





We
Can fly
Just believe
and jump

we are A Huge Fiery Comet, and make interesting projects, make amazing work of art, make glorious and fantastic inspirations. break rules. leave the world more interesting for all. Make good work.

we have an idea of what we want to make, we want to Make Good Brands, we want to inspire. something that worked for us was imagining that where we wanted to be – a designer, photographer, producer, artist, prop-master. we are making stuff that matters and supporting ourselves through our works – a mountain.





TARGET AUDIENCE

target market is men between the ages of 25-40 who are both affluent and individuals with high spending power. A desire to maintain the belief that their unique style is inherent within themselves.



end-to-end bespoke collaboration with our partners, from conception to completion, A Huge Fiery Comet offer a comprehensive service covering everything from design and branding, right through to the end product in store retail promotions and events.

people who know what they are doing know the rules and know what is possible and impossible. we do not. the rules on what is possible and impossible in the arts were made by people who had not tested the bounds of the possible by going beyond them. and we can. if you don't know it's impossible it's easier to do. and because nobody's done it before, they haven't made up rules to stop anyone doing that again, yet.

we have an idea of what we want to make, we want to make good work, we want to inspire.

something that worked for us was imagining that where we wanted to be – a designer, a photographer, make-up artist, an artist, a producer. we are making stuff that matters and supporting ourselves through our works – a mountain. a distant mountain. our goal. our unshakable conviction that we are getting away with something, and that any moment now they will discover you. whatever discipline we are in, we have one thing that's unique. the ability to make good work, the ability to know what our clients want and make it work for them.



amazing, they are just
amazing! bigger and better
things for them to come



david leung

World renowned designer;
New Wan-Director of Fashion Design
First Chinese Designer for Versace
Professor at Top Design Schools

LOWE

NESSIE

best group of people, fun
and full of energy, get things
done. Excellent!



lowe

Composer, musician, artist

LINK·HAUS

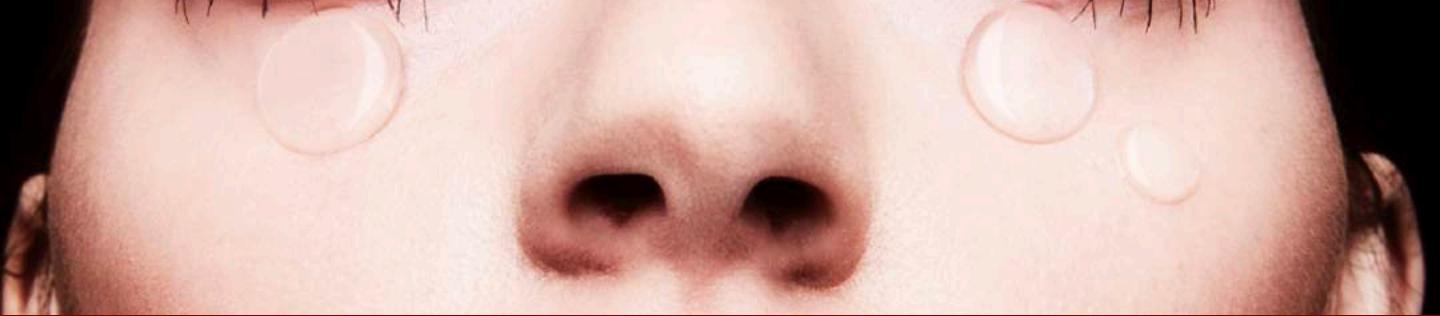
was able to marry mc escher
and architecture to give us a
beautiful logo:



王勇

世界著名艺术家，十大紫荆花创始人。
品味设计提倡者。





I know thy works

that thou art neither cold nor hot:
I would thou wert cold or hot.



Nordic
Commerce
Association



HASHOPRO derma7
derma7
ADEMCO

dolerite
PRIVEE
BRIDE

BELLE + TULLE
BRIDAL



CAPITALE
del mestre



StarMedia
INTERNATIONAL

Cookie
CREAM

unicomm



IMMIGRATION
ATTORNEY

LINK-HAUS

YASU



INFINITE
TECHNOLOGY

URBAN
DISTRICT

Cafe



LINK-HAUS

idORU

PMW



9 galaxy

CLARKE
MEDICAL
GROUP

clarke



IMH

INSUREHUB

AMALA



purplegram

national
day
parade
committee

THE
BALE



Medika

SKYLINE

SMSL



easy
shopping

purplegram

SPRIG



anambas
resort

proxy

brainworks



LG CorpServ

PRICE
POINT

lambanomous



JOURNEY
MARITIME
SILK ROAD

CHARMU

z



WIFI & CO

IRIDIUM

海草购



women
in tech

LOWE

EMIT



SlowJam

20
CELEBRATION

20
CELEBRATION



STUDIO25

20
CELEBRATION

20
CELEBRATION



luxe pur

meldor

RULES VISION



lucky

OSKIN

20
CELEBRATION



YIWIES

YANFO
UNO

YANFO
UNO



ThinkPad

MP
CELEBRATION

Leather
Friseur



SYNTech

SYNTech

SYNTech



Amway

achette

CONRAD

Melia Hoteles

嘉会

MERGER-LINK

BIG ROOSTER

Amway

achette

CONRAD

Melia Hoteles

嘉会

MERGER-LINK

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Melia Hoteles

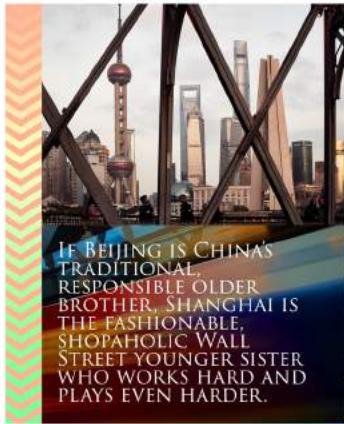


虹桥海外华商会进博及贸易促进中心

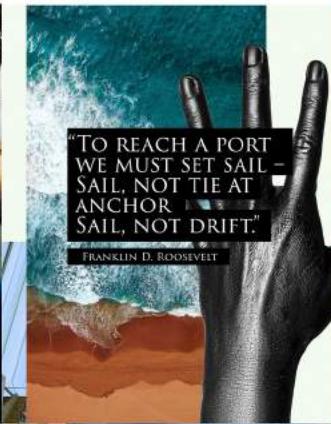
HONGQIAO OVERSEAS CHINESE BUSINESS ASSOCIATION
EXPO AND TRADE PROMOTION CENTER





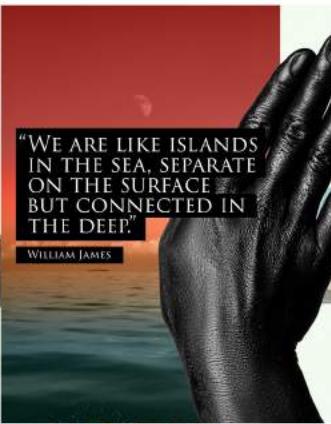


IF BEIJING IS CHINA'S TRADITIONAL, RESPONSIBLE OLDER BROTHER, SHANGHAI IS THE FASHIONABLE, SHOPAHOLIC WALL STREET YOUNGER SISTER WHO WORKS HARD AND PLAYS EVEN HARDER.



"TO REACH A PORT WE MUST SET SAIL - SAIL, NOT TIE AT ANCHOR SAIL, NOT DRIFT."

FRANKLIN D. ROOSEVELT



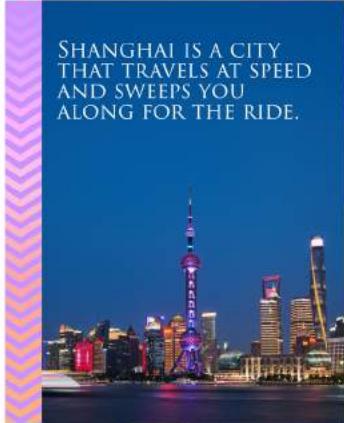
"WE ARE LIKE ISLANDS IN THE SEA, SEPARATE ON THE SURFACE BUT CONNECTED IN THE DEEP."

