

Portfolio

2024

LAN WANG · 王岚

lanwang.art

lanw.visualart@gmail.com

Hi Visitor,

I'm Lan Wang,
a designer and illustrator from Beijing, China



It actually moves!
check : lanwang.art

I'm a interdisciplinary designer and illustrator.
My works includes brand identity,
publication, packaging, editorial illustration,
painting, and even 3D products.





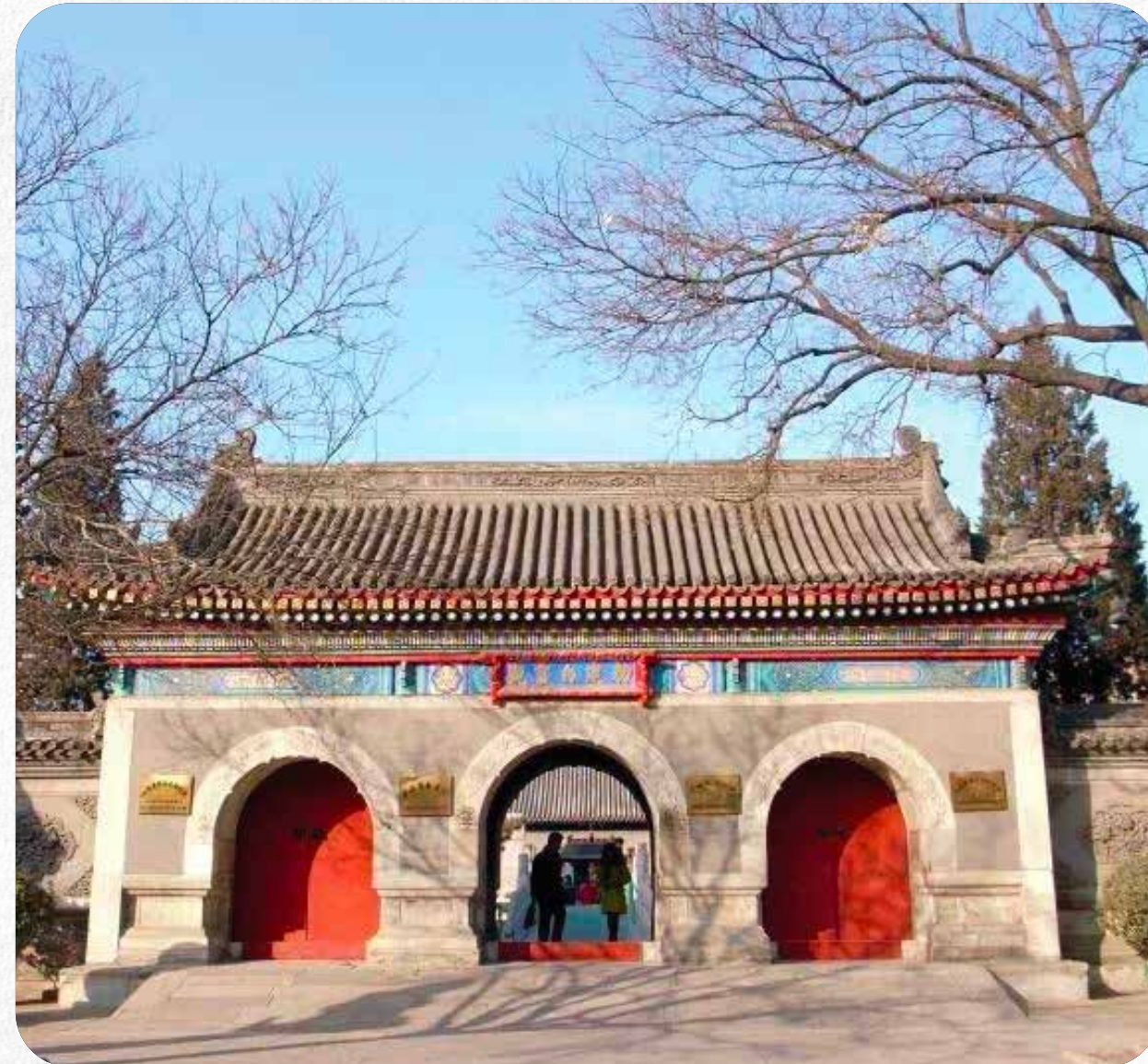
Baiyun Guan

● Brand Identity ● Signage System ● Bilingual

Baiyun Temple is one of the most famous Taoist temples China. It has a long history and carries hundreds of years of cultural spirit. Through a series of visual system, I wish to convey this traditional culture through modern methods and medium.

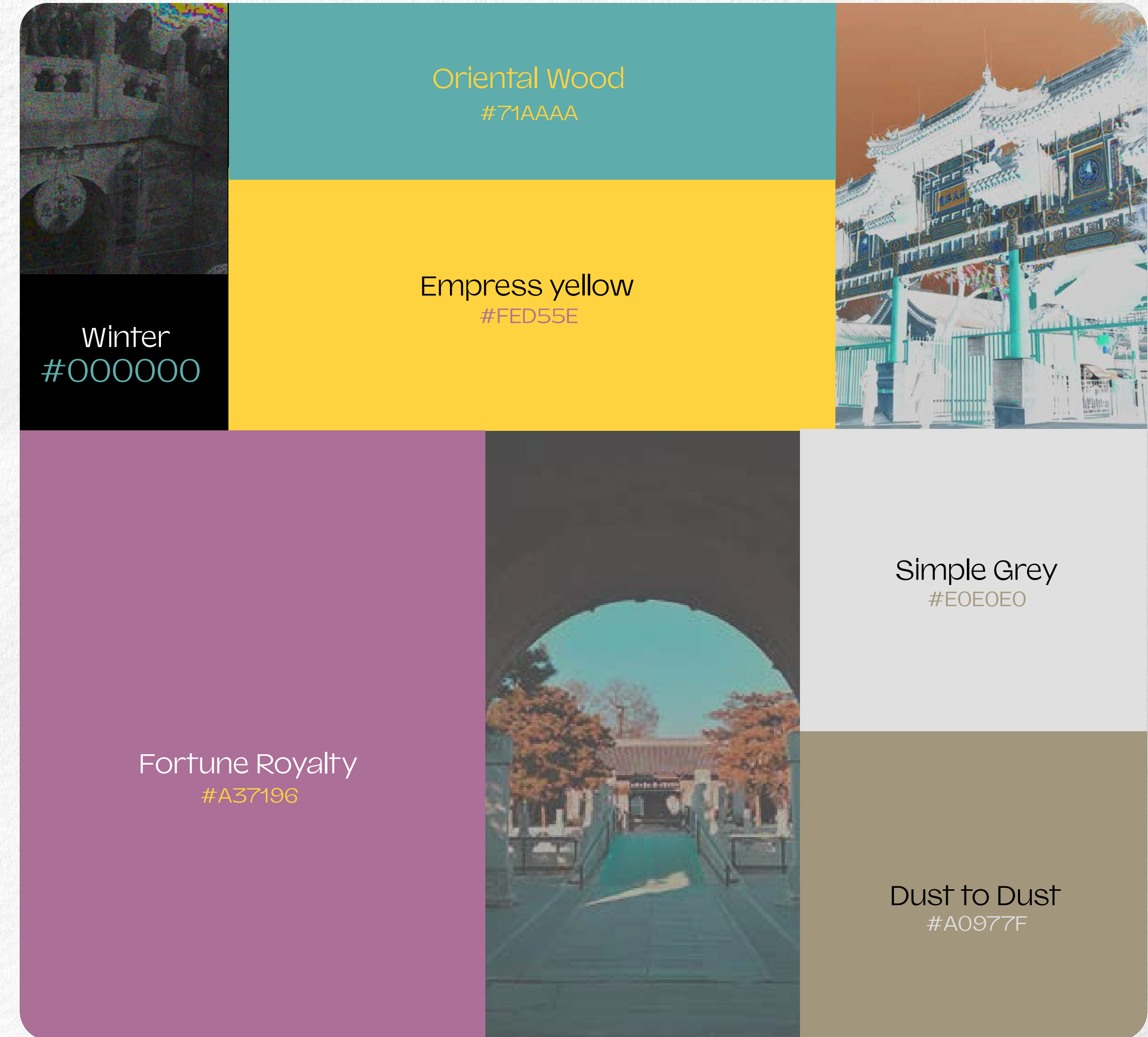
Back Ground Story

Founded during the Tang Dynasty in the 8th century, Baiyun Guan (White Cloud Temple) reflects the flow of **China's dynastic changes** and **cultural transformations**. In the current turbulent society, young people are exploring Taoist culture and spirit, bringing fresh perspectives to it.



Color

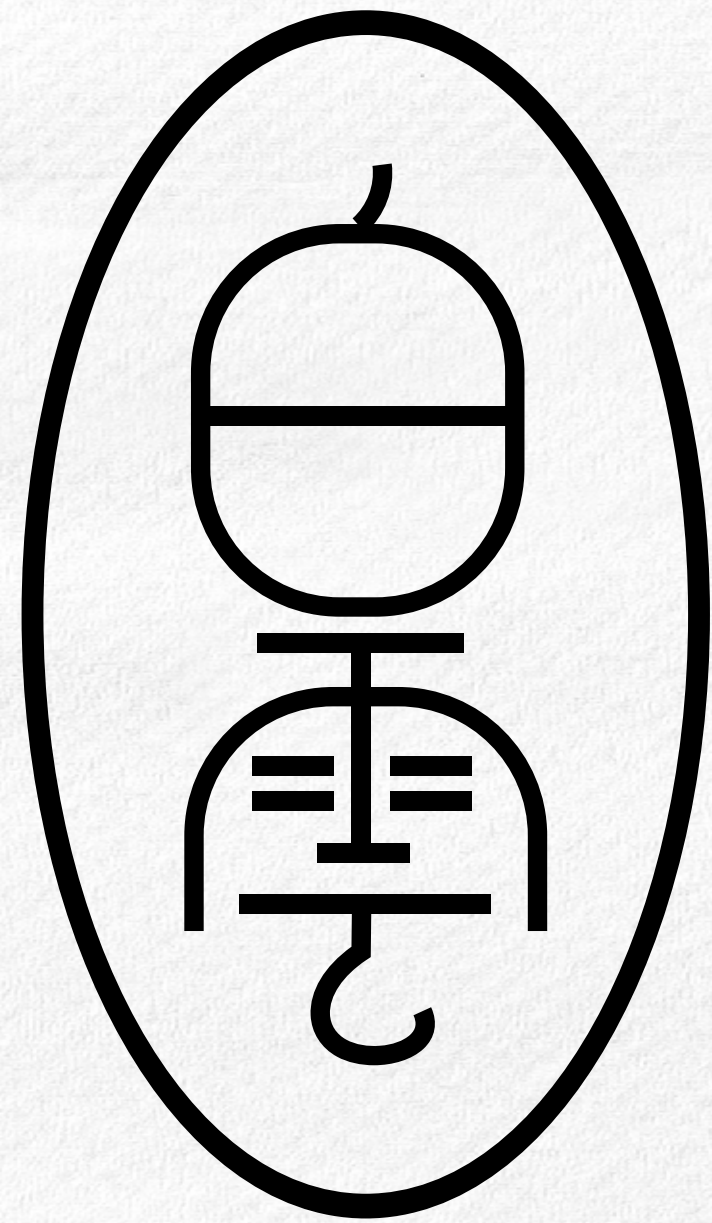
I drew inspiration from the colors in **traditional Taoist culture**, each of which carries its own significance. These meaningful colors elevate the design system to a higher level of visual aesthetics, allowing modern designs to **reveal historical depth**.



