

VISUAL REFERENCE

THE HUNGRY GHOST FESTIVAL

KEYWORDS

SELECTED WORDS

01 VIRTUE

02 CONVERT

03 ABSTRACTION

01 VIRTUE

Virtue is a fundamental principle that resides in us. It's degree of importance varies from people to people; due to differing perceptions. Some see it as a guide to life, while others deem it to be an illusion that controls everything. Regardless, virtues aid in character development and is a process that is progressive; building up step by step.

02 CONVERT

Convert denotes “change”, typically from one state to another. It can be expressed as transmute of substance where the process is non-physical (cannot be seen) and dependant upon a source of activation (heat) before the process can occur. Convert can also be described as the reconstruction of deconstructed or destroyed forms in order to produce something new and whole. These new forms can result in end products that are similar, identical or completely different from what it once was.

03 ABSTRACTION

Abstraction can be described as a process of refinement by completely condensing what is unnecessary and leaving behind only what is essential; major working components. Abstraction can also be described as the isolation and extrusion of distinctive aspects of a system and disregarding what is of no value.

CONVERT

CHANGE

change is the act or process of becoming different.

REFORM

the improvement or amendment of what is wrong, unsatisfactory, etc.

ALTER

change in character or composition, typically in a comparatively small but significant way.

SUBSTITUTE

a person or thing acting or serving in place of another.

PETTY CASH

a small amount of discretionary funds in the form of cash.

IMPROVE

achieve or produce making something better than.

PERMUTE

submit to a process of alteration, rearrangement, or permutation.

TRANSMUTE

to transmute is to change in form, nature, or substance.

REPLACEMENT

the action or process of replacing someone or something.

SPECIE

money in the form of coins rather than notes.

RESTORE

bring back or re-establish (a previous right, practice, or situation).

VARIATION

a different or distinct form or version of something.

METAMORPHOSE

change or cause to change completely in form or nature.

ADAPT

make (something) suitable for a new use or purpose; modify.

RECONSTRUCT

build or form (something) again after it has been damaged or destroyed.

CONTRAST

strikingly different from someone or something else in juxtaposition or close association.

TRANSLATE

express the sense of (words or text) in another language.

CONFORM

complying with the rules, laws or standards.

CONCEPT BUILDING

KEYWORD – VIRTUE

KEYWORDS FROM MINDMAP

INSPIRATION FOUND

LINKING BACK TO FESTIVAL

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.

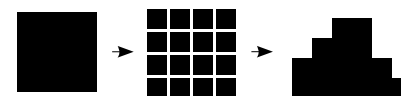
HEAT IS ESSENTIAL

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.

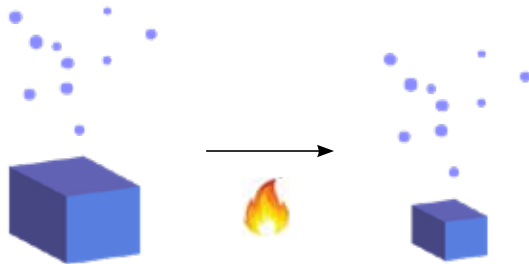
02 CONVERT

VISUALS FROM KEYWORD RESEARCH

PHYSICAL PROCESSES

Transmute in Sublimation

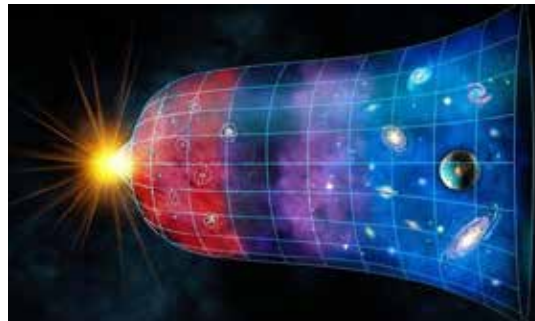
Sublimation is the transition of a substance directly from the solid to the gas state, without passing through the liquid state. The scientific process depicts the conversion of an object with physical properties to a substance with a non-physical attribute when heat is applied.



BIG BANG THEORY

Transmute from Nothing

The Big Bang theory is a cosmological model of the observable universe from the earliest known periods through its subsequent large-scale evolution. Started with a small invisible singularity, that inflated over billions of years to the cosmos we see and know today.



