YUNÉ · 云栖

Digitised Tangled Lotus Pattern Design

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YUNÉ

Elegance Rooted in Heritage

优雅，根植于传承

Project Overview

A digital reimagining of traditional Chinese culture

Project Title:

YUNÉ – Cultural Heritage Reimagined

Category:

Visual Identity, Branding, Cultural Communication
, Cultural Heritage, Traditional Pattern

Overview:

YUNÉ is a cultural design project focused on the digital reinterpretation of Chinese traditional patterns, particularly the Entwined Lotus. Rooted in the mission of intangible heritage communication, the project explores how ancient motifs, Chinese color systems, and seasonal philosophies can be translated into a modern brand language. Through a series of design interventions including scarf design, visual identity, app interface, and motion graphics, YUNÉ proposes a refined, narrative-driven aesthetic system for the global stage.

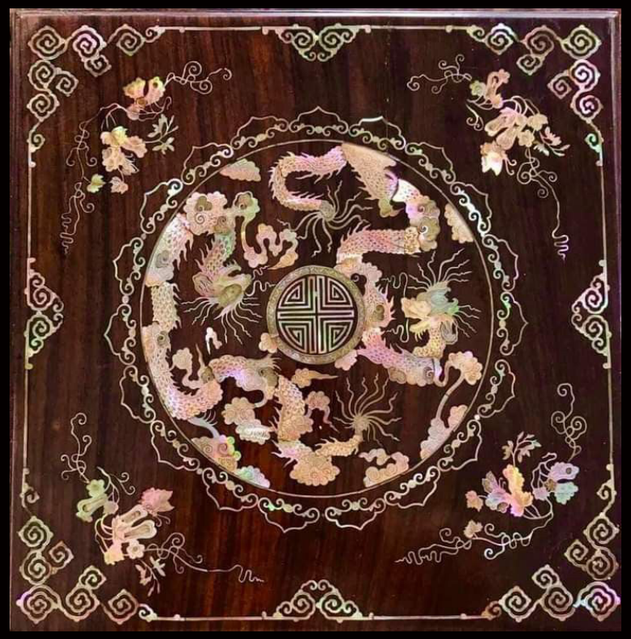
Cultural Research

From ornamental roots to symbolic color

This chapter explores the historical and visual foundations of the Entwined Lotus motif and its place within Chinese ornamental traditions. Originating from Tang and Song dynasty ceramics, the Entwined Lotus symbolizes continuous harmony and cyclical growth. It often appeared on blue-and-white porcelain, silk textiles, and imperial objects.

The project also investigates the Chinese traditional color system, using symbolic shades tied to nature and seasonal transitions. These colors were not only aesthetic but carried layered meanings across dynasties. By combining research on motifs, color philosophy, and cultural symbolism, YUNÉ develops a visual language rooted in heritage, yet ready for digital reinterpretation.

Visual references include museum archives, ancient patterns, porcelain collections, and textile samples—each serving as a bridge between past and present design logic.



