

CONCEPT BUILDING

BRANDING PROPOSAL

CONCEPT BUILDING

OF KEYWORD: VIRTUE

KEYWORDS FROM MINDMAP

INSPIRATION FOUND

LINKING BACK TO FESTIVAL

FROM PERCEPTION



VISUAL PERCEPTION

Visual perception is the ability to see, organize, and interpret one's environment. Our answers may vary depending on how our cognitive processes interpret the source.

YOUR EYES PLAY TRICKS ON YOU

At times these interpretations give a false sense of reality as what we visually perceive is prone to erroneous illusions. There is a "wrong way to see" as even though our perception could be a reality, we ought not to assume it is THE reality.

WHAT YOU SEE IS NOT WHAT YOU GET

There are various oddities in the hungry ghost festival, some of which are weird and off-putting; coming off as overly superstitious or irrational. But what we see is not always as it seems as many of these practices stem from virtuous behaviour. According to this system of belief, those exercising such practices fervently are in contrast more honourable.

FROM FUNDAMENTAL



DESIGN FUNDAMENTAL

Design fundamentals are composed of basic geometric elements, including line, shape, form, texture, and balance. They might not seem like much on their own, but together, they're part of almost everything we see and create.

MASTER THE FUNDAMENTALS

"Get the fundamentals down and the level of everything you do will rise." Everything we see around us is composed of basic elements; even the most complex forms. The fundamentals are key to achieve perfection. Only by layering the foundation one by one can we go on to achieve greater things.

FUNDAMENTALS MATTER

Paying their respects, providing for and even entertaining their deceased ancestors may seem to us mechanical and pointless. But practitioners of the faith know these fundamental acts of filial piety matter. The implications of disregarding something "so small" has serious consequences. Apart from disrespecting your ancestors, it can also bring bad luck and misfortune.

CONCEPT BUILDING

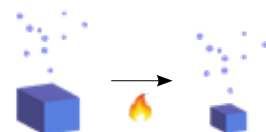
OF KEYWORD: CONVERT

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FROM TRANSMUTE



TRANSMUTE IN SUBSTANCE

Transmute in substance is the act of changing a substance, tangible or intangible, from one form, state or property into another. This means the transformation of one element into something different through various high energy/heat processes.

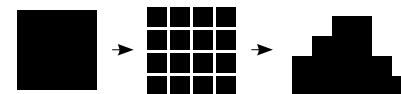
HEAT IS ESSENTIAL

Heat energy is an essential component in the process of transmutation. The rate of conversion is directly proportional to the level of heat energy introduced into the equation. With high heat, the rate of transmutation increases.

TRANSMUTE VALUE THROUGH BURNING

The Hungry Ghost Festival is renowned for burning massive amounts of paper goods annually. Though this may seem unorthodox, burning (the transmutation process), is a practice rooted deeply in the Chinese Society (5 BCE). Even now, burning is considered to activate and release inner value; just because you cannot see (non-physical) does not mean nothing is happening.

FROM RECONSTRUCT



FORM RECONSTRUCT

A process that breaks down a solid object into its separate constituent shapes/units. The basic constituents are then reused in the reconstruction process to form something newly whole.

REINTERPRET TO APPRECIATE

Reconstruction is the process of reinterpreting something into a different (usually improved) way. The end product of something reconstructed can be identical, similar or completely different from its initial state. Regardless, these variations are reconstructed in order to better express its intended purpose or cater to its target audience more effectively.

RECONSTRUCTED VALUE

When value is transmuted to the realm of the ghost, it is broken down into individual parts. In order for the ghosts to use or appreciate, it first needs to be reconstructed into a new whole. Though no one knows for sure, these forms could either be similar or completely different from what they initially were. Likely, these reconstructed forms are believed to take after the basic shape of what they initially represented; retaining its intrinsic worth.

