

AC/DC

👋 My name is Yuekai (Cleo) Miao, and I am a designer/artist/musician.

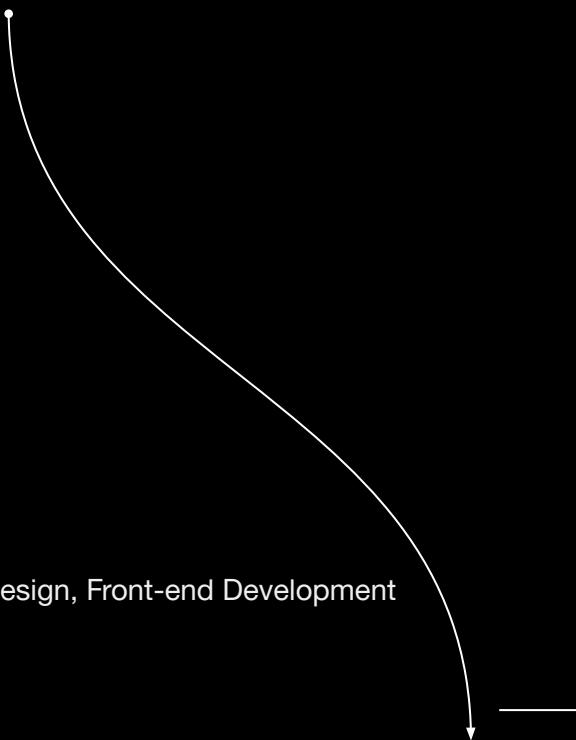
My work navigates the space between virtual and real, exploring themes such as virtual intimacy, gaming worlds, and the deconstruction of digital media through humorous and absurd approaches. I have a strong interest in the development and cultivation of internet culture and creative communities.

Past clients include the Department of Art Education at the Hamburg University of Fine Arts, the Hamburg Museum of Arts and Crafts, the Düsseldorf University of Applied Sciences, Hong Kong's Mou Projects gallery, New York's China Art Exchange, Hangzhou's GAG label, and numerous art projects, musicians, and artists' personal and project websites.

As a musician, I have performed at platforms including the Ars Electronica Festival in Linz, Austria, and NTS Radio. I have also DJ'ed at venues across Berlin, New York, the Czech Republic, Tokyo, and beyond.



Physical Navigation is an independent interactive experiment. This project utilizes the smartphone gyroscope to map spatial motion-based cursor interaction, while employing code to stretch and deform fonts based on cursor position.



Skills: Graphic Design, UI/UX Design, Front-end Development
Tools: ReactJS, Node.js



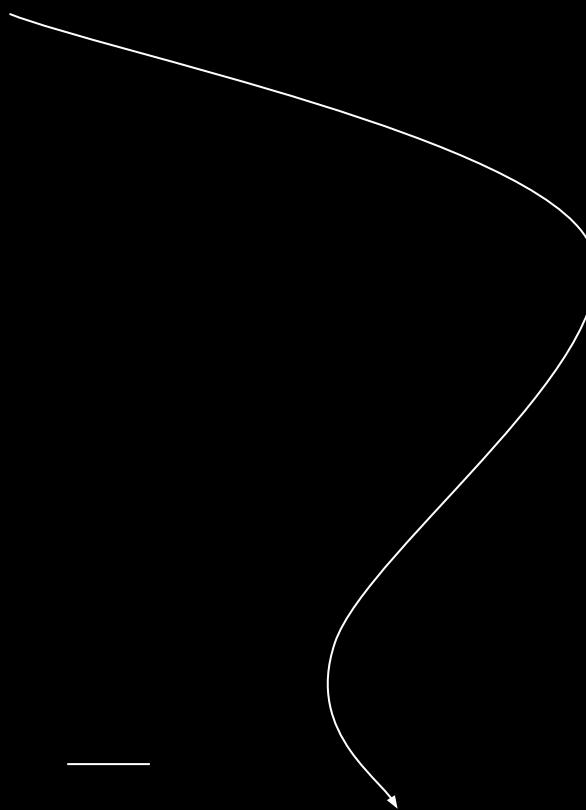
My graduate thesis explores cultural studies of soft matter and fluids, alongside simulations of fluidity in digital imagery.