WILLIAM JAMES



"THE HEART OF MAN IS VERY MUCH LIKE THE SEA, IT HAS ITS STORMS, IT HAS ITS TIDES AND IN ITS DEPTHS IT HAS ITS PEARLS TOO"

VINCENT VAN GOGH

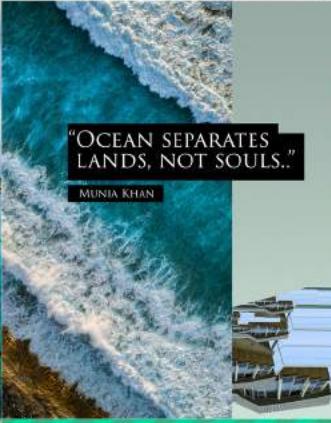


SHANGHAI IS A CITY THAT TRAVELS AT SPEED AND SWEEPS YOU ALONG FOR THE RIDE.



"THE SEA, THE SEA, THE SEA. IT ROLLED AND ROLLED AND CALLED TO ME. COME IN, IT SAID, COME IN."

SHARON CREECH, THE WANDERER



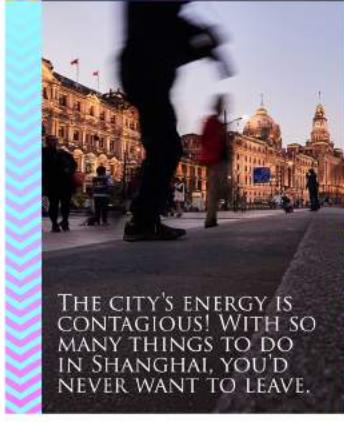
"OCEAN SEPARATES LANDS, NOT SOULS.."

MUNIA KHAN

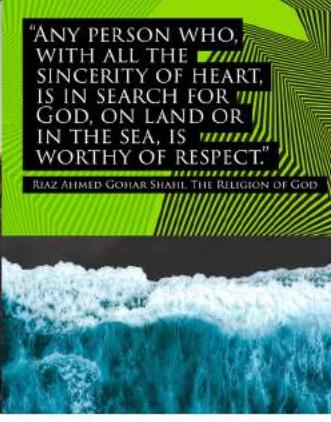


"LIFE IS A SEA OF VIBRANT COLOR. JUMP IN."

A.D. POSEY

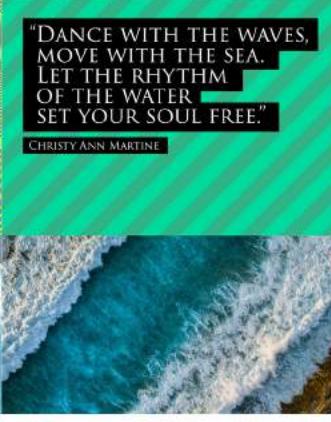


THE CITY'S ENERGY IS CONTAGIOUS! WITH SO MANY THINGS TO DO IN SHANGHAI, YOU'D NEVER WANT TO LEAVE.



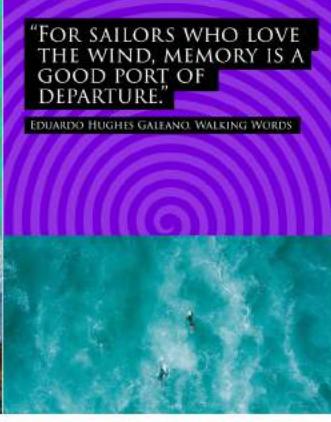
"ANY PERSON WHO, WITH ALL THE SINCERITY OF HEART, IS IN SEARCH FOR GOD, ON LAND OR IN THE SEA, IS WORTHY OF RESPECT."

RIAZ AHMED GOHAR SHAH, THE RELIGION OF GOD



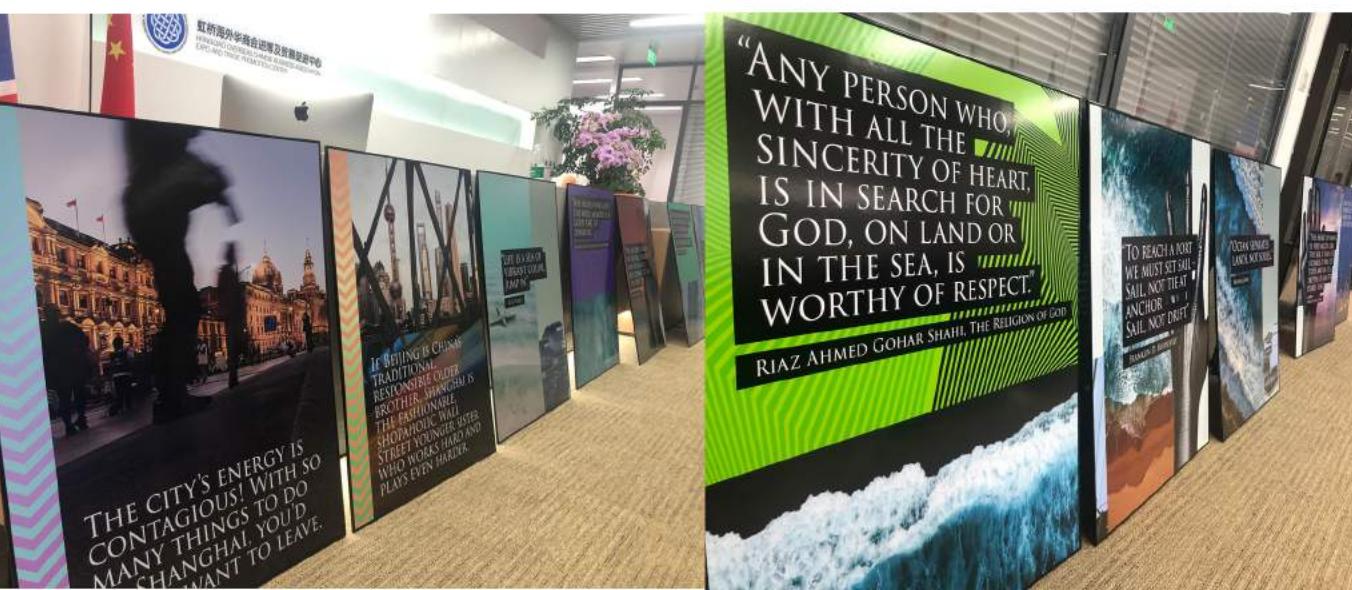
"DANCE WITH THE WAVES, MOVE WITH THE SEA. LET THE RHYTHM OF THE WATER SET YOUR SOUL FREE."

CHRISTY ANN MARTINE



"FOR SAILORS WHO LOVE THE WIND, MEMORY IS A GOOD PORT OF DEPARTURE."

EDUARDO HUGHES GALEANO, WALKING WORDS





What is Digital Minghang? **a digital twin of Minghang**

Digital Minghang is a city that is connected to the net and is equipped with technological platforms for information and communications management that can enable the Internet of Things.

Making it possible to process huge amounts of data and information, offering new services to city dwellers as well as new functionality in managing the urban environment.

What is Digital Minghang?
**Experiene
Minghang
on your phone**

Creation of a "live" infrastructure for shops, hotels, food courts, places of attractions. Promoting Minghang as a Smart City.

G2B2C - Government to Businesses to Consumer initiatives.

Enable e-commerce across all fronts of the city. Effective implementation of online to offline strategy for all in Minghang.



What is Digital Minghang?

O to O

An Online to Offline eco-system

Creates a virtual city that incentivizes management of properties with useful big-data information, maps, social media, games & events etc.