CONCEPT BUILDING

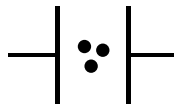
OF KEYWORD: ABSTRACTION

KEYWORDS FROM MINDMAP

INSPIRATION FOUND

LINKING TO ABSTRACTION

FROM CONDENSE



CONDENSE IN SPACE

Condense in space is to reduce and shorten the space or distance between particles. An external force compresses particles together to make something more dense than before. A good example of this is the compression of gas particles via a syringe.

COMPLETELY CONDENSED

Being completely condensed is regarded as the absolute reduction of space between two subjects. These forms are compressed entirely; surpassing the "least possible state". Superimposing or pleating are examples of this, where subjects not just in proximity but are overlapping one another.

CONDENSE THE UNNECESSARY

The process involves removing everything unnecessary and leaving behind only what is essential. When condense in space is taken to the extreme, the process focuses solely on revealing a subject's major components, it's true essence and nothing else, therefore, the process can be considered abstraction.

FROM EXTRACT



FEATURE EXTRACTION

In feature extraction, only the most distinct aspect is extruded and kept. These key features provide sufficient detail for us to make up what it is representing. In doing so, we need not present the entire subject to perceive; minimal yet effective.

EXTRACTED BY LAYERS

Extraction occurs in layers. Typically, the extrusion process begins with the most distinct, and ends with the least distinct. Here, extraction has a time element and is considered being incremental as oppose to an absolute onetime process.

PRIORITISE THE SIGNIFICANT

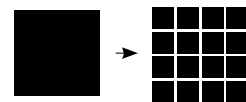
Extraction is a process of refinement as it involves isolating and extruding only what is of value. It conducts the process in stages, with priority given to the most significant aspects whereas it completely ignores the unimportant parts. The resulting end product, regardless of stage, should have telltale qualities of the subject it represents. Therefore, the process can be considered abstraction as it seeks to extract only what is of true essence and not what is excessive or unnecessary.



01 VIRTUE

PERCEPTION

FUNDAMENTAL



02 CONVERT

TRANSMUTE

RECONSTRUCT



03 ABSTRACTION

CONDENSE

EXTRACT

01 What we perceive is not always a reflection of reality. False interpretations arise due to illusions or wrong ways of seeing, often resulting in misconceptions.

02 a process of breaking down something into its most basic forms and reinterpreting them into something new to better express its intended purpose or cater to its target audience more effectively.

03 A process of change from one form to another by extracting only the most significant/prominent features and from there condensing further any unnecessary aspects. The end product is often minimal and should reflect the initial subject with greater clarity.

TRADITIONAL COFFEE

KEYWORDS

01 VIRTUE

Perception & Fundamental

Brand perceptions can determine whether or not a business will fail or succeed. Brand perception is what customers believe a product or service represents. Misconceptions of a brand or simply the product they sell can be detrimental to a business' range of customers. As the coffee market gets more and more saturated with expensive cafes and coffeehouses; all of whom sell "specialty" coffees, the old and *traditional brands are starting to fade out* as they are deemed to be of lesser or lower quality. These *perceptions are an illusion* as traditional coffee brands are arguably just as good if not better due to its long standing history and heritage.

02 CONVERT

Transmute & Reconstruct

Convert refers to a process of change from one form to another usually by *breaking down something into its most basic forms* and *reinterpreting them into something new* to better express its intended purpose or cater to its target audience more effectively.

Staying relevant and combating false perceptions need not require a complete change in your product. It can be done through effective and innovative rebranding; modernising your brand yet retaining its fundamental niche.

03 ABSTRACTION

Condense & Extract

Abstraction can be described as the isolation and extrusion of distinctive aspects of a system. Following which, extracted components can be further condensed to remove any remaining features that can be deemed irrelevant. This leaves behind only what is truly essential, reflecting the initial subject with greater clarity.

Traditional roasters and coffeehouses typically have very antique marketing methods; large acrylic signages above the store front typically with the owner's name plastered in large slab serifs. Elaborate graphics and a bold colour palette are common features as well. A successful remake would be to *extract the prominent features and condense what is unnecessary* without compromising the underlying brand identity.