Presentation formats: 3D animated videos, interactive web pages, printed materials

To visually represent this fluidity, the webpage cursor leaves ink-like or black slime-like trails as it moves. The design incorporates unconventional interactive experiences alongside Swiss design aesthetics tailored to audience preferences.

Skills: Graphic Design, UI/UX Design, Frontend/Backend Development, 3D Animation

Tools: Unreal Engine 5, Metahuman, Blender, Illustrator, Figma, JavaScript, PHP





You know I'm not capable of feeling headaches



but our player is able to walk on the water



To find intimacy in mathematically defined randomness

Fundamentally just a long chain of one's and zero's

The sense of touch might be the firmest and "most real" thing. Stepping on a spongy, mossy field right after the rain, putting hands into a cold lake and feeling the wind move the water, feeling a piece of silk that slips smoothly against the skin... When we touch soft objects, we temporarily change their shape with our movement and physical existence. Unlike metal being bent or glass getting shattered, soft things are subject to morphing into other forms without the appliance of much force. Touching softness gives us a pleasant and calming feeling. We can become easily comforted and convinced by the sensation. This feeling is so prevalent and addicting that it is not surprising when we become drawn to simulated softness. In reality, randomness can be organic and unintentional. This easily achieved chain of anatomical reactions becomes intricate and complex in simulations. To render softness virtual, the process might start to feel like coercion.

In talking about softness, this writing tries to abandon hard logic and reasoning while adopting a more rhizomatic way of thinking, mutating and expanding into different topics. Slime is used morphologically and then metaphorically to convey the idea of softness. While softness is contemporarily often celebrated as a gentle way of dealing and reacting, my stance is more of a neutral one. Throughout the writing, I try to examine what softness is, and acknowledge that the link between softness and intimacy gives room for manipulative persuasion.

softness, fluidity, and simulated intimacy

introduction

references info

slime

perception

simulation

soft power

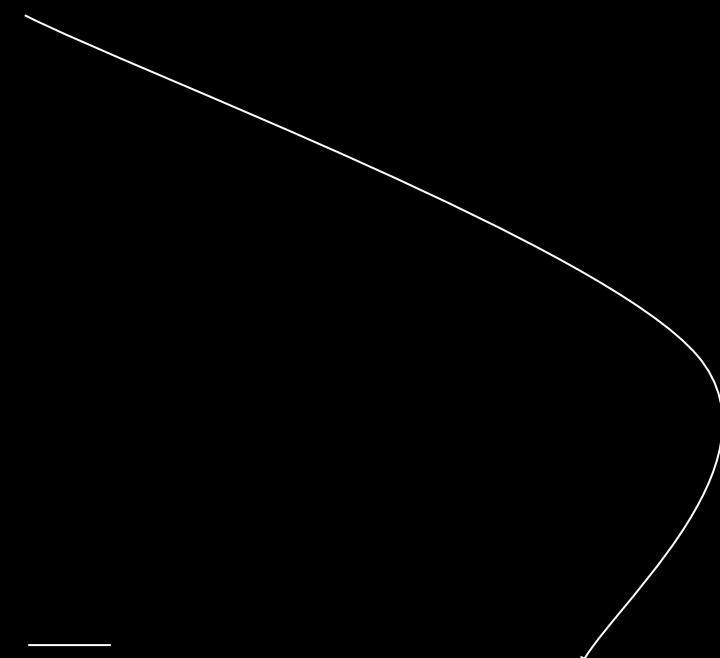
Berlin underground electronic music label logo, merchandise, and promotional materials.

