

di jingxian | PORTFOLIO



**Jingxian Di, artist and creative director, base in Beijing and Seoul.**

With a strong passion for art and sculpture, Di began her artistic journey at Hongik University, which is ranked as the top art and design university in South Korea. Drawing inspiration from the vibrant scenes around her and the cultural richness of China, Di specializes in developing a unique artistic style characterized by creativity, innovation, and the exploration of the fusion of various material forms. Her work often shows a fusion of her own experiences with contemporary culture that resonates with the viewer.

At the same time, Di brings her artistic vision and expertise to a wide range of collaborative projects. She has served as the creative director for a number of brands' fashion shootings such as CALVIN LUO and LE MANDORLE, and has also masterminded art pop-up for the renowned local cultural spaces, Soho House Hong Kong. Her interdisciplinary perspectives, attention to detail, and ability to create thought-provoking works have made her a highly regarded figure in the fashion and creative industries.

**Exhibition:**

2023.11.03~2023.11.05,  
LCBX x DI JINGXIAN x MNCT POP-UP EXHIBITION. (Seoul)

2023.09.16~2023.09.22  
Beijing Fashion Week Fashion Expo.(Beijing)

2023.06.07~2023.06.18,  
49th Hongik University Outdoor Sculpture Exhibition.(Seoul)

2023.05.26~2023.05.28,  
\*The Anatomy of Unconditionality\*.(Soho House, Hong Kong)

2022.12.12~2022.12.17,  
Hongik University College of Arts,DEPT. Sculpture Graduation Exhibition.(Seoul)

2019.11.11~2019.11.15,  
26th Hondae Street Art Exhibition.(Seoul)





# The Anatomy *of* Unconditionality

## The Anatomy of Unconditionality ,2023

홍콩 주얼리 브랜드 LE MANDORLE의 'Martin Bloom' 시리즈를 위한 Campaign 촬영 및 팝업전시 디렉팅.

22년 조소과 졸업전시에서 선보였던 개인 프로젝트 <Proper>의 연장작으로, 브랜드 LE MANDORLE, Florist VILLAGE LANE와 협업하여 서울에서 촬영을 진행하며 최종 Campaign을 제작하였다. 이어서 팝업전시를 기획하고 디렉팅하였다. 팝업전시는 Soho House Hong Kong에서 진행하였으며 6개의 설치작업, 포토 부스 및 워크샵으로 구성하였다.

**The Anatomy of Unconditionality** - Documented in Seoul, South Korea, 2023. In collaboration with artist **DI JINGXIAN** and florist **VILLAGE LANE**. Exploring the concept of unconditionality and the beauty found within individuals, through a photo series featuring all ages, genders, and nationalities. "Anatomy" refers to LE MANDORLE's Martian Bloom collection concept, while "Unconditionality" celebrates the boundless love that transcends all barriers and expectations, for thyself and every person among us. The creative direction for the project was led by Di Jingxian and Tara Lee. Documented by Shiyang Liu and assisted by Chris Coherent in Seoul, Korea. Behind the Scenes, documented by Yuzhe Wang. Hair Styled by Song Sang Choo and assisted by Taeyoon Kim. Makeup by Tangmin. Production assisted by Hai Ling. Featuring LE MANDORLE's Bloom ear cuff from the Martina Bloom Collection, and a replica of the ear cuff created by Ken from Village Lane with real flowers sprayed in silver.



The Anatomy *of* Unconditionality

WEARABLE SCULPTURES

WWW.LEMANDORLE.COM











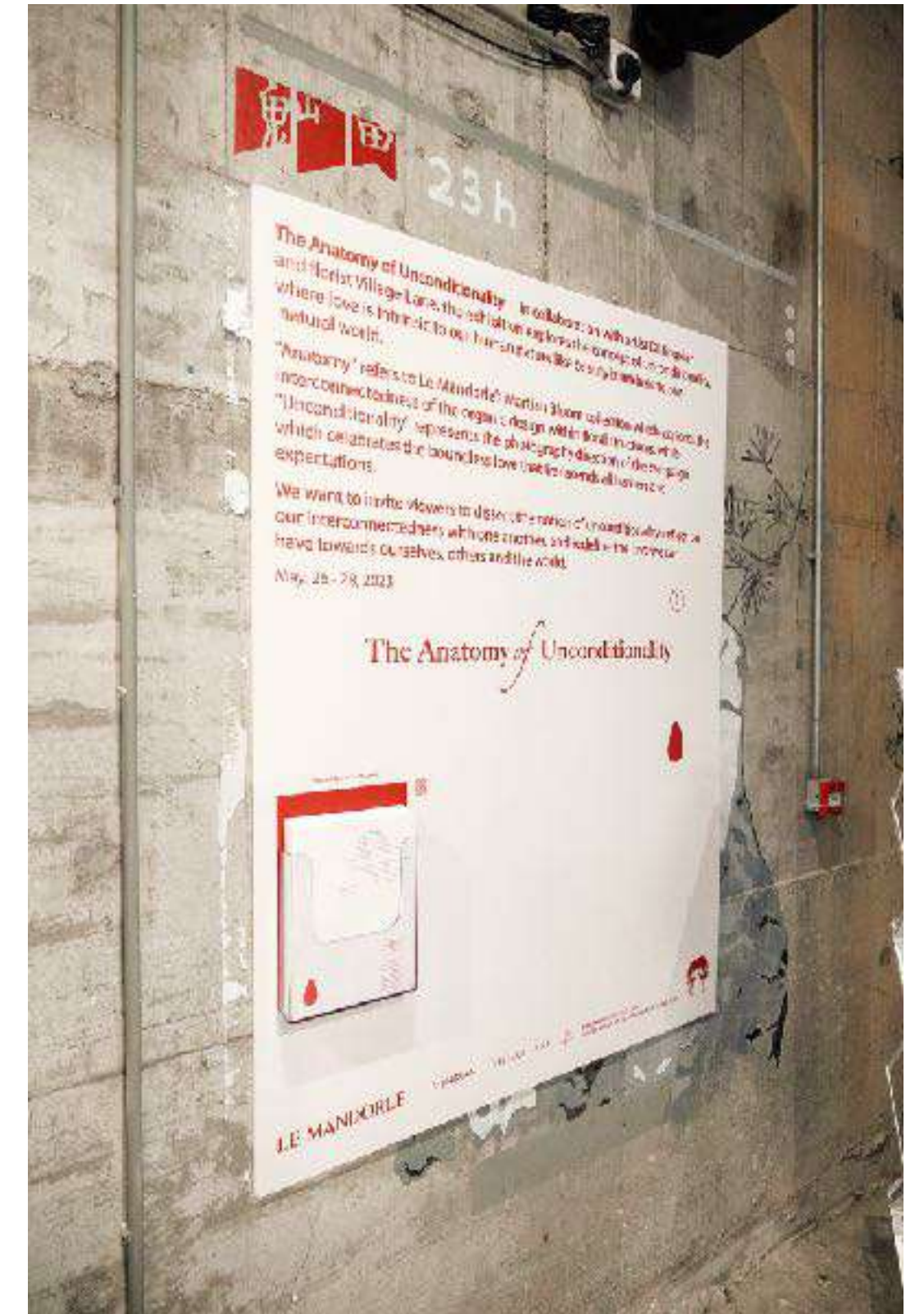
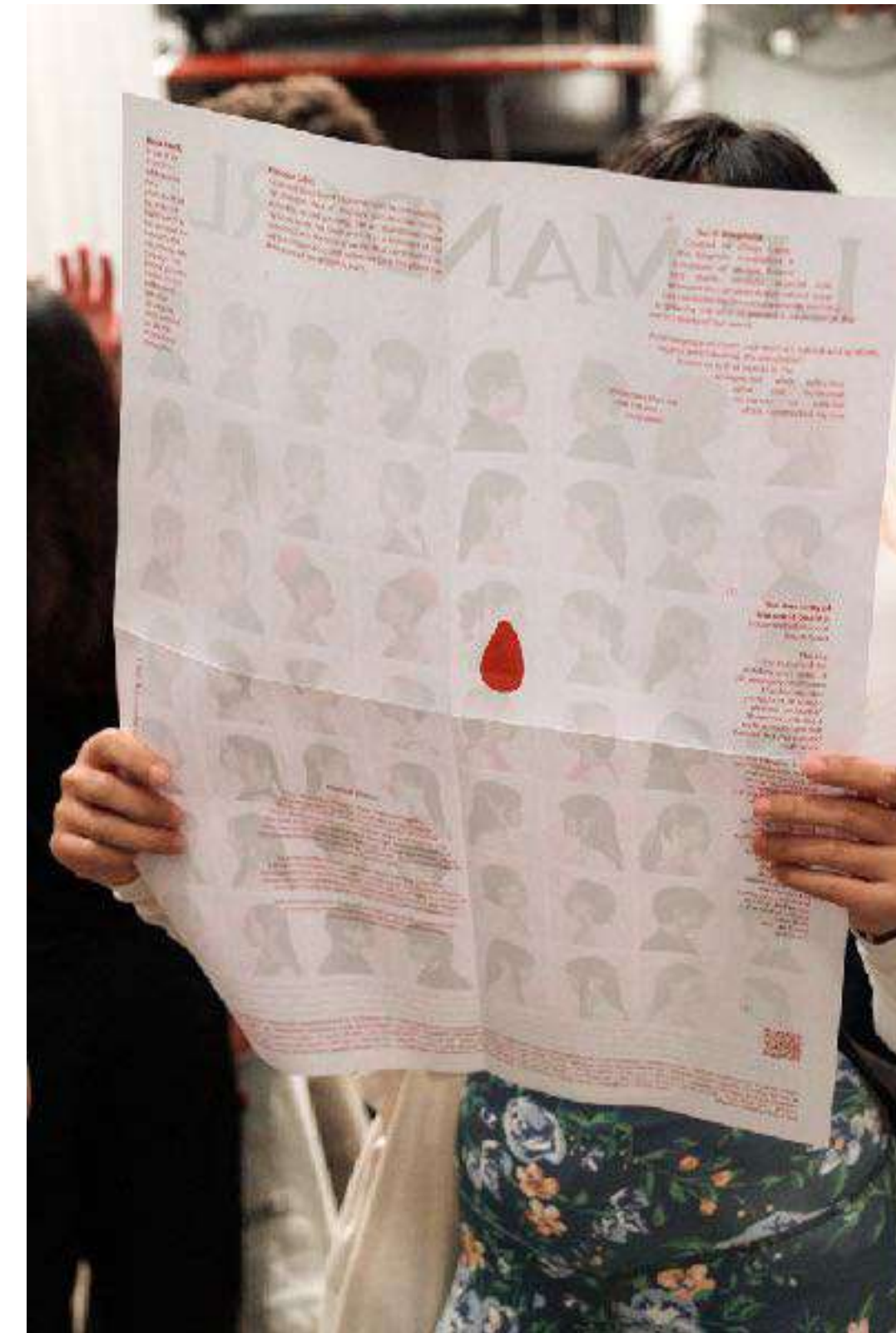














# LE MANDORLE



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The Anatomy of Unconditionality

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## The Anatomy of Unconditionality Concept of this Campaign

In collaboration with artist Di Jingxian and florist Village Lane, the exhibition explores the concept of unconditionality, \*where love is intrinsic to our human nature like beauty is intrinsic to our natural world.\*

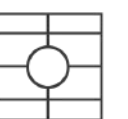
Our campaign aims to celebrate the beauty found within **individuals** and explore the concept of **unconditionality**, which is the idea of loving and accepting oneself and others without any **limitations** or **expectations**. We believe that every person has inherent value and should be appreciated for who they are, regardless of their age, gender, nationality or background.

