

GOODLINESS,
美好 BORN HERE
应运 而生



Re-creation of Chinese Cultural Relics

This competition aims to use the ancient Chinese cultural relics for redesign. We try to use 3dsMax to model cultural relics and convey the beauty of ancient Chinese art by combining them with modern lamps.

Team project 2018.5—2018.6 Project5



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文化遗产创新创意设计大赛
Cultural Heritage Creative Innovation Design Contest of
The Grand Canal Cultural Belt

CONNECTION&IMAGINATION

White jade in the shape of a duck



Introduction of cultural relic: It is exquisitely carved with white jade, a fine traditional Chinese texture. The duck is nodding its head and raising its tail. With such carefully sculpted vivid posture and freehand smooth lines which animate this artifact, ancient craftsmanship is

Date: Qing dynasty

Aim



Although new technology brings many possibilities to our life, it changes the environment rather than the creation itself.

I aim to re-investigate into ancient cultural relics, hoping to bring them into people's daily life through my redesign.

CULTURAL ELEMENTS

shadow puppets



cultural relics



modern lamp



揭傒斯
春草细还生，
春雏养渐成，
茸茸毛色起，
应解自呼名。

poetry



seal

Redesign of modern lamp

"Less is More" is the concept of this product. To really integrate traditional cultural relics into people's daily life, modern lamp can be a good experimental item, traditional cultural beauty can be infused into the modern lamp, with consideration of practicality while maintaining original simple style.

Ancient Chinese elements

Since ancient artifacts are the core of my design, ancient gadgets like Chinese seals, ancient poetry, shadow puppets etc are applied. The design entails unique generational cultural connotation, based on which the unique Chinese simple style lamp is designed.

Cultural fusion

In the new era, everything familiar to us will become strange. Just like I don't know when the mobile phone has become the leading role of people's communication. When we come to our senses, we are in the future. But we still can through design, to let ancient rhythms in a modern way to people.

3D MODELING

Antique model - wooden decoration

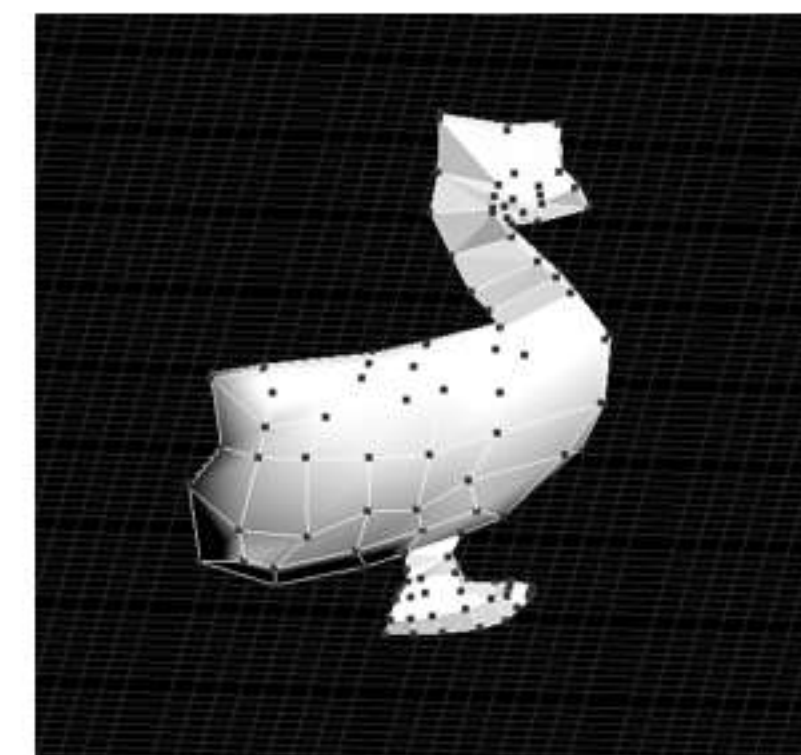
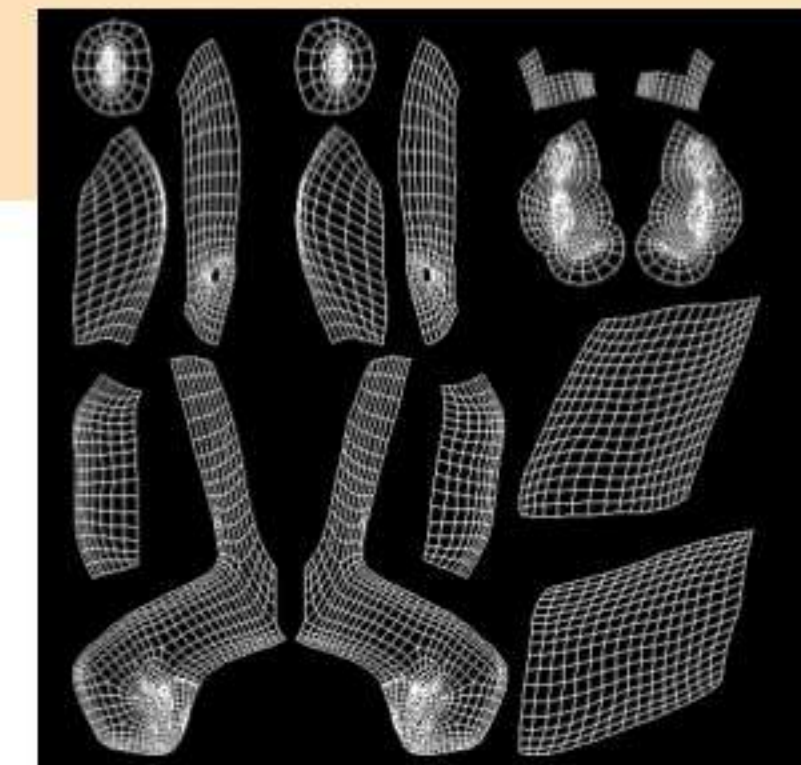
Lamp belt

