

自然界中人是平等的,
只是习惯使他们不同.

**In their nature all people are the same.
It's their habits that makes the difference.**

Introduction Asian

Hello, I'm Sumire. I came from Japan to study graphic design in the Netherlands. As an Asian living right next to China, Chinese culture is something I am familiar with. We use Chinese characters, so we are able to read some Chinese and understand. You can find so much Chinese influence in everything. Food, architecture, rituals... Because I tend to believe that I as a Japanese know pretty much about China, sometimes Chinese culture shows unexpectedly remarkable differences.

To me, what is funny as well is how Western people see China. As China is growing into a future economic leader in Asia, Western countries are very keen on China at this moment. Thus, there are a lot of idealization and misinterpretation.

Introduction European

My name is Linda. I live in the Netherlands and I study Graphic Design in Rotterdam. I'm interested in many cultures but the Asian culture attracts me the most. For its traditions, its food and its people. China is a country I would very much like to go some time. A big city like Beijing seems very interesting to me. It's such a big difference with our Western culture.

Here in my country we have a lot of examples of the Chinese culture. Like the many Chinese restaurants and the Chinese fireworks. But sometimes I get the feeling that it's a little bit fake. And that we as Western people really don't know much about their culture, when we think we do.

The way we see it - *Comparing our visions* - **Eye** 眼

Personal China - *Our perception to China* - **Object** 物

Global China - *Chinese culture everywhere* - **World** 界

Cultural understanding - *Learning a language* - **Writing** 書

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I choose this picture for two reasons. One reason is the flowers and the way they painted on the wall and the door. The second reason is the Chinese girls who want to go on the picture with the flowers. I think Chinese people always want with something nice on the picture and then make a peace sign.



The shoes produced by Onitsuka tiger, Japanese shoe brand. This model is inspired by Bruce Lee, who's costume in the film was yellow and black. As far as I remember it was worn by Uma Thurman in the film, Kill bill.



In Holland, if we visit a Chinese restaurant, we get a calendar with you Chinese horoscope on it. I think everyone here knows his Chinese horoscope.

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The reason why I took this picture is the vibe that you get from it. I think it's because of the colours and the people that are eating together. You can almost smell the Chinese food that thy are eating.

I think this is a traditional Chinese pen case. Maybe children use it on school. And I like the things that she attached to it. I don't know if it's Chinese, maybe only the butterfly.

Souvenir from my friend who went to Korea. The orange charm actually is from Taiwan. Mixture of Asian culture! Indeed it looks like Chinese product though.



I bought this in a creative shop. I thought it was very funny because of the signs that were on it in combination with Nijntje. I didn't know that they knew it in China, I thought it was typical Dutch. But now I know better!

Linda believed it is Chinese made, but actually it was immediately clear to me that is Japanese made! Very funny.



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I Think this photo shows a lot of Chinese
Traditional design is translated to plastic
traditions. Like the colour red, the pawns and
balloon, that strange combination is nice.
the signs. Also it seems there is something
special with the flowers.

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For me, the colours of the balloons in this picture are a symbol for all the plastic toys that are made in China. A lot of the plastic toys we have in Europe are Made In China.

This is very funny. I chose almost the same object. I think it is something that everyone has in his house. This is only an older box than mine.



Rusty golden lid, combination of alphabet and Chinese character, beautiful.
Tiger golden oil? That's what it says.

When my back is sore my mother always gives me a massage with the Tigerbalm. When I was little I always thought it was something magic from a far country. But now I know that almost everyone has something like this in their home.

Rusty golden lid, combination of alphabet and Chinese character, beautiful.
Tiger golden oil? That's what it says.



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This photo I took because of the fakeness of
Even though its artificial nature, I can still see
it. But still it is beautiful. They seem to try to
how chinese people value the importance of 4
make the suburbs a little bit nicer. Though it's
season. In Asia, we know season's division very
nice, also a little bit weird.
clearly by changing nature.



This is the ideal image of china inputted in my mind through TV commercial.
Beverage company Suntory is well known for its Oolong tea, so called
“weight-loss tea” in Japan. (That’s why chinese people are so skinny
as we believe)
In the TV commercial, always skinny, innocent chinese girl dances or what-
ever, with beautiful chinese scenery.



A few weeks after our new-year, the Chinese people are celebrating their
new year. You can’t really ignore it because at the Chinese restaurants (and
there are a lot in Holland) they are shooting fireworks and the streets are
turning red from it.

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The 'Bird Nest' is one thing we now all know from Beijing. But this photo also symbolises richness and development, while it's leaving the people who are left in Beijing after the Olympic games are over. The city will never be the same.

Chinese tea pot.
Used for traditional
tea ceremony. Wanna
make me have dim-
sum. This tiny tea
pot and cups seem
very unpractical to
me, but drinking a
little by little is their
culture I think.

This I think is a
traditional Chinese
tea pot. I think it is
made of clay.



I have this for a
long time. It stand
somewhere in my
room as decora-
tion. I guess I
bought it because
of the nice bot-
tle. There is a nice
Chinese garden on
it and some signs.



