

MEMEFEST

RADICAL INTIMACIES:  
DIALOGUE IN OUR TIMES

DIALOGUE can be  
built up

by VISION

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# IMPRESSION

For anyone who is the first time travel to a foreign country, the first impression means a lot, especially when everything there is so different. Communication becomes a serious problem, how to start a dialogue? And how to build up a dialogue, where the language and culture are so different? The answer will be given by our design team in next.

# PROJECT OVERVIEW

## ◆ The Problem

As we claimed before, how to start a dialogue where you are in a foreign country in your first time will be a serious problem. Imagine these, you just arrived to the airport with signs in a language you cannot understand, and you try to speak someone but they cannot understand. Then you feel hungry, but you cannot name any food in their language, and so on. How these problems can be avoided? Maybe start learning a foreign language half year before you travel to there? It does not sound good. So, we are introducing you an easier way to start your first dialogue.

## ◆ The Concept

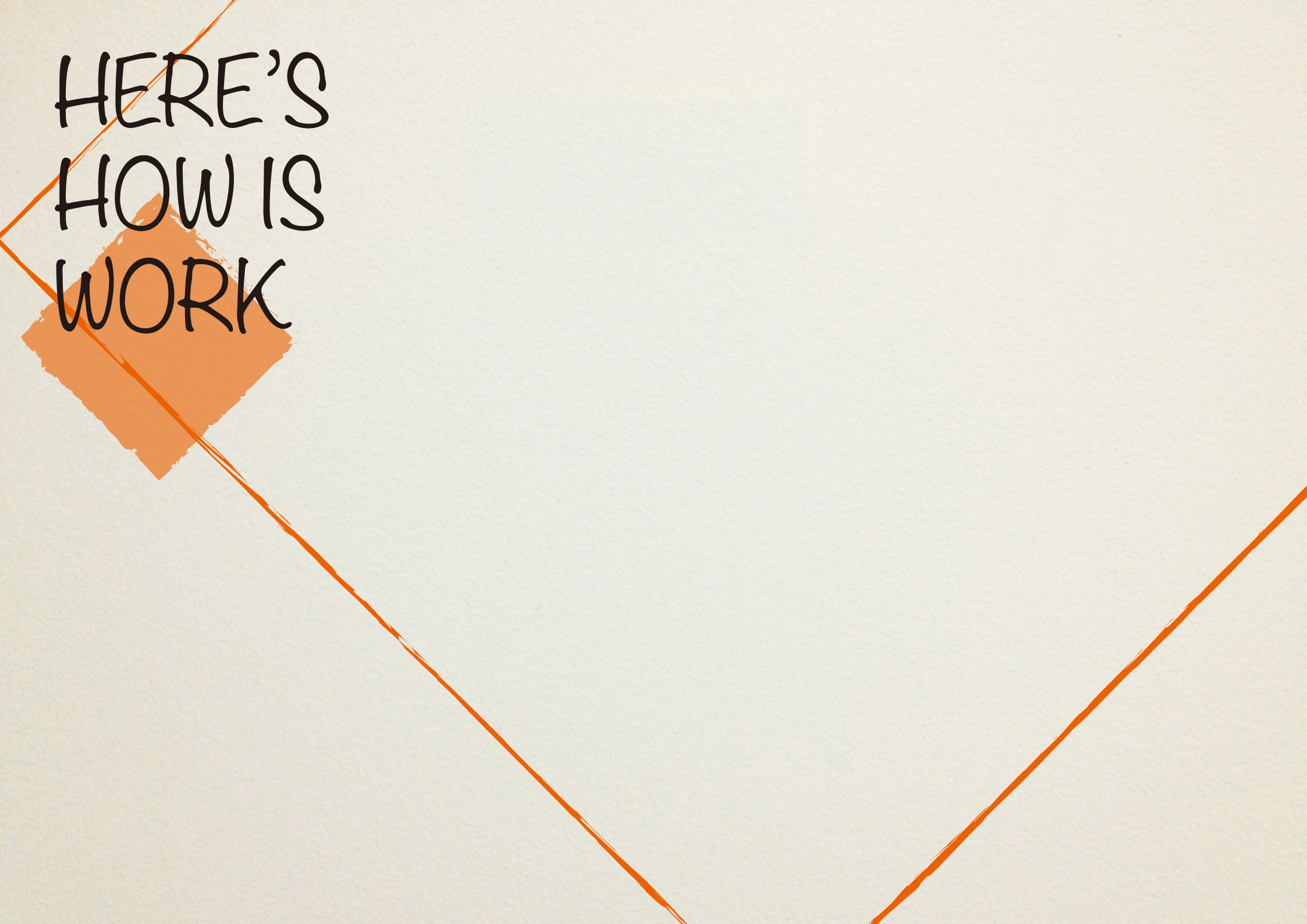
Firstly, our design solution has to be suitable for the topic, which is start a dialogue between the first time traveller and the local resident. Secondly, we have researched about every problem that may pop out in that situation. Thirdly, we clarified them into four main topics.

The four main topics we developed are the basic information of the country, the food to try, the places to go, and features of the country. How to send the information clearly with no misunderstanding is the biggest issue of all. Therefore, we concluded that use visual presentation of the information would be better than involved with language.

