

Creative Director: Max Francisco

Designer: Helen Piloto

Topic: Hong 10, breakdancer, active from 1998-present. Just won world championship

- Longevity and influence on breakdancing scene
- Redbull link describes who he is

Home Page: Bio

- Hong 10, +Korean name (include name origin, on Wikipedia)
- Big photo of him
- Crews he is in
- “*Keep going. Don’t give up*” - very first thing you see accompanying image

History/Legacy: Break Dancing Career

- * on redbull site*
 - Early career (First 3 paragraphs on redbull)
 - Legacy (paragraph 6-end on redbull) (paragraph 6 change to “three Red Bull BC One Championship titles” instead of two)

Big Achievements

- Big significant wins chronological
 - List on last page

Signature moves and Dancing styles:

- On redbull site
 - (paragraphs 4-5 on redbull)
- Hong 10 freeze (a.k.a. Halo Freeze)



(image in 2nd red bull link)

- Two finger freeze



(google images ‘hong 10 two finger freeze’)

- Halo

Visual Style

- Bright colors, high saturation:
 - Red, Blue, Black and White
 - Yellow if needed

- Bold sans serif, all caps for big titles
- Brush script// Graffiti style typography
- Supplement text with image, inspiring
- Audience: new or current break dancers
 - Easily inform people who don't know anything about breakdancing

List of Notable Wins

2001

Be.B-Boy (Japan)

2002

Be.B-Boy (Japan)

International Battle of the Year (Germany)

International UK B-Boy Championship (**crew**) (London, UK)

2003

Hip Hop Planet (France)

Pro-Am Euro (France)

2004

International UK B-Boy Championships (**crew**) (London, UK)

Freestyle Session (Korea)

2005

Street Dance Summer Jam (Taiwan)

International UK B-Boy Championships (**crew**) (London, UK)

2006

Red Bull BC One World Champion (Brazil)

2007

Red Bull Beat Battle (London, UK)

2010

Be.B-Boy Osaka 3on3 (Japan)

Be.B-Boy Osaka 1on1 (Japan)

International Battle of the Year (**crew - with Jinjo**) (Germany)

2013

Red Bull BC One World Champion (South Korea)

2014

New Taipei BBoy City (**crew - with 7 Commandoz**) (Taiwan)

2015

Floor Wars Championship (Denmark)

Silverback Open Championship (**crew - with 7 Commandoz**) (Pennsylvania, USA)

Freestyle Session Championship (**crew - with 7 Commandoz**) (Los Angeles, USA)

2023

Red Bull BC One World Final (Paris)