TRADITIONAL COFFEE

CONCEPT

Fade Out Illusions to Perceive Clearly.

Virtue: Perception & Fundamental

As the coffee market gets more and more saturated with expensive cafes and coffeehouses; all of whom sell “specialty” coffees, the old and ***traditional brands are starting to fade out*** as they are deemed to be of lesser or lower quality. These ***perceptions are an illusion*** as traditional coffee brands are arguably just as good if not better due to its long standing history and heritage.

Our remake will focus on ensuring traditional brands are perceived for what they actually are; good and experienced coffee makers. This will be done by fading out aspects that make people think otherwise and fading in new concepts that can bolster and promote their brand identity.

Breakdown to Reinterpret, Reinterpret to Reappreciate.

Convert: Transmute & Reconstruct

Reinterpreting something first requires it to be ***broken down into basic individual parts*** so that the whole can be first understood; what makes something unique and distinct. From this, ***a different interpretation that is more effective can be formed.***

What makes a traditional coffeehouse memorable? Is it the coffee they serve? Its signage and brand? Is it its existing packaging design? Our remake seeks to understand each primary component of the traditional coffeehouse in order to determine which aspects are unique and distinct and which aspects are not.

Extract the Significant, Condense the Unnecessary.

Abstraction: Condense & Extract

Traditional roasters and coffeehouses typically have very antique marketing methods. A successful remake would be to ***extract the prominent features and condense what is unnecessary*** without compromising the underlying brand identity. In other words, revitalise the brand's identity to fit better in today's coffee scene but at the same time being careful to not overshadow its long serving heritage.

Our remake seeks to find that balance between the traditional and the contemporary. To do this, modern techniques of condensing (to make minimal) will be used with traditional graphics/inspirations that have been extracted from existing traditional coffeehouses.

“Heritage is our secret ingredient.”

Concepts

- 1) Fade Out Illusions
to Perceive Clearly.
 - 2) Breakdown to Reinterpret,
Reinterpret to Reappreciate.
 - 3) Extract the Significant,
Condense the Unnecessary.
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Ho Tit Coffee Powder Factory

Powered by Heritage – Vintage as a Brand Identity

It is easy to mistake this shop for a retro hipster cafe. After all, it has the **right elements**: the retro Chinese dialect name of Ho Tit Coffee Powder Factory, and an Instagram-worthy yesteryear shopfront, complete with a marble-topped kopitiam table in the interior and strategically positioned speech bubbles that spell out fun facts about the company on the wall. But Ho Tit – Hokkien for “good” – is really a coffee factory that has been in the **B2B business for more than 60 years**. Ho Tit offers a variety of “hand me down” customised blends; more than 100 secret combinations passed down from older generations. Roasting is done at the mini-factory on-site once a week, they personally handle the process of 240kg of coffee in a day.

‘The local coffee roaster, with its dialect name, an Instagram-worthy shopfront and a marble-topped kopitiam table, could double up as a hipster cafe.’

Ho Tit gets its fair share of individuals purchasing for personal consumption. It is one of the reasons why the company worked with a design agency in the olden days to decorate the front of their store; to appeal to customers who walk by. Today Ho Tit uses their vintage identity to attract younger crowds. Intentionally, they leave behind ancient tin coffee cans that proudly displaying the company’s logo, and a prehistoric shelf from the 1960s to store small jars of coffee beans. **Everything here has a story, it is paramount that we learn to embrace and use them to our advantage.**

Lam Yeo Coffee Powder Factory

Modernising Heritage – Heritage that Appeals

In the early nineties, Mr Tan, owner of Lam Yeo Coffee felt that it was time to take a step back and pass on the reins of the business wholly to his son. Bong Heong stepped up and took over the business. The new team faced fresh challenges such as a different economy and the rise in popularity of cafes, western blends and international coffee chains. In order to remain competitive, Lam Yeo rebranded themselves. Seeing how their traditions played a big part in their identity, the company naturally capitalised on it; modernising their brand to remain relevant yet holding fast to their deep rooted heritage. As a result, Lam Yeo’s business continued to do well. Today, Lam Yeo continues to modernise their heritage, all this to ensure their heritage appeals and speaks to younger consumers