Logo

The primary logo draws inspiration from **ancient Chinese seals**, serving as both an informative tool and a symbol. The secondary logo focuses more on textual expression. Utilizing a **bilingual system** throughout the design enhances Baiyun Temple's international presence. Delicate fonts capture the **essence of "cloud"** in Baiyun Temple, reflecting Taoist ideals of transcendence.

PRIMARY LOGO

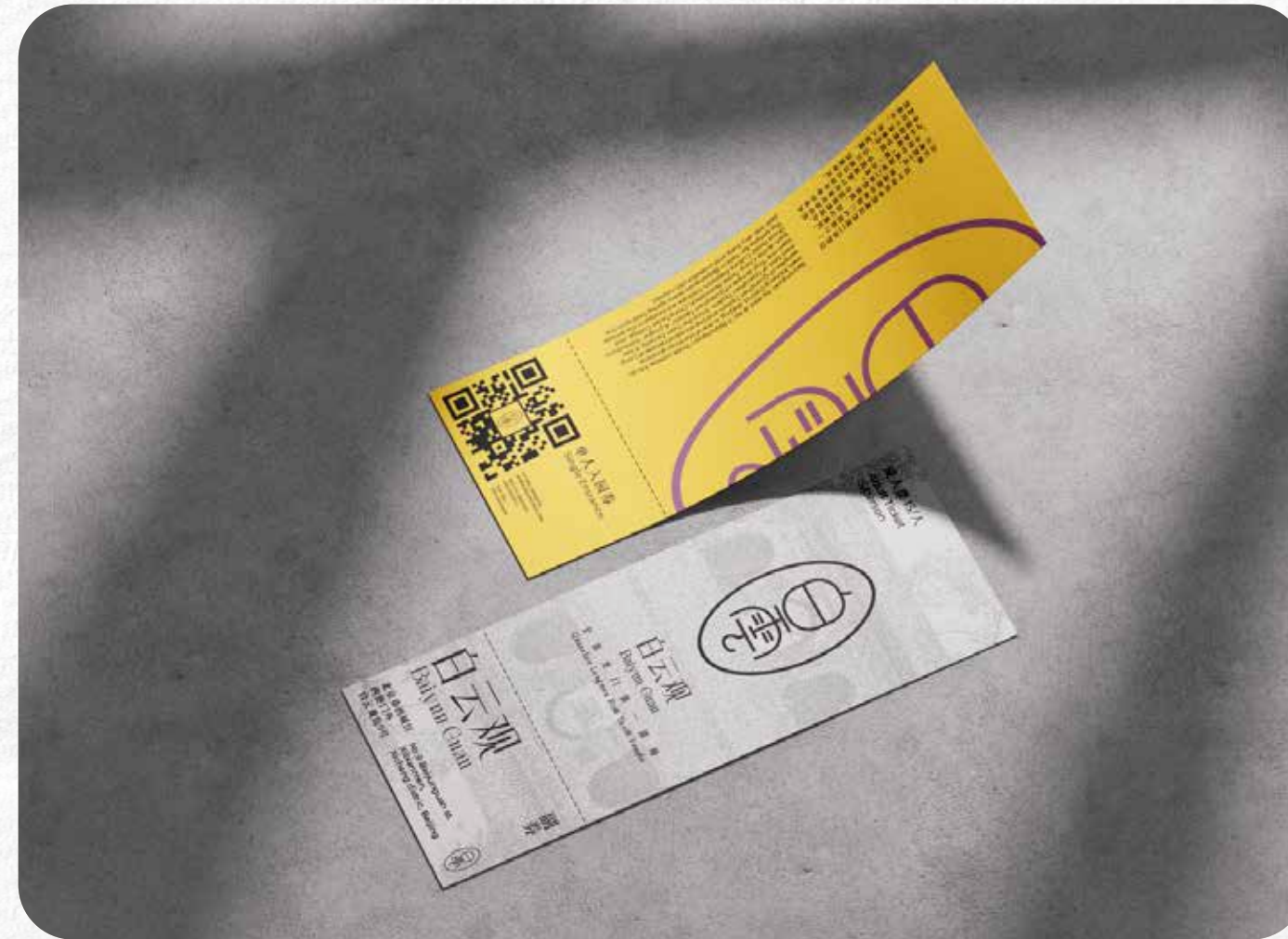


SECONDARY LOGO

白云观
BAIYUN GUAN

全真龙门第一道观
Quanzhen Longmen First Taoist Temple

Merch



Visitors to Baiyun Temple receive free incense for free to worship the deities.



You can exchange copper coins, which people throw onto a bell under the bridge to seek blessings.



Signage System

The signage system is crucial for the aging Baiyun Temple. I **deconstruct the strokes** of Chinese characters in the secondary logo, reassembling them into a new icon. I also use a sans-serif typeface for clarity.

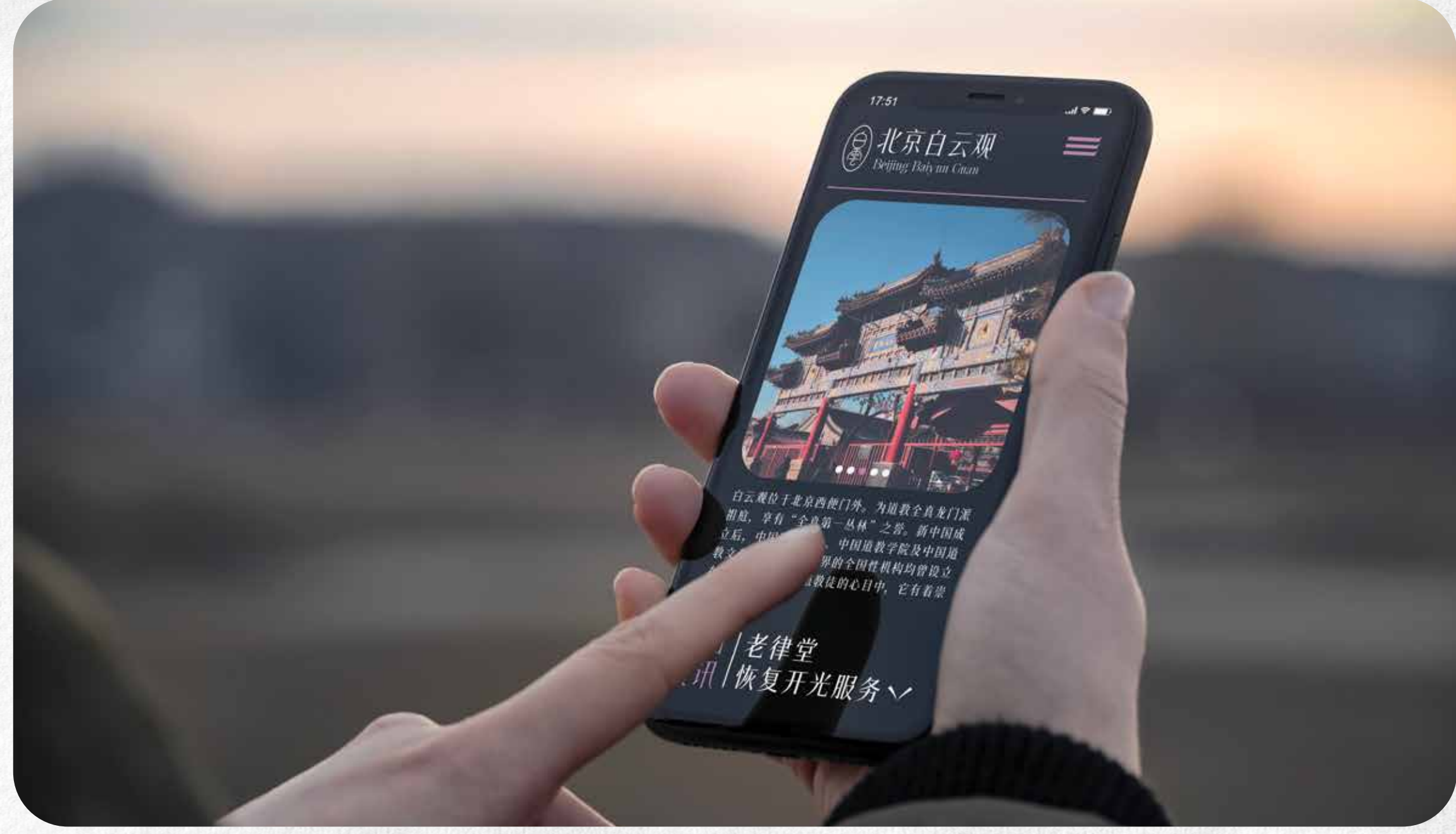
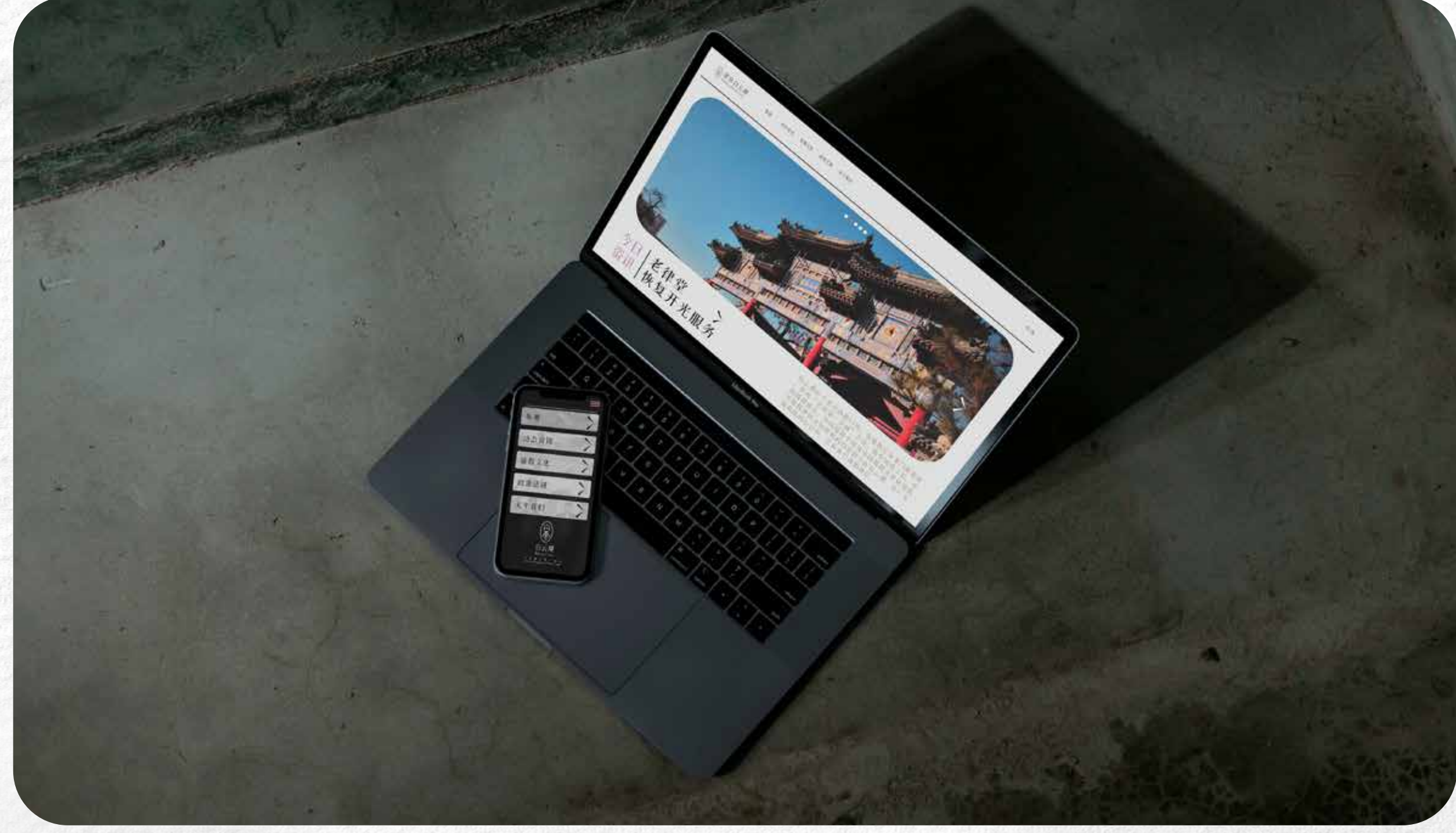