Our collaboration with **Di Jingxian**, an artist based in Seoul, provided inspiration for the campaign's concept, which we developed further through our photo series featuring models of all kinds. Furthermore, Seoul was chosen as the location for this campaign because of its vibrant culture and diverse population, making it the perfect place to showcase the beauty of all individuals.

As part of the campaign, we handpicked models from Seoul to showcase our Martian Bloom collection, which embodies the concept of **interconnectedness in our world**.

DI JINGXIAN

VILLAGE LANE



SOHO HOUSE  
HONG KONG



# LE MANDORLE

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**POP UP**  
*Exhibition & Store*

open to public  
1100-1800

SHEUNG WAN STUDIO, G/F  
33 DES VOEUX RD W, SHEUNG WAN, HONG KONG

[contact@lemandorle.com](mailto:contact@lemandorle.com)

27 - 28 May 2023

LE MANDORLE

POP UP



LE MANDORLE

DI JINGXIAN

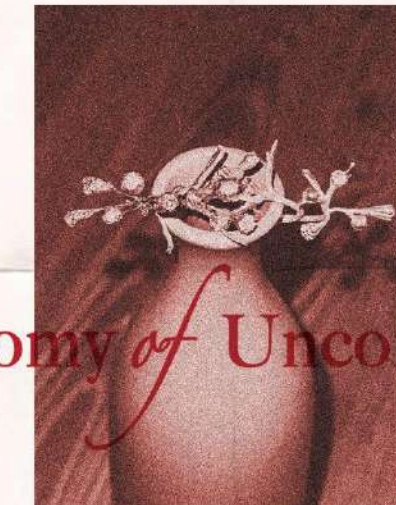
VILLAGE LANE

SOHO HOUSE  
HONG KONG



RSVP

opening party



26 May 2023

1700-2200

The Anatomy of Unconditionality

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THE ANATOMY OF UNCONDITIONALITY | EXHIBITION @ SOHO HOUSE | 26-28/5/2023

LE MANDORLE

POP UP

SOHO HOUSE  
HONG KONG

The Anatomy of Unconditionality

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LE MANDORLE

THE ANATOMY OF UNCONDITIONALITY | EXHIBITION @ SOHO HOUSE | 26-28/5/2023

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POP UP




### The Music Chairs On The Red Carpet Waterfall

We are using 28 unique vintage chairs to represent the 28 models photographed. These chairs are arranged in a circular pattern reminiscent of the game of musical chairs. Guests are encouraged to sit in the chairs, symbolically stepping into the shoes of the models and experiencing a sense of connection and empathy.

THE ANATOMY OF UNCONDITIONALITY | EXHIBITION @ SOHO HOUSE | 26-28/5/2023

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### The Scifi-Plant Installation

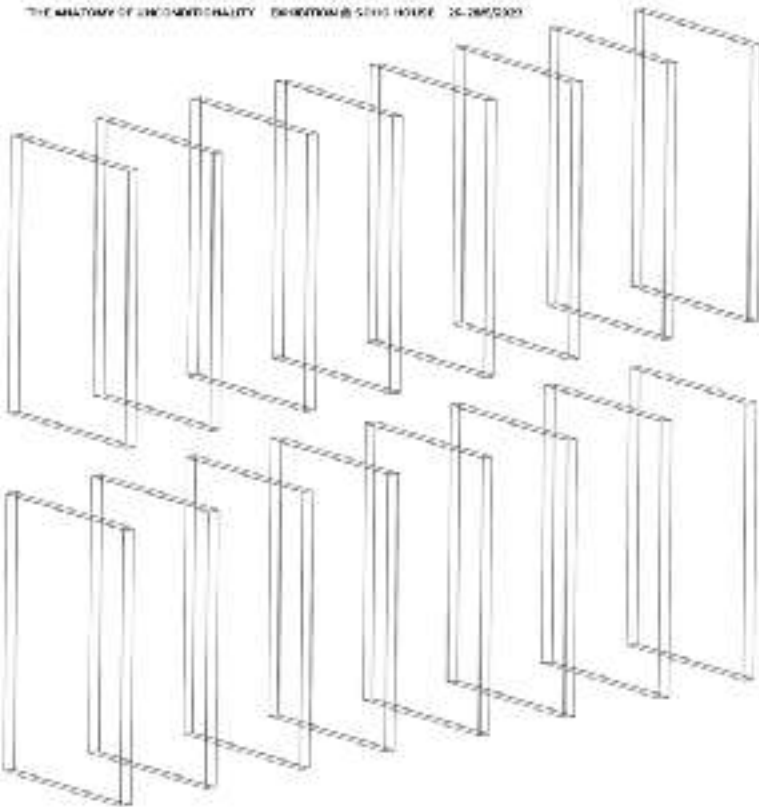
There will be a unique flower installation created by Village Lane. The installation features an alien-like Scifi Greenery Plant with 28 motorcycle rearview mirrors growing out of it, symbolising the 28 models in our campaign.

The installation is designed to encourage people to pause and appreciate the natural beauty and details of the flower, as well as to invite introspection and reflect on the interconnectedness of all things in our world. It will be a captivating addition to the overall exhibition, creating a unique atmosphere that aligns with the concept of our campaign.

THE ANATOMY OF UNCONDITIONALITY | EXHIBITION @ SOHO HOUSE | 26-28/5/2023

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### Photo Frames

For the photo frame centrepieces, we are showcasing our photos in a unique and creative way that highlights the beauty of our models and the intricacy of our Motion Bloom ear cuff collection. Each photo will feature a model in their side profile, wearing one real ear cuff and one replica made from real flowers that has been sprayed with silver.

The frames are displayed on the side, and mirrors the next frame, creating a stunning and dimensional visual display of the photo series and emphasises the interconnectedness of all things, a central theme of our campaign. The photo frames will be carefully crafted to ensure it complements and enhances the beauty of the photos and collection, creating a captivating centrepiece for our exhibition and a memorable viewing experience.

THE ANATOMY OF UNCONDITIONALITY | EXHIBITION @ SOHO HOUSE | 26-28/5/2023

LE MANDORLE

POP UP



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We are using 28 unique vintage chairs to represent the 28 models photographed. These chairs are arranged in a circular pattern reminiscent of the game of musical chairs. Guests are encouraged to sit in the chairs, symbolically stepping into the shoes of the models and experiencing a sense of connection and empathy.

We chose vintage chairs to add depth and meaning to the installation, as each chair has a unique history and story that reflects the individuality and diversity celebrated in our campaign. We carefully sourced the chairs from various second-hand stores and markets, selecting each one to ensure authenticity and uniqueness. Using vintage chairs was also intended to evoke a sense of nostalgia and timelessness, highlighting the idea that beauty and value can be found in all things, regardless of age or origin.

Additionally, our decision to use second-hand chairs aligned with our brand's commitment to sustainability and reducing waste. Overall, the use of vintage chairs contributed to the overarching theme of celebrating the beauty found within individuals and the interconnectedness of all things.

THE ANATOMY OF UNCONDITIONALITY | EXHIBITION @ SOHO HOUSE | 26-28/5/2023

LE MANDORLE

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### The Stacked Linen Bags Table

The stacked linen bags with soil and greenery on our retail floor are more than just a creative display for our products. They are a statement of our brand's commitment to sustainability and natural elements. The bags are stacked in an intentionally obstructed manner, giving the impression of an abandoned future city where nature has taken over. The greenery growing out of the bags represents the resilience and persistence of nature, even in the face of human neglect.

This display not only adds to the overall aesthetic of the space but also invites guests to reflect on their own relationship with nature and sustainability. It's a reminder that we all have a responsibility to take care of our planet and consider the impact our actions have on the environment. By showcasing our products in this unique way, we hope to inspire our customers to make more conscious and eco-friendly choices in their daily lives.

THE ANATOMY OF UNCONDITIONALITY | EXHIBITION @ SOHO HOUSE | 26-28/5/2023

LE MANDORLE

POP UP



### CUSTOMISE ON OUR MACHINE-WASHABLE PAPER BAG

Additionally, customers who purchase products at our pop-up will have the opportunity to customise our machine-washable paper bags. This adds another layer of personalisation and creativity to the shopping experience, while also promoting the use of reusable bags and reducing waste.

THE ANATOMY OF UNCONDITIONALITY | EXHIBITION @ SOHO HOUSE | 26-28/5/2023

LE MANDORLE

POP UP



### Photo Booth

As part of our interactive exhibition, we had a photo-booth set up on the first day for guests to take photos in the same style and side profile as our campaign. This allowed guests to join our journey and become a part of our campaign by taking portraits, just like the models in our photo series.

The photo-booth provided a fun and engaging way for guests to connect with the campaign's message of celebrating individuality and unconditionality, while also creating a memorable experience for them to share with others.









Proper, 2023. 55 sheets of 350mm\*495mm giclee print, foam board.

