

ASSIGNMENT 03 / EAST-WEST

12 10 2009

A website

as window and mirror

from West to East

and East to West

A class project.

The coming weeks the class will
to create a **website** that will contain:

- > (interactive) animations
 - > short video clips
 - > illustrations
 - > photos
 - > text

Each medium has to follow one of the following formats:

> (interactive) animations:

software that can be used:

Flash, After Effects, Premiere, 3D-Max

formats:

.flv, .swf, .mov, .MP4

size:

320 x 240 pixels

or 640 x 480 pixels

Each medium has to follow one of the following formats:

> short video clips

software that can be used:

Premiere, After Effects, Final Cut, Avid, 3D-max, Maya

formats:

.MP4, .mov, .flv

length:

not longer than 60 seconds

size:

320 x 240 pixels

Each medium has to follow one of the following formats:

> illustrations

formats: .jpeg, .gif, .pdf

> photos

formats: .jpeg, .gif, .pdf

size:

maximum width:

900 pixels

maximum height:

700 pixels

Each medium has to follow one of the following formats:

> text

formats: .jpeg, .gif, .pdf, .doc, .html

the text can be:

quotes

slogans

short stories

interviews

A team of 3 students
will be responsible for:
the design
and the building
of the website

software that can be used:

Dreamweaver, Flash

A team of 3 students
will be:

the editorial team

they will collect and organize the material
from the other students

All students will contribute
content to the website

In November
I'll put the site online
on my own server.
It will become part of
online public space.

So.

What will this site be about?

As I said before:
A website
as window and mirror
from **West to East**
and **East to West**

How do we,
East and West,
look at each other?
and at the world?
How do we differ?
How are we similar?

Typical features of a window are
that it's transparent,
it offers a view of something,
and it frames what you see.

Typical of a **mirror**, is that
it shows a reflection,
when you look in the mirror,
you see an image of yourself.

In English the word **reflect** also
means to think deeply or carefully
about something

So this website should function
as **window and mirror**
with your ideas and thoughts
about the East and West.

Sounds complicated?

It doesn't have to be.

Important keywords to think about
when making content for the site:

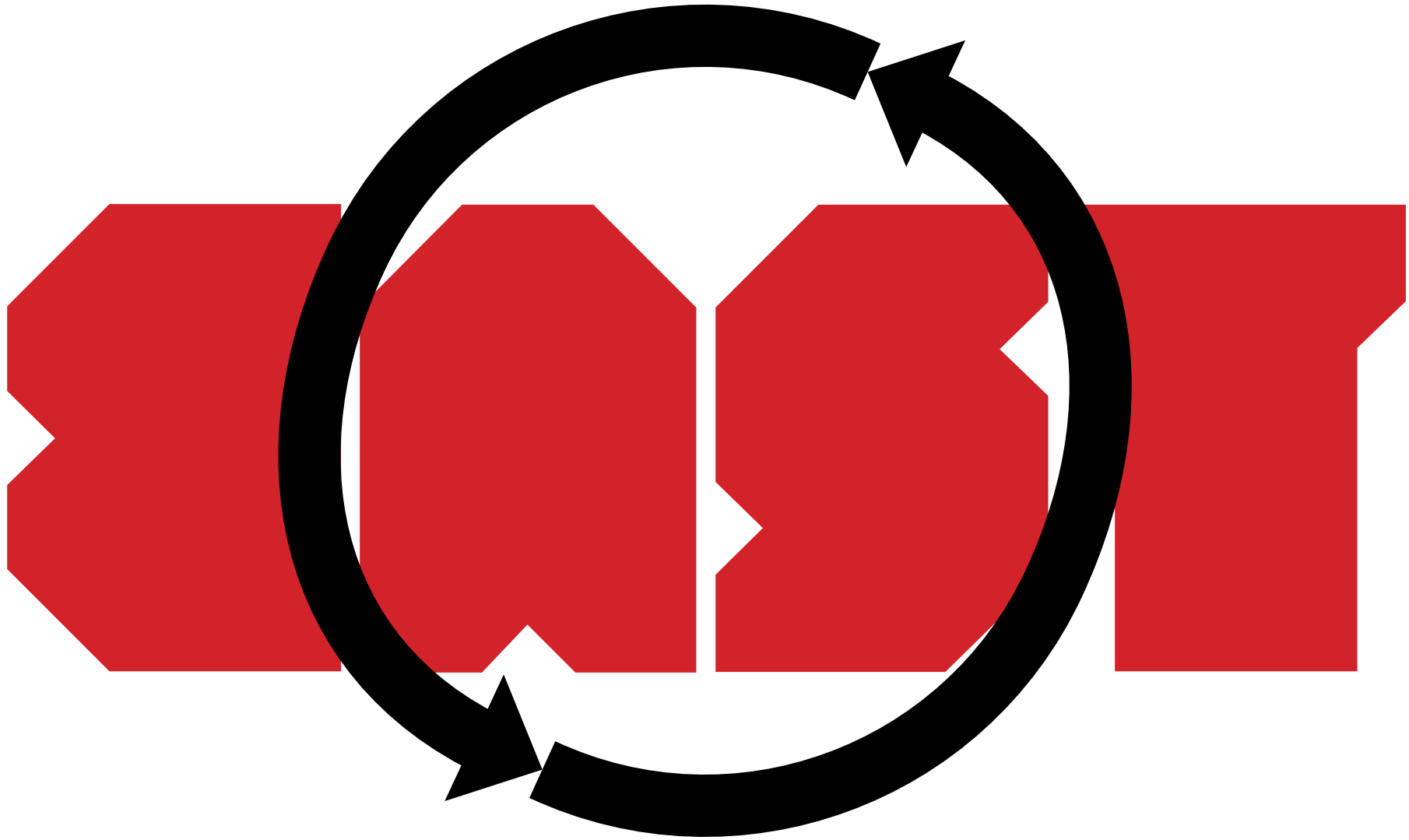
PLAY(FULNESS)
EXPERIENCE
RECOGNITION
BEHAVIOUR
COMMUNICATION

Important keywords to think about
when designing, editing and
building the site:

TAGGING CATEGORIZATION FLOWCHART

these terms I will discuss
in more detail with the webdesign
team

The following pages
give some inspiration







Asians view the world through a
wide-angle lens/ 广角镜头
[gu ǎ ngji ǎ oj ì ngt ó u]

Westerners have tunnel vision/
隧道视野 [suì dào shì yě]

WEST

Like ancient Chinese philosophers,
modern Asians are inclined to see a world of

continuous/连续 [li á n x ù]

substances/物质 [w ù zh ì]



Like ancient Greek philosophers,
modern Westerners see a world of objects –
discrete and **unconnected/分开的** [f ē nk ā ide]
objects/物 [w ù]



Don't be afraid of

clichés

老生常谈

[lǎo shēng cháng tán]

Think of using
metaphors

隱喻
[yǐnyù]