Interactive System

In the app and on the website, I added a **calendar feature**. In Taoist culture, different dates have different meanings. People will plan their activities based on the calendar's guidance. Moreover, the website also shows how images and symbols are arranged together.







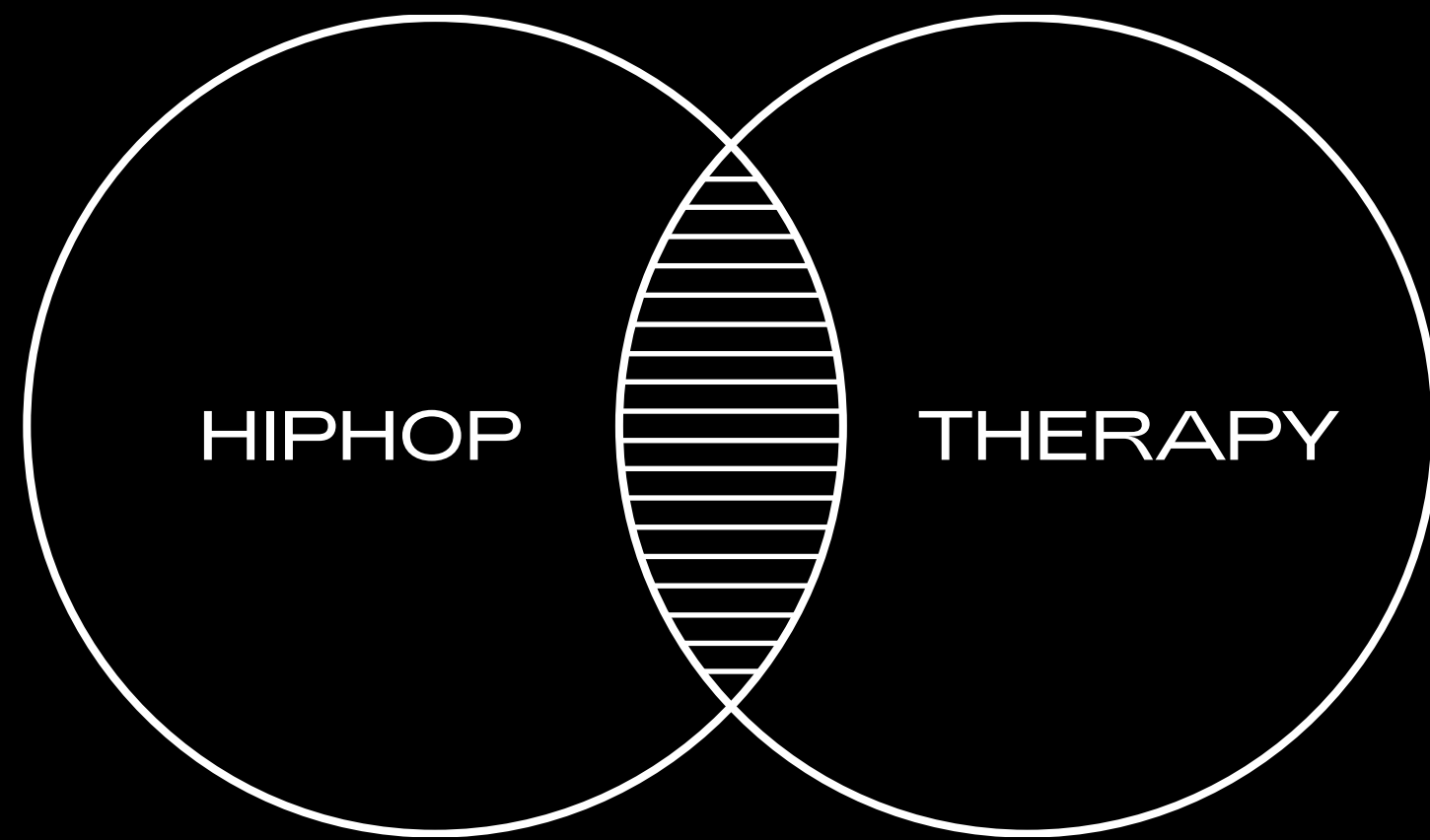
BREATHE Magazine

● Editorial ● Illustration ● Collaboration

BREATHE is a 80 pages magainze that highlights how different cultures around the world use Hip Hop & R&B as a form of therapy and mental health support. In this magazine, we are aimed to highlight the way Hip Hop has been and is being used to positively change lives and heal communities.

Concept&Research

In our research, we found that hip-hop music can serve as a form of therapy. The concept of **hip-hop therapy** was proposed in 1998 and has since been embraced by activists as a foundation for developing group therapy, particularly to aid **marginalized children and teenagers**.



in 1998, Dr. Edgar Tyson coined the term "Hip Hop therapy" and integrated it into clinical practice.

Collaboration

This is a collaborative project completed by five people. I enjoy how everyone can showcase their strengths in the collaboration. There are various challenges, but **communication** is the perfect way to solve problems.

