



01> BACKGROUND INFORMATION

背景信息

Fig. 03 Primary Research, Tian Yumeng, 2024.

PROBLEM IDENTIFICATION 问题发现

We acknowledge that technology and social media indeed provide us with a shortcut to accessing fresh and exciting content, but ultimately, these are mere illusions, and we must **return to reality**. Our cities and streets may not seem ideal compared to the virtual worlds technology offers, sometimes they may even appear boring or discouraging.

我们不得不承认，技术和社交媒体确实为我们提供了获取新鲜、令人兴奋事物的捷径，但这些终究只是一种幻觉，我们终将要**回到现实中**。我们的城市和街道可能与技术带给我们的虚拟世界相比可能并不理想，它有时甚至看起来很无聊或者令人沮丧。



Fig. 04 Primary Research, Tian Yumeng, 2024.

INSIGHT 洞察

For the **Gen Z** living in cities, faced with high societal pressures, their leisure time is often consumed by social media. While social media provides an **idealized** display of life, it can also make real life seem **dull**. The **challenge** for this generation is how to enjoy digital conveniences while maintaining a **genuine** perception and **appreciation** of the real world, as well as fostering their **curiosity** about it.

对于在城市生活的**Z世代**而言，面对高度的社会压力，他们的空闲时间都被社交媒体所占用。虽然社交媒体提供了一种**理想化**的生活展示，但它也可能让现实生活显得**平淡**。这一代年轻人面临的**挑战**是如何在享受数字便利的同时，保持对现实世界的**真实感知和欣赏**以及激发他们对真实世界的**好奇心**。



Fig. 05 Primary Research, Tian Yumeng, 2024.

“LOOK AT THE ORDINARY AND SEE THE EXTRAORDINARY.” 观察平凡，发现非凡。

SOLVE PROBLEM

解决问题

Introducing the Urban Connection Guide, which offers diverse and unique perspectives for re-observing the city. This is an ongoing project, and we invite you to explore your city with a more curious perspective, attempting to find more interesting connections between modern people and the city. Each issue focuses on a single theme, with the structure of the book divided into three parts: Discovery, Observation, and Change.

Besides, fun and interactivity are also important. At the end of each issue, there will be interactive installations designed based on the theme of the book, facilitating new connections between people and urban life.

Importantly, it's about fun and changing perspectives.

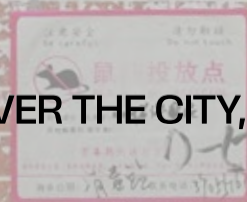
引入城市链接指南，为人们重新观察城市提供多样且独特的视角。这是一个持续进行中的项目，我们邀请您以更加好奇的视角探索您的城市，尝试发现现代人与城市之间更多有趣的联系。每一期都聚焦于一个单一主题，书籍的结构分为三个部分：发现、观察和变化。

除此之外，有趣和互动性也是重要的，在每一期书籍结束后，会有一些根据书籍主题出发的互动装置设计，使人们与城市生活重新产生新的链接。

重要是有趣，转变视角。

02> LOGO DESIGN & MANIFESTO

标志设计 & 宣言



Discover the city, feel the resonance.

The Synchronous Resonance: Urban Harmony Project (SYNC URBAN: FLÂNEUR PROJECT)" aims to redefine our relationship with the city. This project anthropomorphizes the city, inviting the audience to rediscover and observe the city's intrigue and value from a unique perspective through analogical methods, creating a connection with the city. Slow down, observe the details of the city, and resonate with it.

观察城市，感受同频。

“同频共振：城市共鸣计划 (SYNC URBAN: FLÂNEUR PROJECT)”旨在重新定义我们与城市的关系。这个项目将城市拟人化，邀请观众一起通过类比的方法，用独特的视角重新发现、观察城市的有趣和价值，与城市产生链接。慢下来，观察城市的细节，与它产生共鸣。

SYNCURBAN
SCUY → S((/ S((/
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03> PROMOTIONAL VIDEO 宣传视频

Fig. 07 Primary Research, Tian Yumeng, 2024.

PROMOTIONAL VIDEO 宣传视频

Promotional video as a dynamic tool to capture the attention of potential participants and spark interest. It can vividly convey the essence of the project and invite viewers to explore their urban environments in new ways. Additionally, as an introduction, video plays a transitional and promotional role by showcasing interesting phenomena on the streets accompanied by descriptive text, encouraging the audience to join the project and preparing them for the next phase.

视频作为一种动态工具来吸引潜在参与者的注意力并激发兴趣。它可以直观地传达项目的本质，并邀请观众以新的方式探索他们的城市环境。

另外，视频作为一个引入，起到过渡和宣传作用，通过展示街道上有趣的现象配上文案进行传达，鼓励受众加入该项目，并且为进入到下一个阶段做准备。



https://youtu.be/56Vv_jBbnQ

Fig. 08 Final Major Project Photography, Tian Yumeng, 2024.