'WUXING' – FIVE ELEMENTS

Transmute in Chinese Society

From 5th century BCE, there has been historical text recording transmutation practices and belief in China. The concept of 'five elements' (五行); everything in the universe is made up of the characteristics of these five elements. Adjacent elements are capable of transmuting into one another through a generative process.



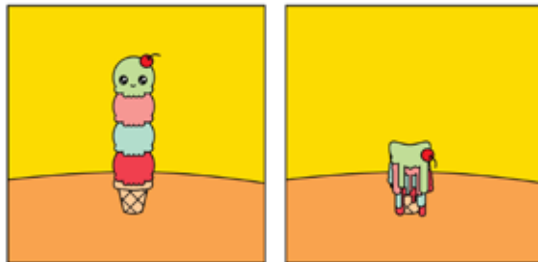
02 CONVERT

VISUALS FROM KEYWORD RESEARCH

PHYSICAL PROCESSES

Transmute in Melting

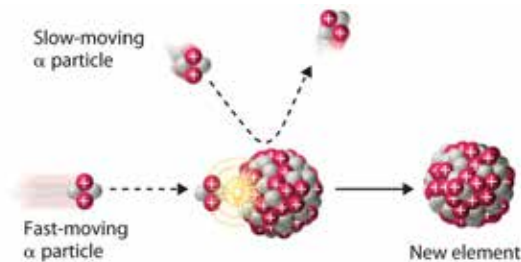
Melting, or fusion, is a physical process that results in the phase transition of a substance from a solid to a liquid. This occurs when the internal energy of the solid increases, typically by the application of heat or pressure, which increases the substance's temperature to the melting point.



SUBATOMIC TRANSMUTATION

Transmutation of Elements

With the dawn of the atomic age, the transmutation of elements finally became possible. Today, a particle accelerator and a vast supply of energy can convert lead to gold. Though this process is non-physical and cannot be seen, the sheer number of non-physical conversions alter the physical properties of the substance; resulting also in a physical conversion.

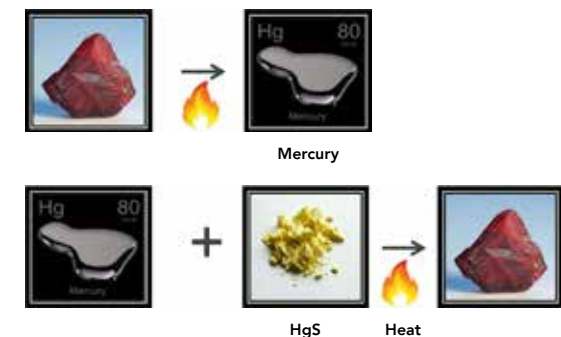


REGENERATIVE TRANSMUTATION

Transmutation of Cinnabar

According to the above equation the mythical element of Cinnabar was believed to have regenerative properties. Through burning, Cinnabar would transmute into Mercury and could burn right back into Cinnabar even after numerous transmutations. The Chinese people therefore believed that not just Cinnabar, **but the process of burning was a key component of transmutation.** Burning helped to activate and release inner value.

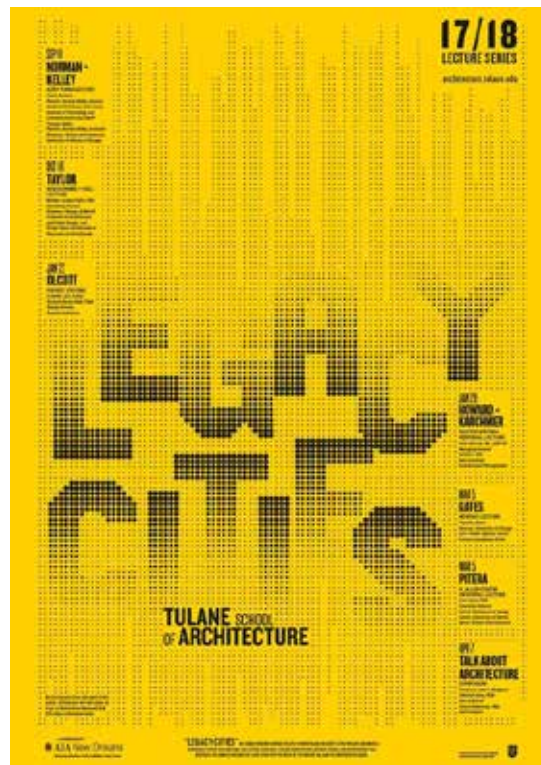
Regenerative Equation:



02 CONVERT

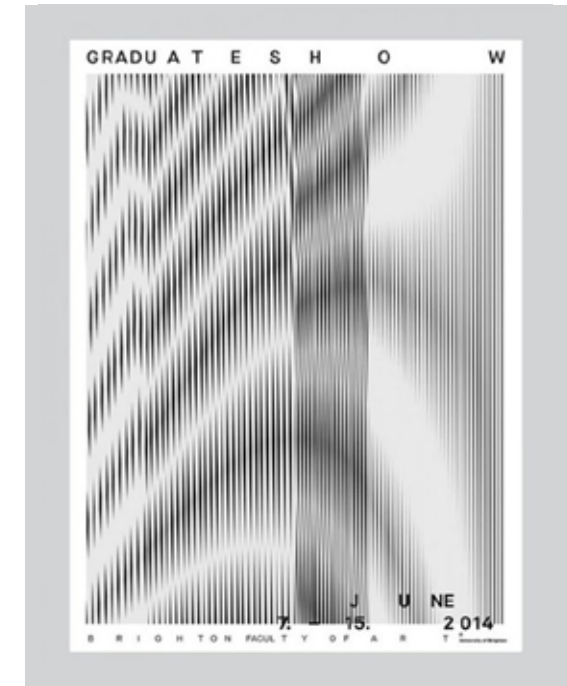
CONCEPT VISUALS

CONVERT > CHANGE > TRANSMUTE >
TRANSMUTE IN SUBSTANCE



NON-PHYSICAL (*Unobservable*)

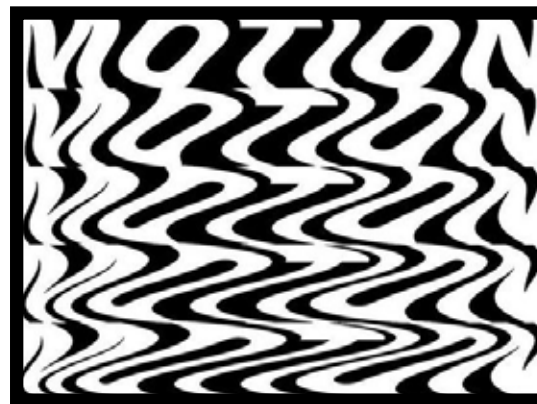
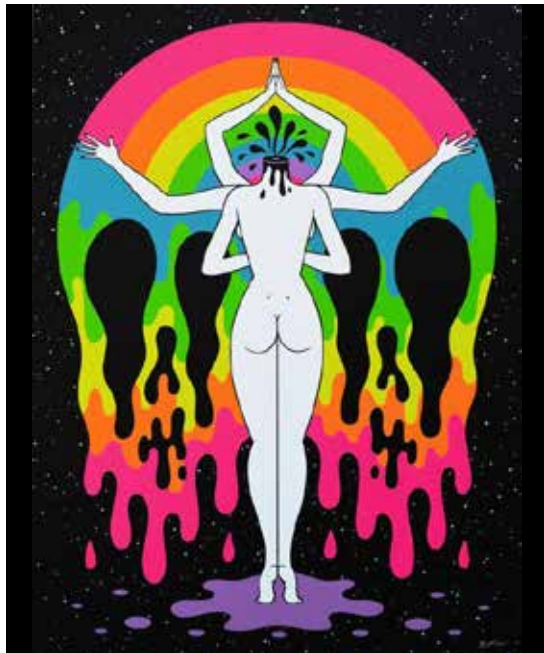
Transmute in substance could refer to a change that is non-physical; refers to something being invisible or unseen as the parts involved are too small for the human eye to see. Although the process is not observable, one should not assume the process does not occur.