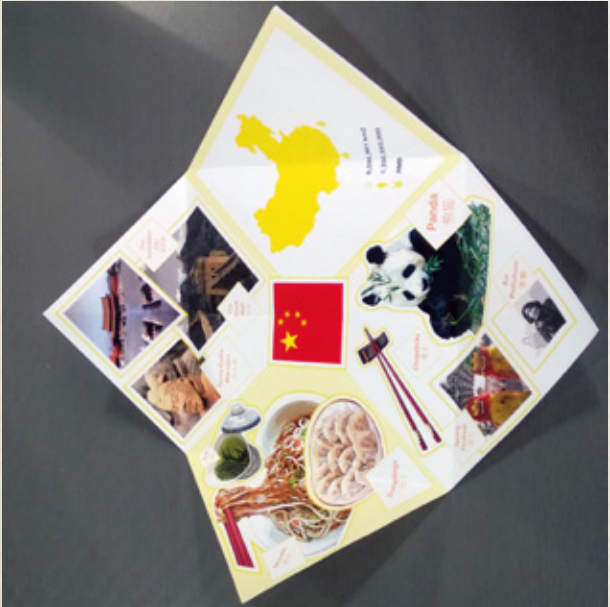
We collected the most popular information clues by images and combined them within a 280mm wide double sides printed square, and fold it into a normal size brochure. However, we still have the key words about the image in English and another language (if it is not the first language spoke in that country) in case.

We hope with this little thing, the tourist can enjoy starting their communication within a foreign country with less pain. For example, they can show the local people what they want to achieve by using the visual example, or they can have the visual clues about what they may experience with.

HERE'S  
HOW IS  
WORK

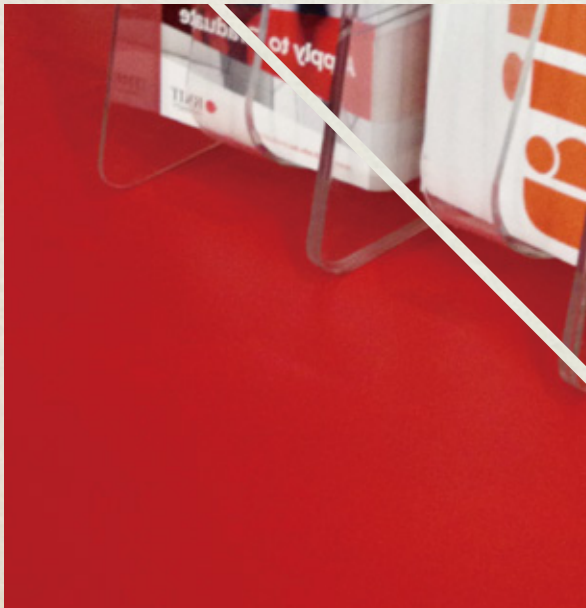


# CHINA



# INDIA





HERE IS  
DESIGN  
PROCESS

A hand-drawn orange diamond shape is positioned behind the text. Two orange lines extend from the corners of the diamond across the page: one from the top-left corner towards the bottom-right, and another from the bottom-left corner towards the top-right.





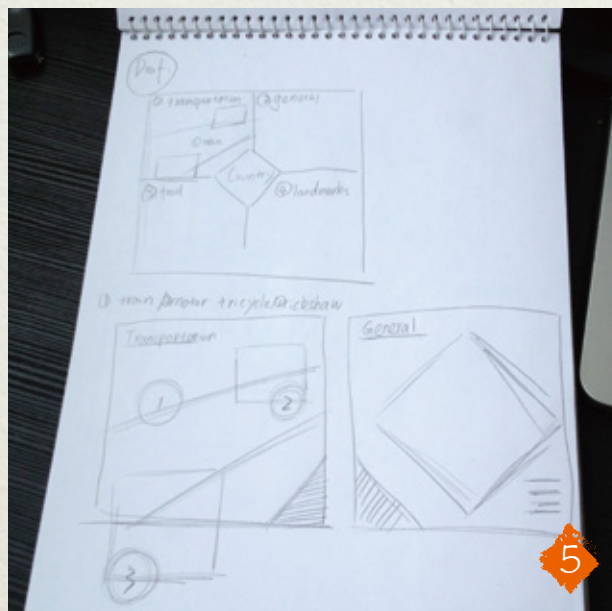
China  
Xi'an  
Terracotta Army (Warriors)  
Big Wild Goose Pagoda

Foundational Cities  
Beijing — Great Wall / Forbidden City  
Roast Duck

Famous Cities  
Shanghai: Late 19th / Biggest  
Hongkong: Food / shopping  
Older Mist  
Huangshan: Mountains & island parks  
Cuzilin  
The Yellow River  
Chengde



① concepts  
Booklet (culture propaganda)  
"Public in our time"  
It is not only transporting message by spoken language, but also is sending message by visual communication (graphic elements, colour, number)  
Booklet → building a dialogue between two people from different countries.  
3 aspects: Food, Behavioral, Basic language, Transportation  
4 countries: Australia, China, India, Britain  
Format: Booklet → folding a sheet become envelope.  
Back call, front



3. India  
• Food: ① Curry ② Chapati ③ Indian naan (馕) Indian spice (香料)  
• Behavioral habit: → Feature  
① Table manners: hand pilaf (the right hand)  
② Social etiquettes: Using the right hand to shake hands way of greeting (put ones hand together) sitting cross-legged  
• Transportation  
① Motor + tricycle: auto ② Train: ③ Rickshaw  
• Famous landmarks  
① Taj Mahal ② India Gate  
• Daily expression  
① Namaste (Hi)  
Area: 3,201,446 sq km



THANKS