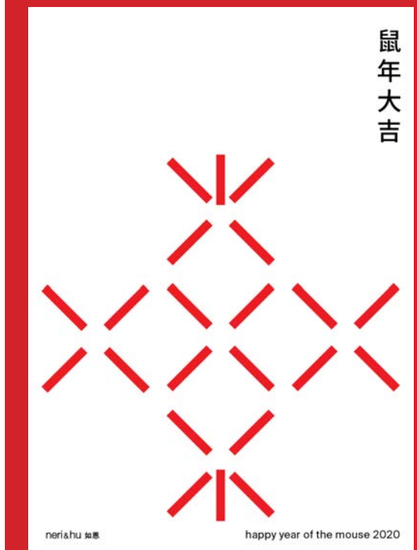
谢 谢 茶
谢 谢 包

Neri&Hu CNY Posters

Role
Graphic Design







A yearly poster project celebrating traditional chinese new year for neri&hu with a representative animal of the year.

Vice China Record Store Day Party

Role
Graphic Design

Poster and collaterial design for record store day party hosted by vice china.

Vice china at the time was a cultural hub for young creatives working in different industries in china, ranging from film, art and design, to music and tattooing. The event aims to bring like-minded people together to enjoy good music and culture.

The hand motif was created since and still remains logo and main visual for their non-profit creative Networking program 呼朋唤友 (meaning come over and hang out).