云栖

YUNÉ

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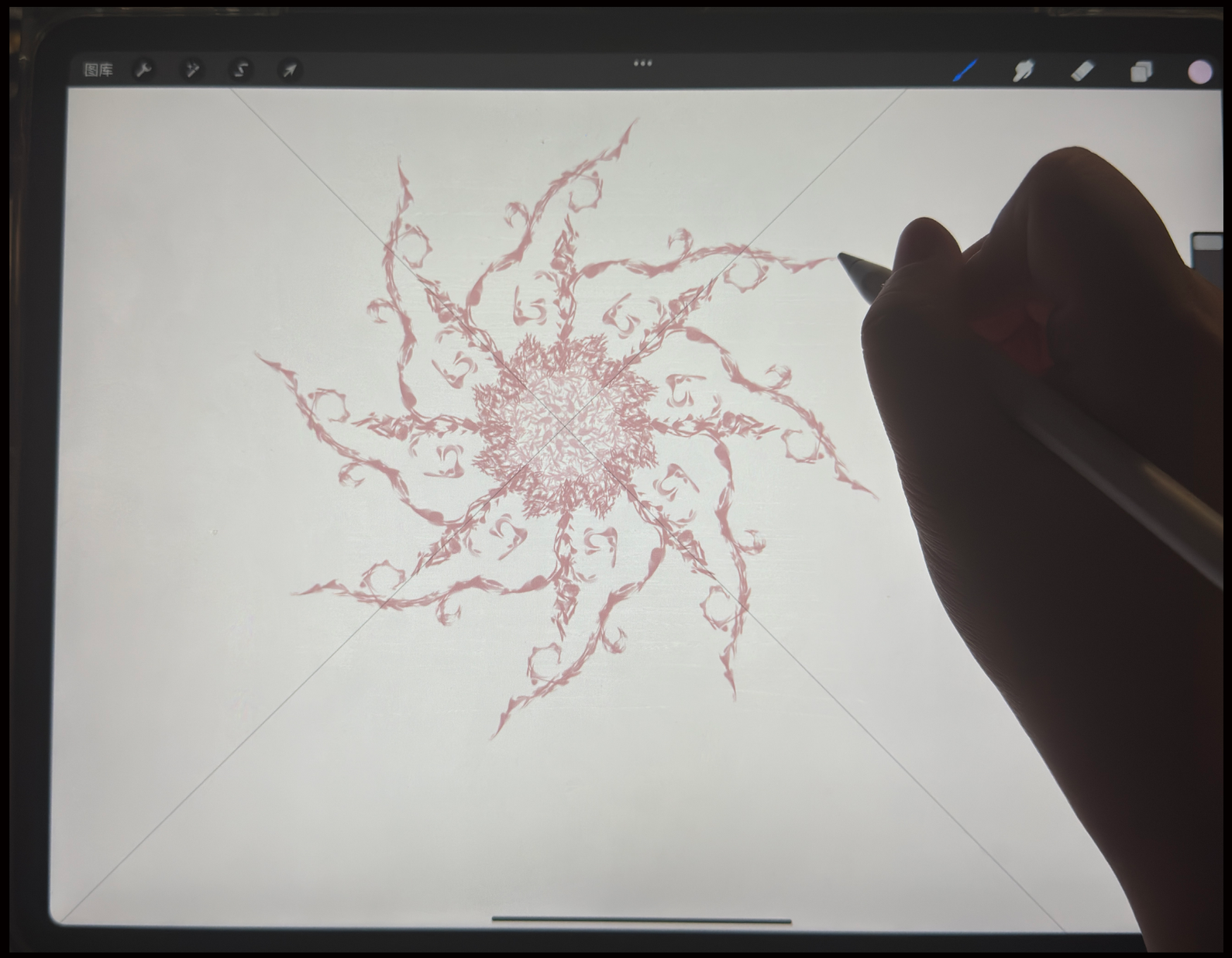
Final Outcome: Visual Identity System

The final outcome of this project is a complete cultural brand system rooted in traditional Chinese visual heritage. The Entwined Lotus motif was reinterpreted as a modular design element across multiple formats.

YUNÉ's visual identity includes a logo system, custom pattern graphics, a refined color palette based on traditional Chinese hues, and a typographic system that balances heritage and clarity. Each element supports the storytelling of seasonal rhythm, poetic aesthetics, and modern simplicity.

The deliverables include:
a scarf collection, an app interface, promotional posters, packaging, and motion-based brand visuals.



Brand Identity System

Logomark construction and color philosophy

The YUNÉ logomark combines a stylized lotus blossom with bilingual typography, reflecting the harmony of tradition and contemporary clarity. The Chinese characters 云栖 pair with the Latin serif YUNÉ to communicate both cultural roots and global accessibility.

The core color system features Ivory Yellowish White (#FBFBE3) and Black (#000000), chosen to evoke elegance, calm, and contrast. This restrained palette reinforces the brand's minimal, poetic tone while allowing the lotus motif to remain the visual focus.

