

In-flight zine



The proposal I created for this short project was based around the concept of preserving cultures in southeast Asia. I also really enjoy print making and since traditional print techniques are no longer in demand, I thought it would be good opportunity to revive them using this project.

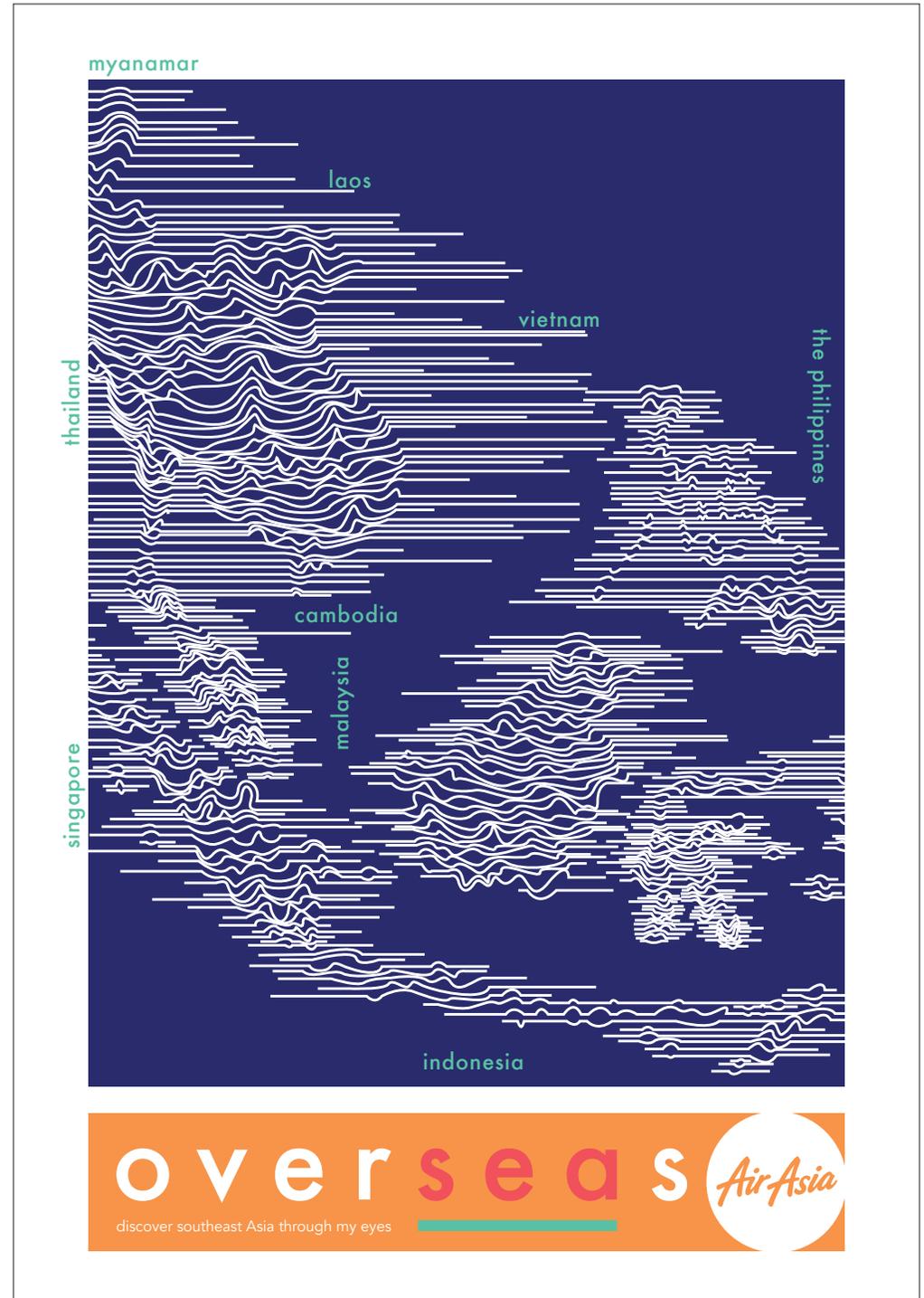
With these two concepts in mind, something that related to travelling was an apparent solution. Therefore I decided to design an in-flight zine specifically for Air Asia customers, as the airline flies to all 11 southeast Asian countries.

I intend to share my personal experience of travelling and living in southeast Asia, demonstrating what to expect and a clearer understanding of cultures. Southeast Asia contains a vast amount of different cultures which are each unique and distinctive.

This zine will be playful, and not like your average in-flight zine which prioritizes photography and places to visit. It will be directed at the reader's destination, allowing them to indulge in traditions, beliefs and the lifestyle they are about to experience.

For this short project I have designed the cover and two double-page spreads.

Front cover design



Illustration

Double-page spread



Inspired by the traditional print technique, woodblock printing

myths and legends
-lac long quan



myths and legends
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Explanation of myth

Double-page spread



Viet Nam

Lạc Long Quân

This will tell you the story of how the Vietnamese people believe they came to be.

myths and legends

It's said that dragon blood flowed through Lạc Long Quân's veins—the Dragon Lord and second Hùng king of the Hùng Bông Dynasty of ancient Vietnam. He would take on sea monsters and all manner of enemy to keep his people safe. All his countrymen had to do was call his name or "Father" and he would appear to help them.

He spent much of his life in such a manner until finally, one thing alone stopped him in his tracks: the incredibly beautiful Âu Cơ—an immortal mountain fairy. The Dragon Lord, Lạc Long Quân was enamoured of her and so he married her immediately. Just a short while later, she produced a large sac of eggs, which grew larger and larger until on the seventh day it was so big that it burst and 100 children were born (each bearing one of the 100 Vietnamese family names) to the dragon lord and his fairy wife.

At first, this new royal family lived in harmony, but this was no regular king. No, he was of course a dragon, and so he needed to live by water, and the beautiful Âu Cơ missed her ancestral mountain home so much that she craved to return. So it was that Lạc Long Quân took 50 of the children and moved seawards, where he taught them the necessary skills to survive—how to fish, how to sew and cook rice and how to wear tattoos to scare away sea monsters. Âu Cơ, however took the other 50 children and moved high into the highlands, where she taught them to raise animals, grow fruit trees and to build homes out of sturdy bamboo stilt.

The couple lived forever separately, but together they watched over their beloved country. The stories of the sons and daughters that followed explain the rise of Vietnam and the beginnings of the Vietnamese people as they are today.

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