02 CONVERT

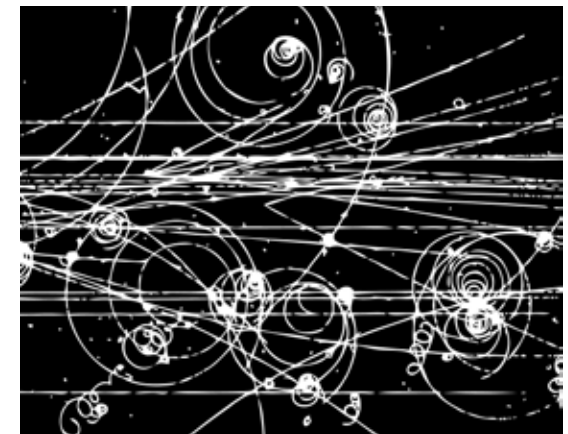
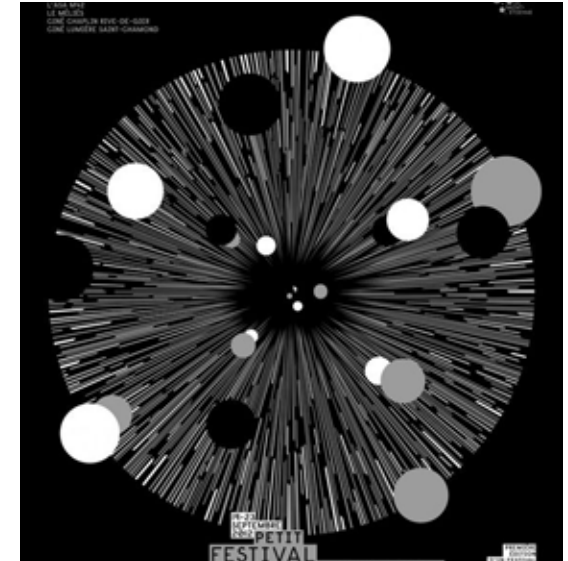
CONCEPT VISUALS

CONVERT > CHANGE > TRANSMUTE >
TRANSMUTE IN SUBSTANCE > **APPLY HEAT**



PHYSICAL (Observable)

Transmute is the process of change that can take place physically or non-physically. Transmute in substance is often dependent on an external source of activation, in most cases heat energy. The rate of conversion is directly proportional to the level of heat energy introduced.



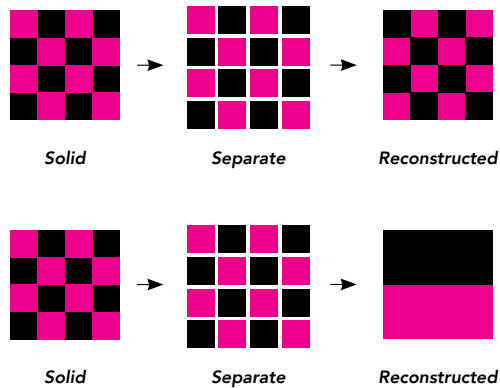
02 CONVERT

VISUALS FROM KEYWORD RESEARCH

TYPE OF OUTCOME

(Similar Outcome)

A process that breaks down a solid object into its separate constituent shapes/units. These individual units are then reconstructed to form something identical or similar.



CUBIC PHOTOGRAPHY

In photography, an image can be segmented into individual features, altered with various adjustment settings (exposure and contrast) and reconstructed in various angles to give an illusion of multiple perspective.



RECONSTRUCTION IN GRAPHIC DESIGN

Abstract & Representational

These are a collection of masterpieces created by an Armenian graphic designer that converts photographs of Armenian Ornaments into individual vector files. He reconstructs these individual files together to form amazing motifs and symbols.



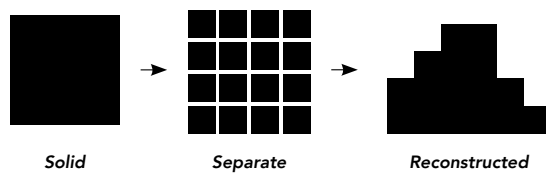
02 CONVERT

VISUALS FROM KEYWORD RESEARCH

TYPE OF OUTCOME

(Different Outcome)

A process that breaks down a solid object into its separate constituent shapes/units. These individual units are then reconstructed to form something different.



COLLAGE

Collage Art

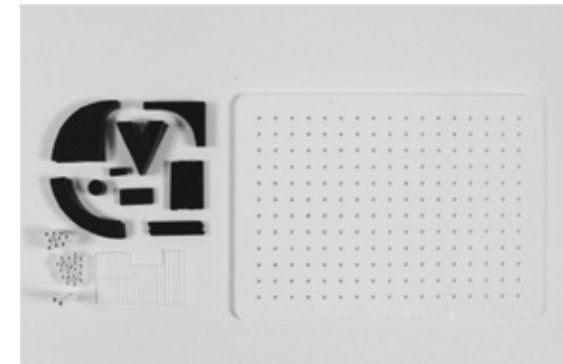
Collage is a technique of art creation, primarily used in the visual arts, by which art results from an assemblage and reconstruction of different forms, thus creating a new, intricate whole.