The top and bottom texture is made of linen.

Luminous glass shade

Ancient seal–logo

Wooden base with poems being carved



DESIGN SKETCH

3D RENDERING EFFECT DISPLAY

In the process of modeling and rendering, we found that the effect is not as good as expected, so we began to try another one.



CONNECTION & IMAGINATION

White jade bird pendant



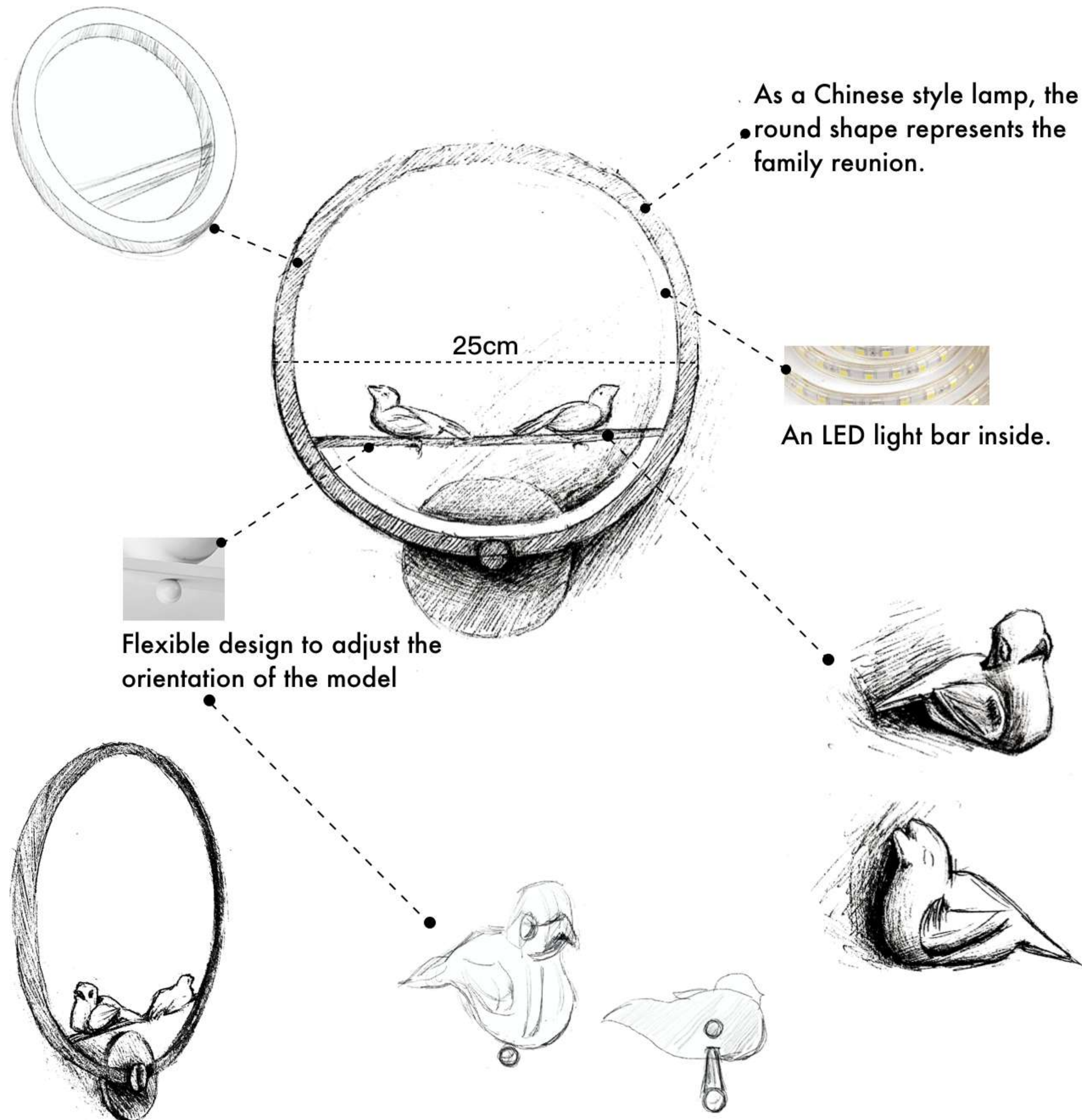
Introduction of cultural relic: The bird proudly raises its head and mouth, crossing its claws and closing its tail, it is ornamented with smoothly and exquisitely crafted lines, with a hole on its back for putting string to wear.