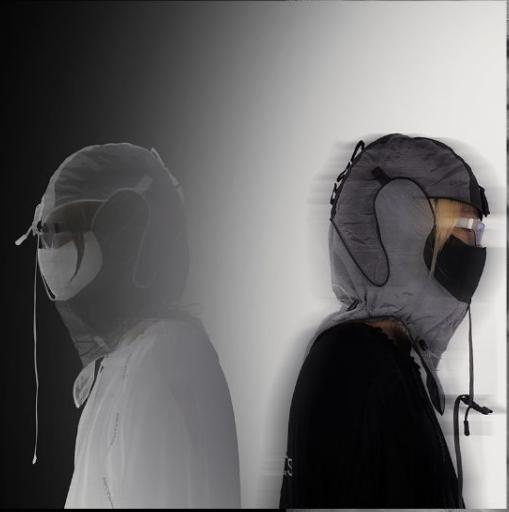
Considering the label's current focus on defining its aesthetic identity rather than direct profit, the merchandise strategy prioritized collaboration with emerging Berlin-based fashion designers. This resulted in the limited-edition production of functional-style balaclava hoods.

Event promotions featured short videos created with a game engine as dynamic posters, aligning with the Berlin underground experimental electronic music audience's affinity for cyberpunk/post-apocalyptic aesthetics.

Skills: Graphic Design, 3D Animation, Fashion Production Project Management, Product Illustration

Tools: Unreal Engine 5, Adobe Photoshop, Adobe Illustrator







A personal website created for a Hangzhou-based new media artist. To align with the artist's 3D-style works, the webpage breaks away from conventional image display methods, utilizing programming to achieve interactive 3D experiences on the page. It also employs a node-based classification system to showcase the artist's works across different categories.

Skills: Web design, front-end and back-end development
Tools: JavaScript, Three.js, PHP, KirbyCMS

Rundong Zhao painting & graphic video

allegorithm1.0
allegorithm2.0



Allegorithm is a hybrid of algorithm and allegory, a series of images sampled from people and objects that exist in reality and recreated in the computer through techniques such as 3D scanning and inverse modeling, flesh and blood. Virtual cutouts of clothing, hyperrealistic objects and humans are reconstructed and rendered in the computer. The mixed scenes of virtual and reality are reproduced by the computer in an alchemical way, rendered as aesthetic and surreal visions of sameness. The high-definition rendering of anthropomorphic computer modeling images makes it impossible for the viewer to distinguish the reliability of the presence of human objects.

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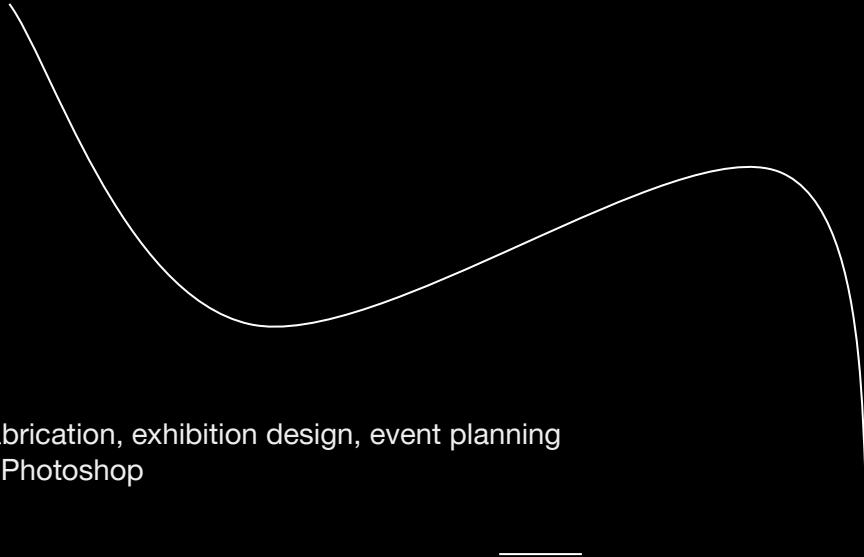
Rundong
Zhao
painting &
graphic
video

allegorithm1.
allegorithm2.

Splinter Catalog Exhibition at Berlin's untitled Gallery

The label I co-founded with friends curated this exhibition as a satellite event for Berlin's renowned electronic music festival CTM. Alongside my own work axe001, four Berlin-based and international artists were invited to participate. The opening featured performances by several musicians, drawing crowds that filled both the gallery interior and the street outside during the event.