Chye Seng Huat Hardware

Reconstructing Heritage – Conservation as a Selling Point

Situated along Tyrwhitt Road in the Jalan Besar district of Singapore, Chye Seng Huat Hardware (CSHH), was home to several metal and hardware companies of the past. The name of the building, which means to ‘flourish again’, was collaboratively conceived by the landlord and PPP Coffee (formerly known as Papa Palheta), to pay tribute to the hardware heritage of the site and vicinity. Today, CSHH is the home and flagship store of PPP Coffee. Within this beautifully conserved Art Deco shophouse houses the Roastery, the CSHH Coffee Bar, the Annex and the C-Platform. CSHH has successfully **reconstructed past heritage to fit their narrative**. Under the guise of “conservation”, they have managed to use it as an effective brand identity to sell their products.

“Our brand’s secret ingredients.”

Chinese Heritage – Filial Piety & Reunion

Definition of Heritage

Features belonging to the culture of a particular society, such as traditions, languages, or buildings, which come from the past and are still important.

“Chinese Heritage” has a broader connotation in terms of geography and artifacts. Chinese heritages are found not only in China, but also around the whole world. There are many kinds of Chinese heritages, no matter how big or small, tangible or intangible.

‘Chinese Heritage refers to tangible and intangible culture and idea carriers of Chinese people around the world, bearing historic and national characteristics.’

In my Chinese culture and society, the moralistic value of filial piety is still very much practiced. It is normal that parents uphold high expectations regarding the behaviour and achievements of their children. In turn, children are obliged to live up to these expectations at all costs. The concept underlying *filial piety is reciprocity*, entailing the mutual benefits of a caring, loving relationship between parent and child. In the first half of a child’s life, the parents provide everything needed to live a happy, full life. In the second half, it is *the child’s obligation to return the favor*. “It manifests the deep moral sentiment of gratitude that one should possess in return for the self-sacrifice and contribution that the parents have generously made for one’s life and happiness.”

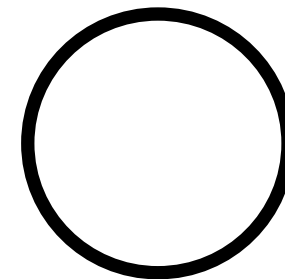
The Concept of “Secret”

A secret connotes the idea of an object/subject that is invisible or hidden. In this case, the secret seems to suggest ‘revealing something’ or to make ‘aware of its presence’ by *fading in or gradually materialising*.

The Concept of “Coming Full Circle”

Symbolism of a Circle

A perfect circle 圓 is almost impossible to produce by unaided human hands, and is why I think the shape was valued so much. In Chinese culture, the circle stands for “fulfilled”, “oneness”, “perfection”, “unity”. More specifically, it’s the process of something coming full circle that bears the most importance. In this sense, parallels can be drawn to the idea of filial piety and reunion. In this case, the *circle is symbolic for “cycle of care”* – a circular process of respect and care for the older generation and at the same time, the circle symbolises *“coming together” – reunion* (團圓).



TRADITIONAL COFFEE

CONCEPT SUMMARY

Designing a traditional coffee-house brand by capitalising on the hungry ghost heritage.

Hungry Ghost Festival often gets a bad rep. Stereotyped as a festival all about evil, hellish spirits, these *false perceptions* only make people scared. Contrary to popular belief, these stereotypes are misguided and missing the point. The Hungry Ghost heritage has always been *rooted in filial piety – a good virtue of respect* – which diffuses throughout all its festive practices, especially when they *burn to transmute the value* of paper goods to their visiting kindred; a way to honour and reunite with their lost loved ones.

Parallels exist in traditional coffee as well. As the coffee market gets increasingly saturated with expensive cafes, traditional coffee becomes wrongly perceived as inferior. Yet, like the hungry ghost festival, traditional coffee makers continue to root themselves in their old heritage, still choosing to prepare their coffee with traditional ingredients, methods and techniques. Embracing their heritage is important, it is the secret ingredient that gives meaning.