PROMOTIONAL VIDEO 宣传视频

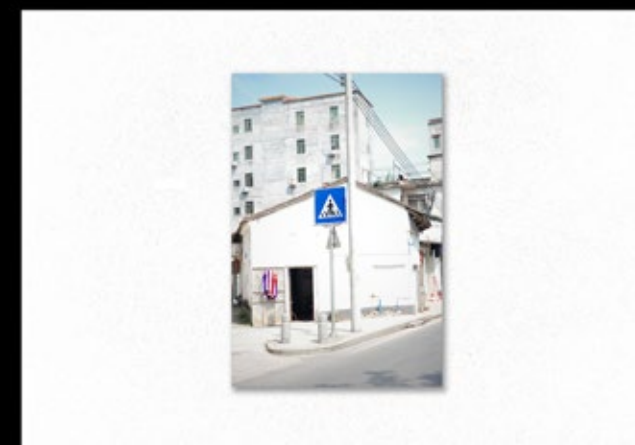
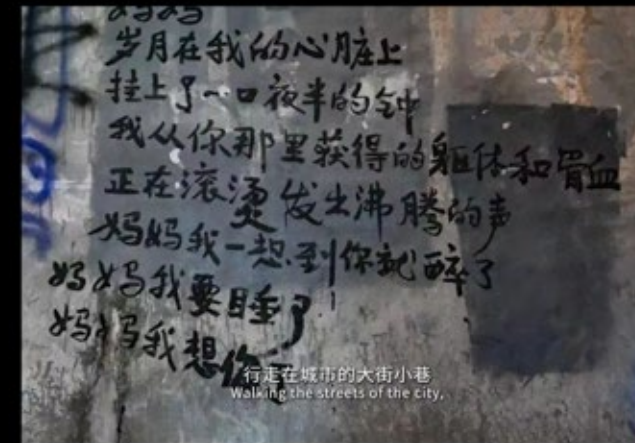


Fig. 09-20 Final Major Project Photography, Tian Yumeng, 2024.



04 > SERIES BOOK DESIGN
系列书籍设计

Fig. 21 Final Major Project Photography., Tian Yumeng, 2024.

04> URBAN CONNECTION GUIDE #1: BARRIER 城市链接指南 #1: 障碍



Fig. 22 Book Design Photography, Tian Yumeng, 2024.

URBAN CONNECTION GUIDE 城市链接指南 (书籍设计)

Welcome to the first issue of "SyncUrban: Flâneur Project " titled "Barrier." This is an ongoing project, and we invite you to explore your city with a more curious perspective, attempting to find more interesting connections between modern people and the city.

Each issue focuses on a single theme, with the structure of the book divided into three parts: Discovery, Observation, and change.

欢迎阅读同频共振: 城市共鸣计划”的首期, 题为“障碍”。这是一个持续进行的项目, 我们邀请您以更加好奇的视角探索您的城市, 尝试发现现代人与城市之间更多有趣的联系。

每一期都聚焦于一个单一主题, 书籍的结构分为三个部分: 发现、观察和变化。



Fig. 23 Book Design Photography, Tian Yumeng, 2024.



Fig. 24 Book Design Photography, Tian Yumeng, 2024.



Fig. 25 Book Design Photography, Tian Yumeng, 2024.

The first issue of the series focuses on barriers.

系列书籍第一期聚焦在路障。

The paradox of the barricade: its whole point is to be seen, but no one really looks at it. We read the warning at a glance: Danger. It does all it can to arrest our attention, yet we simply step to the side and move on.

路障的悖论在于它的意义在于被看见,但实际上没人真正仔细观察它。我们一瞥即知的警告是:危险。它尽其所能地吸引我们的注意,然而我们只是简单地绕道而行,继续前进。

Interestingly, people sometimes use barriers as temporary resting places. These zones serve not only as physical buffers but also as psychological and physiological ones for modern individuals, preserving more possibilities for people.

更有意思的是,人们有时会把路障当做短暂的休憩之地,这种地带不仅是物理空间上的缓冲,也是现代人心理和生理上的缓冲,为人们留存了更多的可能性。

What does the past, present, and future of barriers look like? What form do they take in the city? What role do they play in the lives of modern urban dwellers? How can we shift our perspective to view them differently? Answers to these questions are provided in the first volume of the book.

那么路障的历史、现在、未来都会是什么样子的?在城市上它又是什么形态?对于现代城市生活的人起到什么作用?我们怎么转变视角去看待它?在第一册书里给出了答案。

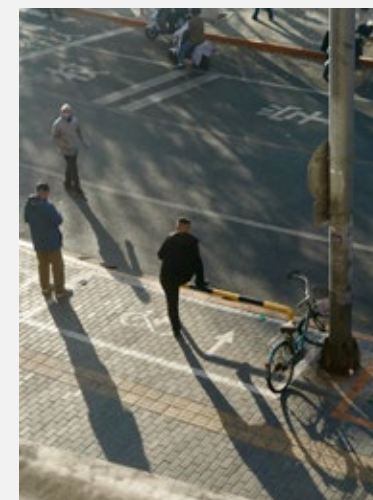
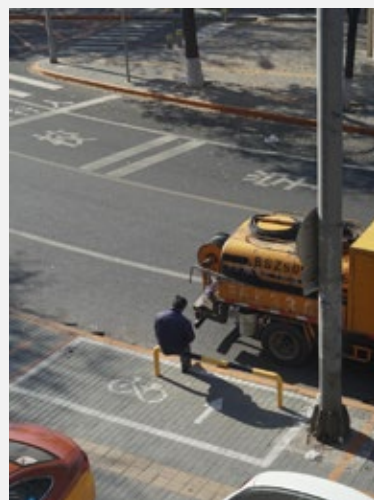


Fig. 26-28 Primary Research, Tian Yumeng, 2024.