Skills: Graphic design, digital fabrication, exhibition design, event planning
Tools: Adobe Illustrator, Adobe Photoshop

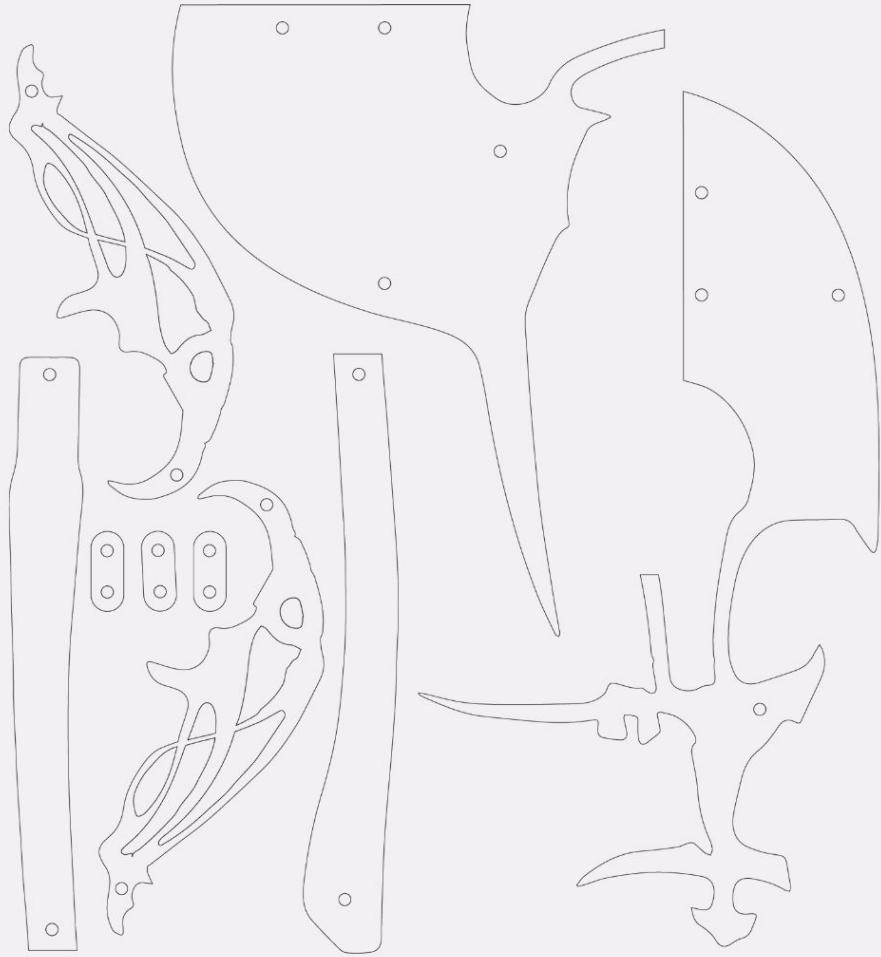


untitled gallery

SPLINTER CATALOG SPLINTERING

The process of a body dividing into smaller factions or cells. Each person is their own faction: acting within their own media sphere and splinter groups, creating their own URL/IRL reality. Operating within spheres that are often synthetically forced to splinter. This show attempts to catalog the fractured angle of five artists.





China Residencies Brand Re-branding and Logo Design:
In 2022, as the organization transitioned from focusing on
residency programs for Chinese artists, I proposed renaming it
“yáo collaborative,” inspired by the Chinese character “爻” (yáo).

“Yáo” symbolizes a boundless network—reconstructed by
inverting the character for “web” (网). This design embodies the
organization's commitment to Chinese cultural heritage and its
mission to connect people globally.

The logo is composed of fundamental geometric shapes: four
strokes and two intersecting “X”s. These elements abstractly
and freely point toward the future while clearly rejecting anything
incompatible with our philosophy.