Date: Qing dynasty



We take a lot of modern lighting design as references, thinking how can ancient culture be perfectly integrated with lamps in achieving design innovation.

SKETCH



INSPIRATION



應運而生，應運而生

“应运而生” The idiom comes from HanJi :
“Emerge in response to the arrangement
of destiny that comes into being.”

Therefore, in the logo design, I apply the
source “应运而生”, and the English
explanation of "Emerge at the exact
time." on the Chinese seal.

DESIGN SKETCH



● Aluminium alloy frame

● LED light bar

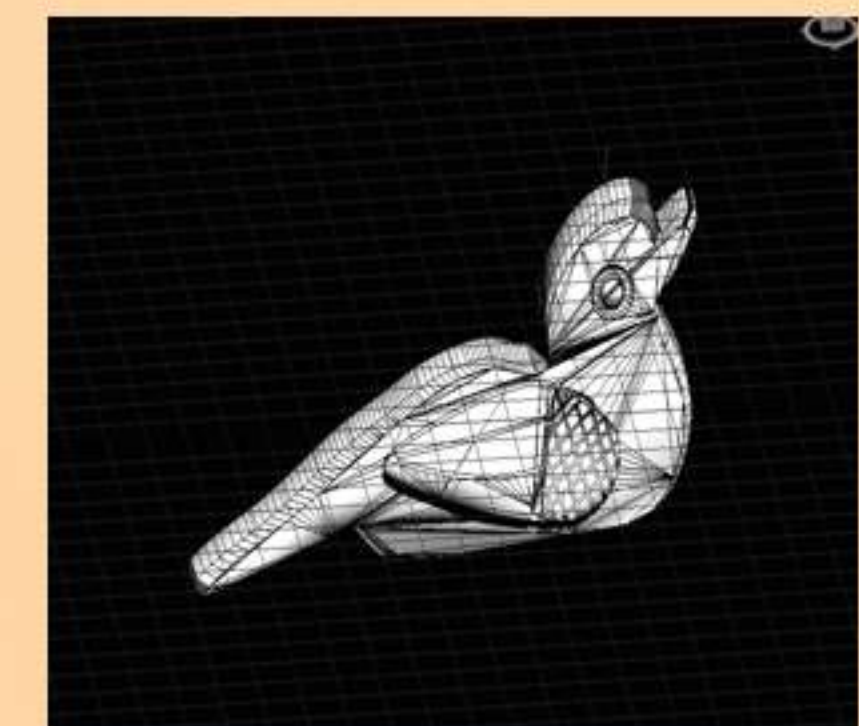
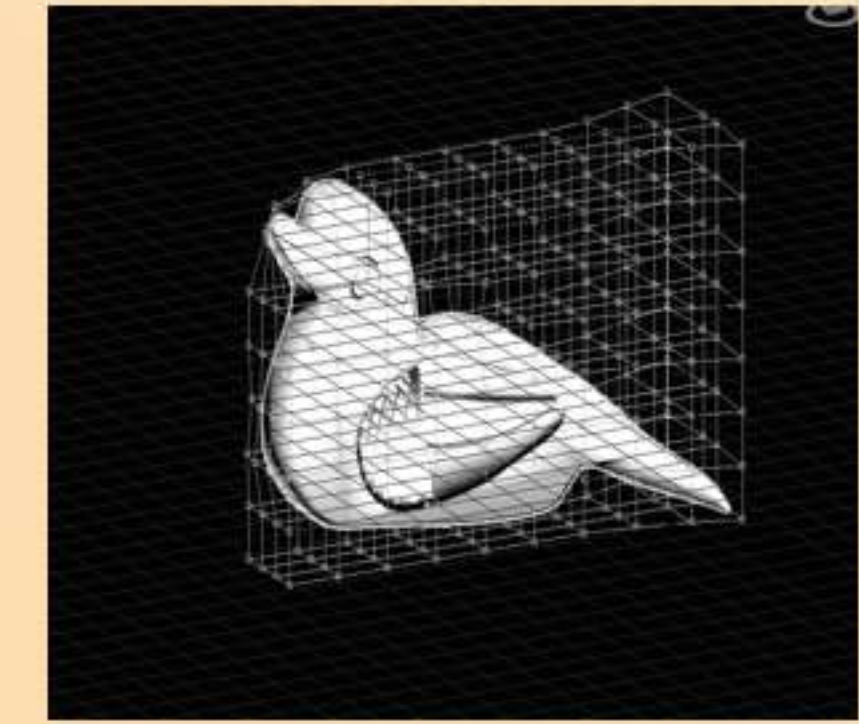
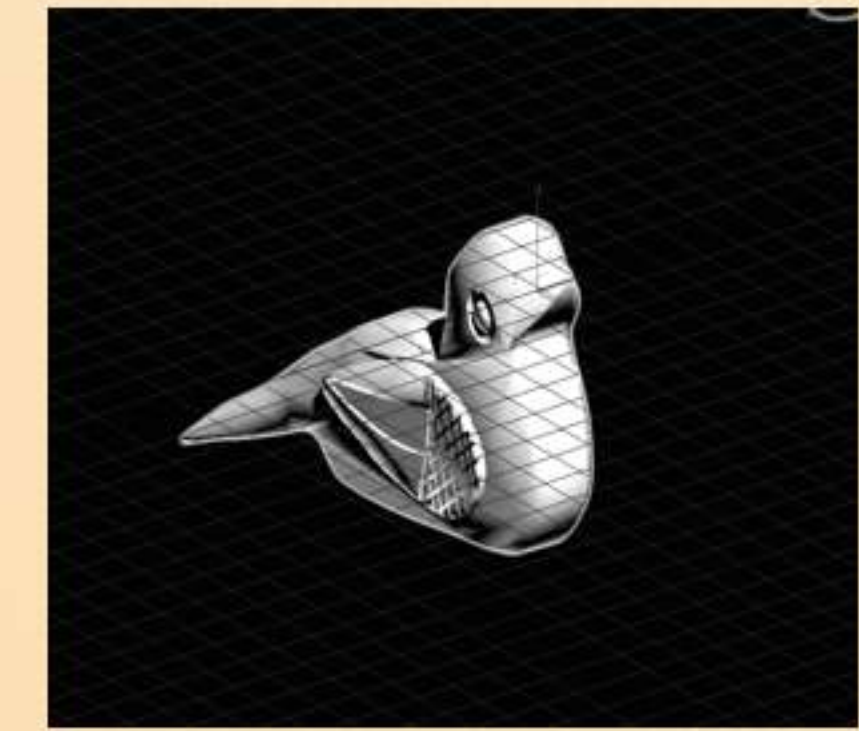
● 3D modeling

● Carved poems

● Ancient seal

Original Intention

The design aims to integrate ancient Chinese cultural elements while not interfering with the original simple style.



3D RENDERING EFFECT DISPLAY