Minghang Competitiveness **Proud to be in MINGHANG**

- Increase gross income
- Growth of e-commerce
- Rise in digital entertainment
- Virtual event marketplace
- Better Mall tenant distribution
- Align social causes



logo rationel
2021 mar 30



这个标志基于一个盒子的概念

一个空间。3个箭头代表：

1. 海派——海派文化。
2. 海外——海纳百川,包容万象。
3. 连接海外文化联动, 也代表和谐。

箭头形状代表人/群体聚集在一起, 形成一个更好的环境/空间。一个将资源, 力量汇集在一起的空间。三个箭头, 指向正确的方向。同一方显示团结, 在相同的道路, 一个更好的未来。

海创空间商标理念来自于一个无限想象, 无限可能的空间与世界创造的辉煌未来。标识图形如方块空间。白色条纹代表着宽厚的姿态迎接四方商客。红色条纹意指可靠、稳定、极致服务与海外华侨华人建立联系。标志中显示的钻石代表着创意的原点红白的箭头设计呈现着灵活特征不断向上的含义。标识中文字体采用如叶子柔和的笔划代表着海创空间的灵性, 应变能力, 为回国创业的海外华侨华人提供无微不至的服务。

The logo is based on the concept of a box – a space.

Three arrows symbolizes

1. Overseas-Chinese-Culture
2. Diversity and Inclusion
3. Global Connection

Three also represents Harmony.

The arrow shaped elements represent diversity of people/groups all coming together to form a better environment/space. Overseas Innovation Space – A hub for connecting people and ideas together where possibility and creativity is limitless.

Lines formed to create three arrows pointing upwards indicates a continuous movement to a right positive direction. It also illustrates Unity. People from all walks of life coming together moving on the same path towards a better future.