Make sure you have

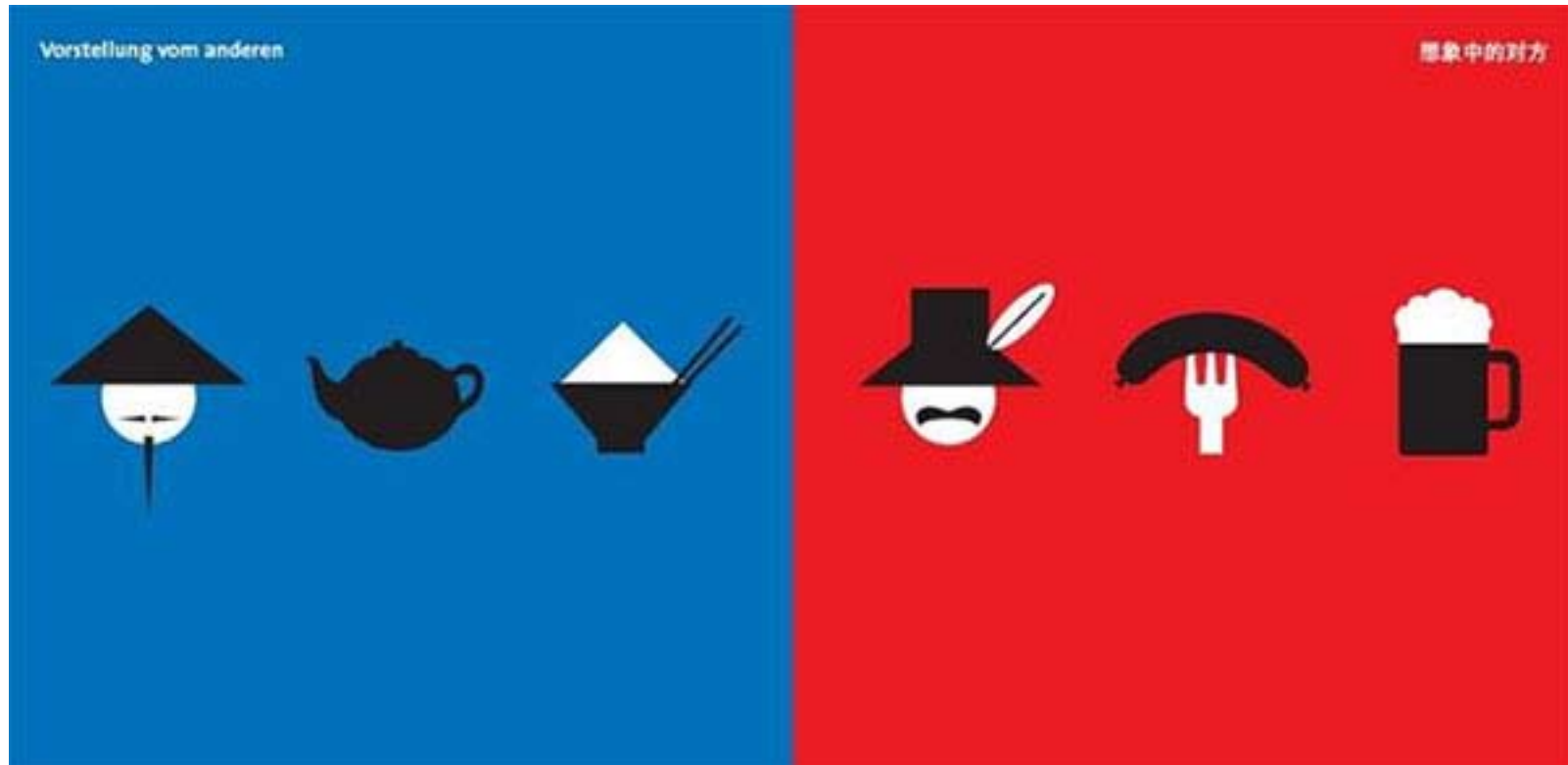
fun

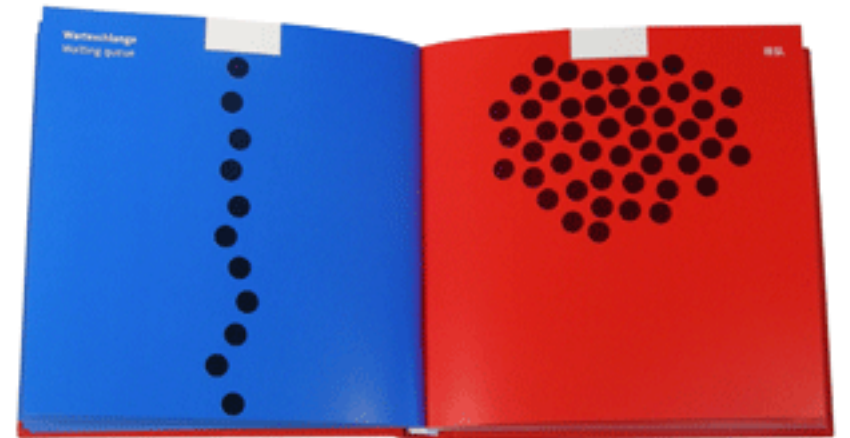
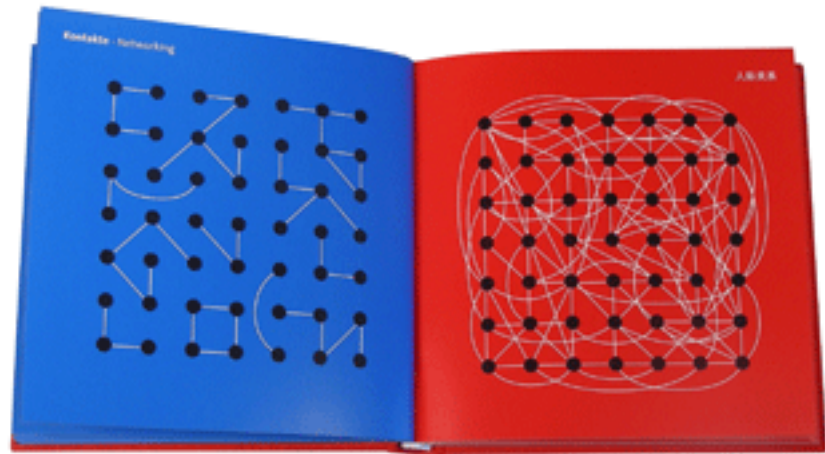
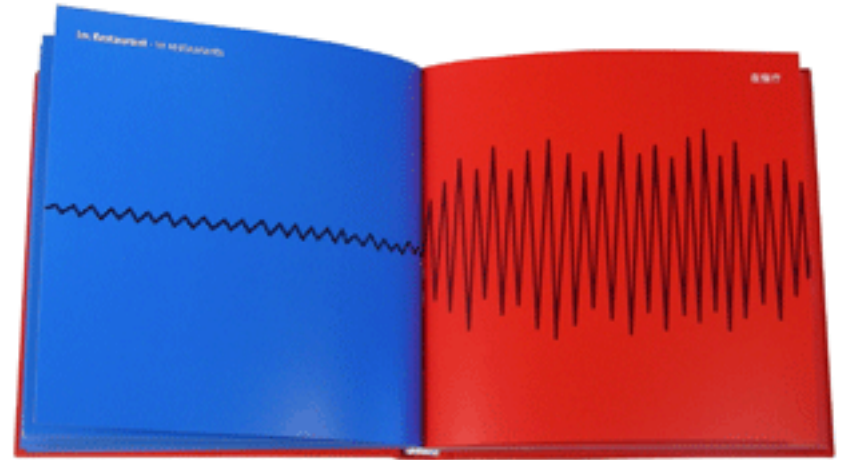
娱乐

[yú lè]

OST TRIFFT WEST (EAST MEETS WEST)

<http://www.typografie.de/Our-Books/Graphic-design/Yang-Liu/Ost-trifft-West::71.html>







Some book titles, suggest a specific narrative
about modern China in the West:

China: A Journey into the Future of a **Rising Power**

China: Fragile **Superpower**

China Shakes the World: A **Titan's Rise** and Troubled Future

The Elephant and **the Dragon**: The Rise of India and China and What It Means for All of Us

Lost on **Planet China**: One Man's Attempt to Understand the World's Most Mystifying Nation

A Bull in China: Investing Profitably in the **World's Greatest Market**

China, Inc.: How the **Rise of the Next Superpower** Challenges America and the World

China: The Balance Sheet: What the World Needs to Know Now About the **Emerging Superpower**

China's **Rise**: Challenges and Opportunities

When **China Rules the World**: The End of the Western World
and the Birth of a New Global Order The **Rise** of Modern China

China's New Confucianism: Politics and Everyday Life in a **Changing
Society**

I wonder what the narrative in China is
about Western Europe?

WEEK 01

12 - 16 OCTOBER

everybody makes short animations, video, illustrations, sketches etc.

based on the **circle** (East) and the **line** (West)

- > 12 october: organization of website and editorial team
- > 13 october: website and editorial team meet with me
- > 15 october: individual feedback
- > 16 october: show and tell, and after that individual feedback.