Remarkably, these two seemingly unrelated ideas of 'festival' and 'traditional coffee' overlap. We seek to *convey the heritage of the hungry ghost festival through our coffee brand*.



奇怪 DARK

Coffee for the Soul

Name of Brand

奇怪 or **DARK** (derived from the words 大 and 可 – 大可 da ke) in chinese pays homage to the Hungry Ghost Festival.

Brand Philosophy

DARK is a coffeehouse that sells and serves traditional coffee. Drawing from the heritage of the Hungry Ghost Festival, our brand is inspired by the ideas of filial piety, reunion and kinship.

At DARK, we understand that traditions have their merits, and it is this spirit of “honouring our heritage”, that motivates us to uncover the hidden customs and best practices of traditional coffee. From sourcing, to roasting to service, we ensure that we keep each step as close to tradition as possible. By regulating coffee end to end, rest assured that our cup of coffee is as good as it gets; robust and untainted by unnecessary modern processes.

We hope to serve you & your loved ones the most authentic cup of coffee to reunite and connect over.

Packaging Design

DARK's packaging design is a bean bag to package and house coffee beans or a disposable cup to hold coffee. As mentioned, graphic elements will be constructed through the process of transmutation, extraction and condensation to produce something more accessible and relevant; new, modern and minimalistic visuals. Elements will also incorporate aspects of hidden, illusions or impede to represent the idea of “hard of seeing”.

Brand Identity

DARK is a coffeehouse that sells and serves traditional coffee. Inspired to modernise heritage, this concept is reflected in the brand's aesthetics. The rejuvenation of tradition is reflected in the style; elements constructed through the process of **transmutation, extraction and condensation** to produce something more accessible and relevant; new, modern and minimalistic visuals.

Elements will also incorporate aspects of **hidden, illusions or impede** that intentionally make things “hard of seeing”, this represents the layer of misconception due to “wrong ways of seeing” or false perceptions in both festival and traditional coffee.

Collateral Designs

DARK's collaterals will have graphic elements but will also incorporate a physical **illusory component** that intentionally impedes the ability to see properly. In order for the collaterals to make sense, customers will need to make the effort to “remove” this component. This action represents “taking that extra step to remove our inhibitions” so that one can see and appreciate something for what it truly is. The first collateral is a personal flavour card that logs each customer's preference for brewing coffee each time. The second collateral is a brochure/menu.