11/2023 Lan Wang, Obasi Davis, Gaoping Hu, Isabel Webre, Joey Wu



Typography

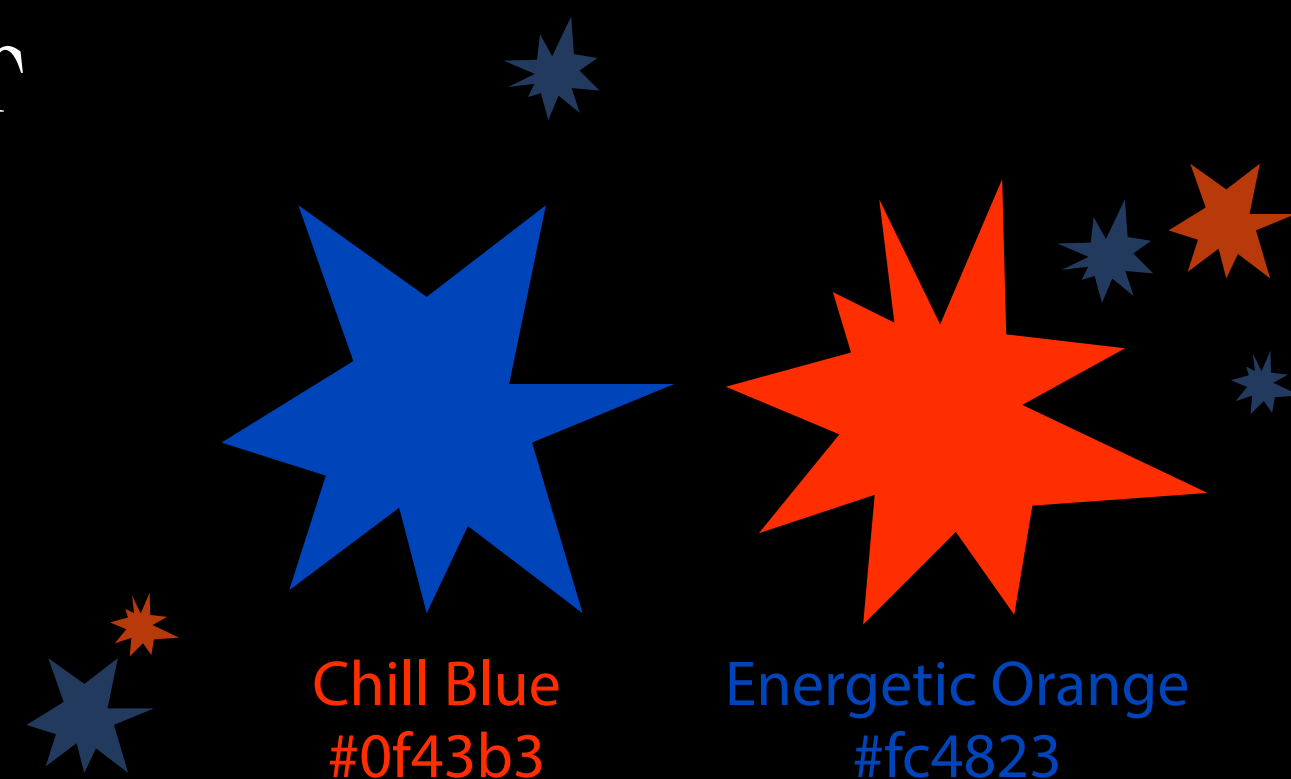
DUDLER REGULAR
HEADING

ACUMIN PRO REGULAR
BODY

Amador Regular
Quote

FREIGHTTEXT PRO BOOK ITALIC
CREDIT

Color

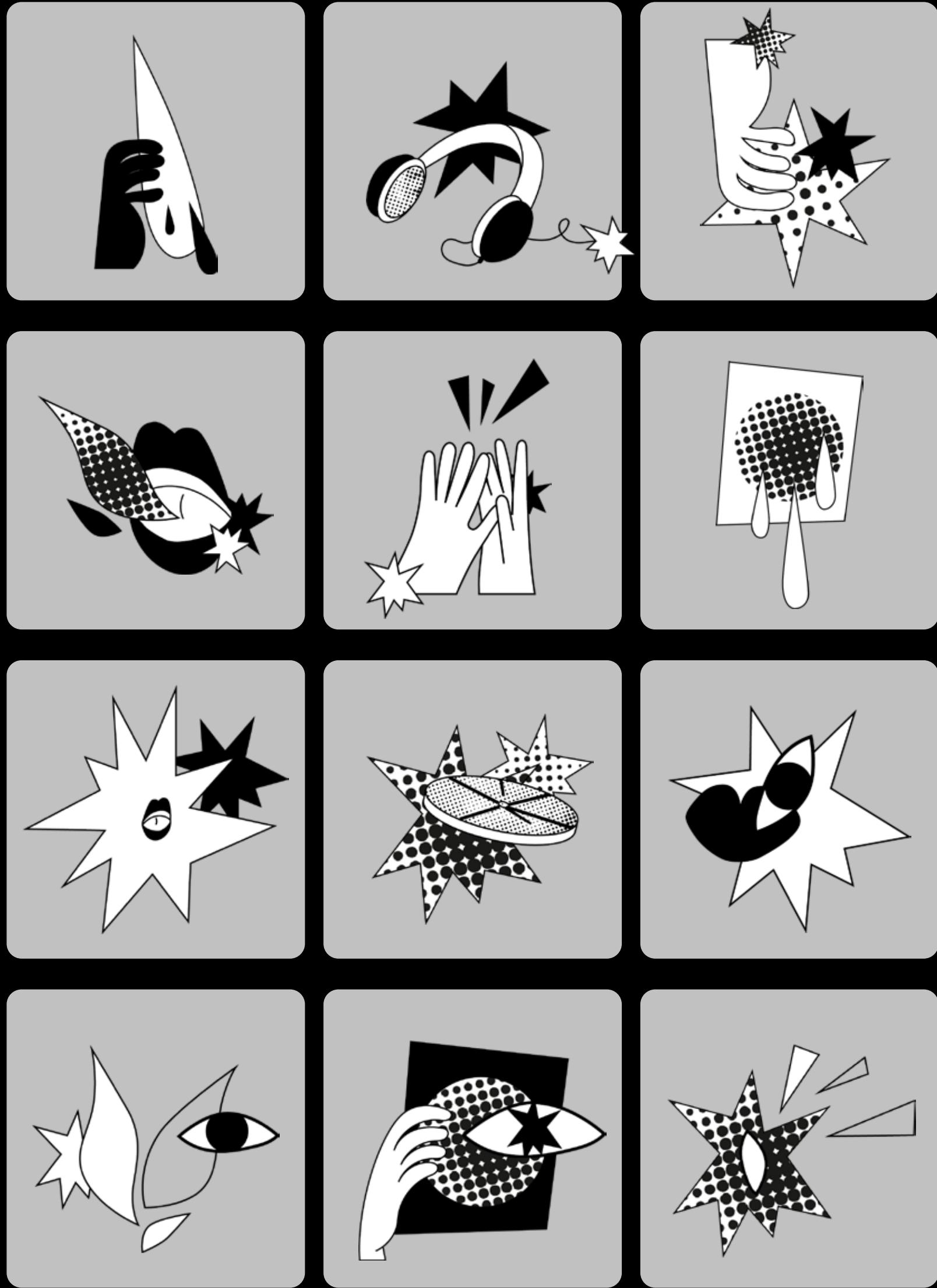


Logo

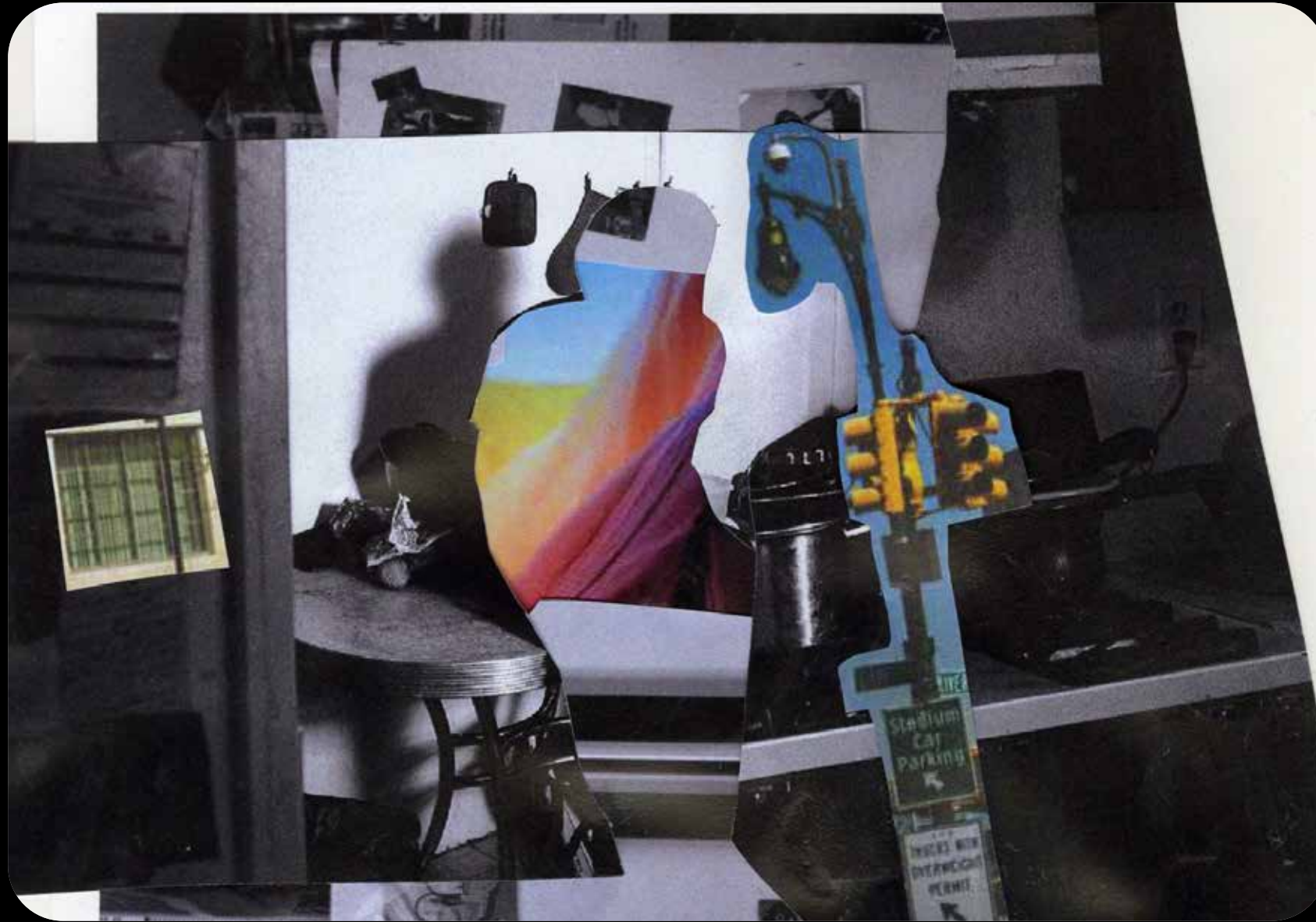
Our logo adopts a **collage** form. Combining different fonts can result in a very rhythmic logo. We hope to convey the spirit of hip-hop with it. At the same time, we've hidden the slogan "let the beats breathe" inside the logo. Teenagers will like such little surprises.



Illustration



Collage



Cover

We used a large-scale collage on the cover, creating a strong visual impact. We aim to show all the content from the magazine on the cover. Additionally, we chose to use a grey scale collage to emphasize the magazine logo, creating an outstanding visual effect.