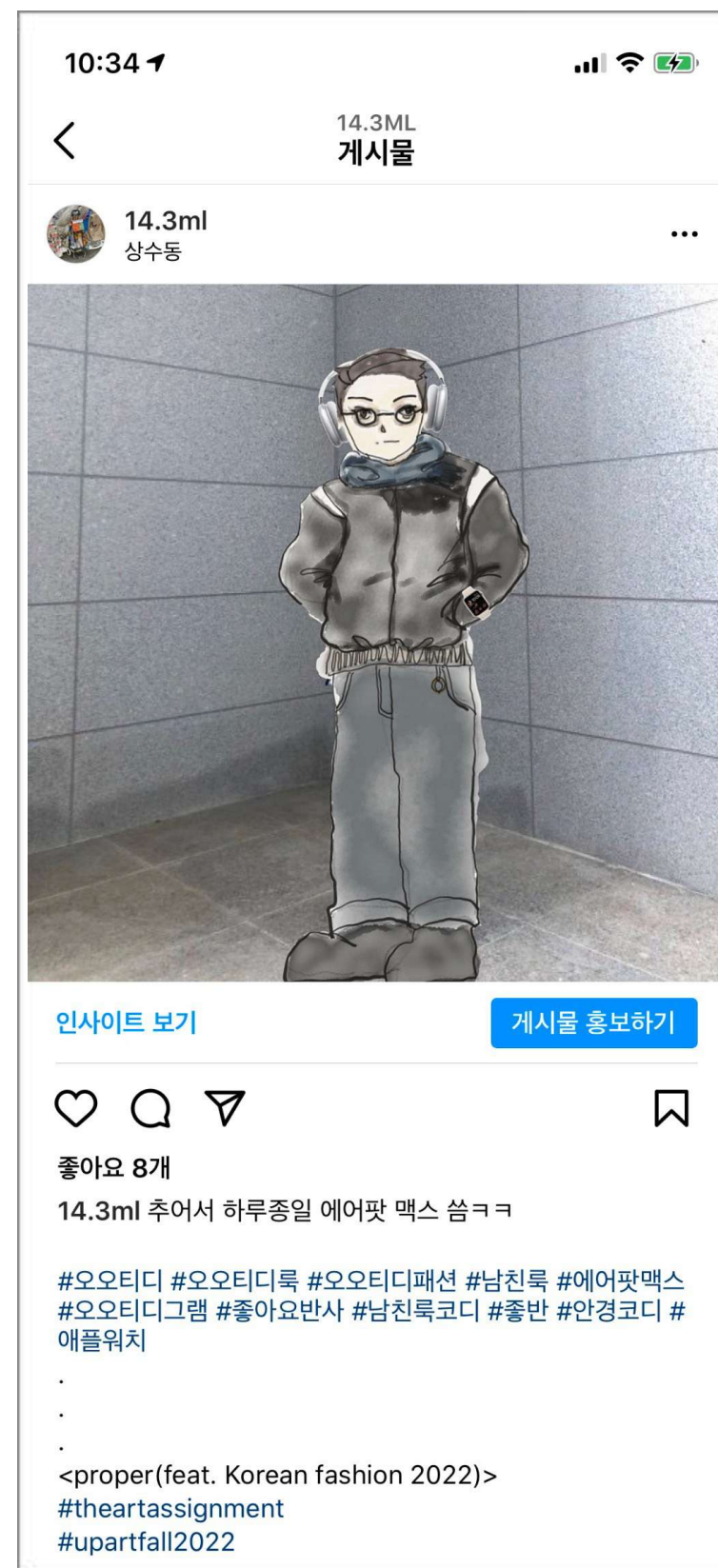
DI JINGXIAN는 한국에서 유학 생활을 하며 느낀 군중 심리를 주제로 작업하며 타인의 관점을 통해 고유함을 인정받고 싶어 하는 우리의 모습을 드러낸다. 집단 내에서 뒤쳐지는 것을 싫어하고 주목받는 것도 싫어하는 사람들의 심리를 한국의 일치적인 패션 경향에서 포착하고, 그들이 비슷한 정체성을 구축하고자 하는 모습을 보며 느꼈던 사회 이면의 엘리트주의 숭배를 다룬다. 이를 위해 헤드폰을 넘어 취향과 소비력 상징하는 패션 아이템으로 정착한 애플 사의 에어팟 맥스 실버(Airpods Max - Silver)를 오브제로 가져온다. 이에 에어팟 맥스의 이미지를 프린팅한 모자를 제작하고 중앙에 위치한 모델이 이를 착용한 채 군중 속에 섞이며 강한 대중적 미의 기준으로 ‘꾸밈의 자유’가 사라진 모습을 전시한다. 또는 다른 방향을 도발적으로 바라보고 있는 모습은 의도적인 대비를 통해 동질성이 강한 사회 분위기와 독특함을 포용하는 중요성에 대한 토론을 하고자 한다.





Proper, 2022  
54 sheets of 350mm\*495mm  
giclee print, foam board.





Proper(feat.K-fashion 2022), 2022

digital art.



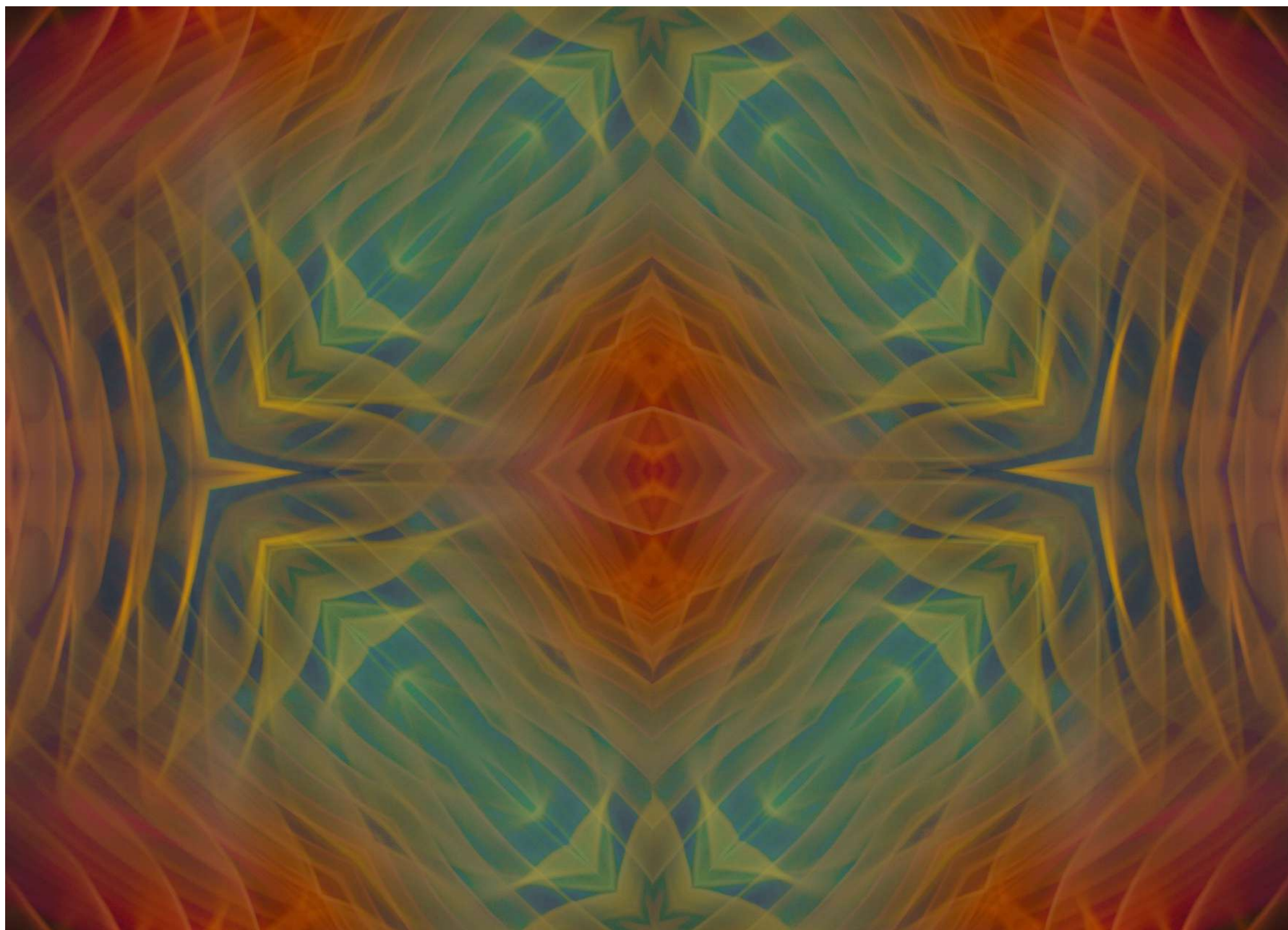


Full Moon(獾氏,담우레), 2023

Installation art with mix material.