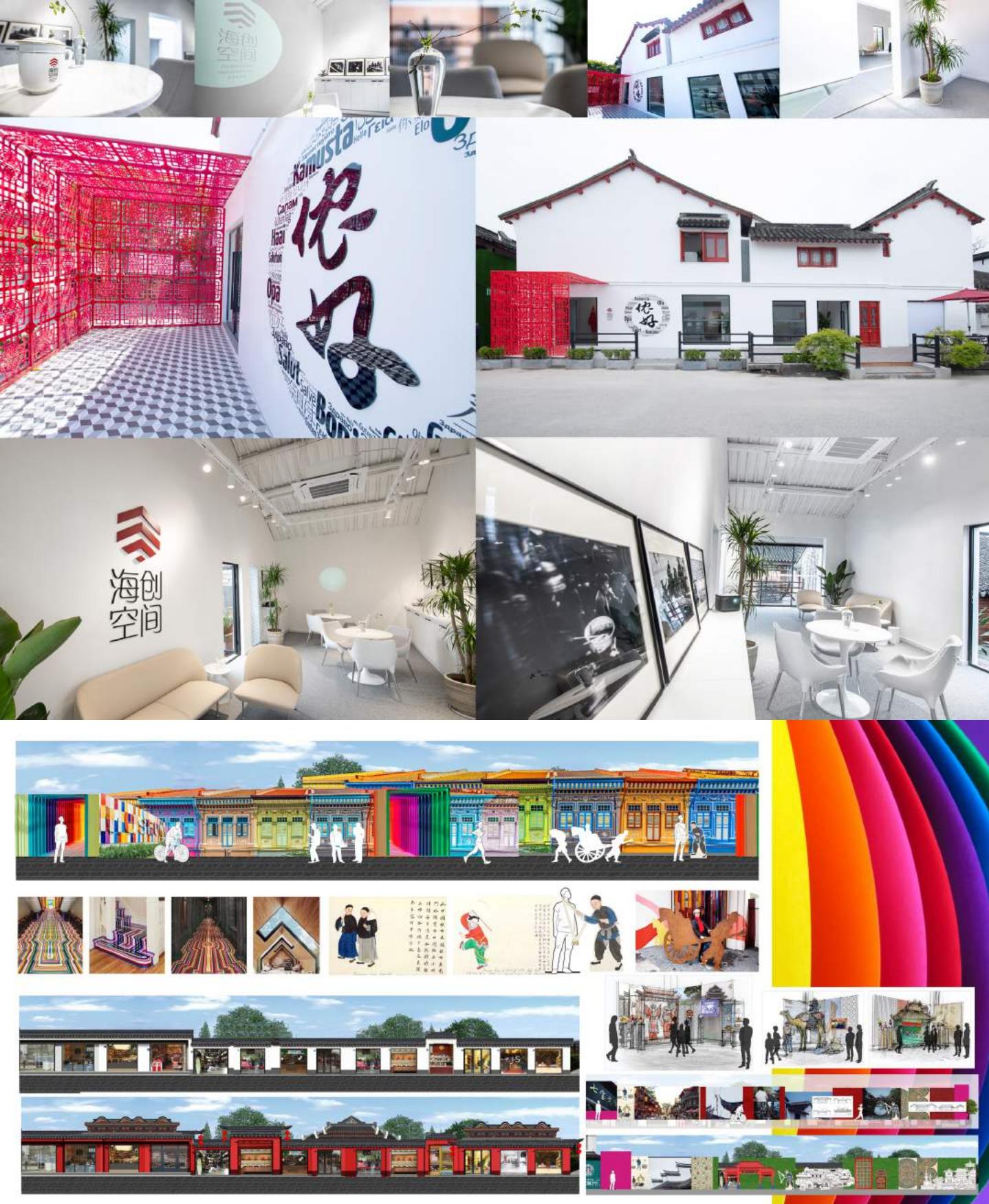


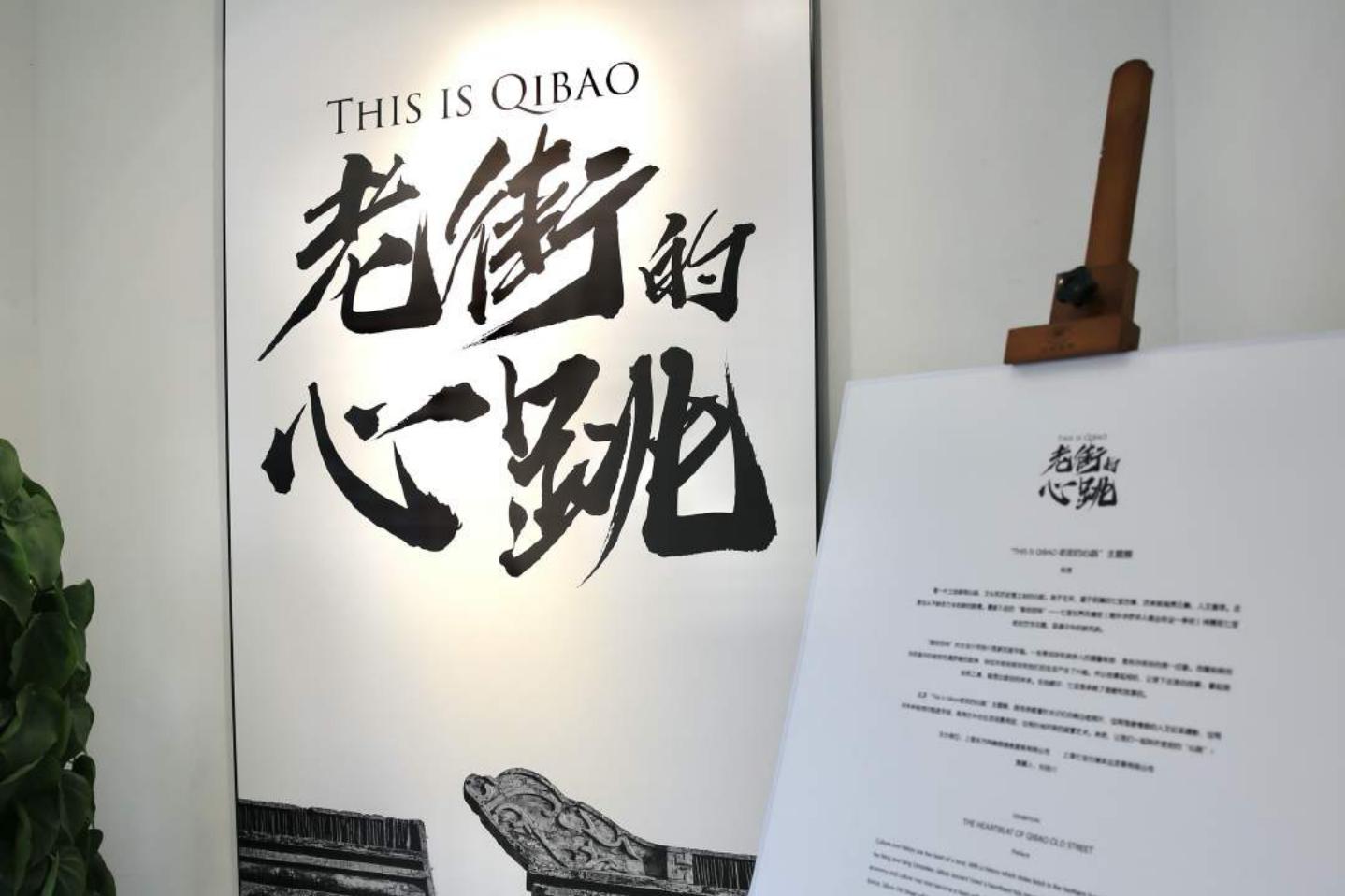
DAY 0



DAY 25









2021 黄浦区

上海城市空间艺术季

HUANG PU DISTRICT

Inspired by Bauhaus & Kandinsky, the Huang Pu logo encompasses lines and colored blocks that mimics a map, depicting the diversity of architectures and twinkling lights of the Huang Pu district.

受Bauhaus & Kandinsky的启发，像地图一样的黄浦LOGO包含了线条和彩色街区，描绘出了黄浦区的包容和丰富多彩。

solid black lines form the initial H and P – Huang Pu, representing that bustling streets of Huang Pu district as well as the structure of an easel that sits in the middle of the logo portrays a district that embraces art and design.

用黑线构成了首字母H和P——黄浦区，它也代表黄浦区熙熙攘攘的街道，同时标识中间的画架结构描绘了一个艺术与设计相融合的黄浦。

the assortment of coloured geometric shapes illustrated in the logo symbolise the multi forms of art and endless flow of creativity coming together as one.

标志中各色几何图形的插图象征着多种形式的艺术和无尽的创造力汇集黄浦。



Kandinsky is most known for his spiritual abstraction and was one of the original painters who believed that art should provide a religious message. As opposed to traditional iconography that focused on physical matter and materialism, abstract artists focused foremost on the spirit.

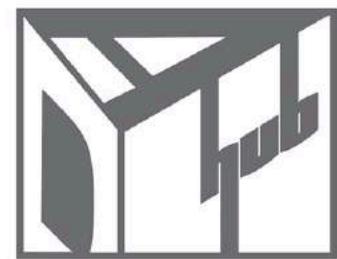


LOGO VARIATION

secondary logo



logo negative application



We also prioritise the application of the logo in green in negative applications. Applications such as documents to be printed in black and white or taxes are limited by the printing method used.

Only in these cases do we use the B&W version of the logo. The use of the logo in silver is authorised for very occasional applications, such as for certain business units, anniversaries

grey

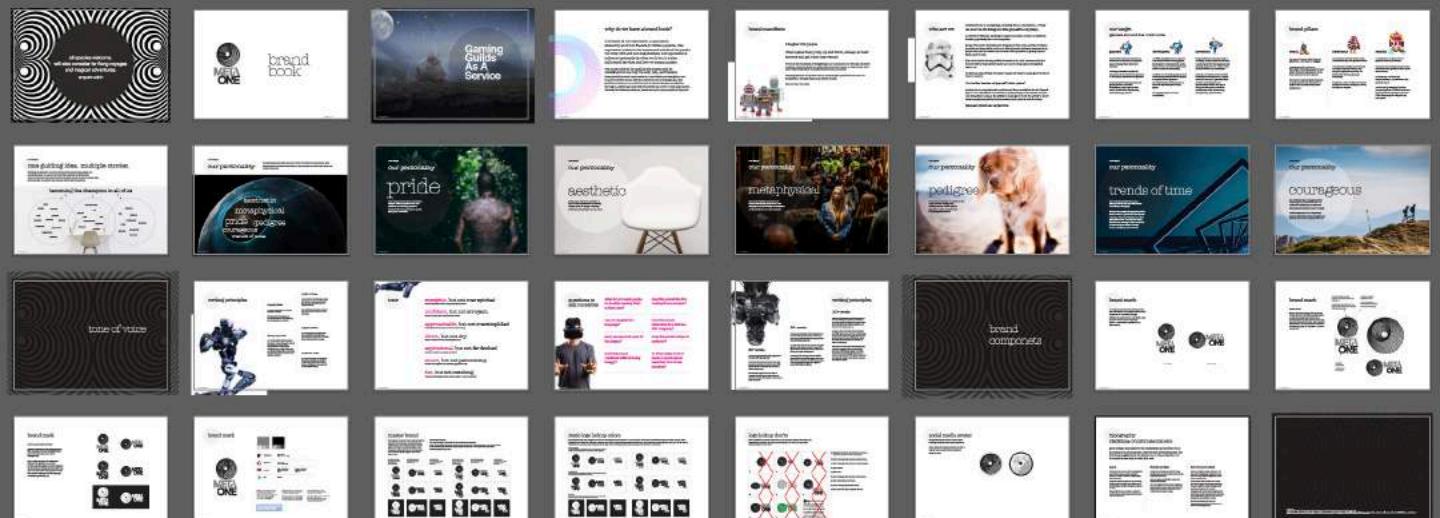






METAONE.GG

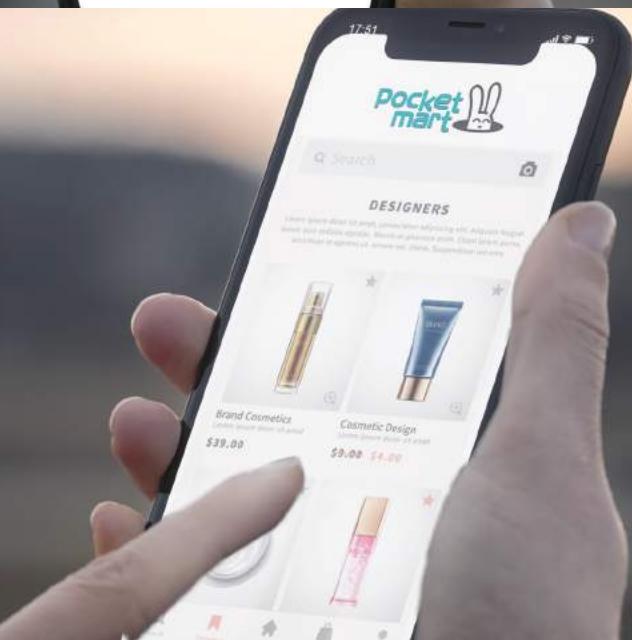
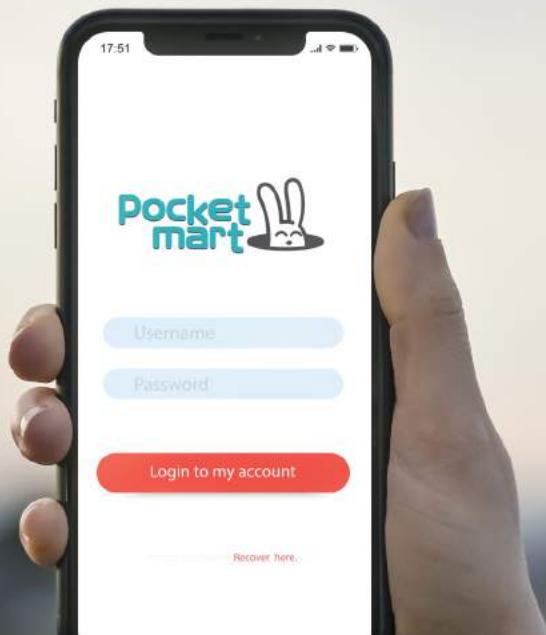
GAMING GUILDS AS A SERVICE