WEEK 02

19 - 20 OCTOBER

(there will be no class on 22-23 october)

everybody makes short animations, video, illustrations, sketches etc.

based on the **wide-angle** (East) and **tunnel vision**(West)

- > 19 october: the website and editorial team present their first ideas to the class
- > 20 october: website and editorial team meet with me

WEEK 03

26 - 29 OCTOBER

everybody makes short animations, video, illustrations, sketches etc.
based on the **matter** (East) and **object** (West)

- > 26 october: everyone shows a selection of their sketches
- > 27 october: website and editorial team meet with me
- > 28 october: individual feedback
- > 29 october: show and tell, and after that individual feedback.

WEEK 04

2-6 NOVEMBER

to be determined

- > 2 november: –
- > 3 november: –
- > 5 november: –
- > 6 november: show and tell,

WEEK 05

9-13 NOVEMBER

website officially online

- > 9 november: –
- > 10 november: –
- > 12 november: –
- > 13 november: show and tell

and lastly:
some examples of work of
Dutch artists/designers
who worked in China





IMAGE BUILDING



WO
F



WHITE RIVER BANK OF TIDE

ENJOYING UNDERNEATH MATURATION



Beijing Series - Image Building

We went to Beijing a year too early. The Olympics is to be one of the biggest PR campaigns in history and we are the target audience. We went a year too early and had the ability to see the image building while it was still under construction.

Beijing Series - Image Building - Screen Green

Huge billboards are to be found on every street in the whole of Beijing. More often than not they depict serene scenes from nature in the background. Popular themes are clear blue skies with a few puffs of white clouds, flowery grasslands stretching out towards the horizon or a lush park forest. Real estate developers and the government alike, use these scenes to appeal to something that is in fact the complete opposite of the urban environment they are promoting. But these scenes really seem to fit any product, small businesses use them just as often. From advertising Sichuan dishes to chain-saws or computers. They all probably appeal to a desire for nature by the Beijing city dwellers. But by printing these dream images on huge billboards, the image the city offers starts to resemble the dream. billboard made to convey the image of a green China.

Beijing Series - Image Building - Render City

The Beijing 2008 Olympic Games are going to be the biggest ever. The city is undergoing a make over of never seen before scale. Although this comes at a cost as old neighbourhoods are destroyed, and as an estimated million and a half people have to move. Baron Haussmann's destruction/renovation of old Paris comes to mind, the old city replaced by a new and modern one. But more importantly the old is also replaced by a new that is more strategically advantageous. Nowadays image building is a strategy to lure capital and business to Beijing and China as a whole. The Olympics are the biggest P.R. campaign possible. The whole city is part of the advertising. Every possible trick up an advertising agency's sleeve has been enabled. Backed up by the will and power of the communist party to make everything happen. This means that apart from the ubiquitous billboards, the city itself is turning into an image.

Beijing Series - Image Building

Beijing Series - Image Building - Render City

Five years ago most office buildings looked like they had been cut from the Las Vegas strip and pasted into Chinese city centres. They might have looked ugly but they had exotic flair. The average of apartment buildings being built now fits neatly into an accepted international modernism as presented in a Phaidon Atlas of Contemporary World Architecture. The iconic new buildings, the showcases of modernity, have been widely published in the international media. Although they are still being built, the city is so full of them in rendered cityscapes and advertising on billboards, they feel like they've been there for a long time. This is probably why Beijing doesn't really feel like visiting a future city. It rather feels familiar. But if architecture in China continues to develop at the same speed Beijing might look like science fiction in only five more years.

Beijing Series - Image Building - Resisting Design

This man accomplishes the feat of sleeping on a bench designed not to sleep on it. It is a sign of the limited powers of control through design. Especially since the man is taking a nap next to the new CCTV building site. The public space that is planned around the building is said to be designed to have extensive surveillance. It fits the image of CCTV to create such a controlled environment. The man however looks fully comfortable living around any design meant to be an obstacle.