Saturday Jan 11, 7-9PM
Wendy's Subway
379 Bushwick Ave
Brooklyn, NY 11206

yáo collaborative
Book Launch



Shifting the Angle of Shine

An Anthology of Artists and Collectives
in the Sinosphere from 2013 to 2023



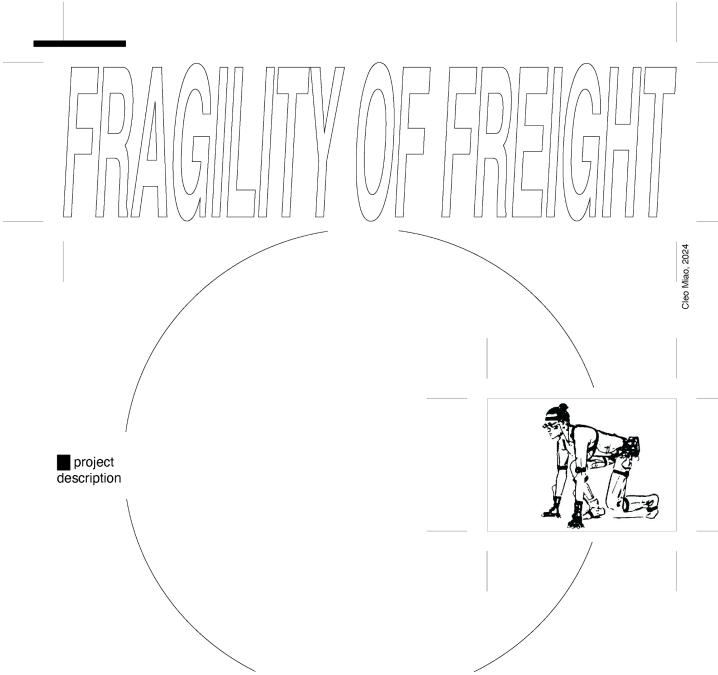
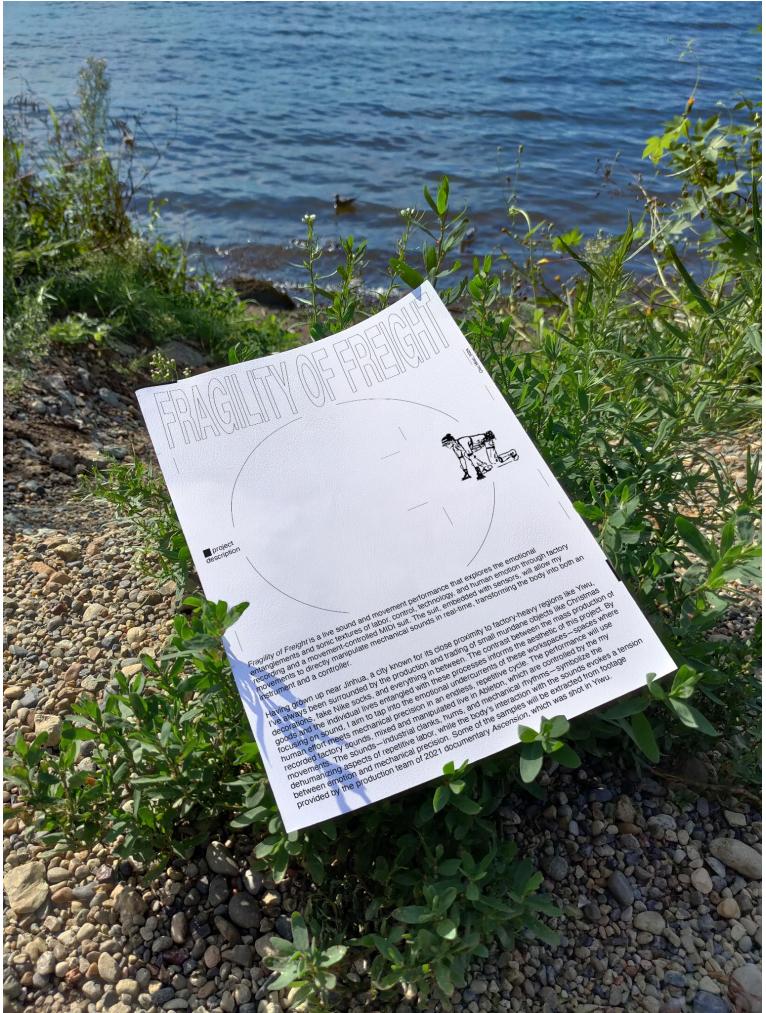
Re-branding and logo design for China Residencies:

in 2022, for the organization's pivot away from the focus on artists residencies in China, I proposed the new name yáo collaborative, taking inspiration from the Chinese character 翁.