primary logo

secondary logo



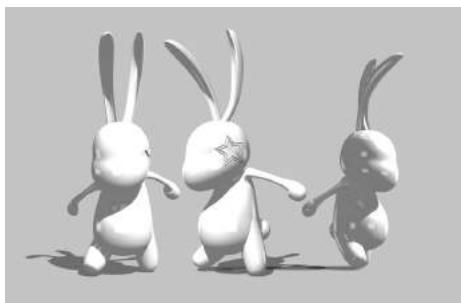
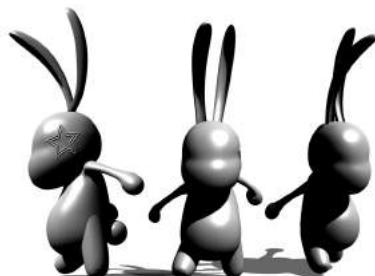




VAS
brand attributes
an authentic experiences that is VAS

Authentic.
Unpredictable.
Passionate.

First and foremost, of all brand identity guidelines, that's what VAS should be. Whether it's a VAS livehouse, Hotel, Casino, Bar, or the VAS company as a whole. These attributes are the lens through which we measure our designs.



BRAND INTRODUCTION

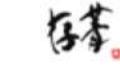


BRAND INTRODUCTION

/ CONCEPT

As our mom always taught us, the best way to make tea is to use the best tea leaves and the best tea making techniques. We prepare the tea to taste right in front of you... as fresh as it gets.

Our tea is made with the best ingredients. It's tea that makes us better & of course we are better about it.



BRAND INTRODUCTION

TABLE OF CONTENTS

- BRAND INTRODUCTION
- BRAND INFORMATION
- BRAND STYLE
- OUR PRODUCTS
- CONTACT INFORMATION



BRAND INTRODUCTION

Opened our first YUNACOT in a previous decade under an illusive brand name. We wanted to bring our customers with a refreshing experience of products that we made with pure and natural ingredients.

"You are top cup of tea", because we provide premium drinks with affordable price. Now with YUNACOT, we will bring premium drinks everywhere! We strive to make PERFECT TEA for every customer, so that all our YUNACOT's health are

Perfect! Perfect! Perfect tea!



BRAND INTRODUCTION

/ STRATEGY



For everyone who thrive on social energy, a casual place to meet where we serve the liberating feeling of good life to everyone as a shot of infectious energy



BRAND INTRODUCTION

OUR PRODUCTS

What's inside our bubble tea?

What's the difference between our bubble tea and other bubble bubble tea?

Super Grade Bubble Tea (SG) it's an anti-oxidant that helps to remove toxins, prevent and reduce free radicals that damage our body. It also boosts our immune system. The main ingredients is top grade Arganese Lassi, Matcha, and a variety of tea leaves. Awe, of the wide range of delicious bubble tea in the market, we emphasize we need to provide and create to everyone the benefits of healthy bubble tea with the quality of SG.

Help to restore energy in our body, prevent and reduce free radicals that damage our body. -Caffeine-free bubble tea has less toxins, it's a healthy alternative. -Freeze bubble tea. We emphasis reducing bubble tea because we do not want to harm the environment, we want to increase health benefits.

It still taste hardly good.





嫗亦有阿，其叶有谁，既冕君子，云何不乐。
嫗亦有阿，其叶有谁，既冕君子，德音孔硕。

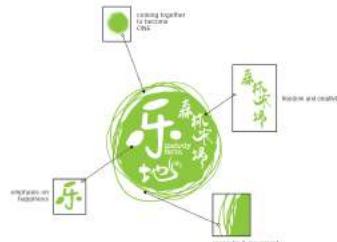
嫗亦有阿，某叶有谁，既冕君子，某乐如何。

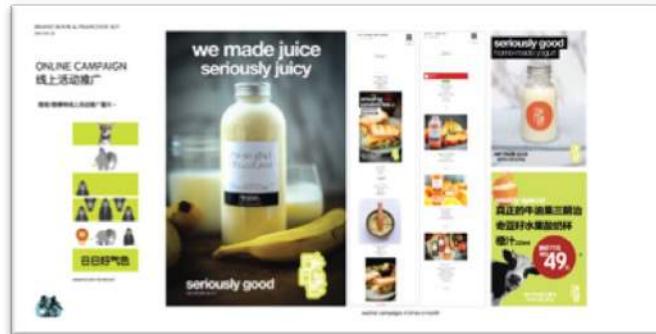


story behind the logo

The logo is inspired by Melody Farm. The source of hay forming a stylish shape as the main element of the logo, it is the final output. Ancient Egypt considered the cartouche to be a symbol of eternity, and served to signify the decorative form.

Styling, typography and fonts













COLLECTION
by cgc-city.com



潮流女孩盛典









In Partnership with



Supported by



In Association with



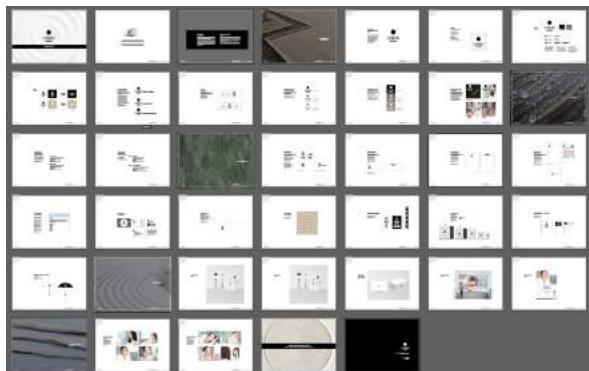






Drop a pebble in the water: just a splash, and it is gone;
But there's a half-a-hundred ripples circling on and on and on,

Spreading, spreading from the center, flowing on out to the sea.
And there is no way of telling where the end is going to be.



RESTORE THE BEAUTY OF YOUTHFULNESS NATURALLY

ORIENTAL HERBAL NOURISHING PHILOSOPHY
USES TECHNOLOGY TO EVOKE THE NATURAL SKIN ENERGY
OF HERBAL MEDICINE



OSKIN.COM



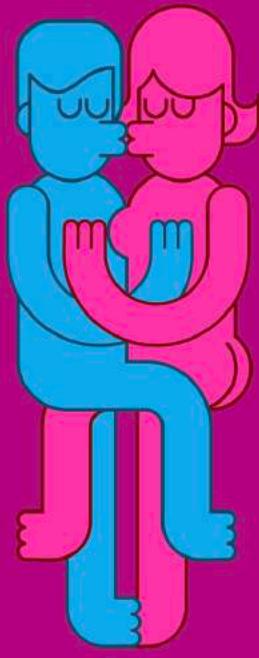




every1nuts.com



UpWoo



UpWoo is a brand that offers a range of products and services, including:

- Product shots: UpWoo e-cigarettes in various colors (red, blue, black, etc.).
- Store displays: UpWoo storefronts with signs like "UPWOO 雾吧" and "VAPES".
- Recruitment posters: "UPWOO 2021 欢乐抵达计划" (2021 Joyful Arrival Plan) featuring cartoon characters like a wrench and a screwdriver.
- Identity cards: "Step One" and "Step Two" guides for selecting an identity card, featuring characters like a yellow robot and a pink figure.
- Identity roles: "身份任务" (Identity Tasks) including "Upor最强王者" (Upor's Strongest King) and "身份加持" (Identity Boost) featuring a golden lion.
- Job descriptions: "Upor至尊烟" (Upor Supreme Cigarette) and "Wooer 永恒钻石" (Wooer Eternal Diamond).
- Marketing: "UPWOO ! META VERSE" and "UPWOO 主理人计划" (UpWoo Manager Plan) with a yellow alien character.
- Other: "UpWoo 电子烟" (UpWoo Electronic Cigarette) and "UpWoo 电子烟" (UpWoo Electronic Cigarette) with a woman's face.