WAYS TO EXPRESS

TRANSMUTE, EXTRACT, CONDENSE

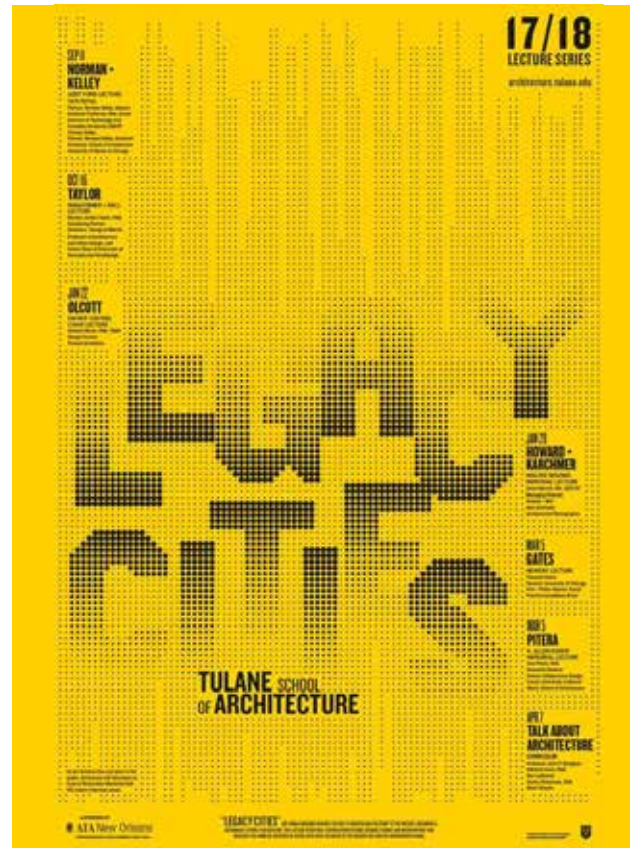
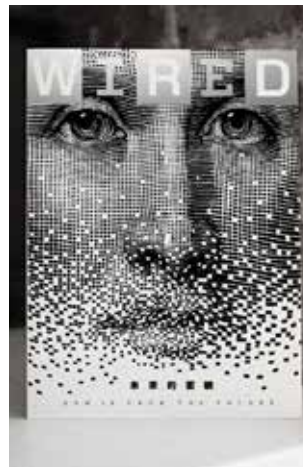
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DESIGN
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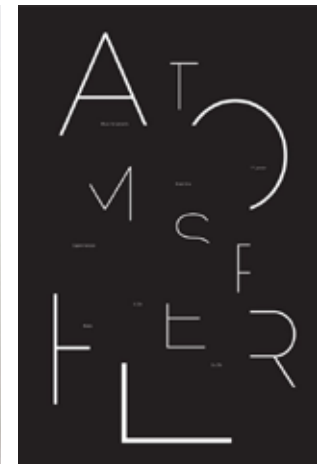
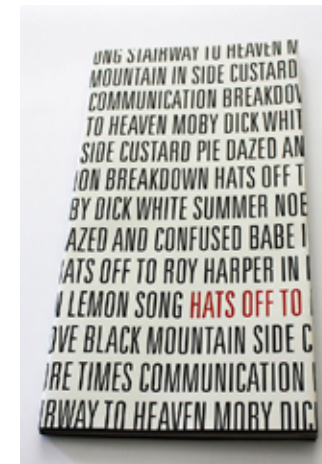
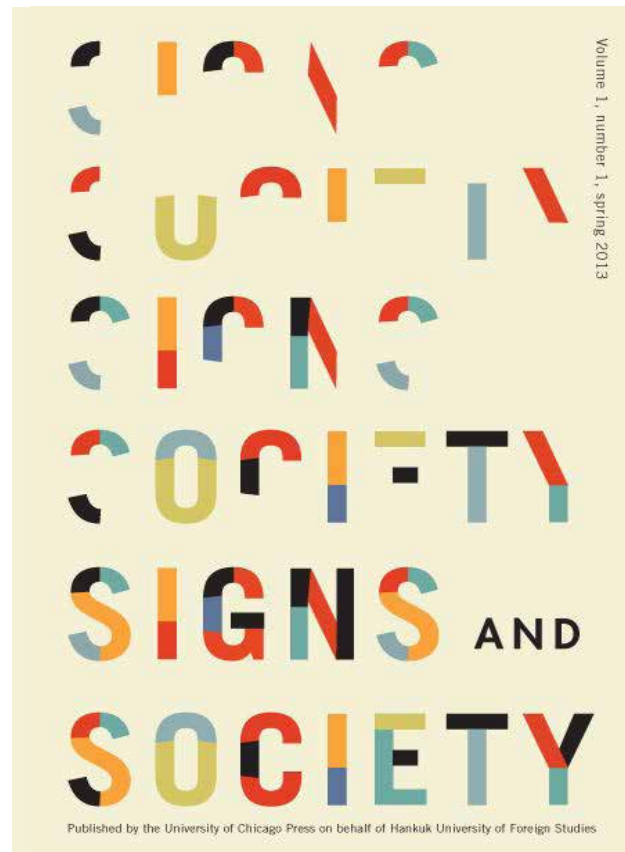
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WAYS TO EXPRESS