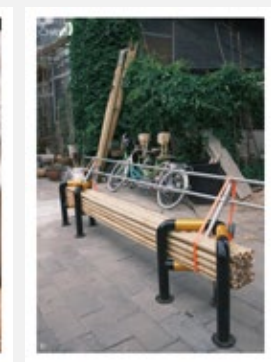
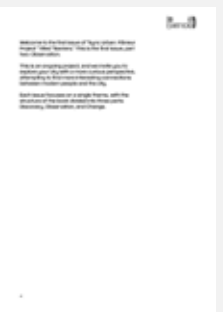
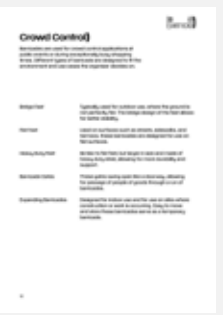
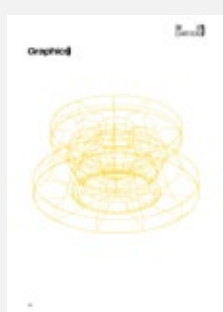
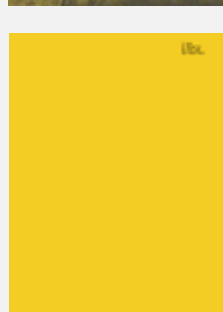
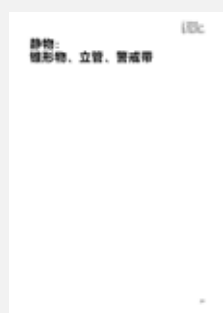
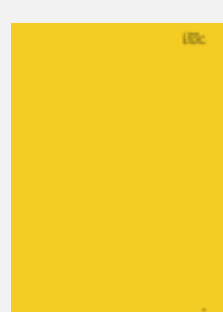
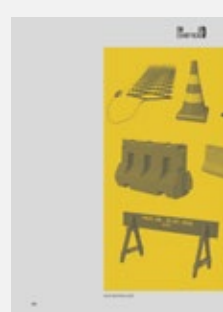
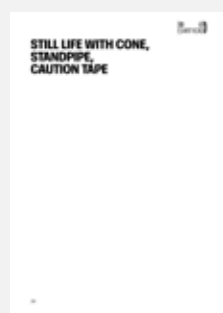
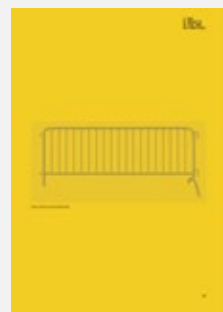
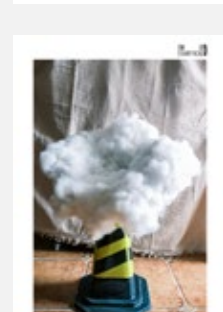
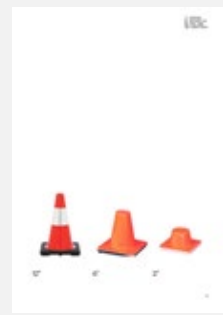
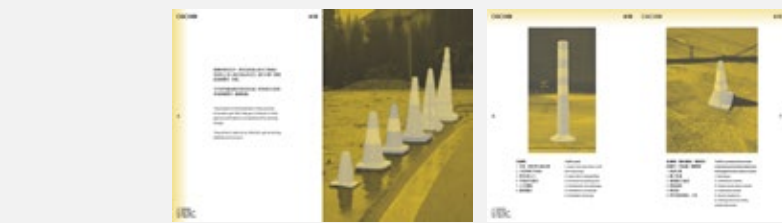




Fig. 29 Book Design Photography, Tian Yumeng, 2024.



Fig. 30 Book Design Photography, Tian Yumeng, 2024.



Fig. 31-37 Book Design Photography, Tian Yumeng, 2024.

04> BARRIER 2.0 障碍 2.0



Fig. 39 Barrier 2.0 Photography, Tian Yumeng, 2024.

BARRIER 2.0 障碍 2.0

Barriers as metaphors for life's obstacles. The three years of the pandemic seemed like years filled with continuous obstacles, much like the roadblocks people encounter daily on the streets. Although they can be disheartening, we still need to reconcile with them. To make peace with these three years, I specifically created two barrier chairs as gifts for everyone who faced hurdles during these times. Sit down and have a good talk with them.

路障类比人生障碍。疫情的三年似乎是障碍不断的几年，这就好像人们每天在马路上遇到的路障，虽然让人消沉但我们仍要与它和解。为了和这三年和解，特意做了两道障碍座椅，送给这些年每个遇到阻碍的人。坐下来，和它们好好聊聊。



Fig. 40 Barrier 2.0 Photography, Tian Yumeng, 2024.



Fig. 41 Barrier 2.0 Photography, Tian Yumeng, 2024.