YUNÉ

YUNÉ

BLACK
0000000

Ivory Yellowish White
FBFBE3

Interactive Pattern Variations

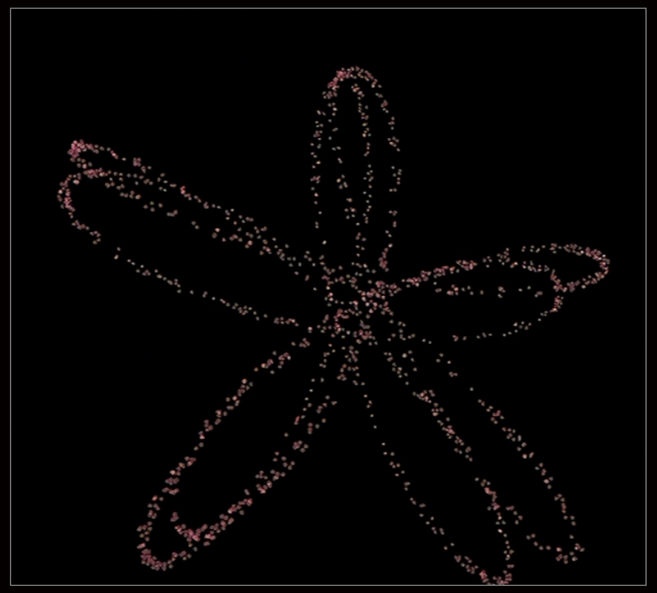
Generative transformations of the Entwined Lotus motif

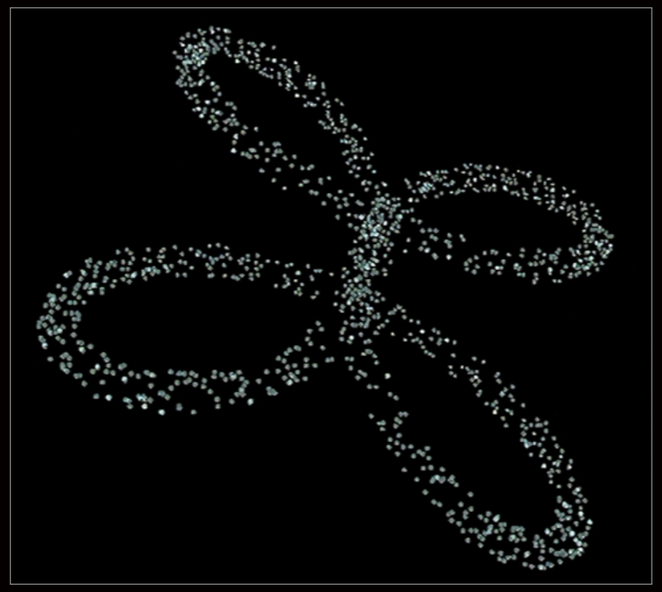
This visual series captures a selection of generative pattern variations derived from the traditional Entwined Lotus motif. Each form is created through particle-based animation logic, using angle, rotation, and density parameters to simulate movement, growth, and transformation.

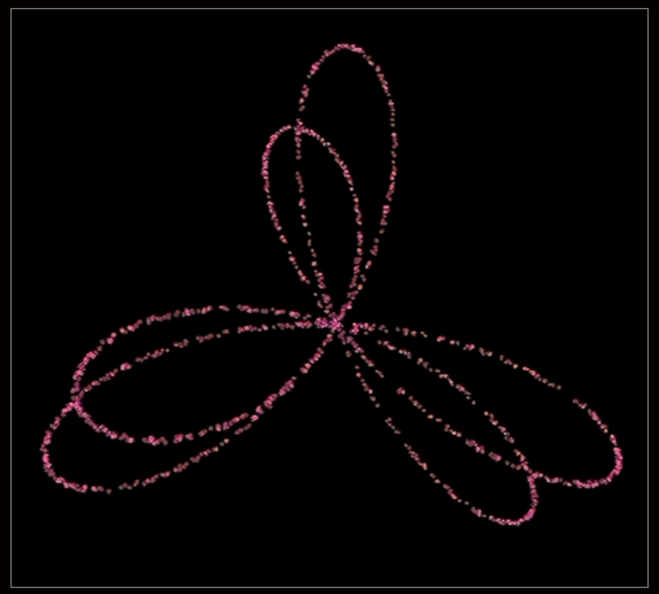
The dynamic system is designed to respond to user interaction, enabling viewers to experience the motif's evolution through time and input. By merging ancient symbolic geometry with contemporary generative design, the project presents heritage as a living, responsive form.