TRANSMUTE, EXTRACT, CONDENSE

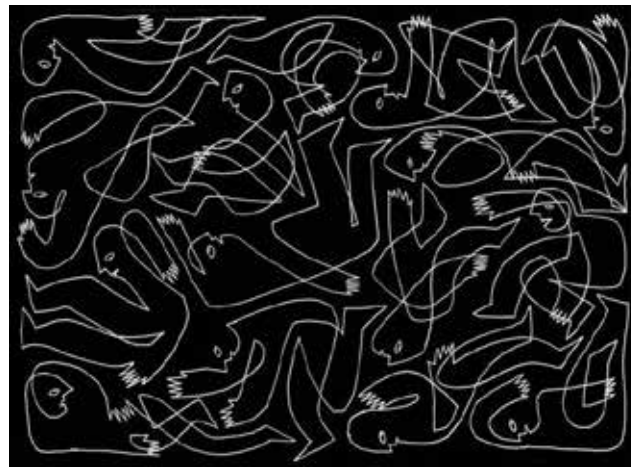
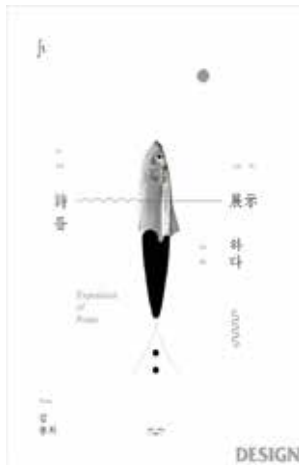
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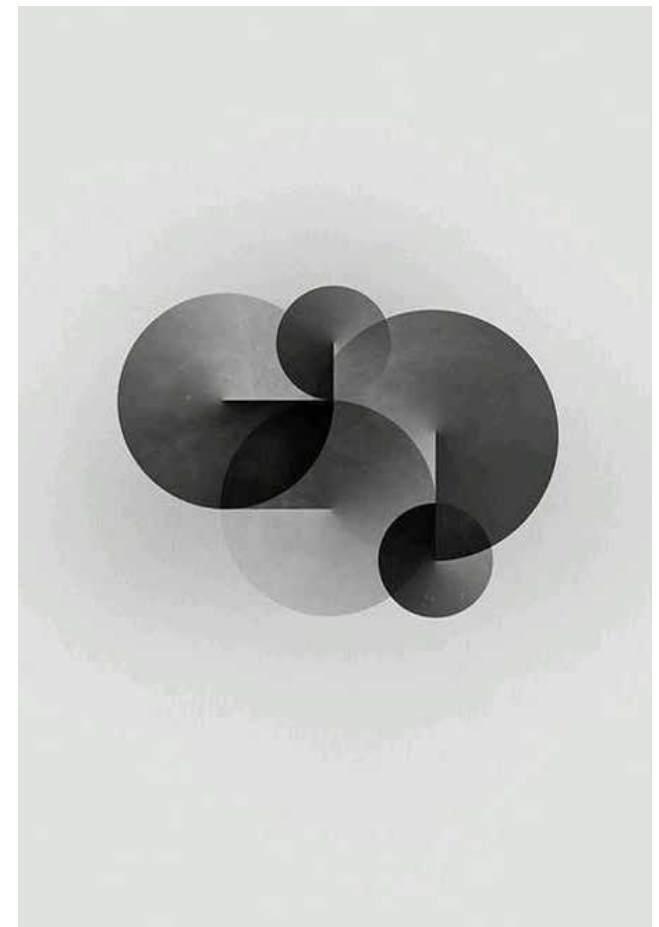
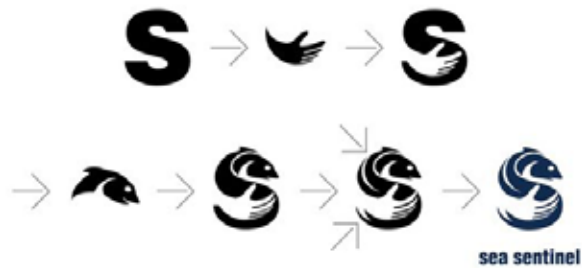
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WAYS TO EXPRESS