Front



Back



Selected Spread

THE main of the life, where people find meaning and purpose. It's not just about the things we do, but the things we are. It's about the choices we make, the paths we take, and the lives we live. It's about the love we give and receive, the joy we find, and the peace we seek. It's about the dreams we have and the goals we set. It's about the challenges we face and the triumphs we achieve. It's about the legacy we leave behind and the impact we make on the world. It's about the beauty of the human experience and the wonder of our existence. It's about the love that binds us together and the hope that keeps us going. It's about the life that is ours to live and the love that is ours to give. It's about the journey that is ours to take and the destination that is ours to reach. It's about the life that is ours to live and the love that is ours to give. It's about the journey that is ours to take and the destination that is ours to reach.



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BARA'S CARE FOR ME


“A Lyrical Journey Through Grief and Healing”

Bara's story is a powerful testament to the human capacity for resilience and growth. Her journey through grief is a testament to the strength of the human spirit and the power of art to heal. Her story is a testament to the love that binds us together and the hope that keeps us going. Her story is a testament to the life that is ours to live and the love that is ours to give. Her story is a testament to the journey that is ours to take and the destination that is ours to reach. Her story is a testament to the life that is ours to live and the love that is ours to give. Her story is a testament to the journey that is ours to take and the destination that is ours to reach.

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music & education



INTERNATIONAL THERAPY

- 1. The Art of Life**
California, USA
This organization focuses on providing therapeutic services to underserved communities through art and music.
- 2. The Art of Life**
California, USA
This organization focuses on providing therapeutic services to underserved communities through art and music.
- 3. The Art of Life**
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This organization focuses on providing therapeutic services to underserved communities through art and music.
- 10. The Art of Life**
California, USA
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ORGANIZATIONS

- 11. The Art of Life**
California, USA
This organization focuses on providing therapeutic services to underserved communities through art and music.
- 12. The Art of Life**
California, USA
This organization focuses on providing therapeutic services to underserved communities through art and music.
- 13. The Art of Life**
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This organization focuses on providing therapeutic services to underserved communities through art and music.
- 14. The Art of Life**
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- 15. The Art of Life**
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- 16. The Art of Life**
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- 17. The Art of Life**
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- 18. The Art of Life**
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- 19. The Art of Life**
California, USA
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- 20. The Art of Life**
California, USA
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THE impact of the Hip Hop Therapy program is a testament to the power of art to heal and transform lives. The program has provided a safe space for individuals to express their emotions and experiences, and has helped them to build self-esteem and resilience. The program has also provided a sense of community and support for participants, and has helped them to develop new skills and interests. The program has been a source of inspiration and hope for many individuals, and has helped them to find meaning and purpose in their lives. The program has been a source of inspiration and hope for many individuals, and has helped them to find meaning and purpose in their lives.

Community



COMMUNITY

Selected Spread

Full Version at:
<https://vimeo.com/912776010?share=copy#t=0>



Package





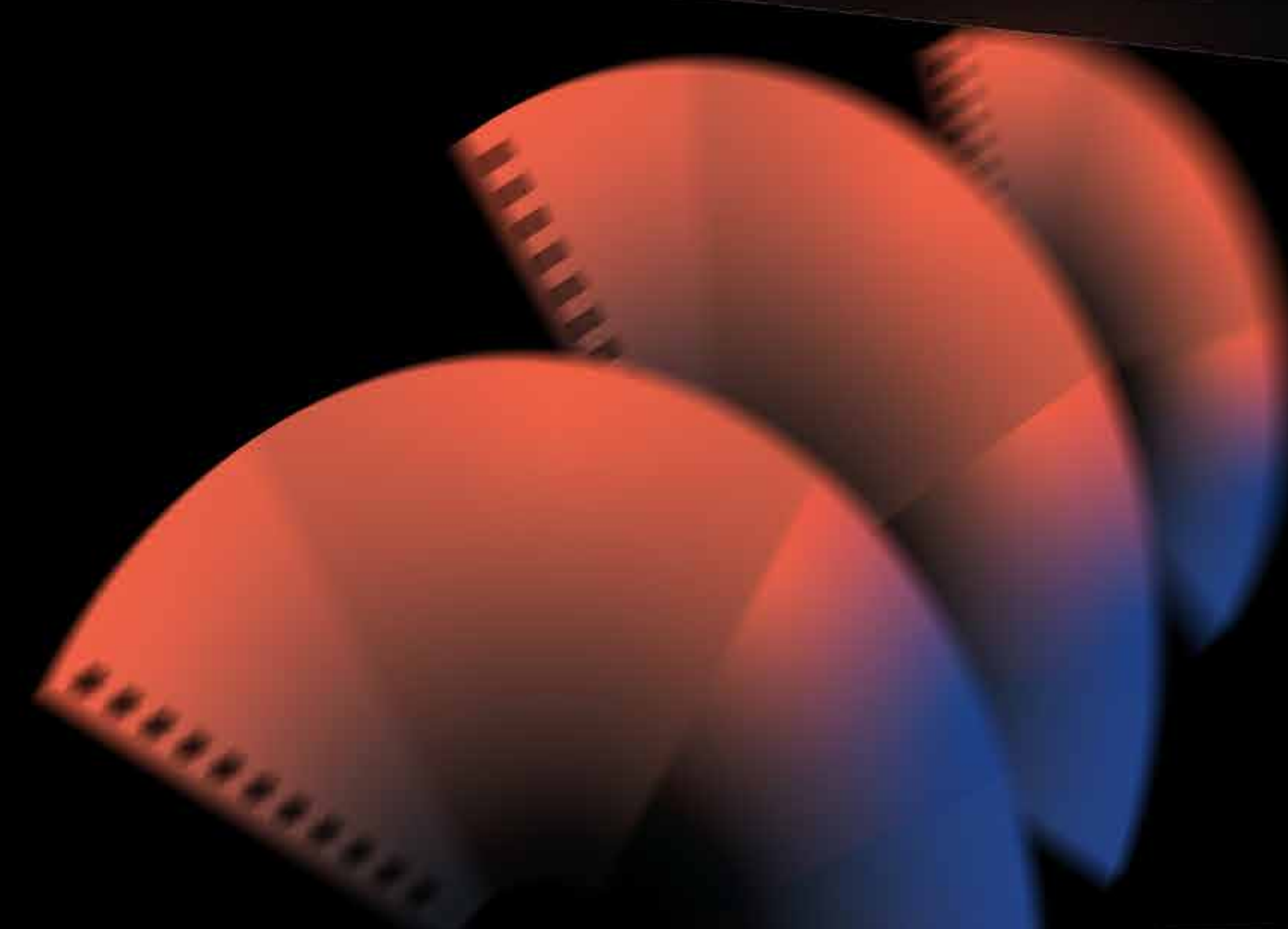
KYOTO KALEIDOSCOPE FILM FESTIVAL

12-13.11
/2024

19:00-22:00

Songenchi
Garden

Opening Show



Kyoto Kaleidoscope Film Festival

● Brand Identity ● Event ● Collaboration

The Kyoto Kaleidoscope Film Festival is a conceptual event. Our design is not just about aesthetics; it's a **statement** about creating a visual language that resonates with the essence and dynamism of Asian cinema. We aim to craft a brand identity that **serves as a bridge** connecting traditional Japanese aesthetics with the contemporary world of film.

Event: Asian Film Festival

Many chosen films offer unique perspectives and diverse cultures that rarely seen globally. Our selection aims to **bridge cultural gaps**, showcasing the rich tapestry of Asian cultures and fostering cross-cultural understanding through the **power of film**.