SKÅL!



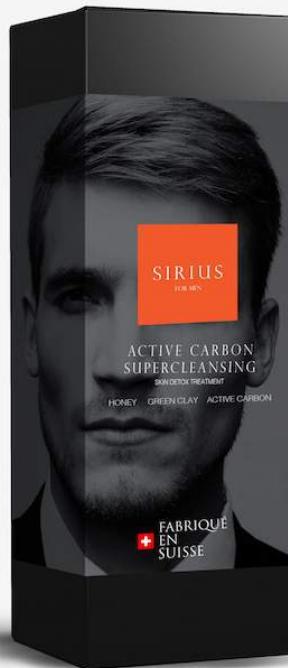
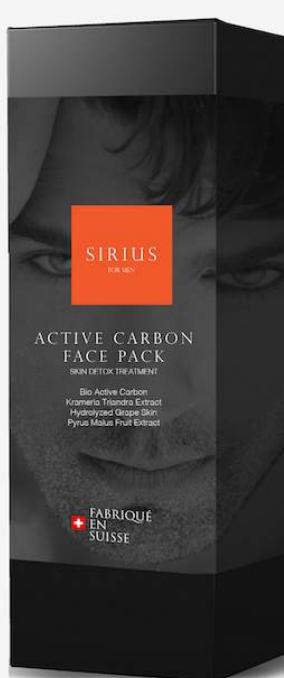
主要标志
primary logo





SIRIUS
FOR MEN

PRIDE OF THE ALPHAS







working & living together



values, inclusion & values

Team

Collaboration, communication, accountability, transparency

Values

Open & transparent decision making

Integrity

Responsible, ethical and sustainable

the earth has music for those who listen



values

values, inclusion & values
Team
Collaboration, communication, accountability, transparency
Values
Open & transparent decision making
Integrity
Responsible, ethical and sustainable



1788



our way

values, inclusion & values
Team
Collaboration, communication, accountability, transparency
Values
Open & transparent decision making
Integrity
Responsible, ethical and sustainable



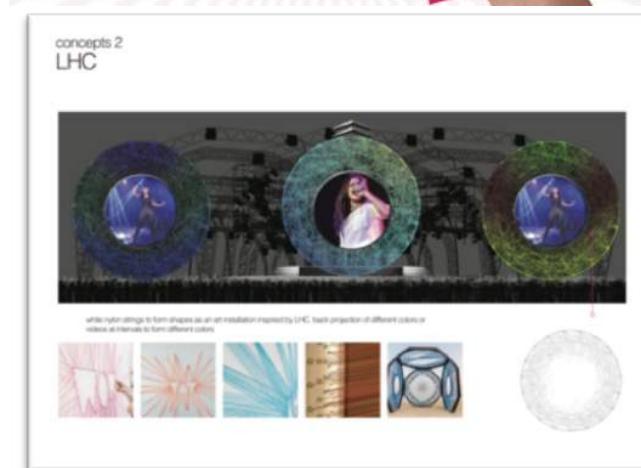
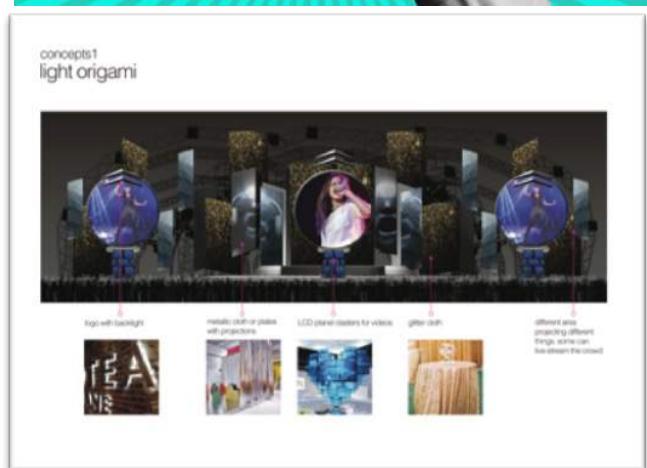
1788
SQUARE

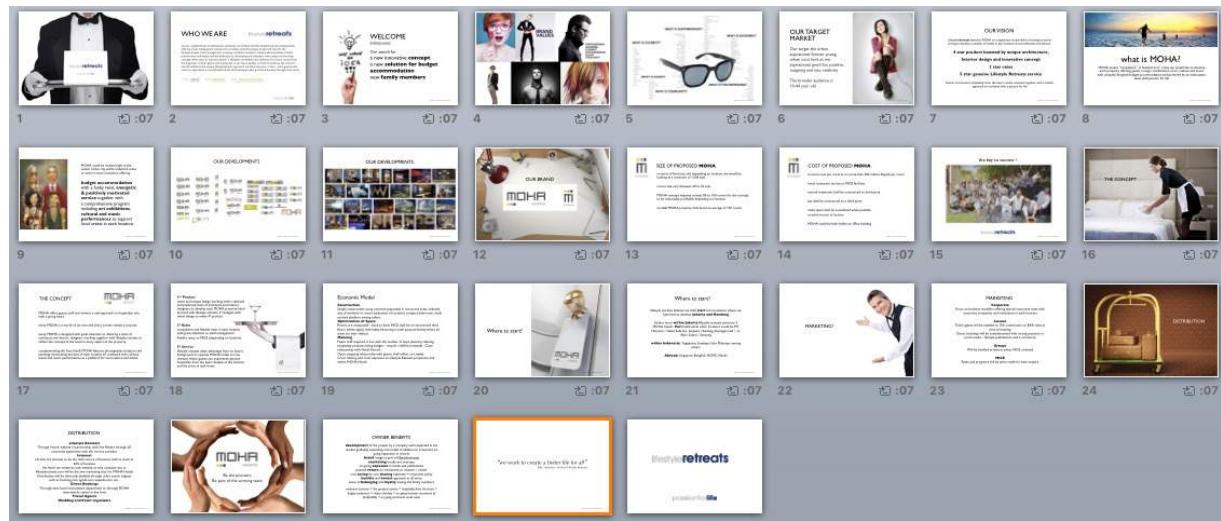
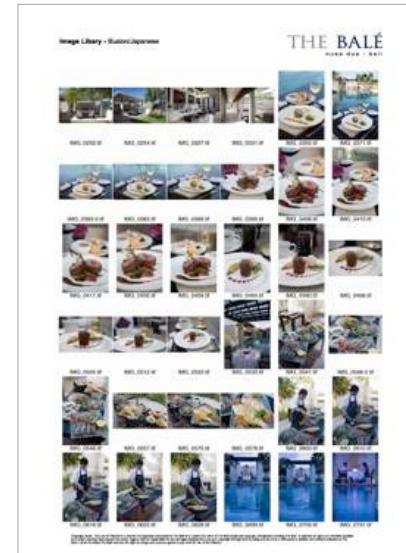
HOME ABOUT US JADON THE BUILDING DISCOVER FLOORS CONTACT US
INTEGRATED ECO-LIFE

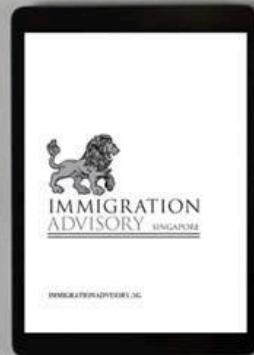
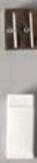
one connector, one living

values, inclusion & values
Team
Collaboration, communication, accountability, transparency
Values
Open & transparent decision making
Integrity
Responsible, ethical and sustainable