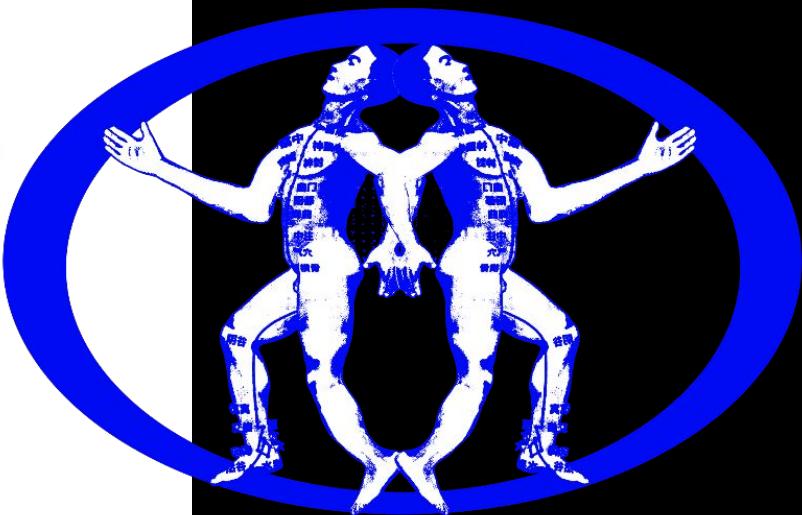
yáo represents a network without borders, 网 (web, network) turned on its head. It demonstrates the organization's dedication to Chinese culture and connecting people globally.

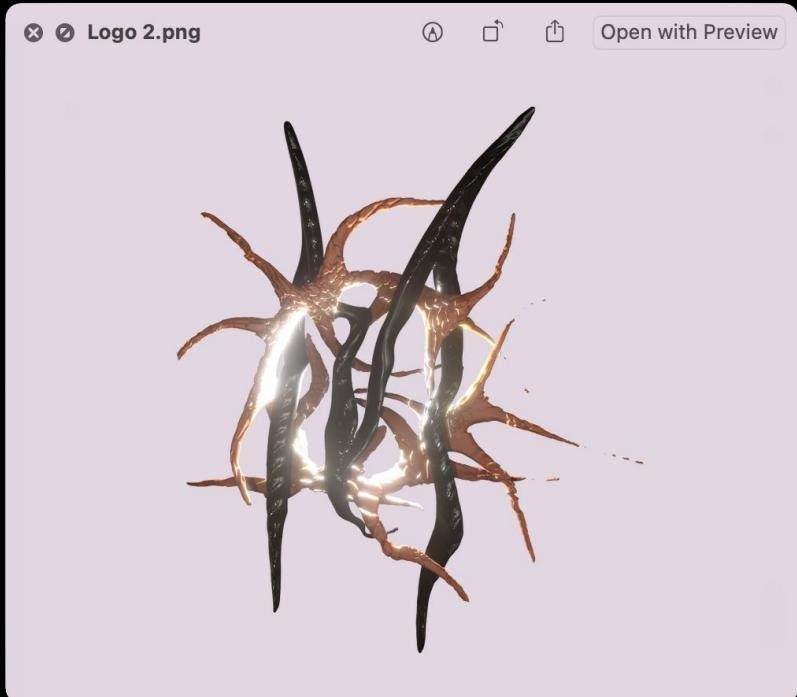
It's a building block of basic shapes, four brushstrokes, two Xs, and abstract and freeing way forward while also a clear NO to everything we're not and what we won't do.

Additional Visual Explorations



Ciccio Natale, 2024







Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr



👉 Thank you for viewing!

👉 Let's connect.

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🌐 cleomiao.info