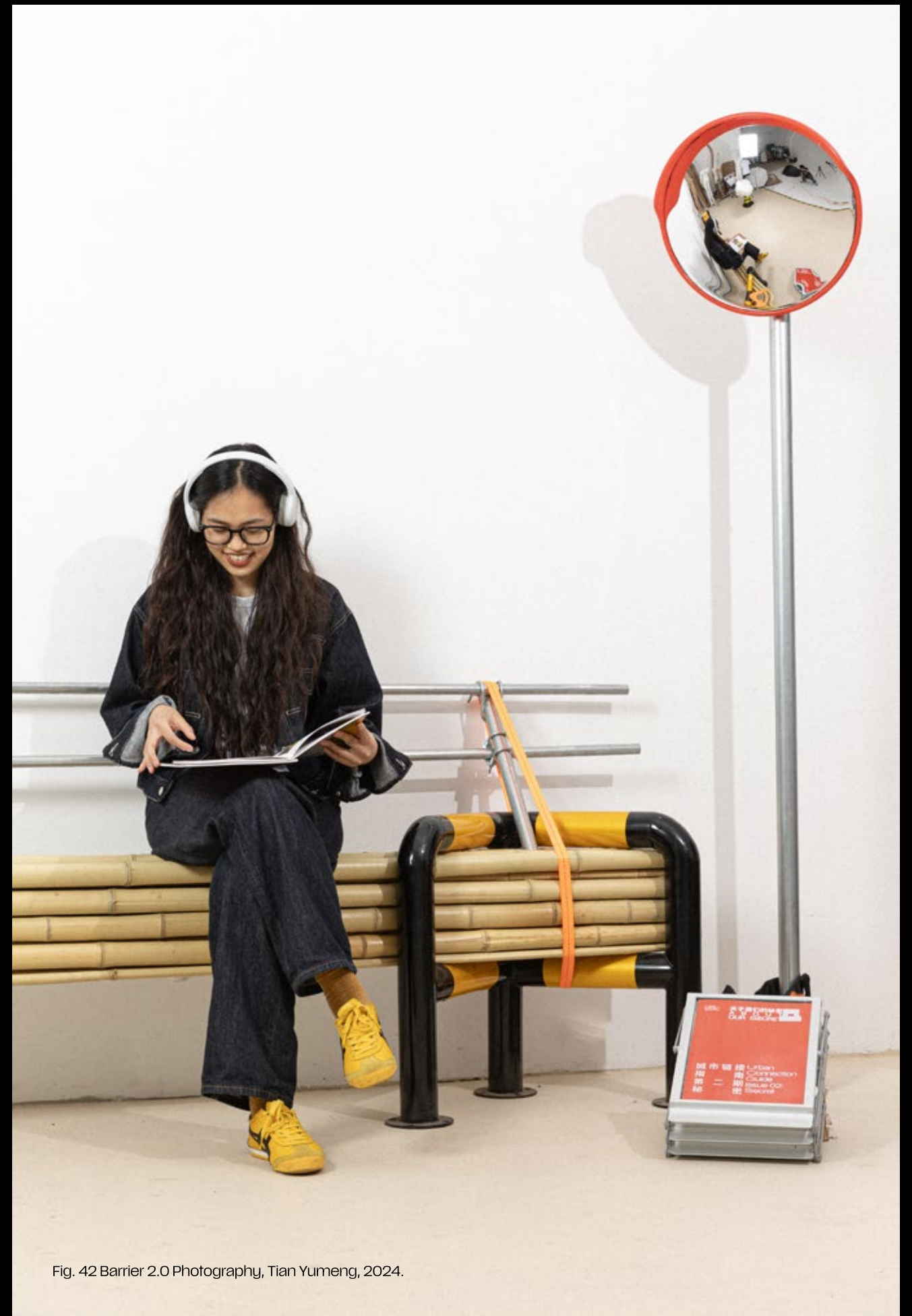


Fig. 42 Barrier 2.0 Photography, Tian Yumeng, 2024.



Fig. 43 Barrier 2.0 Photography, Tian Yumeng, 2024.



Fig. 44 Barrier 2.0 Photography, Tian Yumeng, 2024.



04> URBAN CONNECTION GUIDE #2: SECRET

城市链接指南 #2: 秘密

Fig. 46 Book Design Photography, Tian Yumeng, 2024.

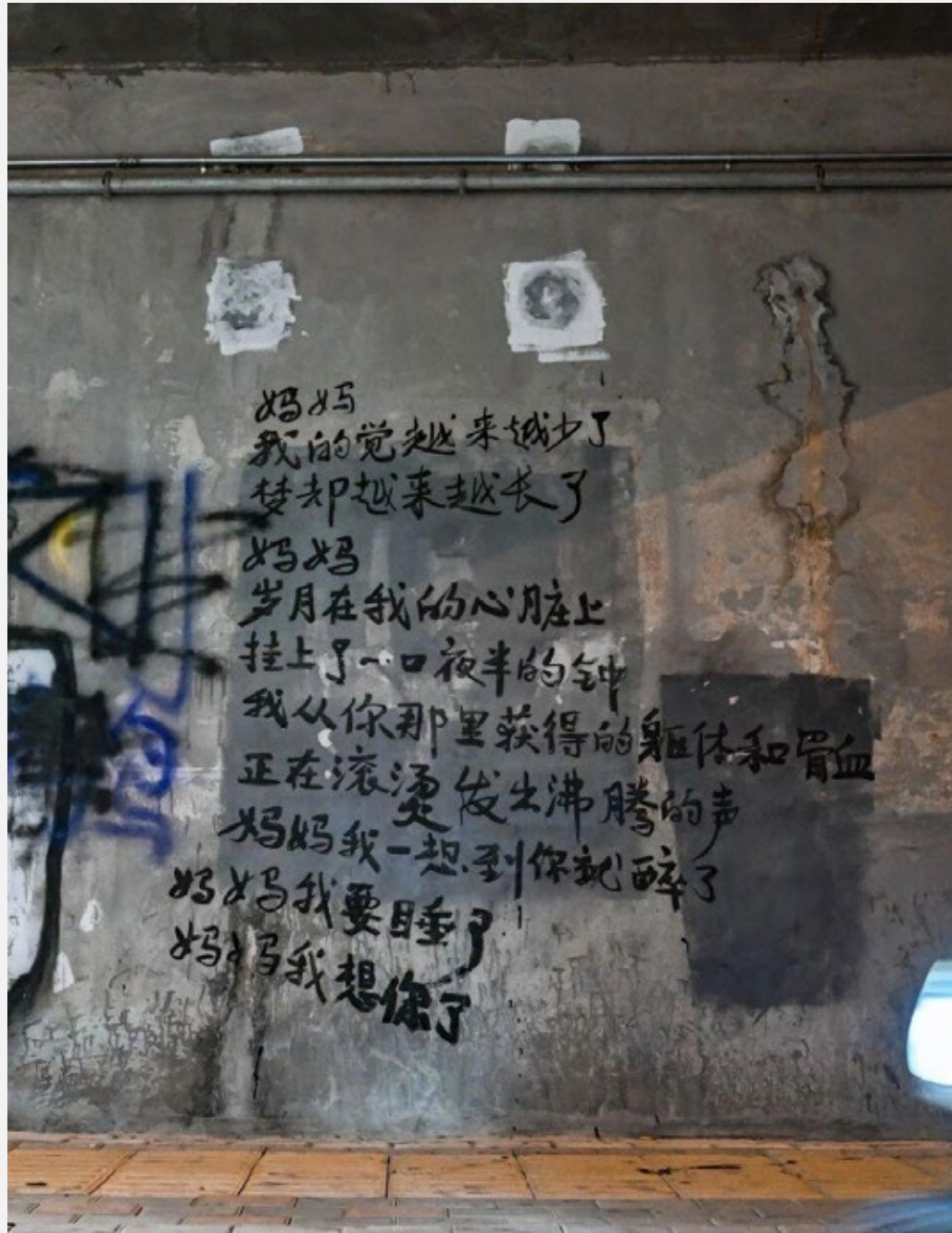


Fig. 47 Primary Research, Tian Yumeng, 2024.