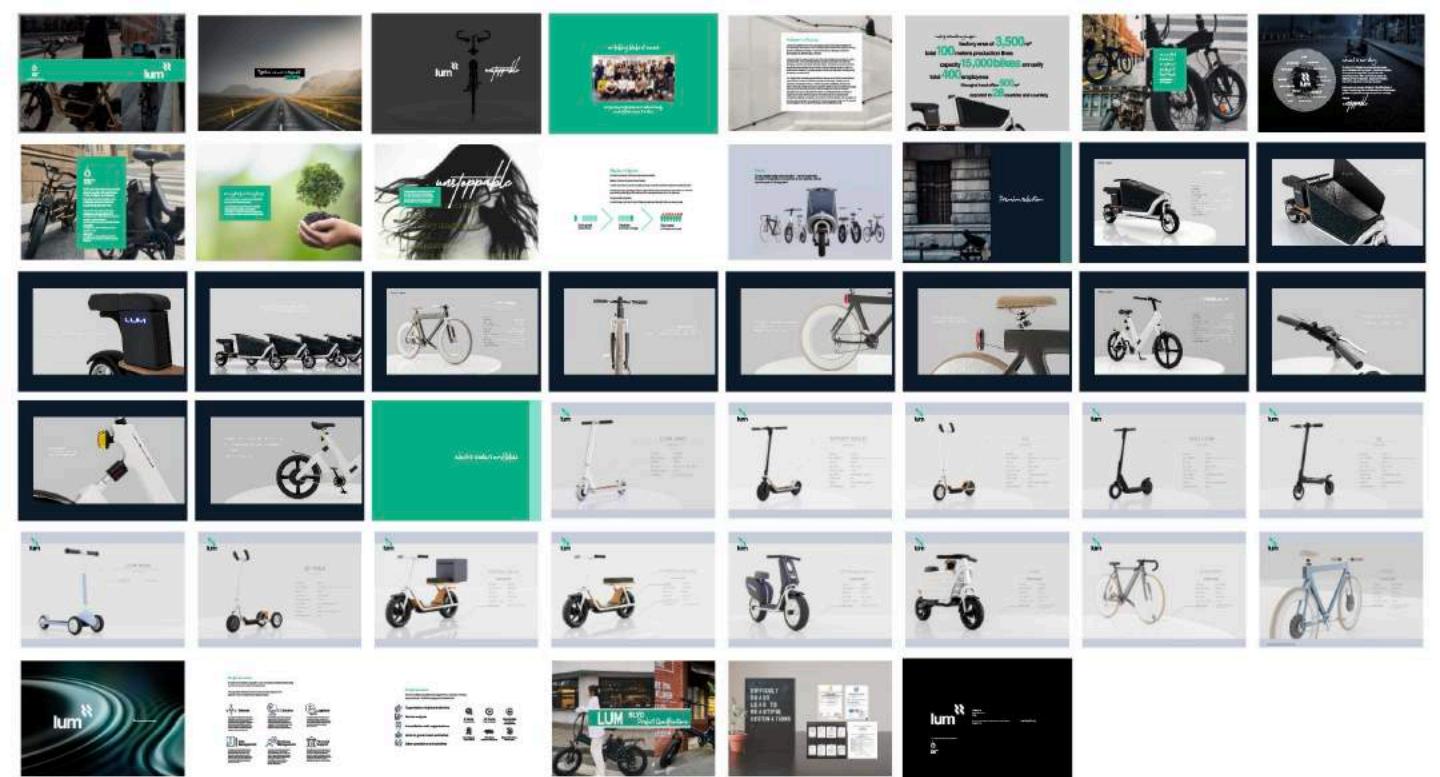














slow jam
STUDIOS 2015

sj SLOW JAM STUDIOS

SLOWJAM STUDIOS = ?

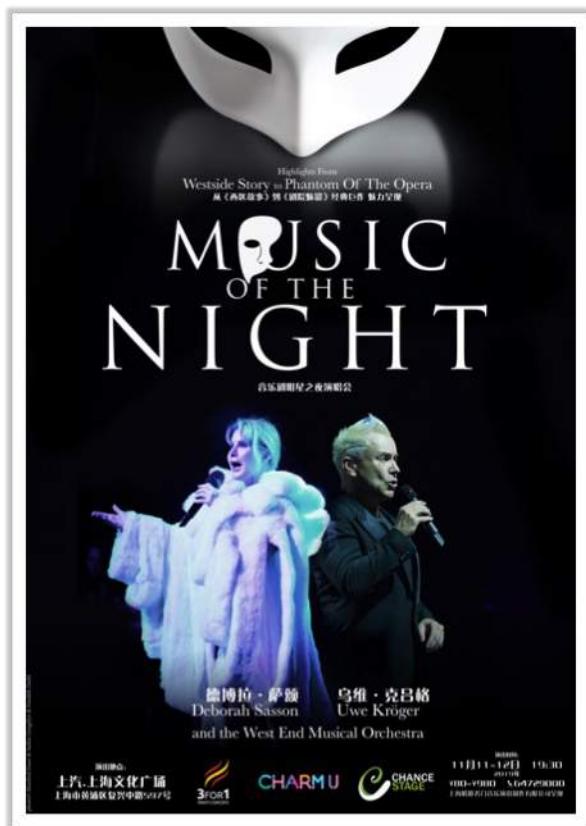
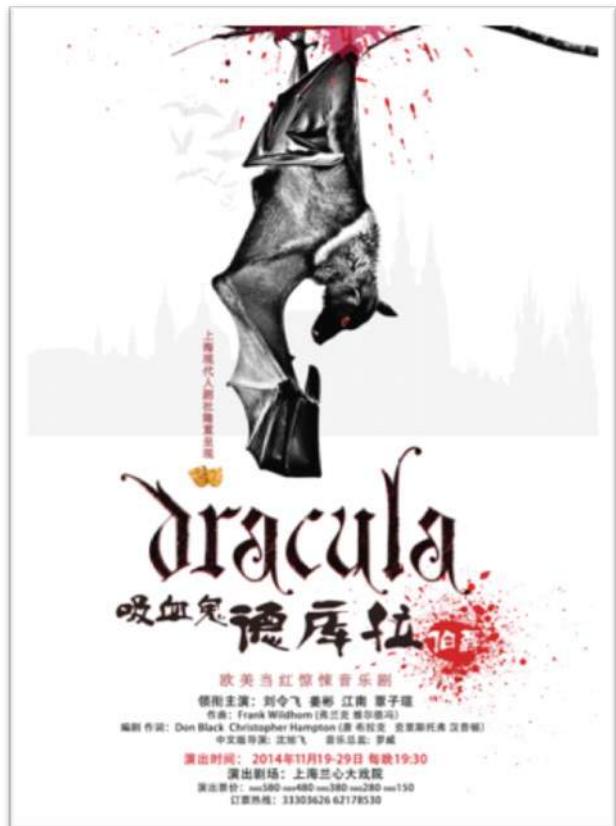
A product is built in a farm & factory...
A brand is built in trust and relationships.

the idea behind the logo

The four letters of SLOW JAM used to resemble the outline of a grand piano. This association elevates the brand and lends it an air of prestige. The red square is a symbol of confidence with a sturdy base yet bold, communicates confidence and modern touch.

The red used conveys the company's charm and passion for music.











IZE
LUXURY

THE BALÉ
nusa dua - bali

THE AMALA
seminyak - bali

THE MENJANGAN
west bali national park

THE BALÉ
nusa dua - bali



WELCOME TO THE BALÉ
BALÉ DUA - TRADITIONAL BALINESE RESORT IN
THE HEART OF NUSA DUA, BALI. THE BALÉ IS A
REFLECTION OF THE TRADITIONAL BALINESE
LIFESTYLE, WHERE THE PLEASURES OF THE
MIND, BODY AND SOUL ARE INTEGRATED.
OUR 12 PAVILIONS OFFER A SENSE OF
PRIVATE ESCAPE AND SECLUSION, WHILE
OUR 120 ROOMS AND SUITES ARE
DESIGNED FOR COMFORT AND
RELAXATION.