Monk House Design Xmas Campaign

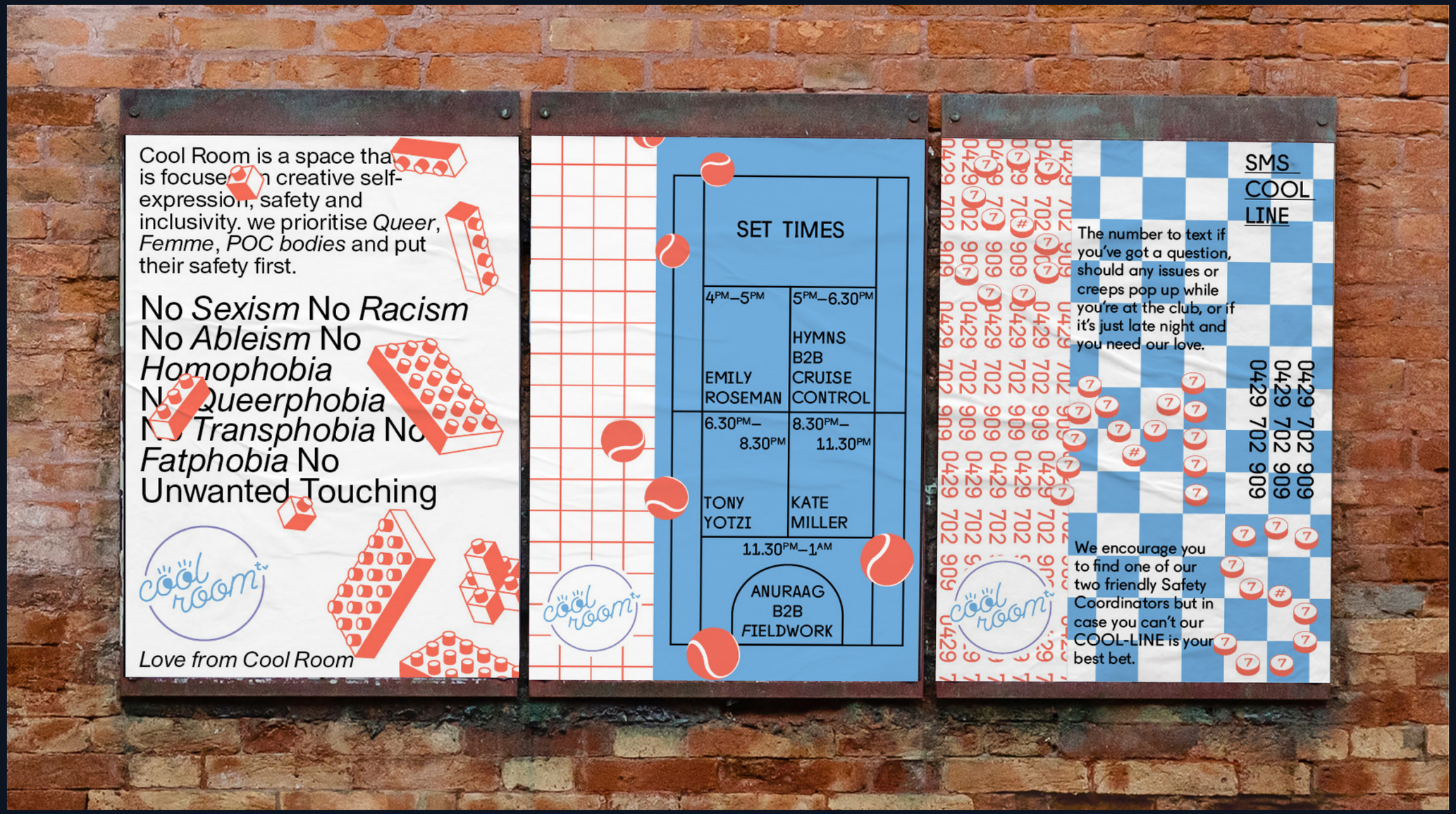
Role
Graphic Design

Festive christmas campaign and bespoke packaging for melbourne fashion and design boutique store monk house design.

By introducing exclusive seasonal packaging and artists collaboration collections, sales increased by 38% from the previous year. *Data provided by shoptify.

Cool Room Poster Series

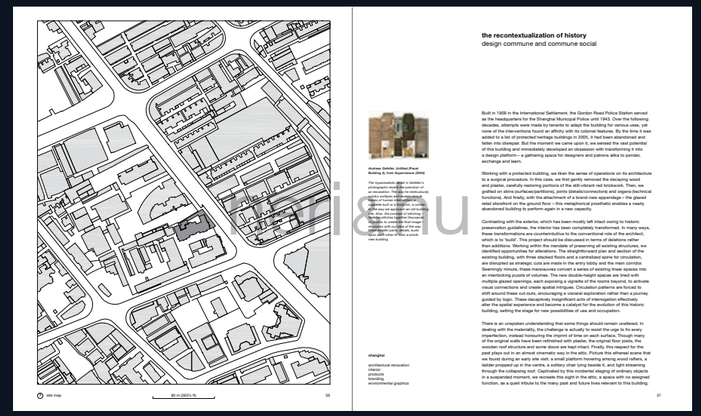
Role
Graphic Design

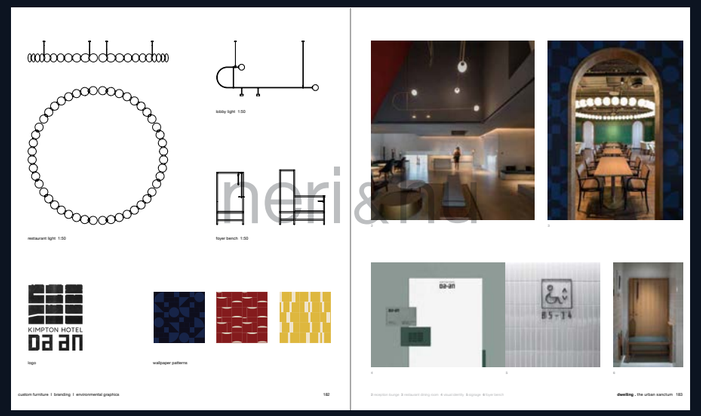


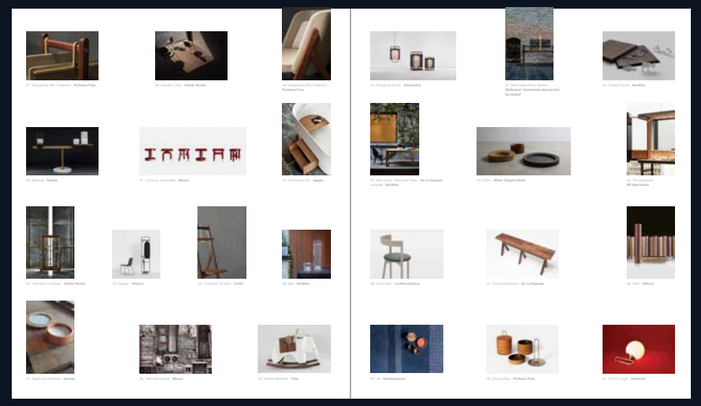
Poster series for melbourne based independent event organizaer and record label cool room which promotes safe dancing for people of all gender identities.

Thresholds: Space, Time and Practice 如恩《间：空间，时间与实践》

Role
Graphic Design







Layout design for inter-disciplinary architectural design practice Neri&hu's second monograph *Threshholds: space, time and practice*, published by thames&hudson.

Tongji University Lecture Series 同济大学讲座系列

Role
Graphic Design

Online and on-campus design studios
poster series for tongji university, college
of architecture and urban planning.

Vice China Almanac Series　Vice中国「歪思黄历」系列社交媒体专题设计

Role
art direction, graphic design

Visuals for online-popular daily social media cult campaign initiated by vice china. Curated topics responded to chinese internet youth culture up-to-minute.

July Huang

thank you

works
-2023