Beijing Series - Image Building - Screen Green

In the summer of 2007 the Green Long March takes place. In a re-enactment of the communists long march, the organisation aims to lay 'the foundation for a sustainable Chinese civilisation'. This practically amounts to what the marchers call 'the greening of China': planting trees and sharing ideas for a better environment. Campaigns towards 'afforestation' have a tradition in the recent history of China. Every year there is an estimated growth of 5.3 million hectares of forest. In 2002 850 million trees had been planted in Beijing alone. A figure only multiplied by the recent 'Green Olympics' activities. The Green Long March is an event that builds on these accomplishments but is also mainly about making this visible. Mostly a media campaign, the images of 'Green China' will be broadcasted nationally and internationally and through the local news media.

Beijing Series - Image Building

There is a tremendous amount of green being planted and kilowatts of green as well themselves filled with flowers, herbs. In Beijing, the streets are full of green. In the eye, they also high up to 2 meters between

Beijing Series - Image Building - Screen Green

'Green Olympics' is one of the three concepts for the Beijing 2008 Olympic Games. And it is being heralded as the greenest ever. The Olympic sites are constructed with 'environmentally friendly' materials and green roofs are being installed in Beijing, also in and around Beijing.

Beijing Series - Image Building - Screen Green

As much as all the green is used to 'build a city better fit for all to enjoy' it is also a great way of hiding things. The building pits in Beijing are hidden from sight by giant billboards, most of them filled with advertising. In particular the new subway stations built to be completed

Beijing Series - Image Building - Cover-Ups

A city under construction the scale of Beijing also produces huge amounts of building debris. The construction waste is however not that visible. Piles of sand, grit and garbage are covered up by plastic cloaks donned with colourful patterns. Ranging from the popular red and blue stripes to floral patterns. The cloths are multi-purpose, they also serve as a building material

Beijing Series - Image Building

The pot gardens are a temporary character. They are more in rather use

CHINA DAILY LIFE



REINEKE OTTEN

CHINA DAILY LIFE

| | | | | |
|-----------------------|---|--|---|---------------------------------|
| ARCHITECTURE | BEHIND THE BILLBOARD CHINESE TRADITIONAL DESERTED AREA EUROSTYLE | FACADE GRAYSCALE FACADE OCEAN FACADE TERRA GATED COMMUNITY | HIGH RISE RESIDENTIAL PROJECT MAQUETTE ROOFTOPS TEMPORARY CABINS | THE BLOCK UNDER CONSTRUCTION |
| CITY DETAILS | ADVERTISEMENT AIRCONDITIONING CHINESE CHARACTERS CITY FLOW | FLUORESCENT LIGHT HANDS AND FEET HUSTLERS HUTONE | HUTONG LIFE LAUNDRY NEON PETS | POETRY |
| FOOD | FISH AND FLESH FOOD MARKET PACKS RICE AND SWEETS | STREET FOOD SUPERMARKET TEA TRADITIONAL KITCHEN | URBAN | |
| LIVING | EUROSTYLE MATERIAL HOME DECORATION HOUSEHOLD I WANT GENERATION | INTERIOR PLANNING MIGRANT WORKER POOR TRADITIONAL RICH MODERN | | |
| PEOPLE | BABIES CHILDREN GRANDPARENTS MEN | TEENS WOMEN | | |
| SHOPPING | CALCULATOR CHUNGKING MANSIONS COPYCAT COSMETICS | ELECTRONICS EXPORT MALL INTERIOR OFFERS FOR SALE | SALES SHOPPING ALLEYS SHOPS SUPERMARKET SALES | |
| STREETCULTURE | BEHIND THE COUNTER CARRIERS CHILLING COMMUTE | FRIENDSHIP GAMING GETTING MARRIED IKEA COZY | PROSTITUTION RAIN SHOPPING SPENDING TIME | WORKING |
| STREETELEMENTS | CROSS OVERS FLY OVERS HELICOPTER VIEW HONG-KONG JUNGLE | HONG-KONG STREETS RINGROADS SIDEWALKS SKYLINE | STREET FURNITURE STREETS URBAN VOID WALK OVERS | |
| TRANSPORT | AIRPLANE BIKES BUS METRO | TAXI TRAIN | | |

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