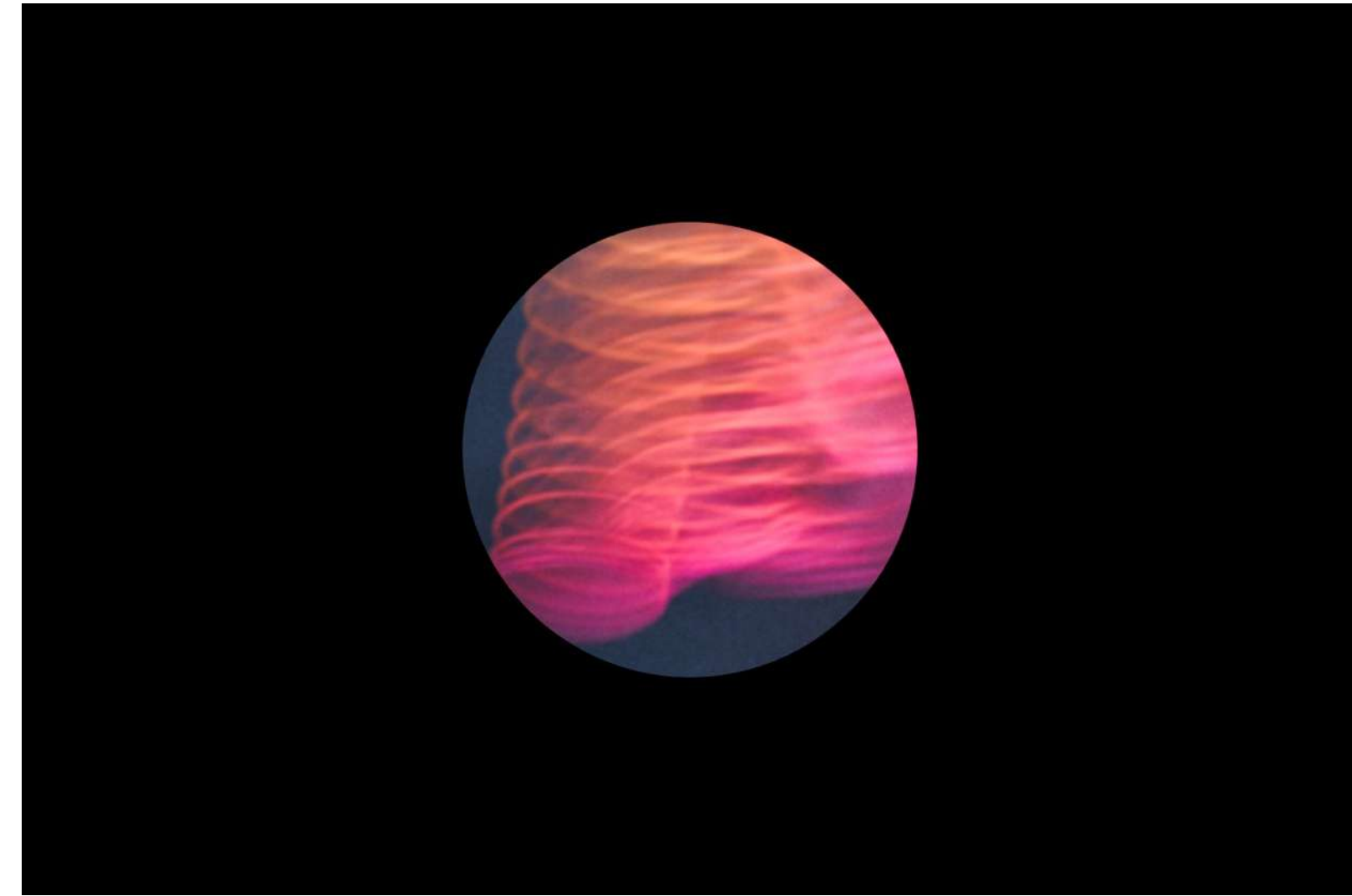
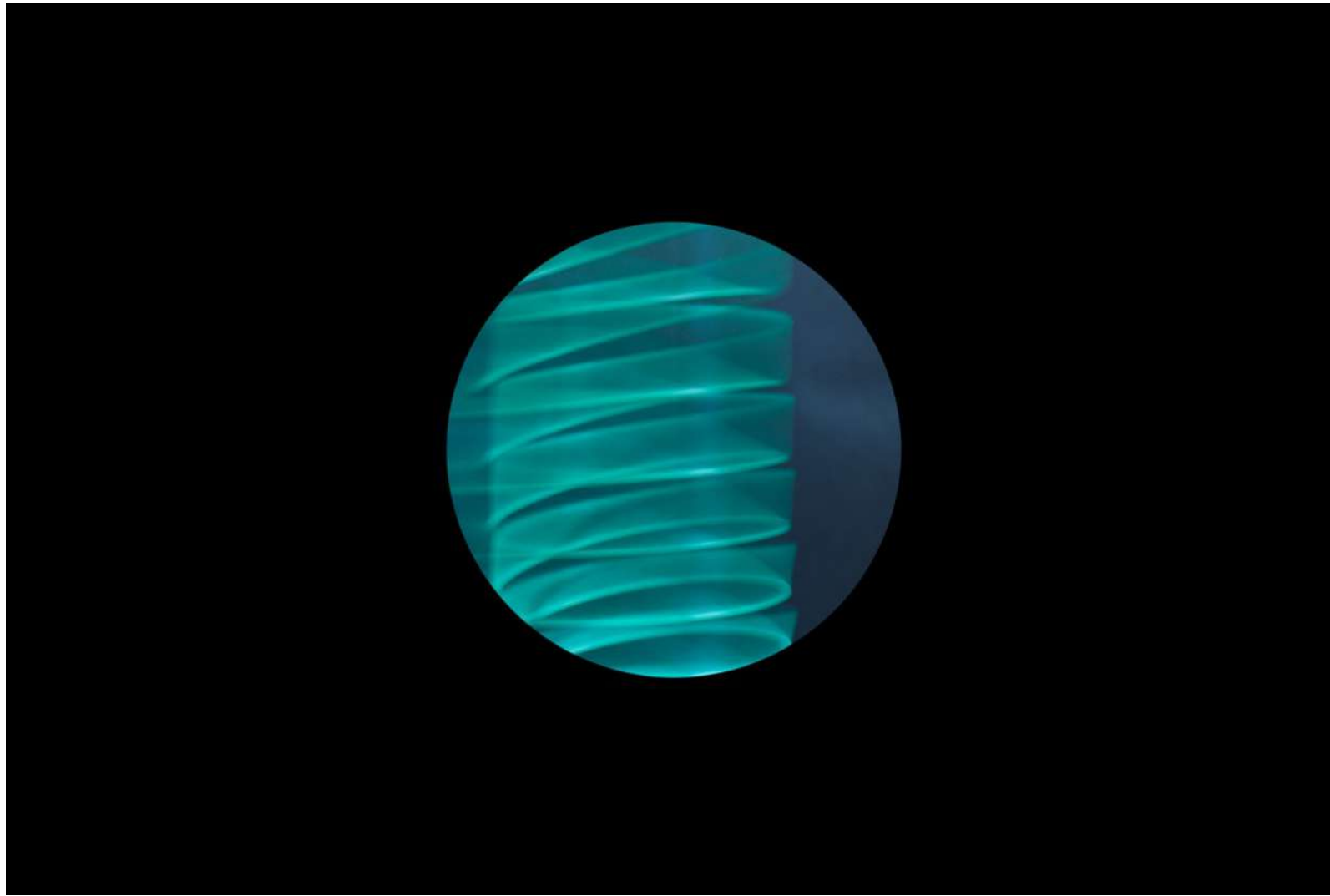
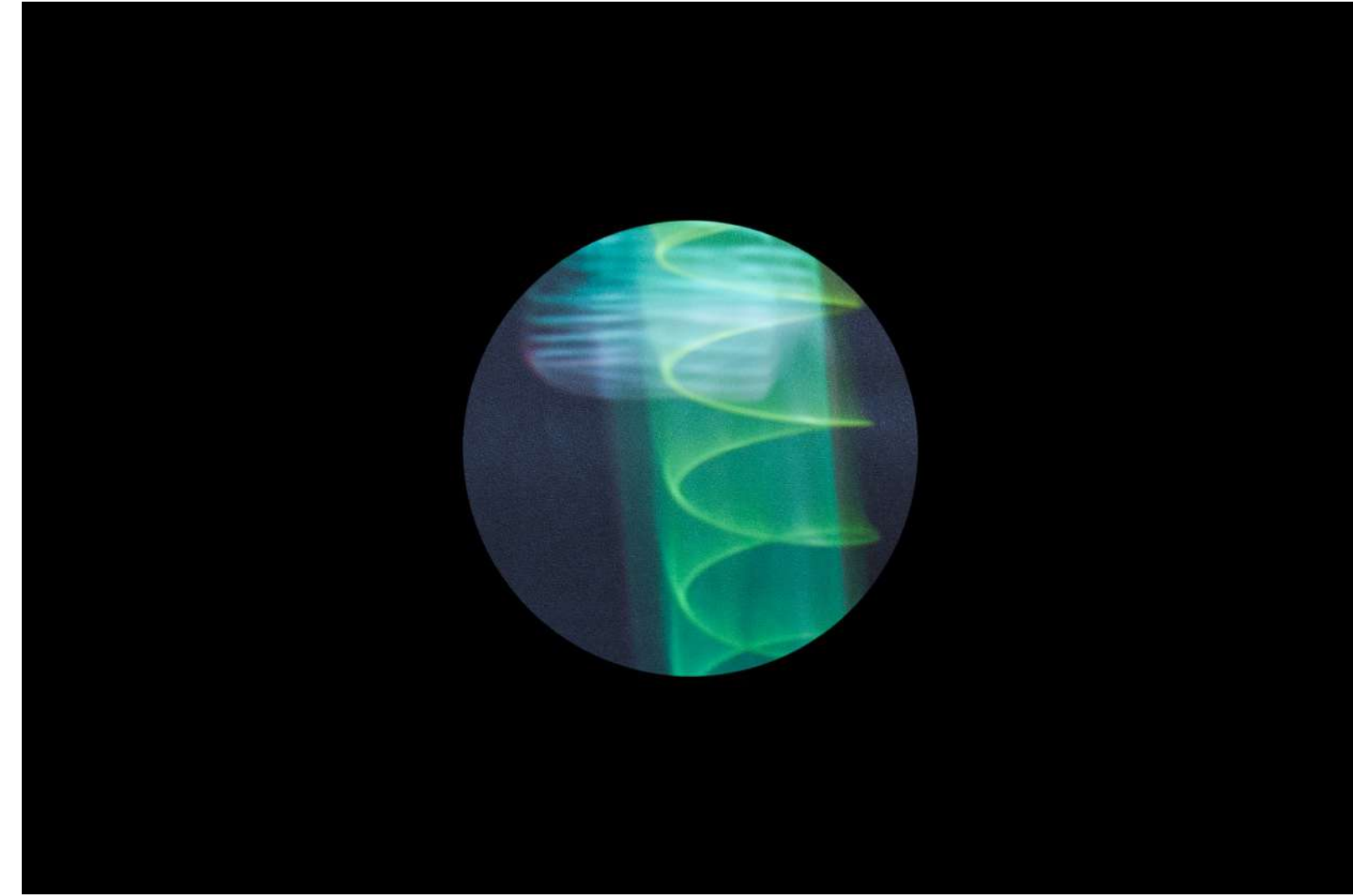
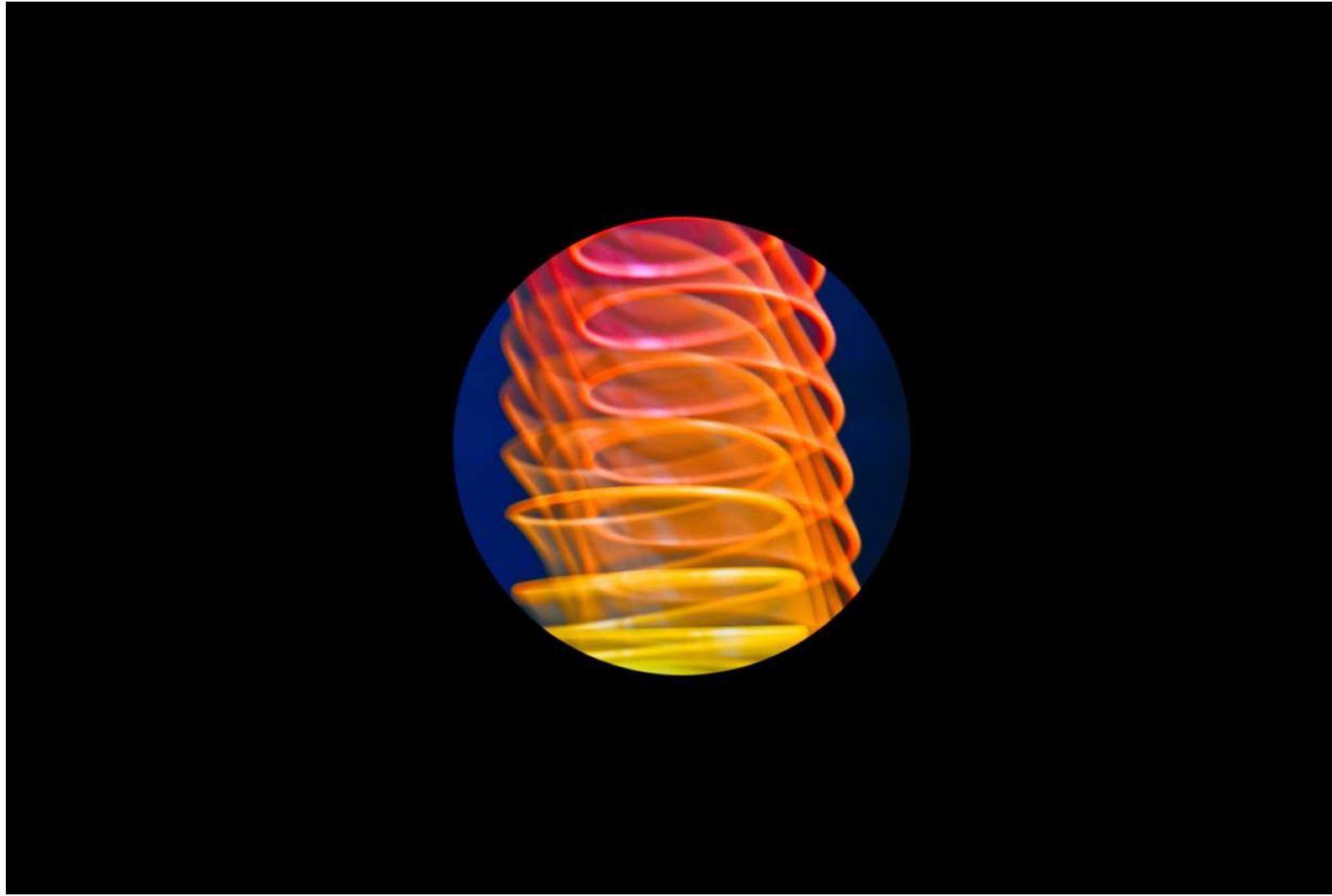