Fig. 48 Secondary research, Tian Yumeng, 2024.

Many people write their secrets on the walls of the city, using walls as a means to express their emotions. The wall serves not only as a barrier dividing physical spaces, but also as a medium of communication between people and the city. However, in every city, there are people engaged in graffiti removal, which means that many of the "spaces for communication" between people and the city will soon disappear.

很多人在城市的墙上写下自己的秘密，人们把墙作为表达自己情绪的方式，墙不仅仅是在是阻隔物理空间的作用，它是人与城市的交流媒介和沟通方式。但是每个城市都有人在做着涂鸦清除的工作，也就是说，在不久的将来，很多人 与城市“交流的空间”也会消失。

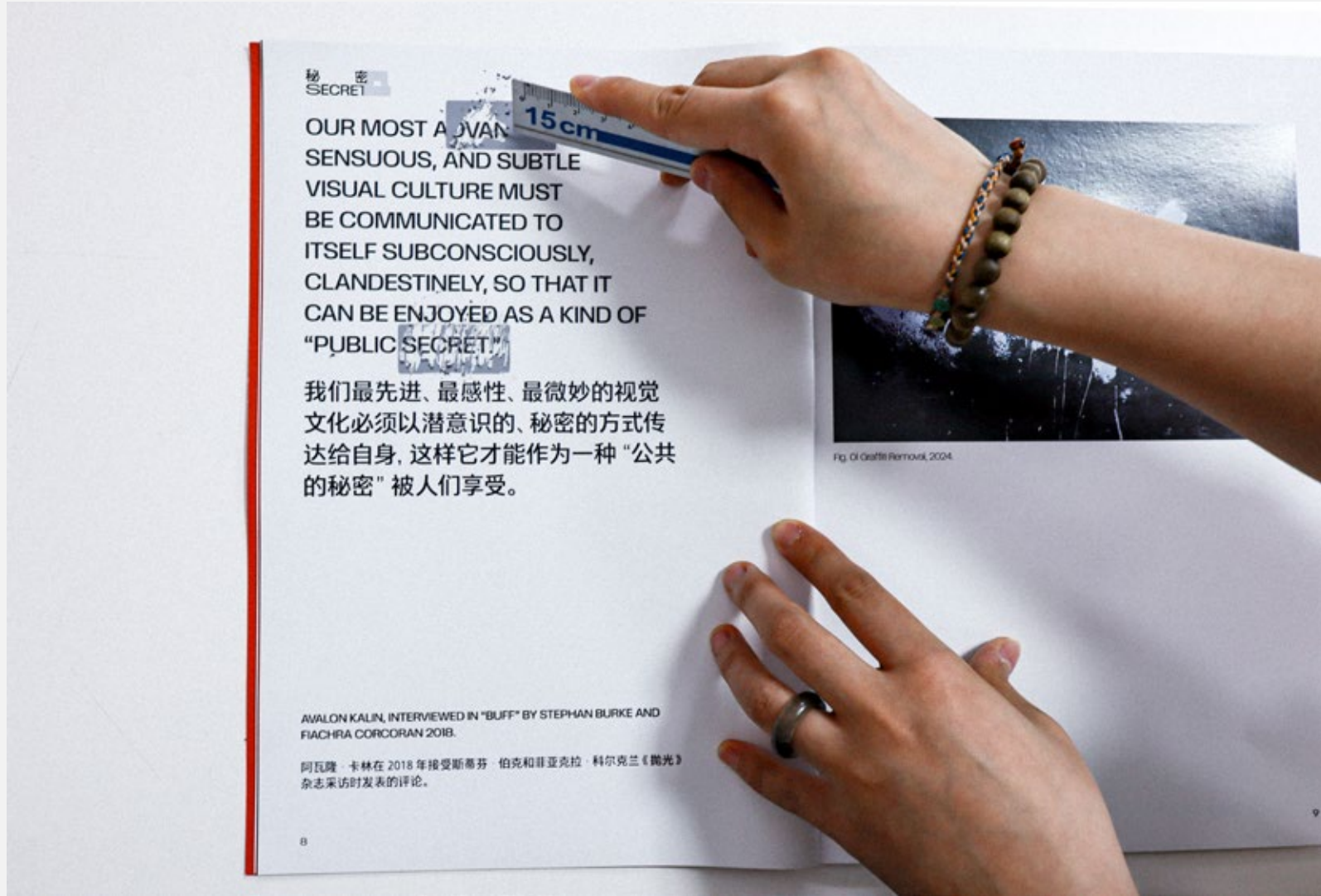


Fig. 01 Graffiti Removal, 2024.



Fig. 01 Graffiti Removal, 2024.



Fig. 50-51 Book Design Photography, Tian Yumeng, 2024.



Fig. 52-53 Book Design Photography, Tian Yumeng, 2024.