FUNDAMENTAL, MODERN, MINIMAL

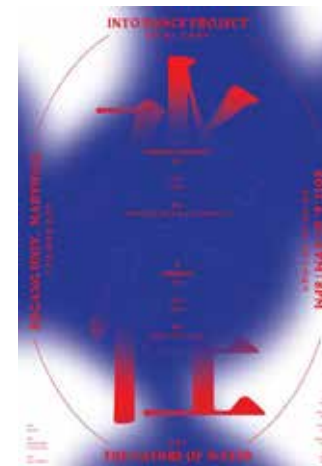
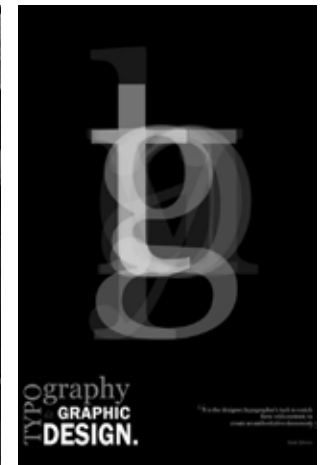
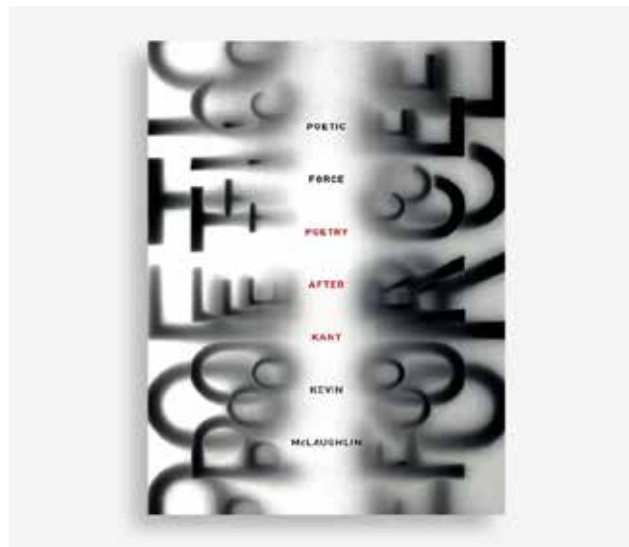
The collaterals will have an incorporation of *illusions* or *translucencies* that intentionally make things “hard of seeing”, this represents the misconceptions due to “wrong ways of seeing”.



WAYS TO EXPRESS

ILLUSORY, TRANSLUCENT, IMPEDE

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PACKAGING

FORMAT REFERENCE

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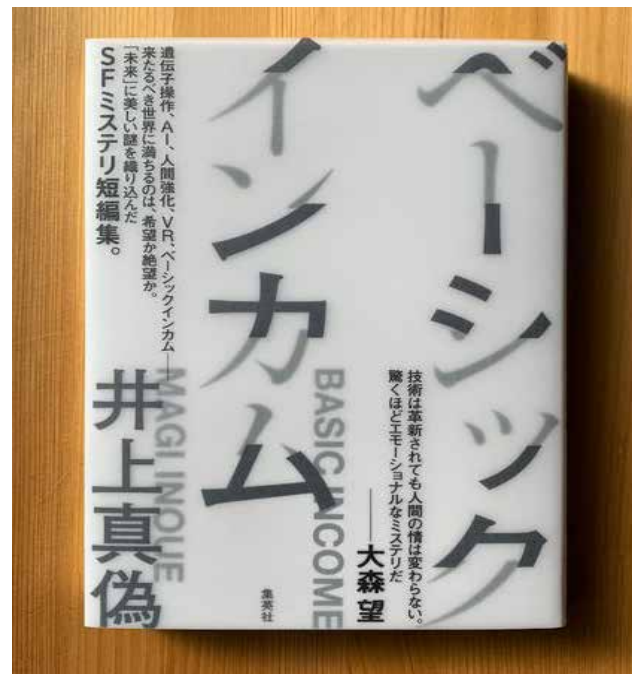
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