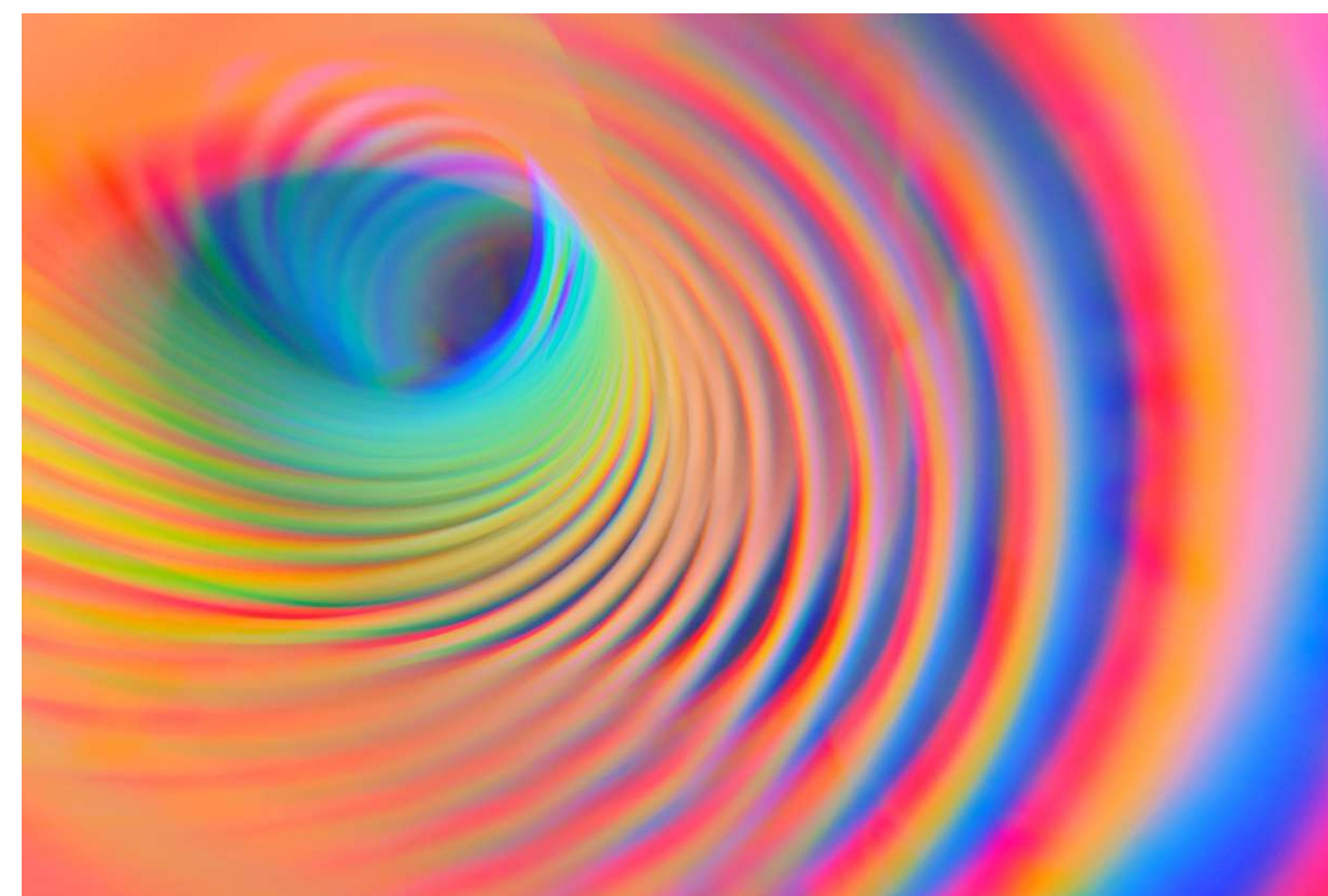
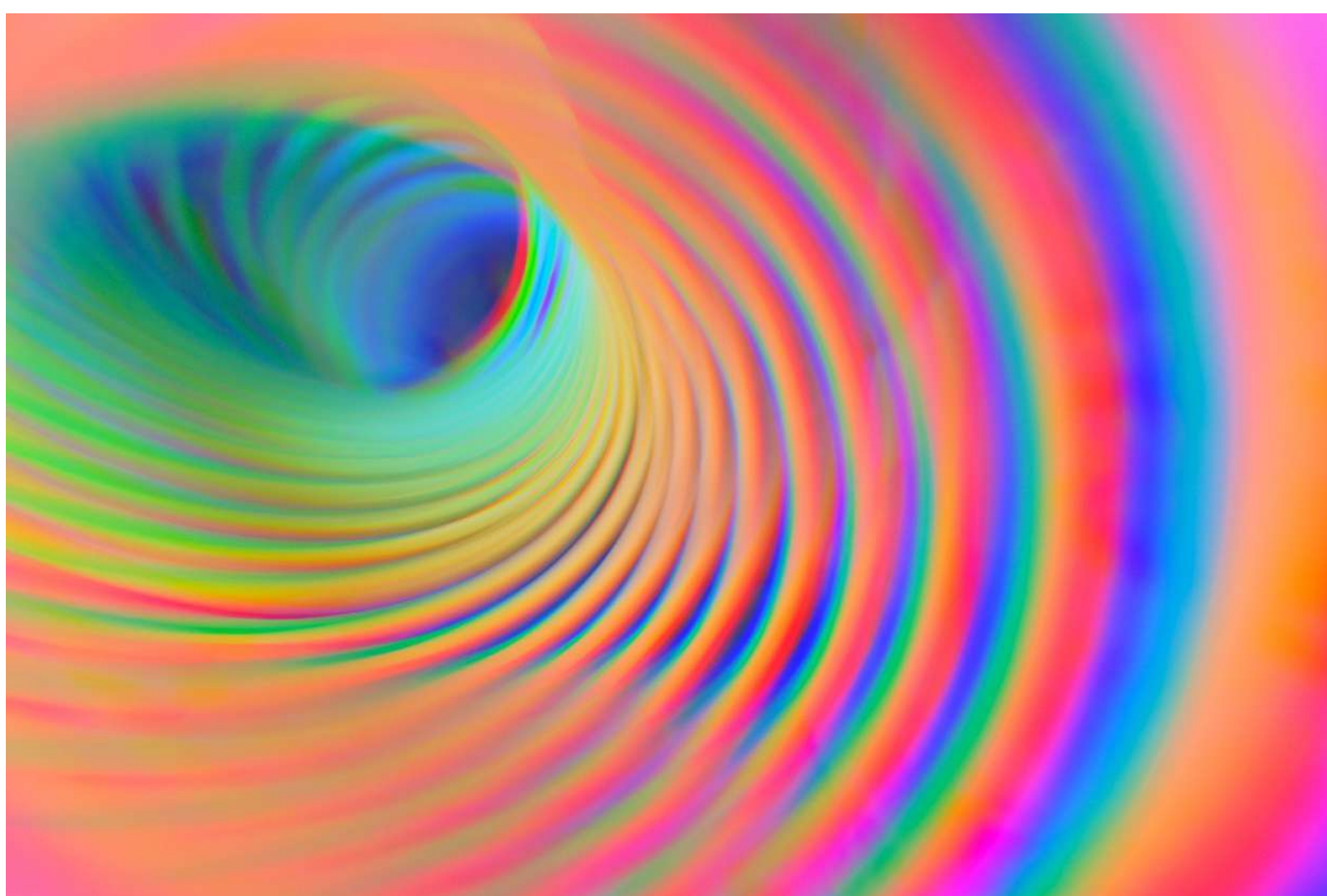
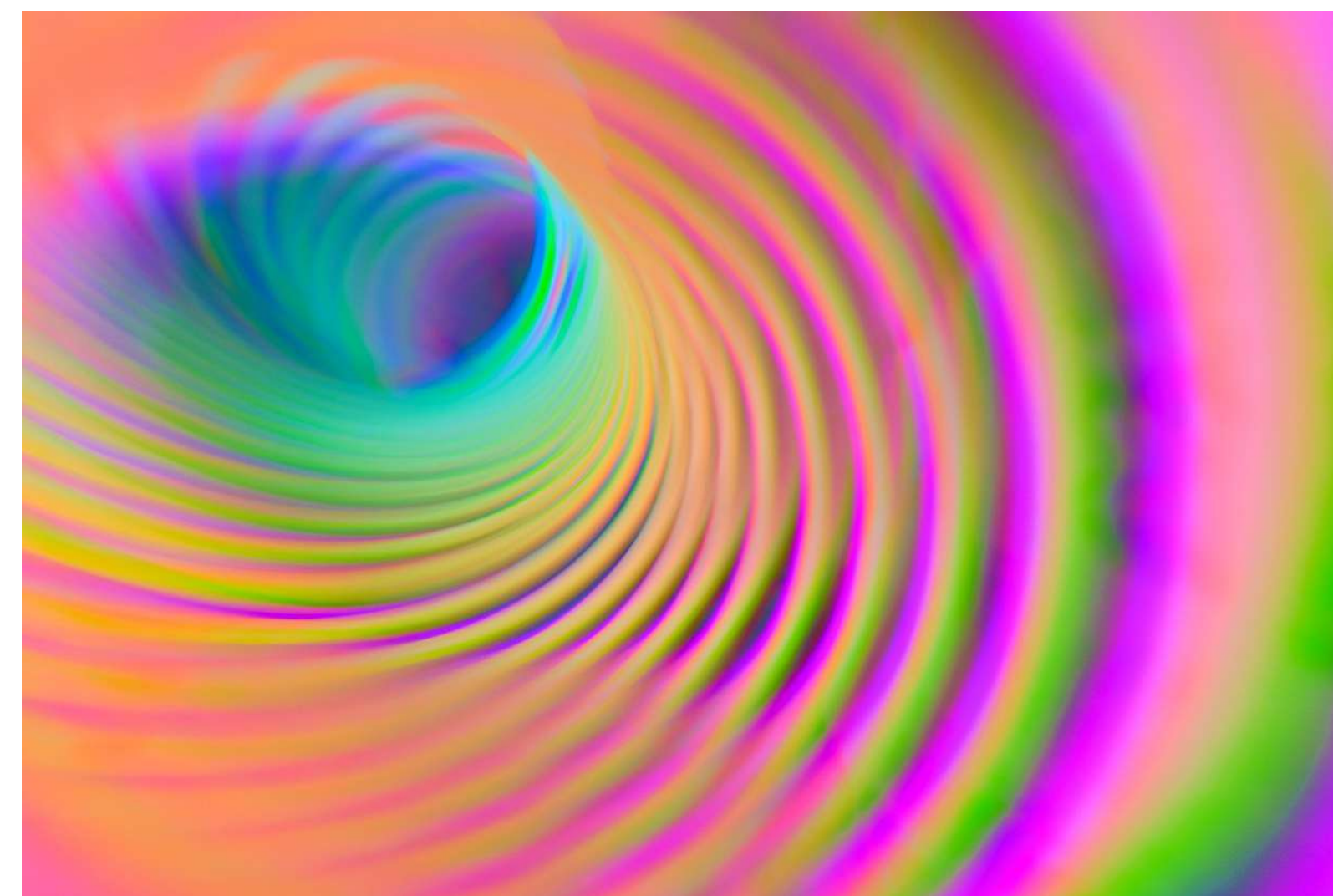
outside\_inside, 2019

digital art.