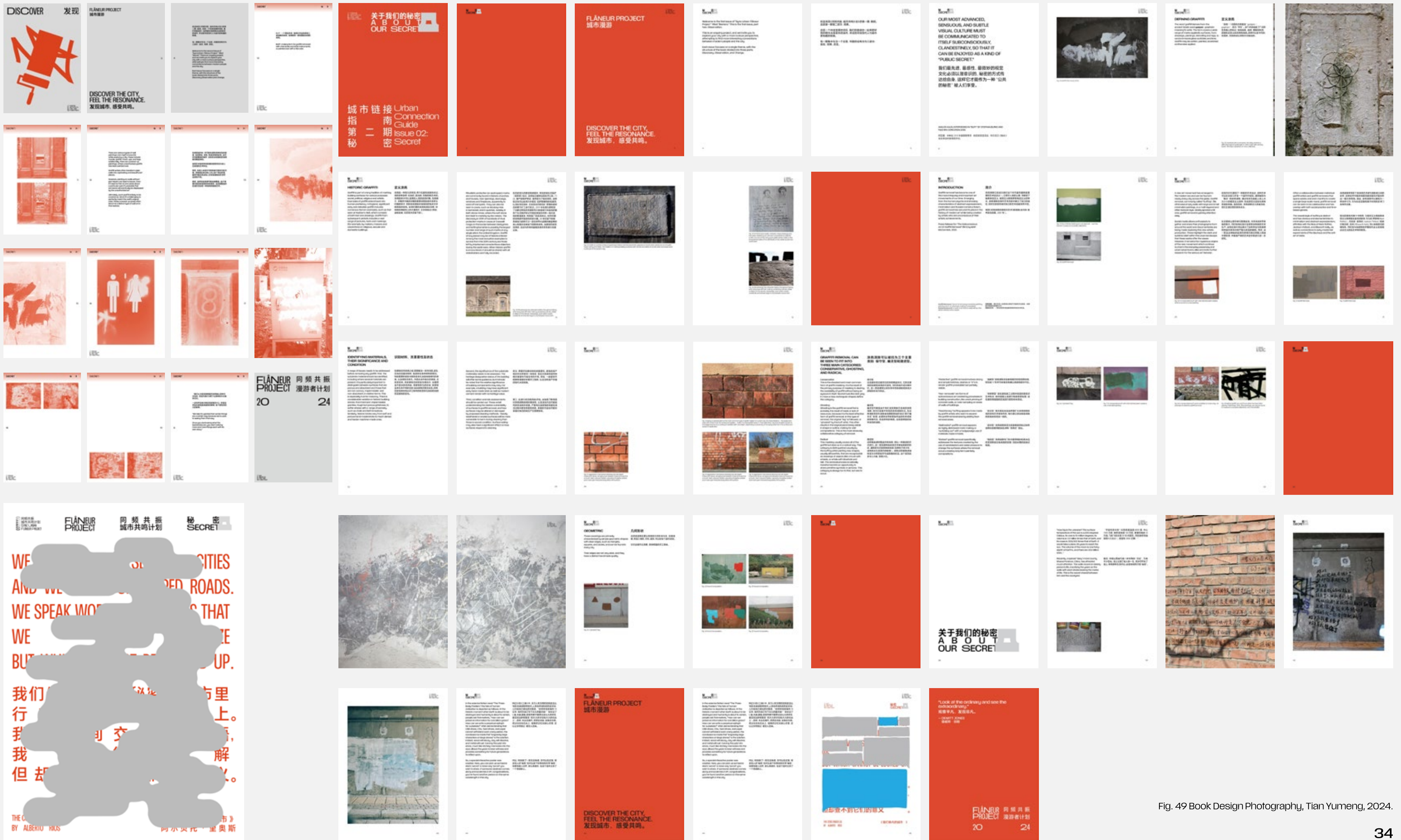


Fig. 49 Book Design Photography, Tian Yumeng, 2024.

So, a special interactive poster was created. Here, you can pick up someone else's 'secret' or leave any 'secret' you wish to share. If someone destined comes along and scratches it off, congratulations, you've found another person on the same wavelength in this city.

所以，我们制作了一个特别的互动海报。在这里，你可以捡起别人的“秘密”，或者留下你想分享的任何“秘密”。如果命中注定的人来到这里并将其刮掉，恭喜你，在这座城市中找到了与你同频的另一个人。



Fig. 56 Poster Design, Tian Yumeng, 2024.

05> POSTERS DESIGN 海报设计

Fig. 57 FMP Photography, Tian Yumeng, 2024.



06> BOOKMARK 书签设计

Fig. 57 FMP Photography, Tian Yumeng, 2024.