Location

Sogenchi Garden
Kyoto, Japan



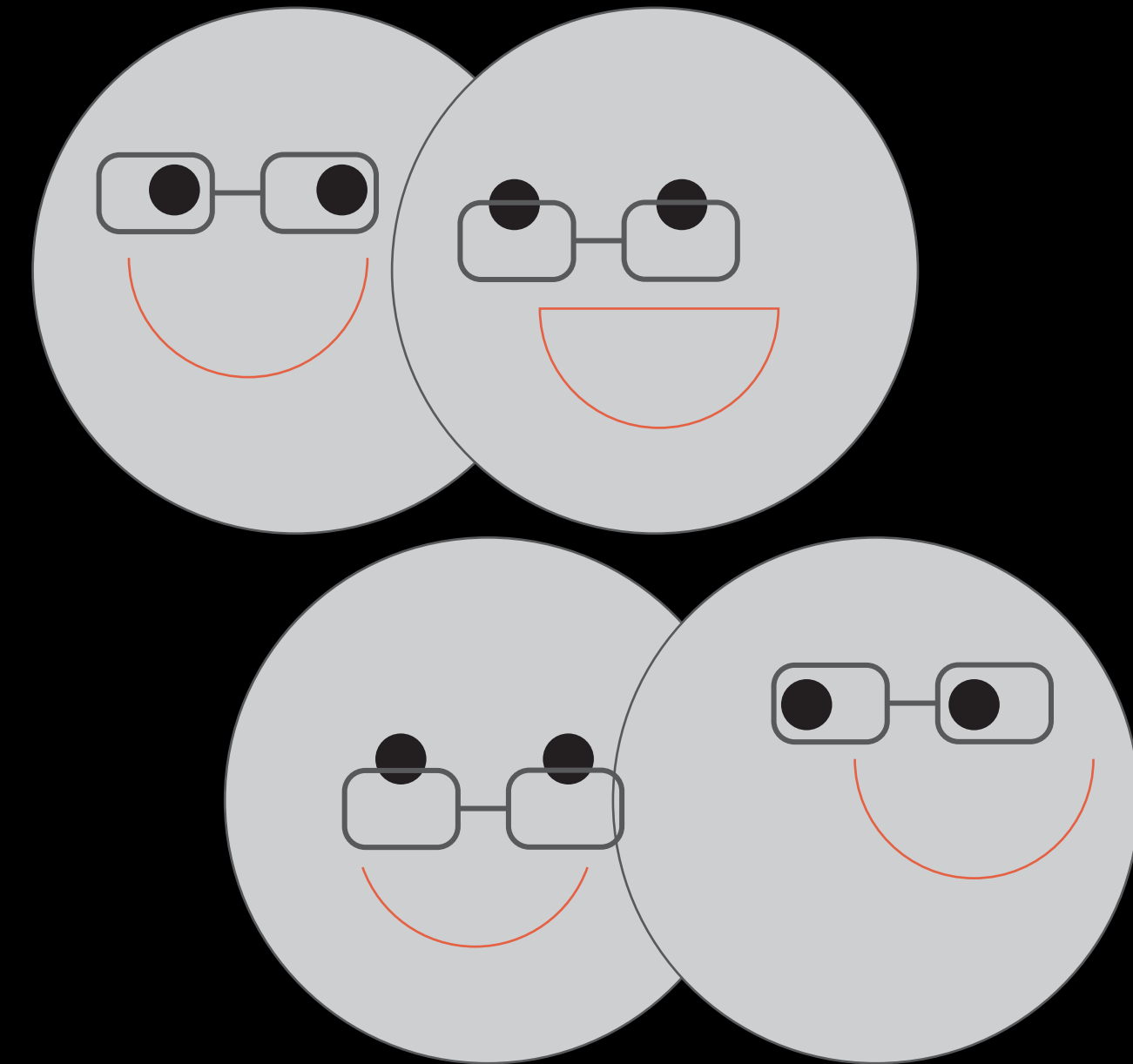
Date

11.2-11.3 2024



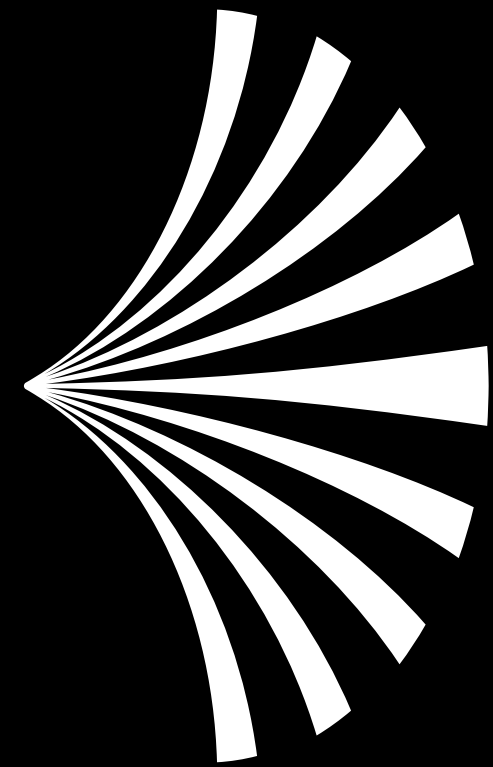
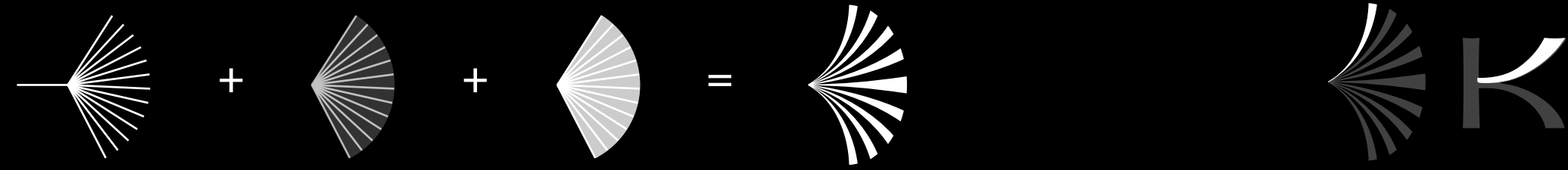
Collaboration

09/2023 Lan Wang, Winnie Chang, Rosie Han, Winter Sun



Logo

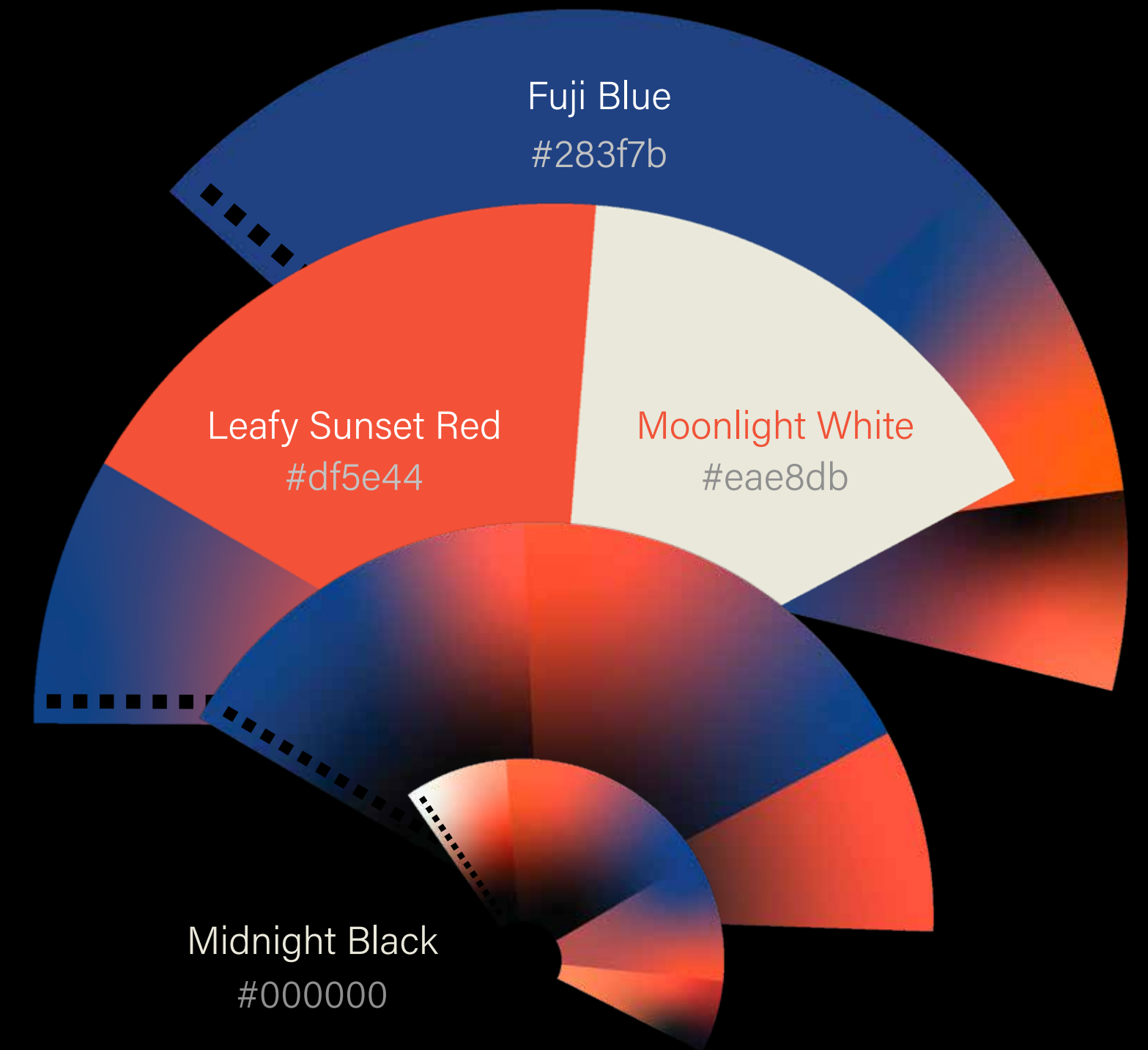
The logo integrates the shapes of **maple leaves** and **fans**, showcasing the unique cultural heritage of Kyoto. We also drew inspiration from the character "K," giving the fan **layers of shadows**, which also reflects the **meaning of cinema**.



