



**Image credits:**

Andria Lo & Valerie Luu, *Chinatown Pretty* (2018);  
Raquel Sanchez Montes, *My Real Fashion Story* (2018);  
Ada Chen, *Made in Chinese America* (2018).

***Project Theme: Utility***

***Project Title: Chinese Fashionable Utility***

## Section 1 Review

Through this course, I have learned a lot about the process of making a project. It helped me to realize the importance of writing the reflective journal and research analysis, as well as how to complete them effectively.

In addition, I had knowledge of different techniques, such as casting, stitching, carpentering, Photoshop, etc. By doing research, I have seen plenty of excellent works by artists from different areas, like photography, painting, typesetting, and the like. For example, I was inspired by the hanging installation by Zoë Buckman, which helped me to develop my project "Margate". The Pechakucha project helped me organized my experience and progress since I became an art student, whilst the Co-create project helped me overcome the fear of collaboration, and I did learn something from my partner about her pathway.

I think I have achieved some of my personal goals that I set on day one, like some techniques. But I also think that I need to be more skillful in making a longer project.

## Section 2 Project Concept

In my country, when most workers and the older generation discuss fashion, they often comment on high fashion in an ironic way. They probably don't care about fashion at all, but always focus on actual function. But after I saw some special collection of street style photography, I found that the most interesting details often come from "function".

But somehow, the relationship between fashion and these people is getting closer these days. Many utility details have been adopted by fashion designers and people in the fashion industry. Is it a coincidence or an inevitable result from something? I am very curious about the reason for these phenomena. I can't wait to find out more evidence and reasons then share it with others. When I saw the collection *Chinatown Pretty* by Andria Lo and Valerie Luu, I felt quite excited, and now I want to join them in my specific way, which would relate to my discipline.

I would like to take photos in the actual area (eg. Chinatown) for my research and record some stories and opinions by interviewing my subjects. And I would like to create new imaginary and notional images after understanding more about these phenomena.

I think I would try printing, casting, carpentering, stitching in this project. I expect the outcome to be a book. The format will be decided later.

## Section 3 Evaluation

I would like to ask my progress with my tutors, classmates and even the subjects I interview to evaluate and give feedback to my process during the project. And I would post some of my experimentation to the social platforms like the Moments in WeChat, Instagram, to get some feedback and advice from different people.

The marker of success I look for is it could evoke people to be confident to be themselves in their personal styles.

## Section 4 First 'doing' action

Above all, I would decide which type of outcome is the best, for example, a book or magazine, photography or installation, and the like. And next, I would choose the format and main materials for the outcome. Then I would roughly design the frame of the outcome based on the format.

## **Bibliography**

### **Books**

Barthes, R. (1985) *The Fashion System*. London: Jonathan Cape.

Barthes, R. (2014) *The Language of Fashion*. London: Bloomsbury.

Chan F. (2013) *Shanghai Street Style*. Bristol: Intellect.

Tsui C. (2009) *China Fashion [electronic resource]: conversations with designers*. Oxford : Berg.

### **Journals / Magazines / Essays**

AXD Magazine

KING KONG Magazine

AnOther Magazine

Fucking Young!

### **Online resources / websites / blogs**

Exactitudes: <https://www.exactitudes.com/index.php?/series/overview/154>

Wellthreaded: <http://www.wellthreaded.com/>

Codesignmag: <https://codesignmag.com/>

Designscene: <https://www.designscene.net/>

Behance: <https://www.behance.net/>

### **Films / Television programmes**

i-D interviews; Vogue interviews

### **Practitioners**

Kouhei Nakama

Son Daeyoon

Sang Wha Yim

Aso Mohammadi

Lucie Crewdson

### **Visits (Museums / exhibitions / shops etc)**

British Museum

Victoria & Albert Museum

Science Museum

Design Museum

Pollock's Toy Museum

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## Timetable

Week 1 23 <sup>rd</sup> July	Mon. & Tue. – Online research Wed. – Go to 250 Years of the Summer Exhibition Thu. & Fri. – Online research
Week 2 30 <sup>th</sup> July	Tue. –Organize the materials and research Thu. – Make 5 venn diagrams Fri. – Select 1 venn diagram; frame the structure and content Sat. & Sun. – PRINT!TEARING IT UP Exhibition; buy materials
Week 3 6 <sup>th</sup> August	Mon. & Tue. – Work in workshop, at least 5 experiments each day Wed. – draw 5 ideas of development Thu. – Work in workshops, at least 5 experiments Fri. – 1 day special taught activity (workshop access: Monday – Stitch only / Tuesday – all workshops)
Week 4 13 <sup>th</sup> August	Mon. & Tue. – Progress Tutorials + InDesign &Photoshop workshops. Thu. & Fri. – Work in workshops, finish 80% of the final outcome (workshop access: Thursday + Friday – all workshops open)
Week 5 20 <sup>th</sup> August	Mon. & Thu. – Finish making final outcome Fri. – Photography day (workshop access: Monday, Tuesday, Thursday – all workshops open)
Week 6 27 <sup>th</sup> August	Mon. - Fri. – Prepare project presentation Tue. – Photography session 2; poster making
Week 7 3 <sup>rd</sup> September	Submit all work in studio 102 at 10.30am for assessment.