BOOKMARK DESIGN 书签设计

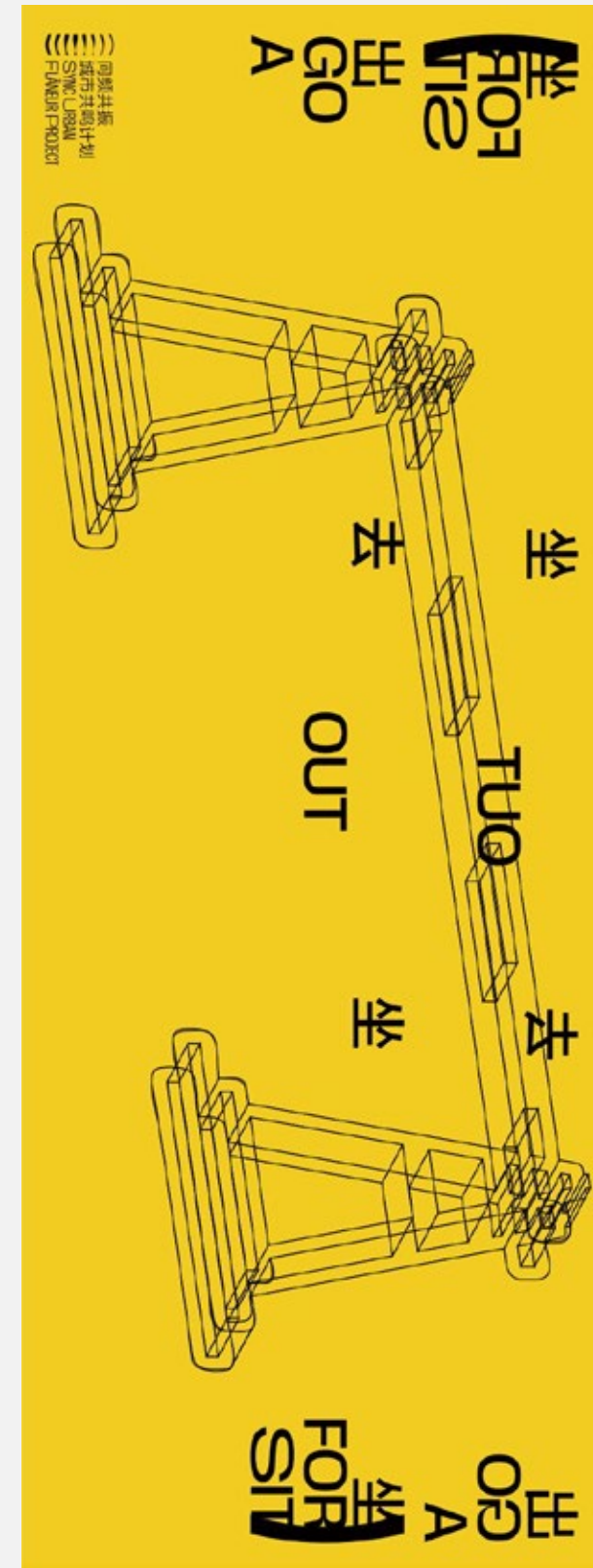
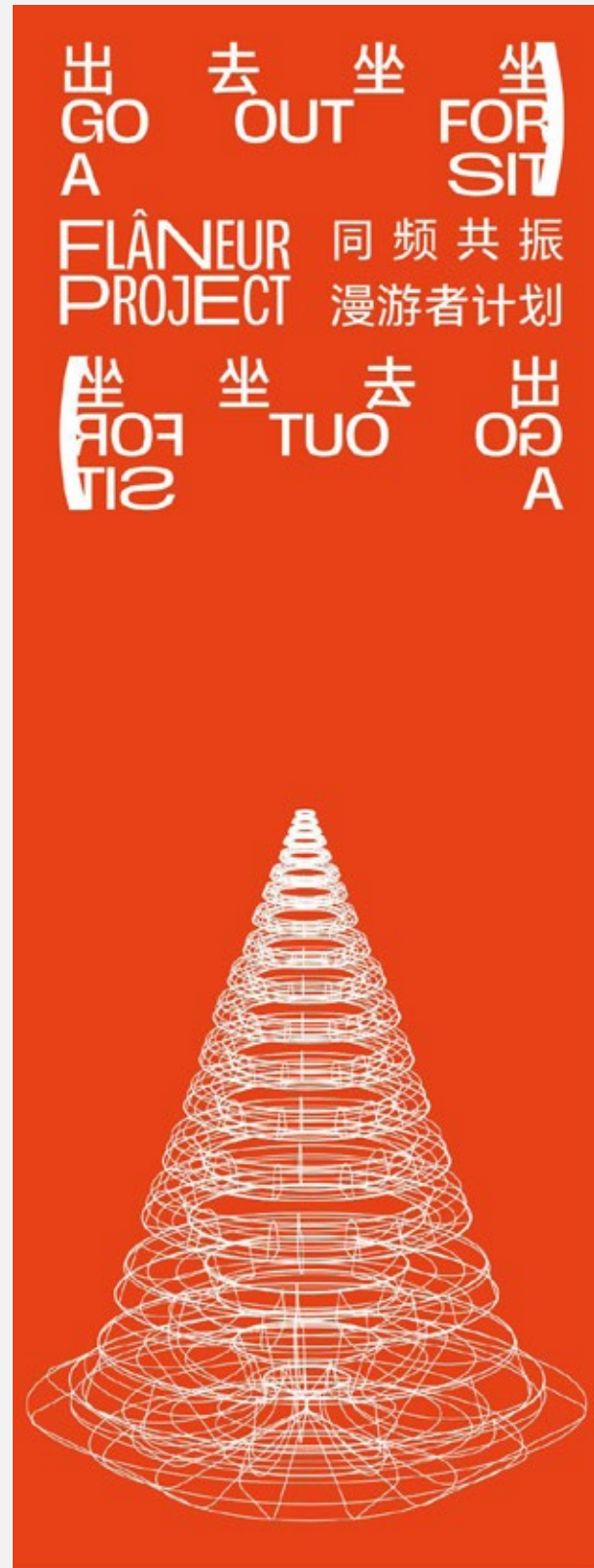


Fig. 58-60 FMP Photography, Tian Yumeng, 2024.