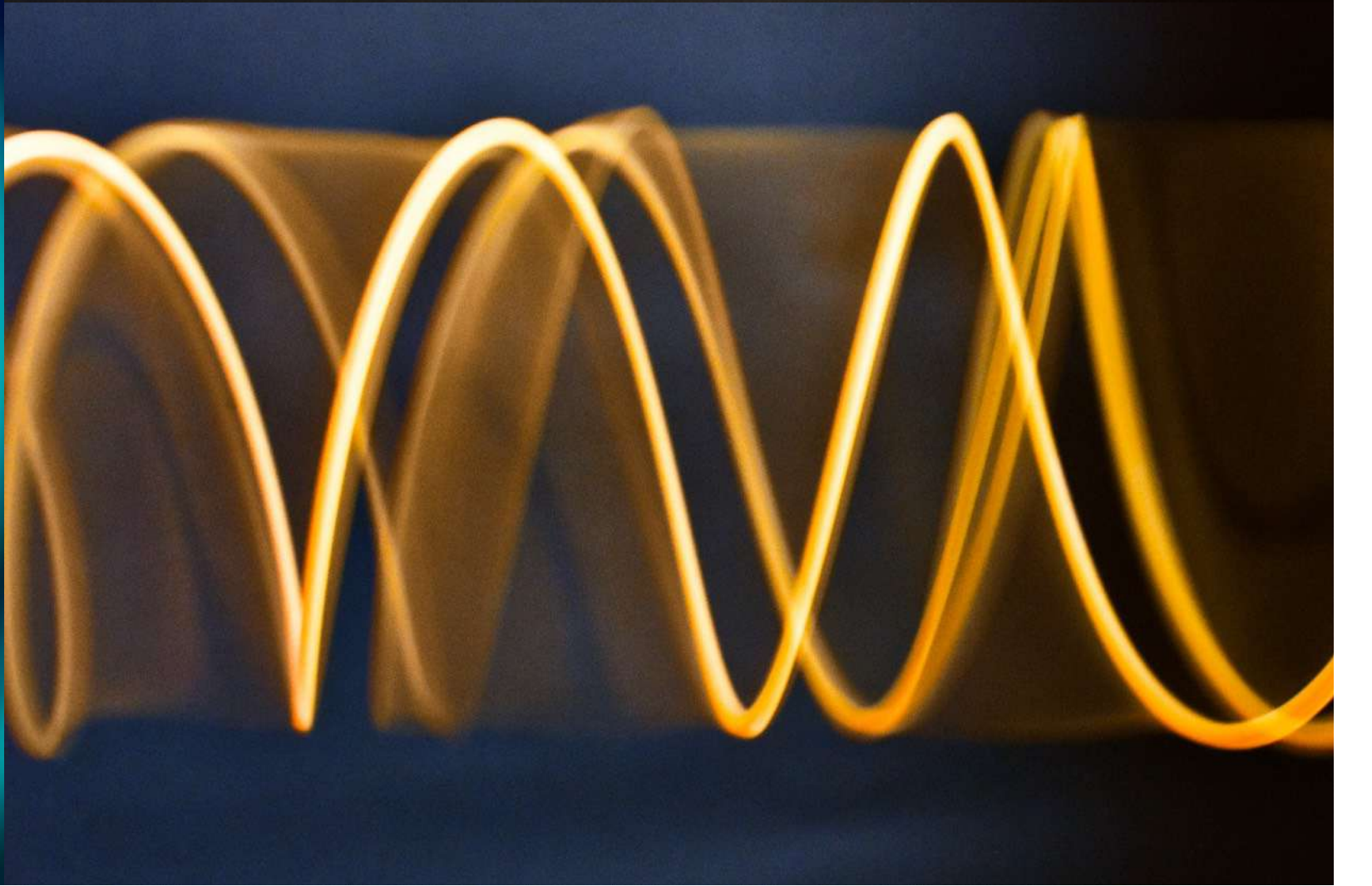
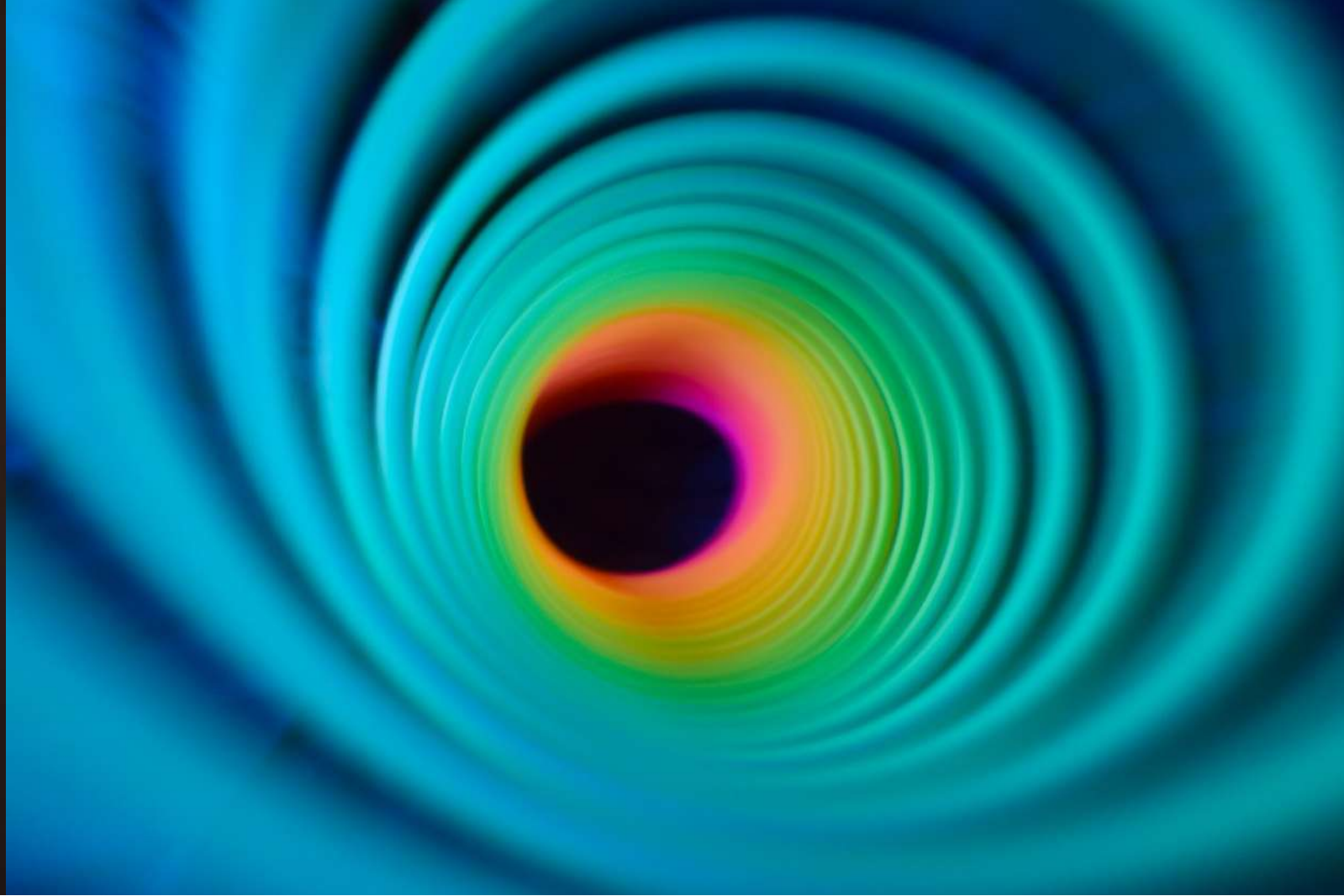
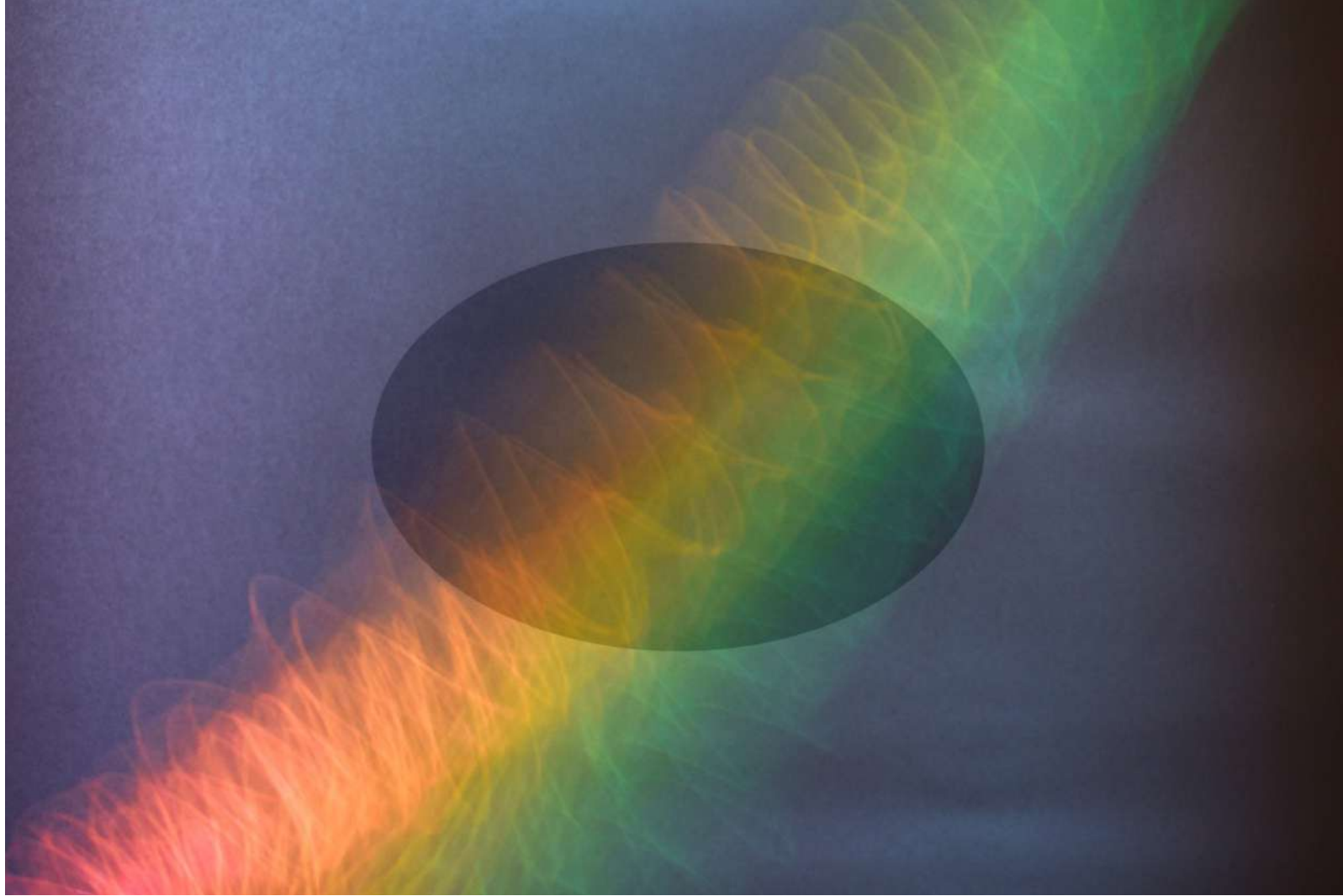