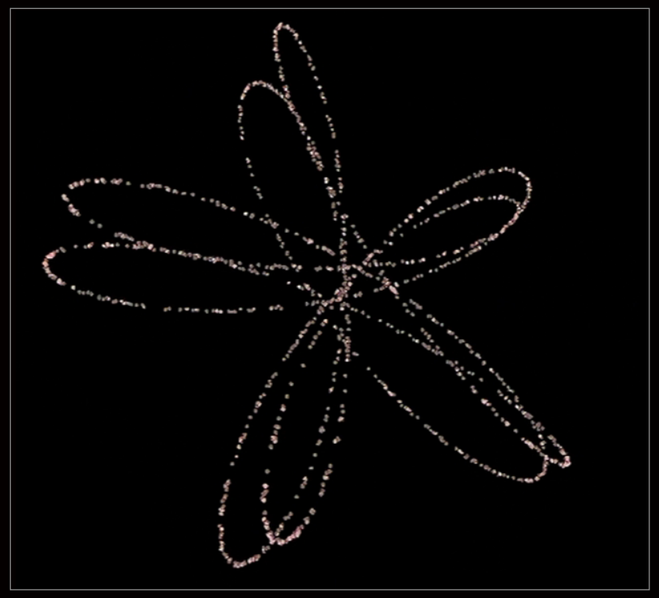
Link to watch the video

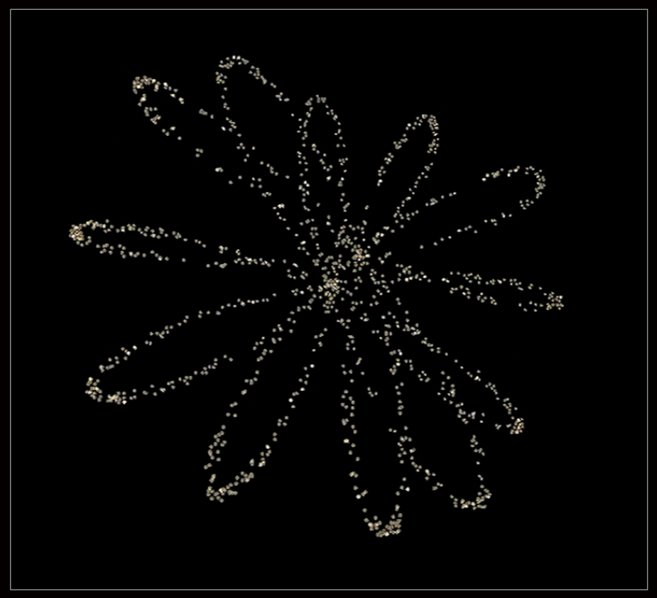
https://youtu.be/9MJN1mB63RA?si=PTywSG7ihe8qGD2s