KYOTO
KALEIDOSCOPE
FILM FESTIVAL

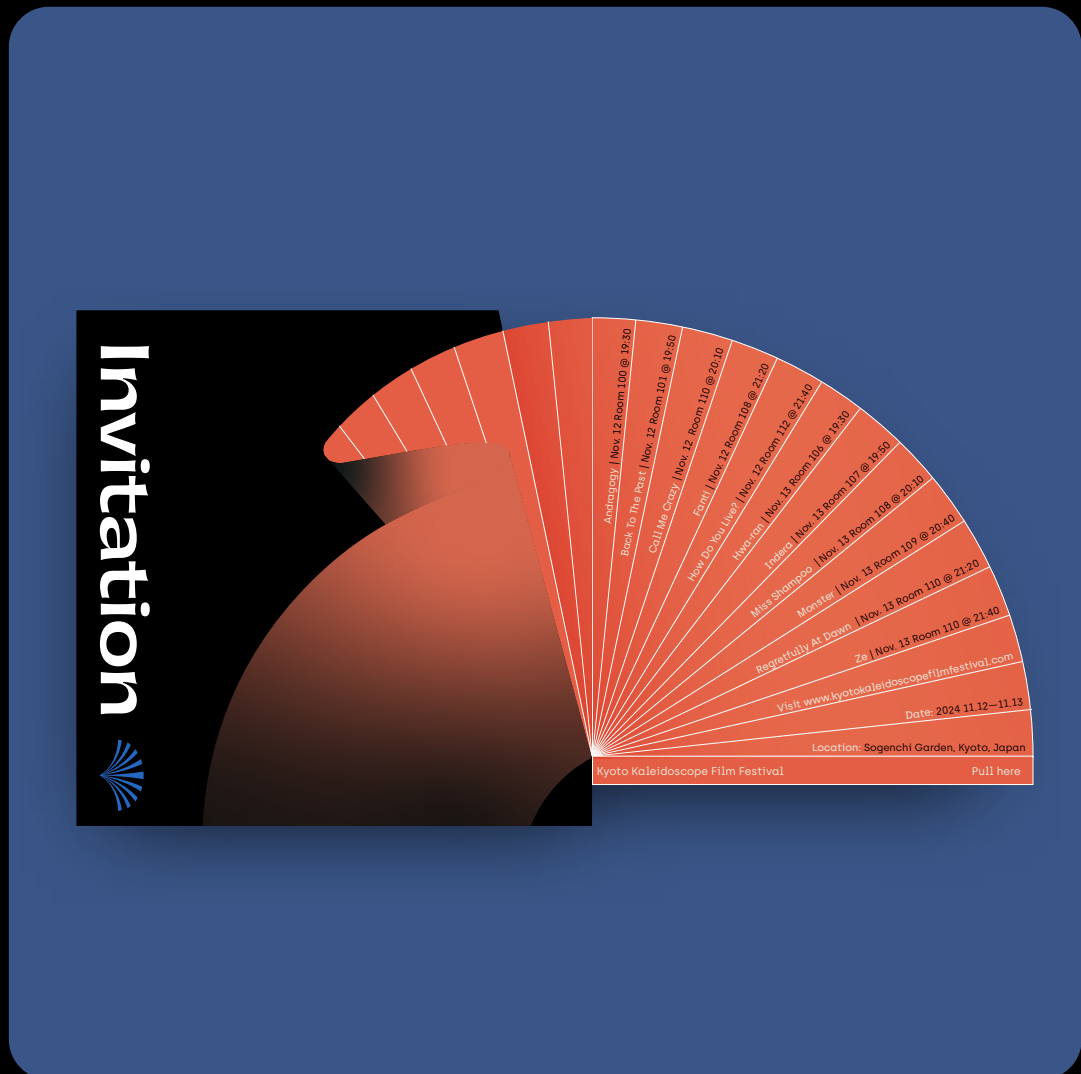
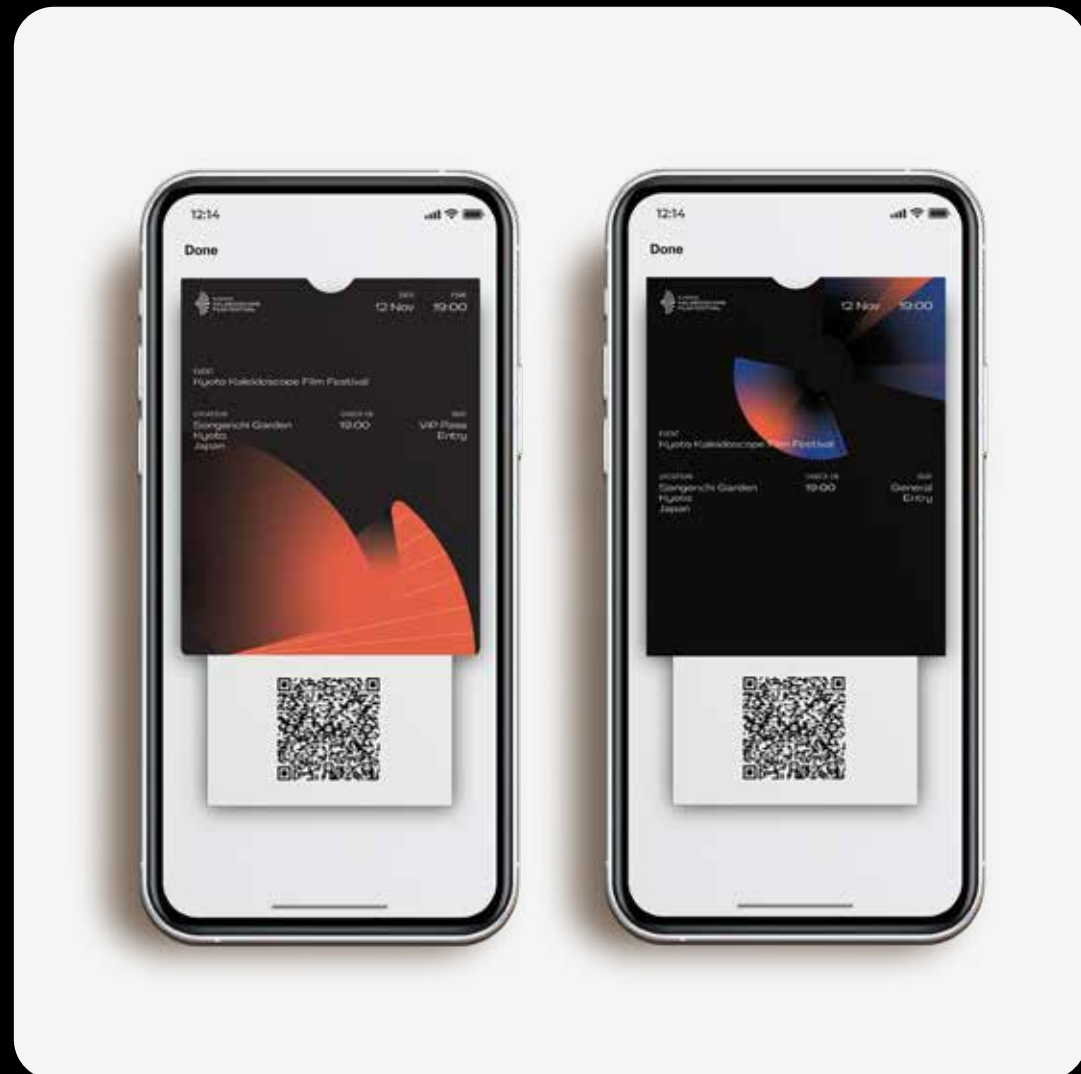
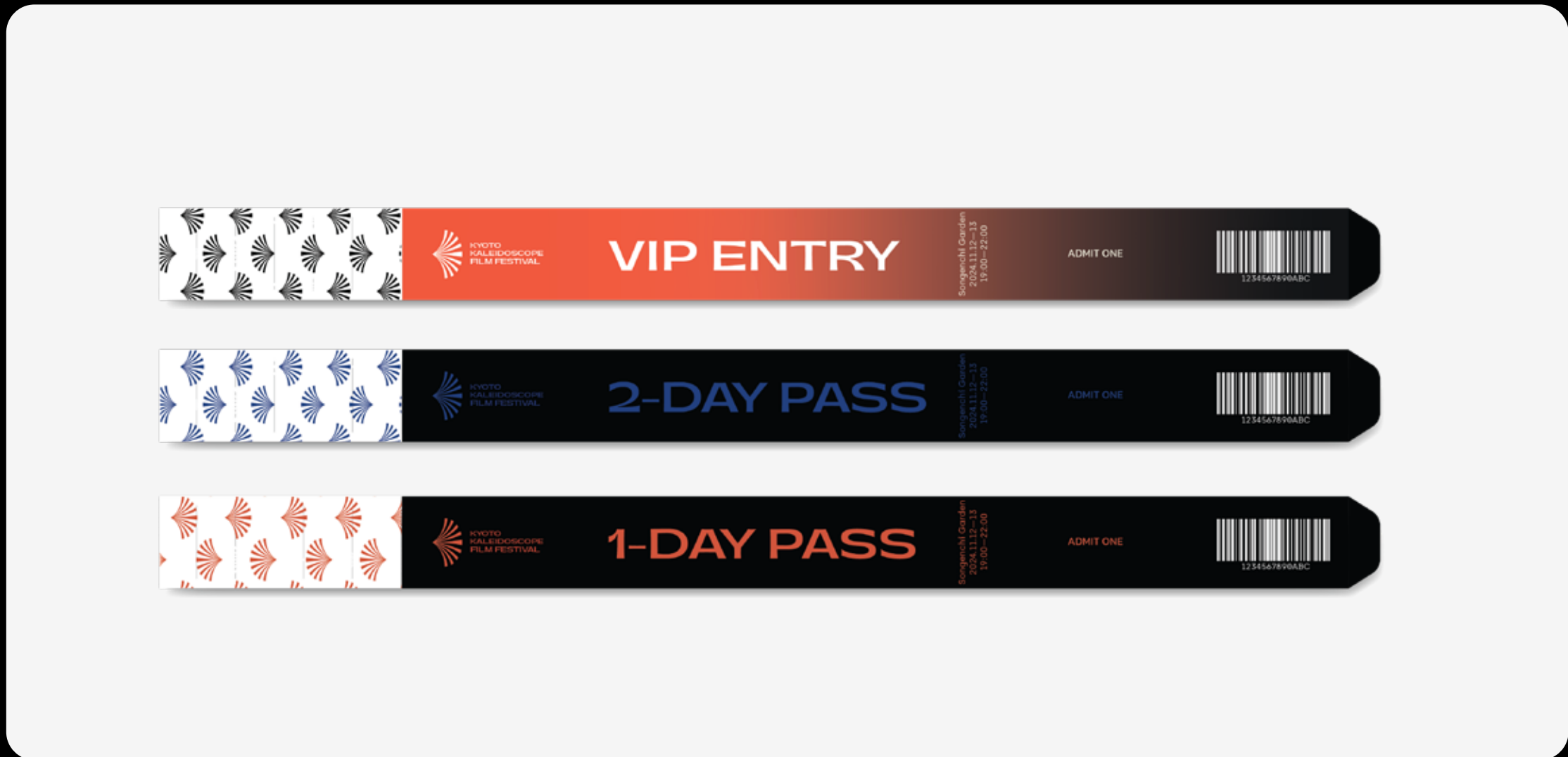
Color