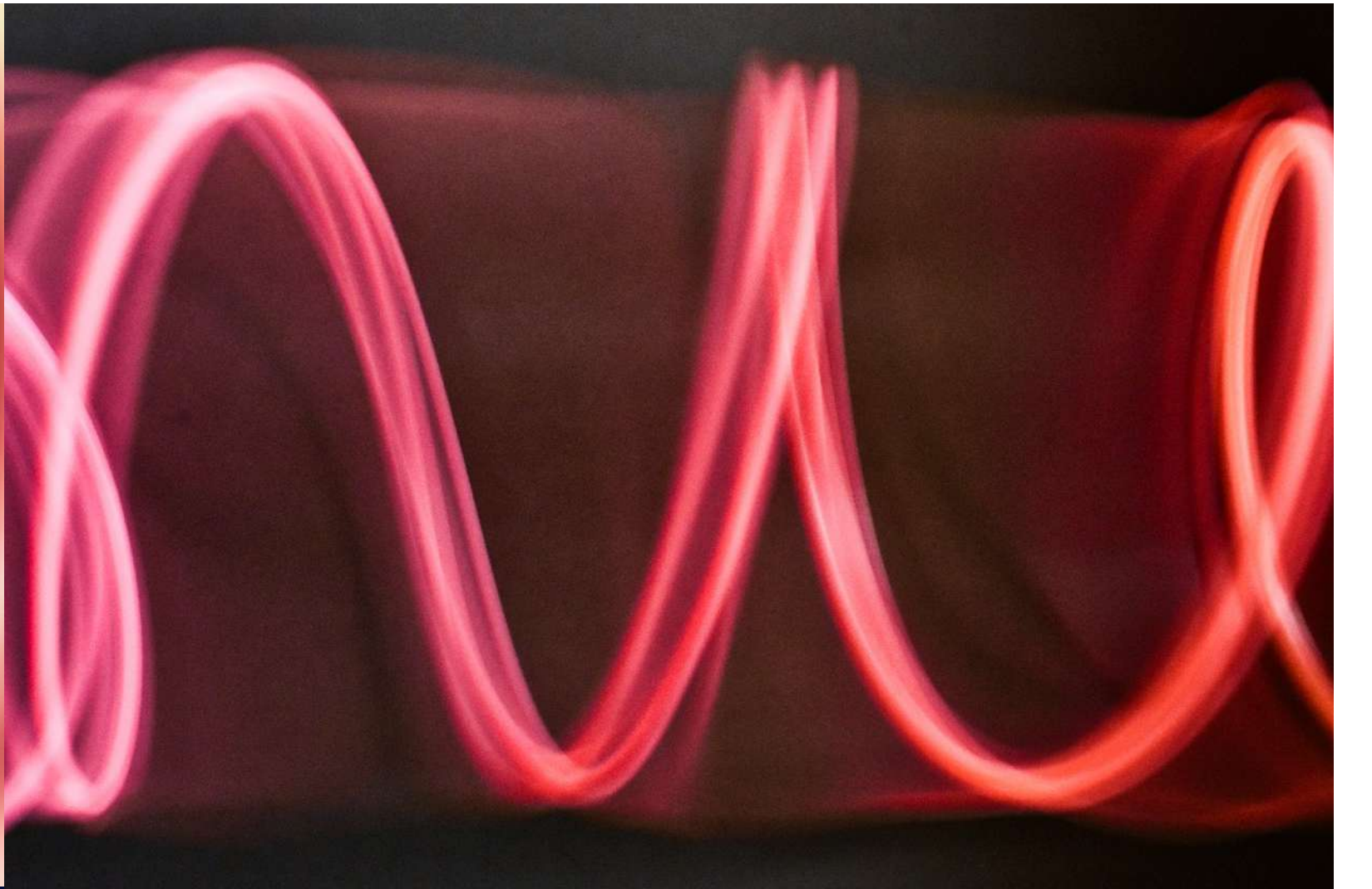
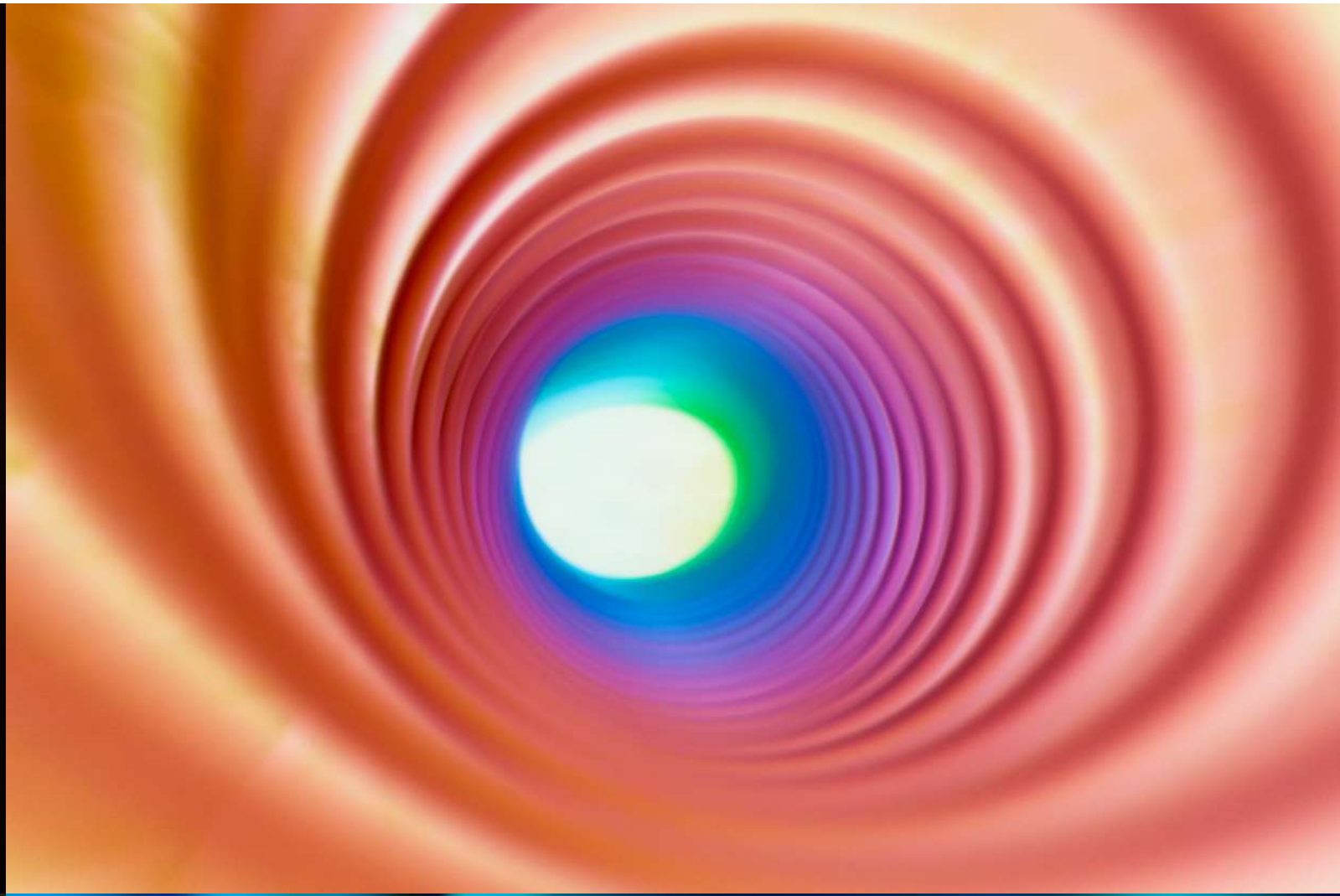
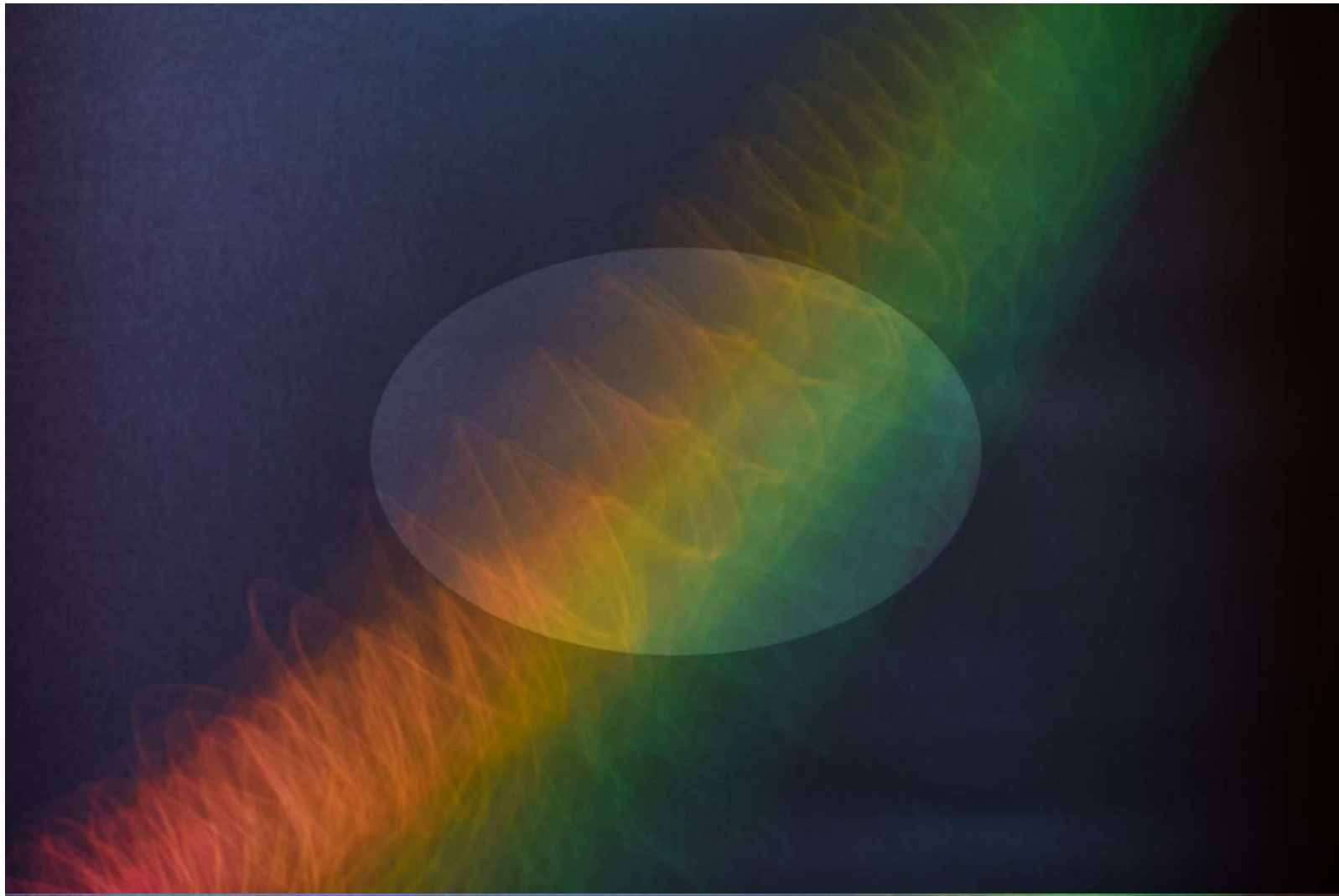
