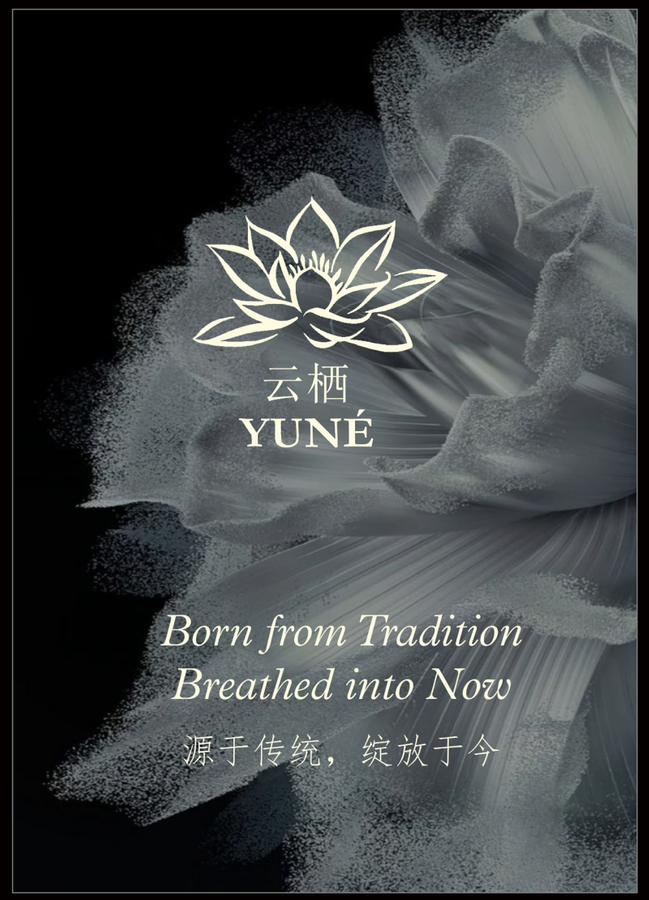


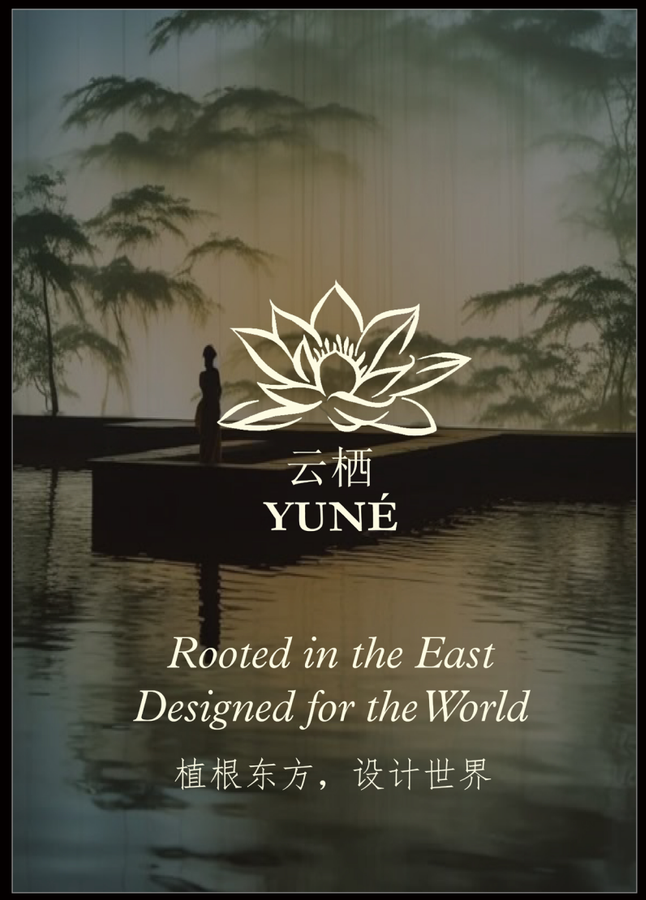
Brand Campaign Posters

Poetic visuals that speak the language of heritage

These campaign posters are designed to communicate YUNÉ's brand story through a fusion of poetic visuals and cultural depth. By combining minimalist typography, traditional Chinese symbolism, and serene imagery, each poster encapsulates a core brand message.

Bilingual taglines articulate the essence of YUNÉ: elegance rooted in heritage, tradition reimagined, and a global cultural narrative born from the East. The visuals invite viewers to reflect on timelessness, subtlety, and the beauty of continuity.



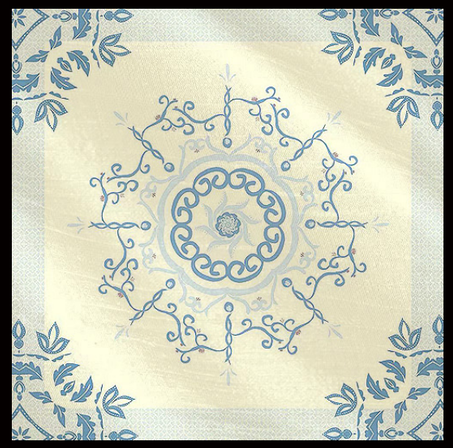


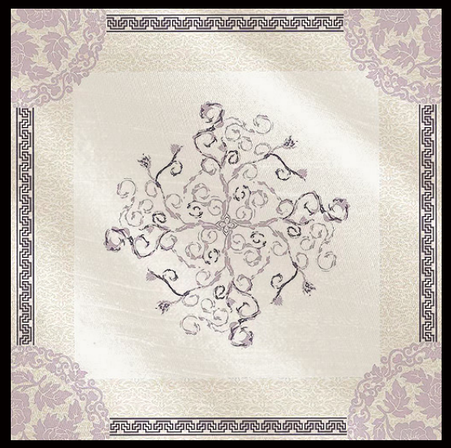
Scarf Collection

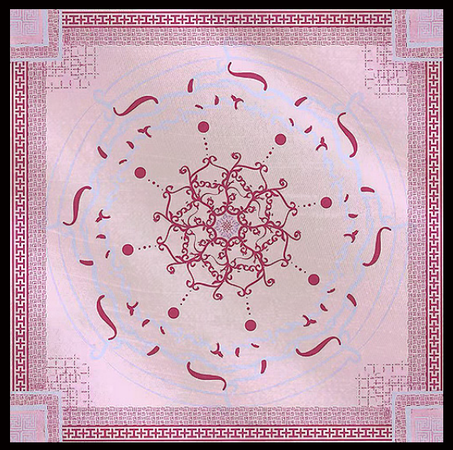
Heritage patterns transformed into wearable narratives