3D RECONSTRUCTION

3D Modular Typography

Blackdora, a 3D modular typographic kit with the approach of creating a tangible object and playful environment to give audiences a basic understanding of, and a valuable connection with, typography.



02 CONVERT

VISUALS FROM KEYWORD RESEARCH

3D RECONSTRUCTION

(Further Examples)



PACKAGING

Chinese Typography

In Chinese typography, each character can be broken down into very simple basic strokes. These strokes can be used to form an array of characters. In the example below, the designer has reconstructed these basic Chinese strokes not to form a new word, but to form a new way to educate in the form of packaged tea.

笔划 bǐhuà Strokes	丶	一	丨	丿	㇏	㇏	㇏
名称 míngchēng Name	点 diǎn	横 héng	竖 shù	撇 piě	捺 nà	提 tí	竖钩 shùgōu



02 CONVERT

CONCEPT VISUALS

CONVERT > REFORM > RECONSTRUCT >
FORM RECONSTRUCT



OUTCOME: SIMILAR OR IDENTICAL

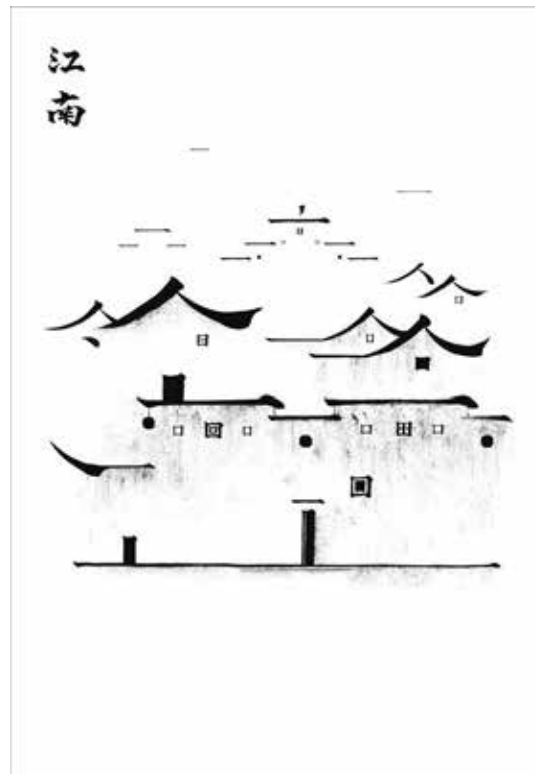
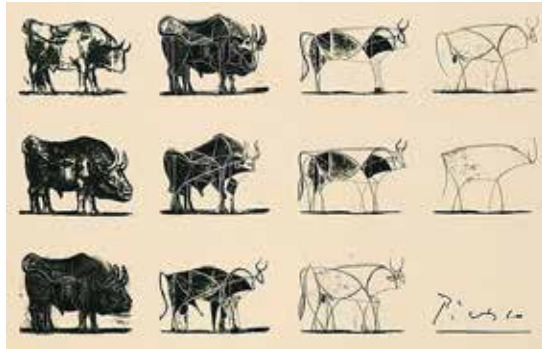
Reconstruction has to do with rebuilding something that has been deconstructed or destroyed to form a new whole. This process can result in an end product that is similar or identical to what it started from.



02 CONVERT

CONCEPT VISUALS

CONVERT > REFORM > RECONSTRUCT >
FORM RECONSTRUCT



OUTCOME: DIFFERENT

Reconstruction has to do with rebuilding something that has been deconstructed or destroyed to form a new whole. This process can also result in an end product that is novel and different from what it once was.



CONCLUSION

OF KEYWORD

02 CONVERT

Convert denotes “change”, typically from one state to another. It can be expressed as transmute of substance where the process is non-physical (cannot be seen) and dependant upon a source of activation (heat) before the process can occur. Convert can also be described as the reconstruction of deconstructed or destroyed forms in order to produce something new and whole. These new forms can result in end products that are similar, identical or completely different from what it once was.