꾸미다: 약한 갑옷(Dress up),  
2022.

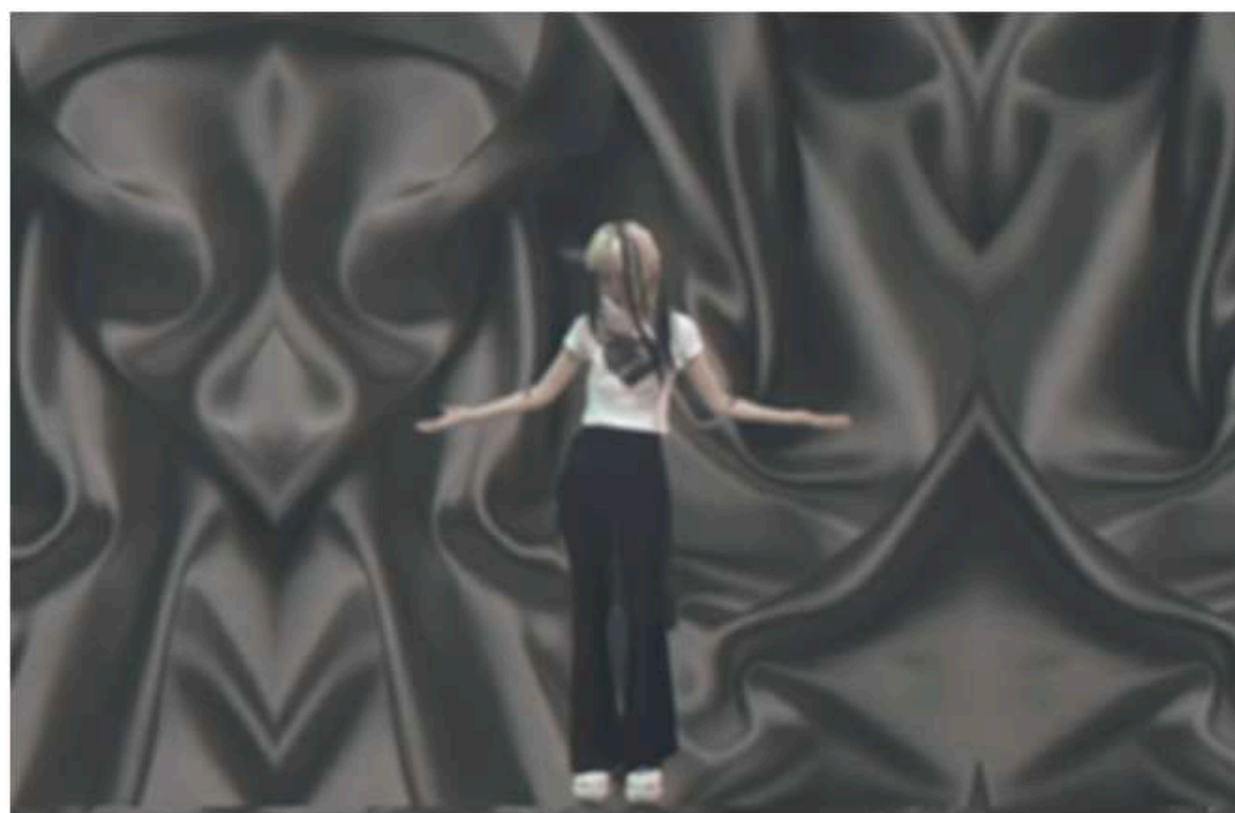
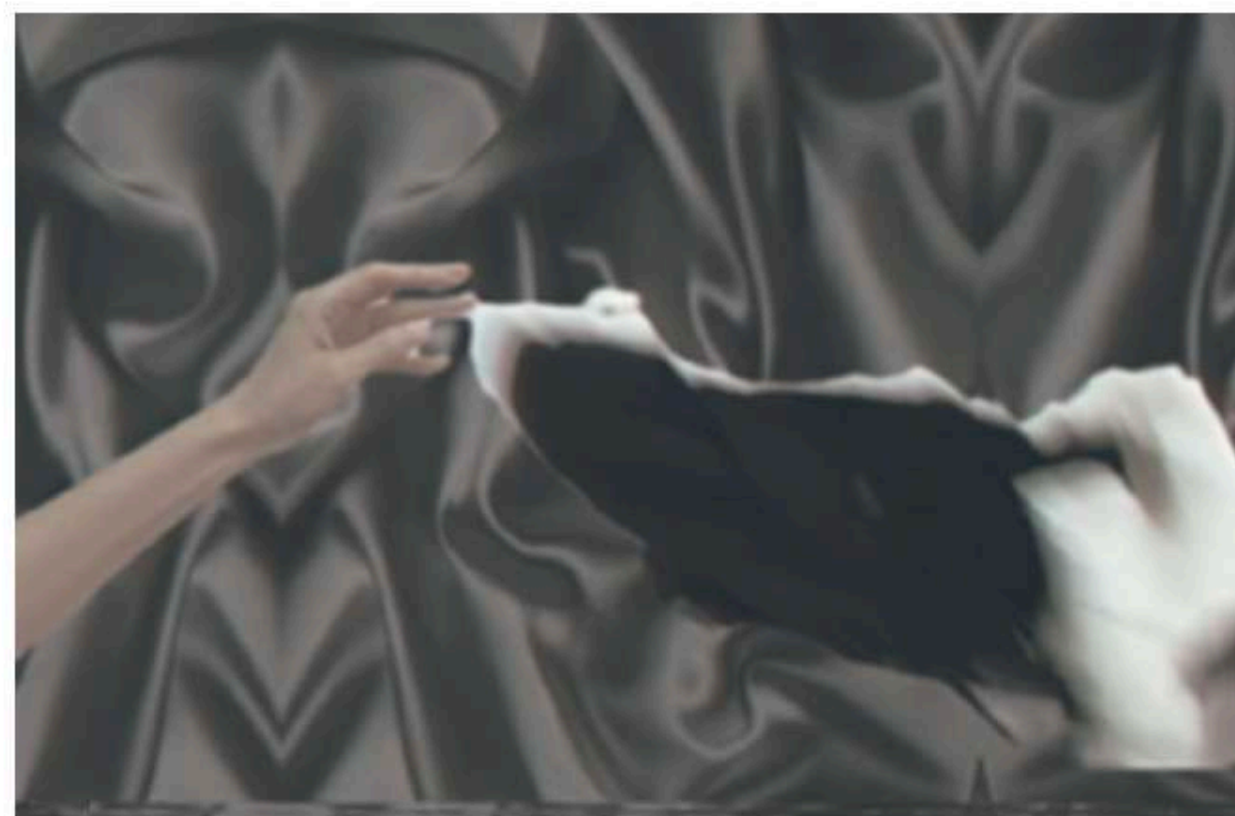
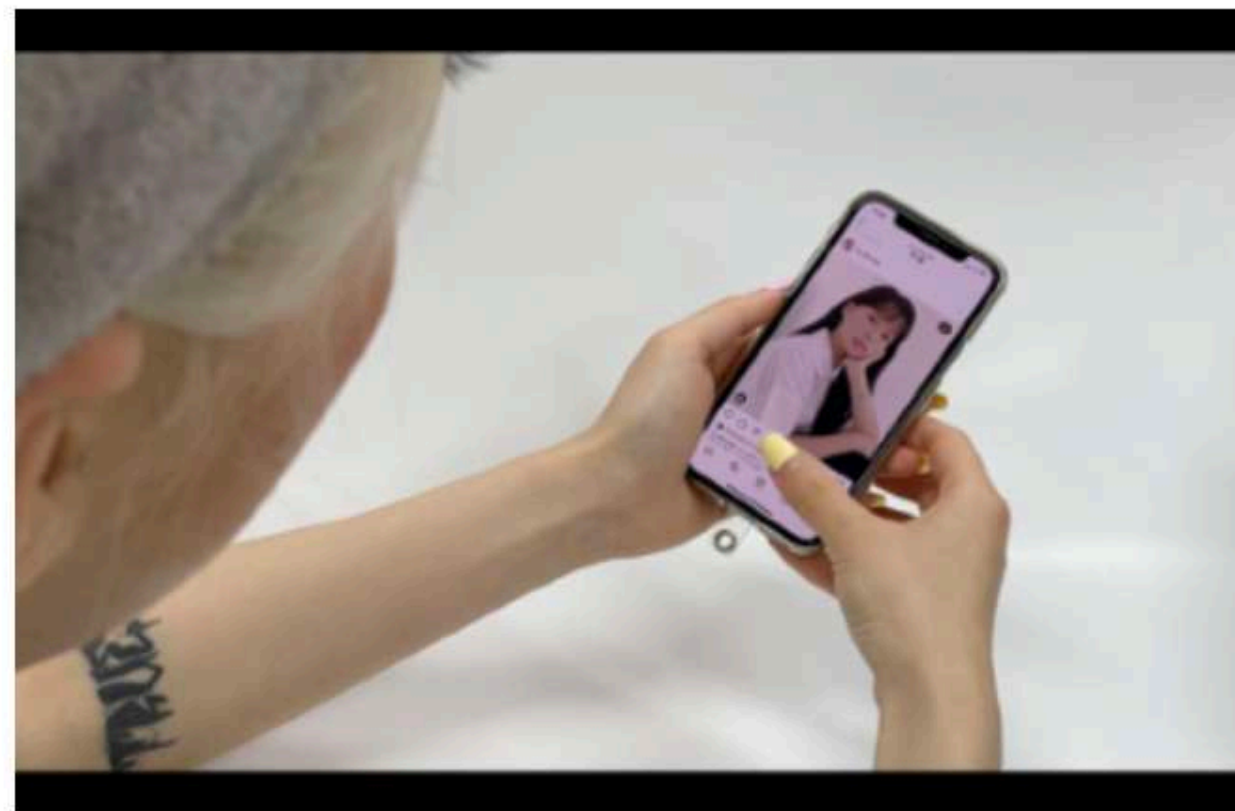
urethane, glue stick,  
29cmx32cmx15cm.











Formality dressing way(꾸미는 정식),2022.  
Video, 00:03:22



나의 기억1:  
평범한 어느 주말 저녁. 건대 거리. 학생.

나의 기억2:  
어느 대학원 언니 한 명 있는데 어떤 행사에 같이 가자고 했다. 동기들도 같이 간다 해서 대학원 실기실에 데려 주었다. 어떤 선배가 나의 언어 수준에 갑자기 궁금해하셨다.

"교수님 한 말을 다 알아 물어?"

"네..대충?한 80%가 알아듣고...나머지 그냥..이해하면서?...대충 다 이해 될 거 같아요."

"못 알아 들을 거 같은데?"

"...네?"

"실말, 나도 똥인데 네가 그걸 다 이해한다고....?"

"...어 이마 학부|

나의 기억3:  
오늘 명동에 있는 모자 노점에서 얼마 한다. 대한민국이라고 쓴 볼펜. 귀여운 소품 등 관광객을 상대할 것들이 가득 차다.  
사장님은 가끔 세 상품 **디자이너** 오신다.  
이럴 때 항상 삼루

Common Inconvenience(흔한 불편),2019  
Video, 00:03:25.



Thanks for your time.

Contact

Instagram @14.1ml

[dijingxian@gmail.com](mailto:dijingxian@gmail.com)