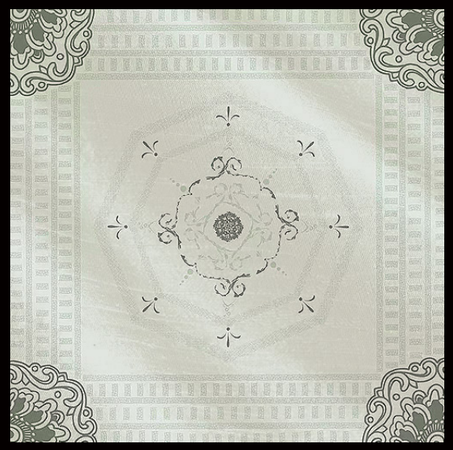
This scarf series reimagines the Entwined Lotus motif into symmetrical, seasonal compositions. Each design is rooted in traditional Chinese pattern structures while expressing a unique mood through color, rhythm, and geometry.

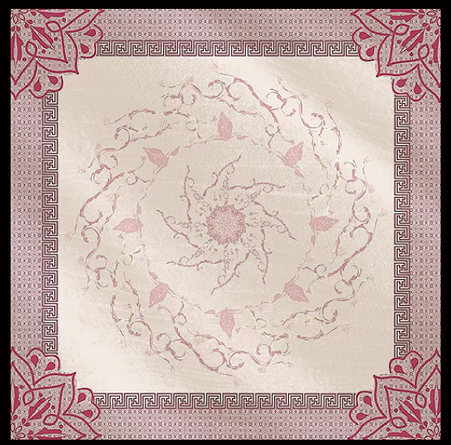
The palette references symbolic tones from ancient pigment traditions, creating a dialogue between culture and elegance. Designed for high-end textile printing, the series positions YUNÉ not just as a brand, but as a wearable embodiment of heritage.









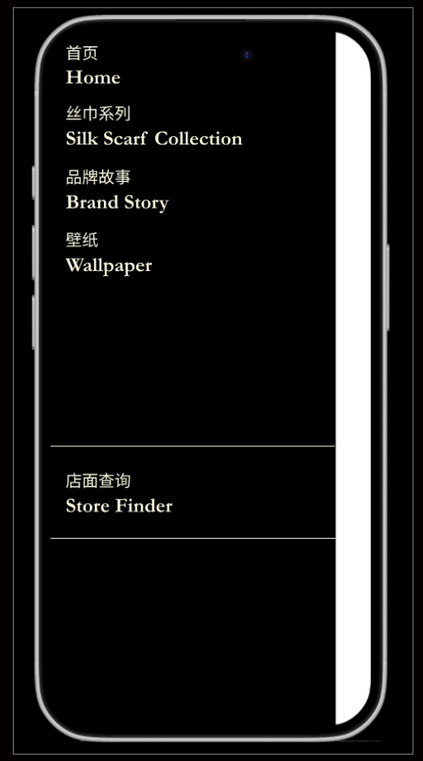


App Interface Design

Extending heritage into digital touchpoints

The YUNÉ app prototype transforms the brand's cultural narrative into a seamless digital experience. Users can browse scarf collections, explore pattern stories, download wallpapers, and read seasonal inspirations rooted in Chinese tradition.

The interface design adopts a minimalist layout paired with delicate color palettes and poetic typography. Bilingual navigation ensures accessibility for a global audience, while immersive imagery bridges heritage with modern interaction. This app offers a refined yet emotional way to connect with YUNÉ's philosophy—anytime, anywhere.



App Scanning Experience

Acknowledgements

I would like to express my sincere gratitude to David, our Programme Leader, for his continuous encouragement and trust throughout this project.

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