As far as I see
it, this is plum
tea. There is no
doubt that this tea
contains so much
sugar and tastes
disgusting (at least
to me).

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I don't really know why I choose this photo.
This picture captured beautiful moment
Maybe the fastness of the street life in
probably in twilight time. Transition from
combination with the trees. I don't know.
daytime to the evening. Blurred people also
It's just a beautiful photo from a nice evening
shows speed how quickly the city changes.
in Beijing.



ふら ふらんちいおおすみ

“Ra-men”, that is chinese noodle soup which is as popular as sushi in Japan. Although its origin is from China, they are transformed to japanese taste in incredible diversity.



In some Chinese restaurants you get this as a present for your visit. But fortune cookies are also used as a business-present. And they put sentences in which fits good with the company.

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This foto I chose because of the kite. The man
whit the kite is standing in the middle of the
Nice contrast between tiny person with analog
street. It seems if it gives him some kind of
kite and massive, modern stadium.
freedom. There is always a lot going on in the
streets of China.

China
中國國

Leven
生活活

東東

Veranderen
变化易

Vriendschap
友情友

West
西西

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I Choose this photo because of what the people are doing. They are performing some kind of dance on the street. Street performance is something very common in China.

Pretty Chinese girls.



The girl in the blue chinese dress follows the style of the Japanese game character from “Street fighter”. You can see strange combination of east and west, you would never see this in China.



In Amsterdam we have like a little China. It's called China Town. There are a lot of Chinese stores and restaurants. There are even a few buildings that are very much the same as in China I think.

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The man in this picture is a symbol for the chaotic way the Chinese people live. They do everything on the street, from sleeping to reading. Maybe the book is so exciting, that he couldn't stop reading.

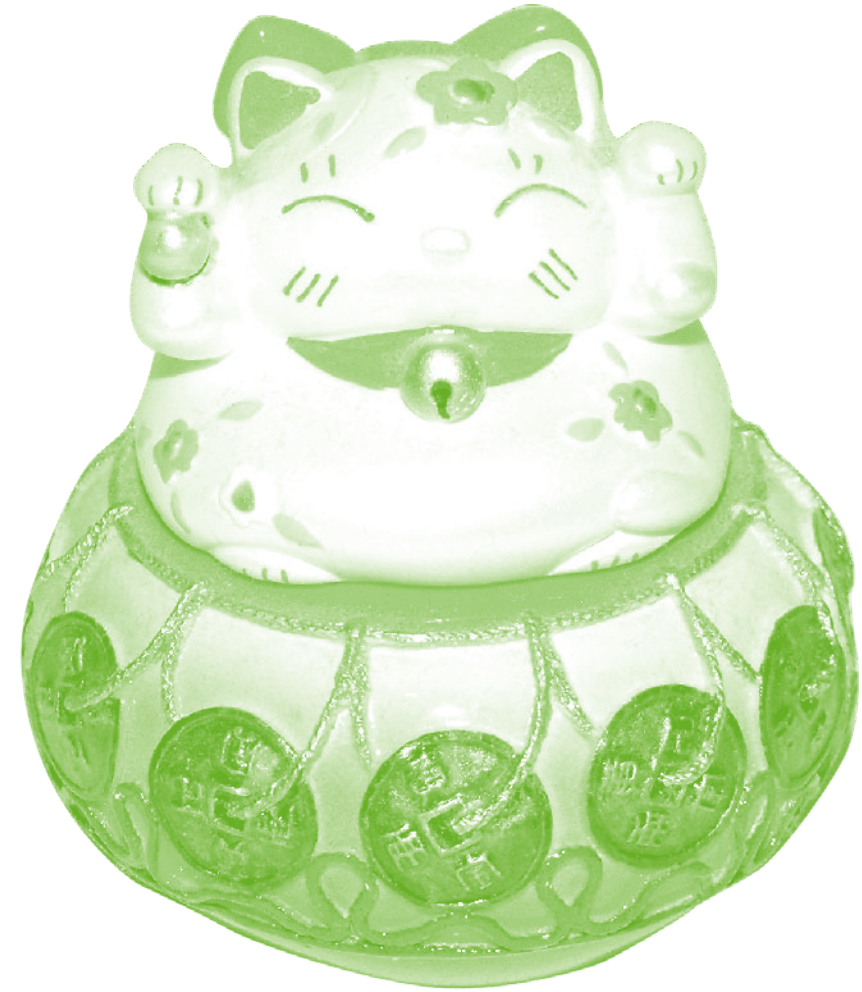
This I think is very clear. Tai-chi is a Chinese sport and they use this shoes for it.

Cheaply produced Kung-fu shoes. Could be nice for Tai-chi as well. I'd love to have one. very pretty!



I can't remember where I bought this, but I know why. I loved the colours and the Asian look of it. In my imagination this kind of things are very common in China.

Although Lucky cat is traditional motive, this one looks kind of modernized and westernized. I suppose this little flower on the head is influenced by Hello kitty...



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This picture I took because of the typical Asian architecture. The stones and the way the door is made are very Asian I think. Why are they carrying fire in the middle of the city?