那样看待它们。

它自己的故事。



困难的是我们无法改变周围的一切。但我们可以改变看待事物的方式。

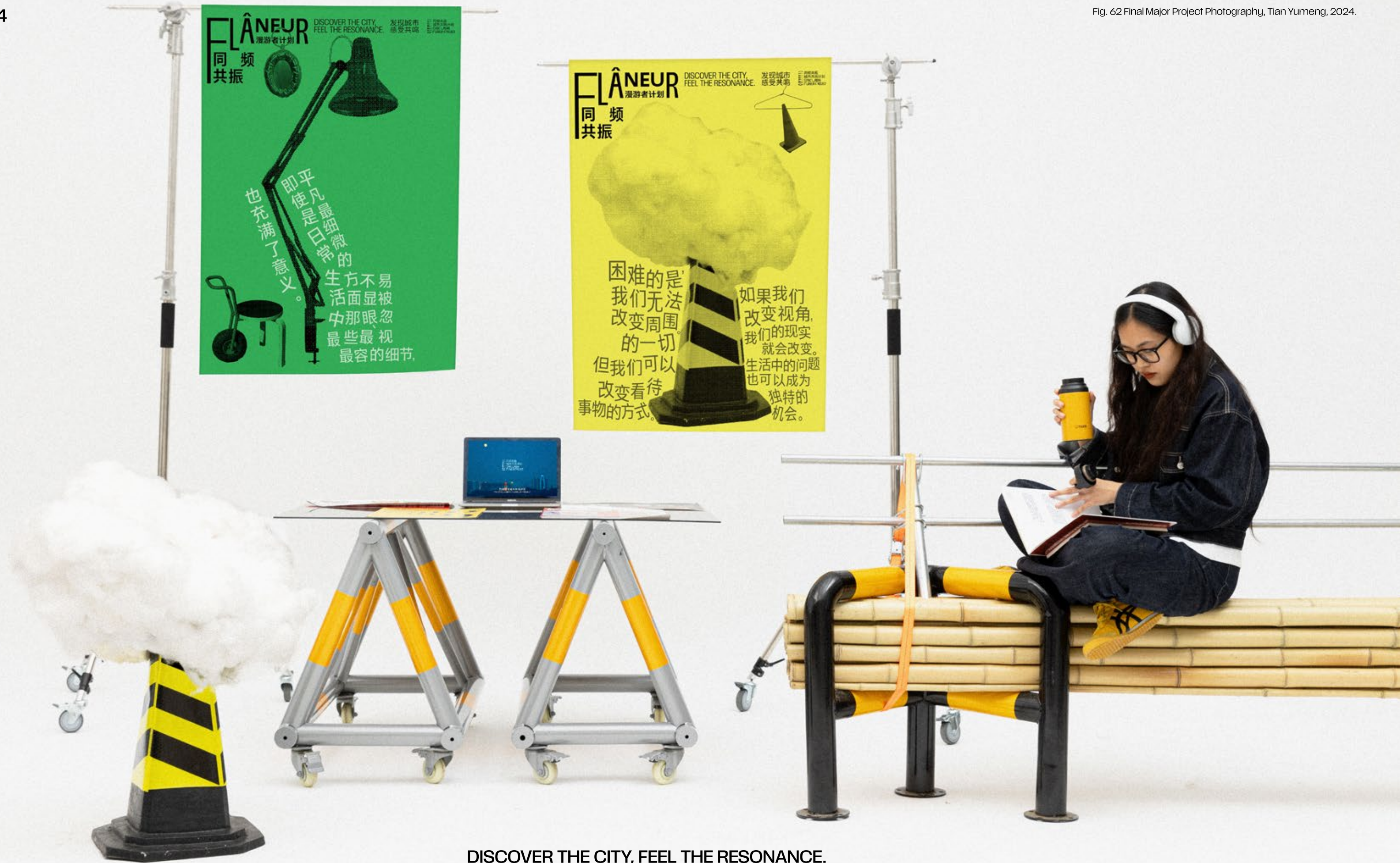
如果我们改变视角，我们的现实就会改变。生活中的问题也可以成为独特的机会。

06> PHOTOGRAPHY

拍摄



Fig. 61 FMP Photography, Tian Yumeng, 2024.



FLÂNEUR
漫游者计划
同频共振
DISCOVER THE CITY. FEEL THE RESONANCE. 发现城市 感受共鸣

即使是最细微的
平凡最日常的生活
也充满了意义。
不易被忽视
生活中那些最
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DISCOVER THE CITY, FEEL THE RESONANCE.



Fig. 63 Final Major Project Photography, Tian Yumeng, 2024.



Fig. 64 Final Major Project Photography, Tian Yumeng, 2024.

Fig. 66 Final Major Project Photography, Tian Yumeng, 2024.



07> GRADUATION SHOW 毕业展览



Fig. 67 Graduation Show, Tian Yumeng, 2024.



Fig. 68 Graduation Show, Tian Yumeng, 2024.



Fig. 69 Graduation Show, Tian Yumeng, 2024.



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如果我们
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生活中的问题
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我们认为
有些事情
本该是
某种方式
仅仅因为
我们习惯了

一旦
你开始询问这些
背后的故事,
你就会开始
注意到越来越多的
事物,
每个都有
它自己的故事。

那样
看待它们

即使是日常
也充满了意义。

平凡最细微的
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REFERENCES

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Fig. 02 Final Major Project Photography, Tian Yumeng, 2024.
Fig. 03 Primary Research, Tian Yumeng, 2024.
Fig. 04 Primary Research, Tian Yumeng, 2024.
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Fig. 54 Poster Design, Tian Yumeng, 2024.
Fig. 55 Secondary research, Tian Yumeng, 2024.
Fig. 56 Poster Design, Tian Yumeng, 2024.

Fig. 57 FMP Photography, Tian Yumeng, 2024.
Fig. 58-60 FMP Photography, Tian Yumeng, 2024.
Fig. 61 FMP Photography, Tian Yumeng, 2024. Fig. 62 Final Major Project Photography, Tian Yumeng, 2024.
Fig. 63 Final Major Project Photography, Tian Yumeng, 2024.
Fig. 64 Final Major Project Photography, Tian Yumeng, 2024.
Fig. 65 Final Major Project Photography, Tian Yumeng, 2024.
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Fig. 70 Graduation Show, Tian Yumeng, 2024.
Fig. 71 Graduation Show, Tian Yumeng, 2024

FLÂNEUR

漫游者计划

同频
共振

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发现城市
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同频共振
城市共鸣计划
SYNC URBAN
FLÂNEUR PROJECT