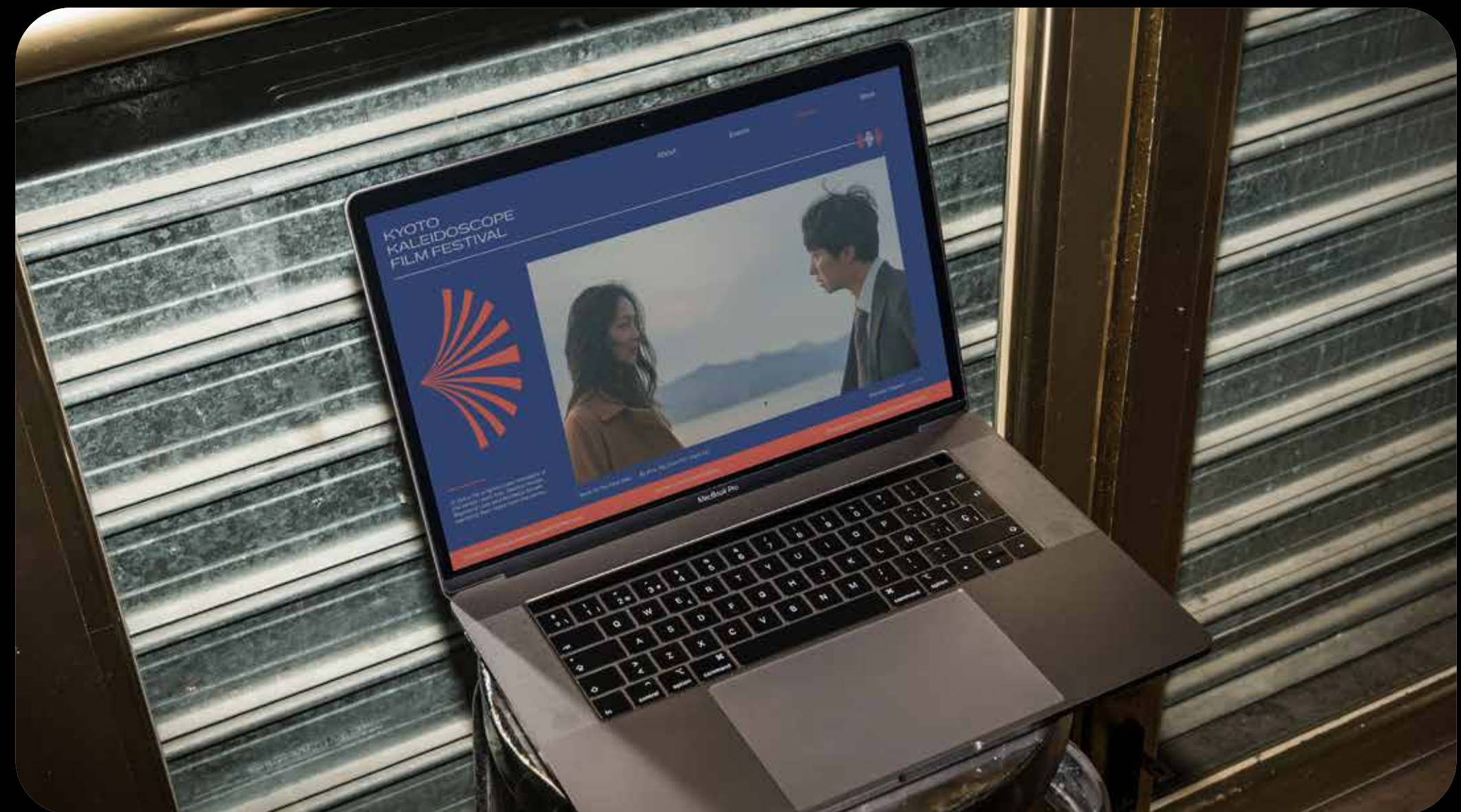
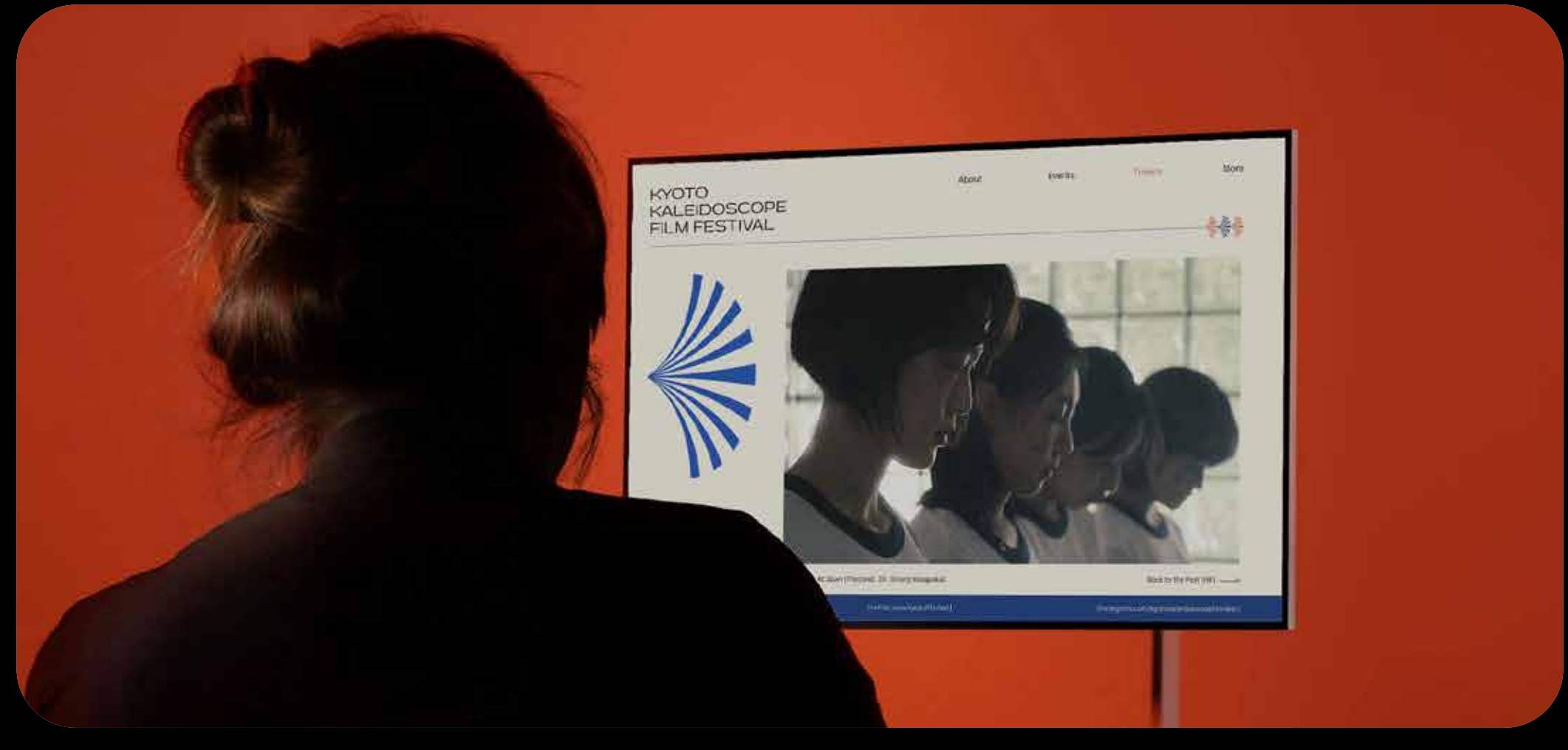
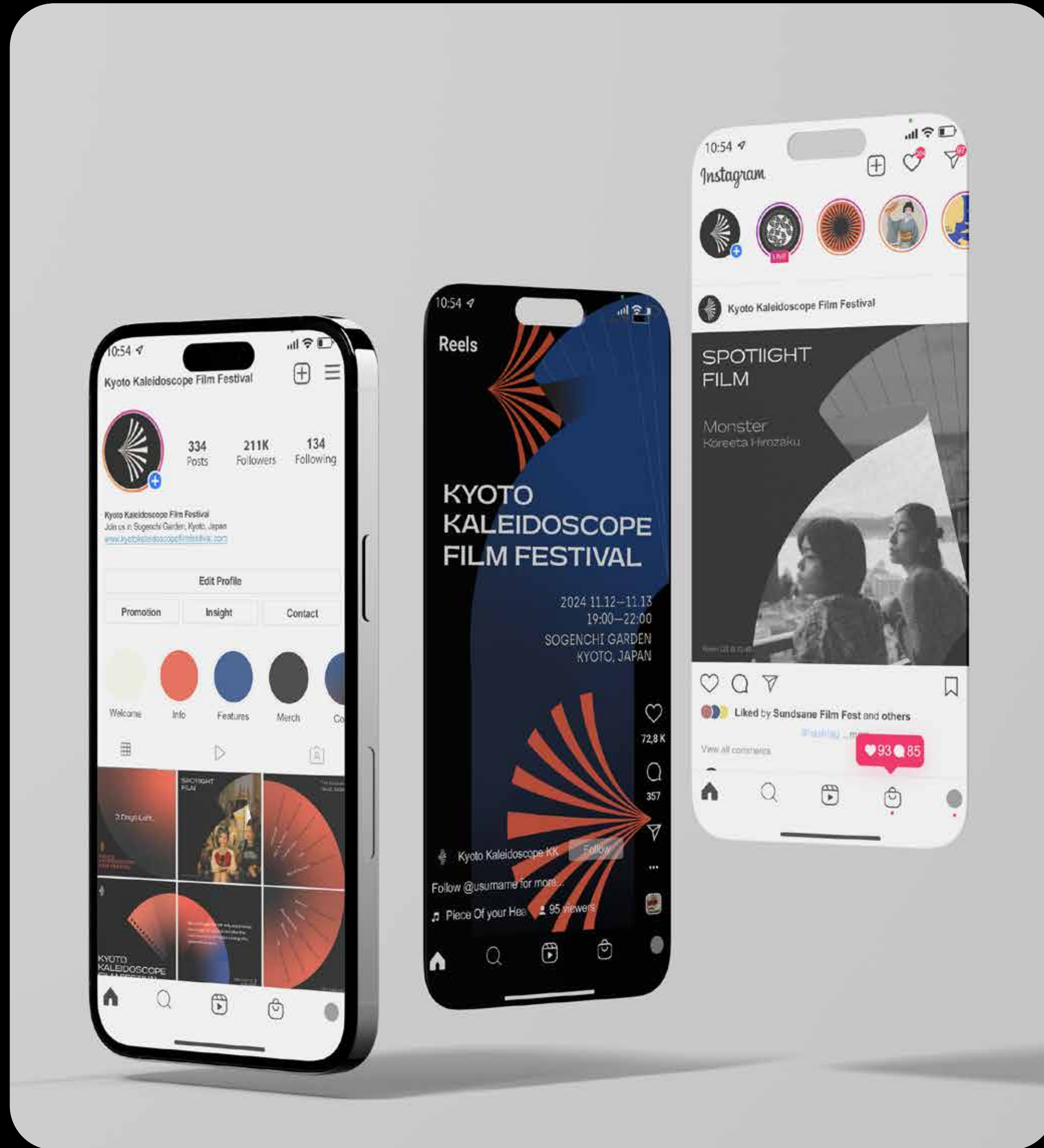
We also found colors from nature. We hope this design can **integrate** into the Kyoto and become a part of the city. We used off-white to **soften the image**. The blending of gradients and colors also echos with the **film production**.





Teaser Video at:
<https://vimeo.com/913125271?share=copy#t=0>





Website Video at:
<https://vimeo.com/913118294?share=copy#t=0>

Thank you

Hope to see you soon.

Sincerely,
Lan Wang

More work at:
lanwang.art ↗

Find me:
lanw.visualart@gmail.com