[ROOMS](#) [IN-ROOM](#) [3/4](#) [BB](#)

THE BALÉ
nusa dua - bali

Retreats



THE BALÉ
nusa dua - bali



SINGLE PAVILION

Room Features:

- Private sundeck terrace around the deck
- Queen beds
- Walk-in rain shower facilities
- Private
- 100% organic, locally-sourced bath products and toiletries
- 100% organic, locally-sourced bath products and toiletries
- Free Wi-Fi
- Private sundeck terrace

[CLICK TO VIEW MORE](#)

[ROOMS](#) [IN-ROOM](#) [3/4](#) [BB](#) [FACILITIES](#)

THE BALÉ
nusa dua - bali

Retreats



2.2.2 采访色彩视觉

颜色说明

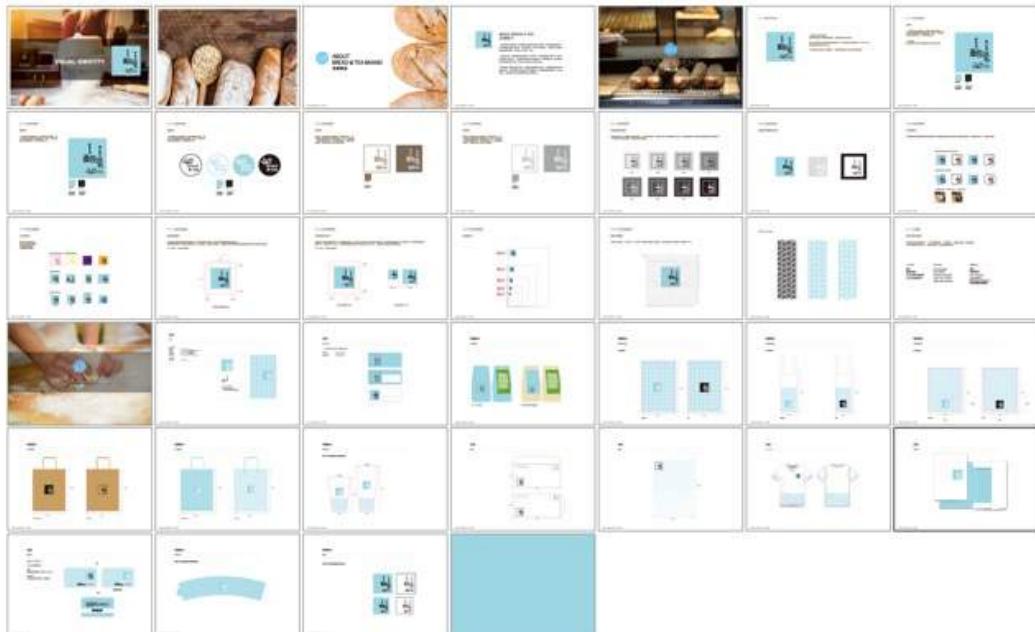
「这家的面包 香浓的茶」就是我们想创造的，所以
成为公司最需要的视觉形象地位。因此，我们想把
颜色定为蓝色，因为蓝色的面包。



2.2.2 面包色彩视觉

颜色说明

「这家的面包 香浓的茶」就是我们想创造的，所
以成为公司最需要的视觉形象地位。因此，我们想把
颜色定为蓝色，因为蓝色的面包。



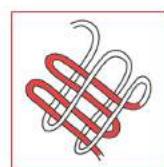
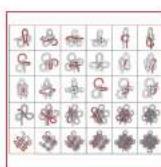
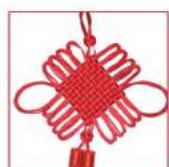


inside/outside

store identity, your beauty needs to be a burden



RATIONALE



设计理念分析：

由传统中国结的编织方式引发联想，提取中国结编织过程中的某

中国结编织过程的分解

中间过程形态的提取

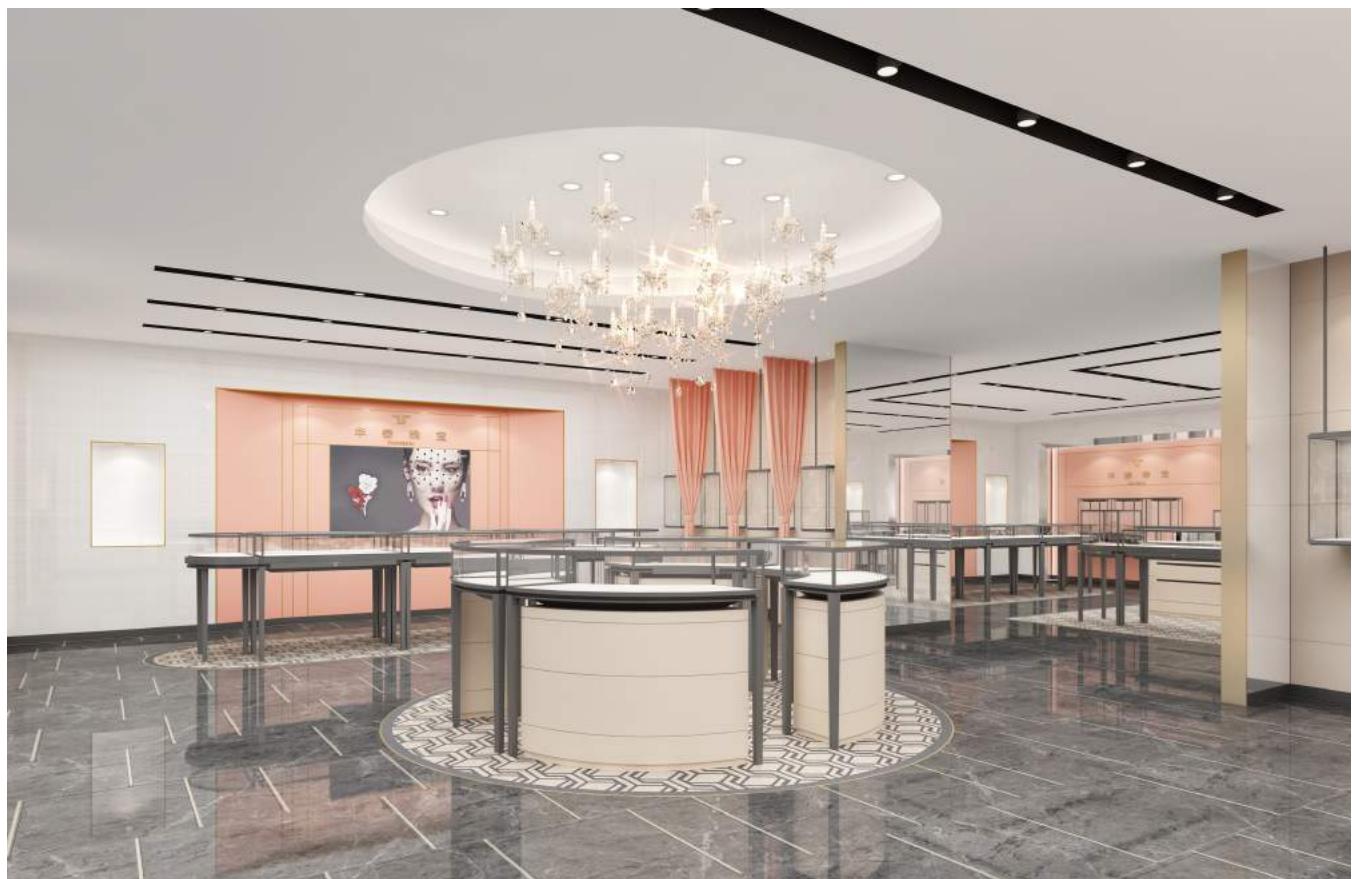




华泰
SHANGHAI



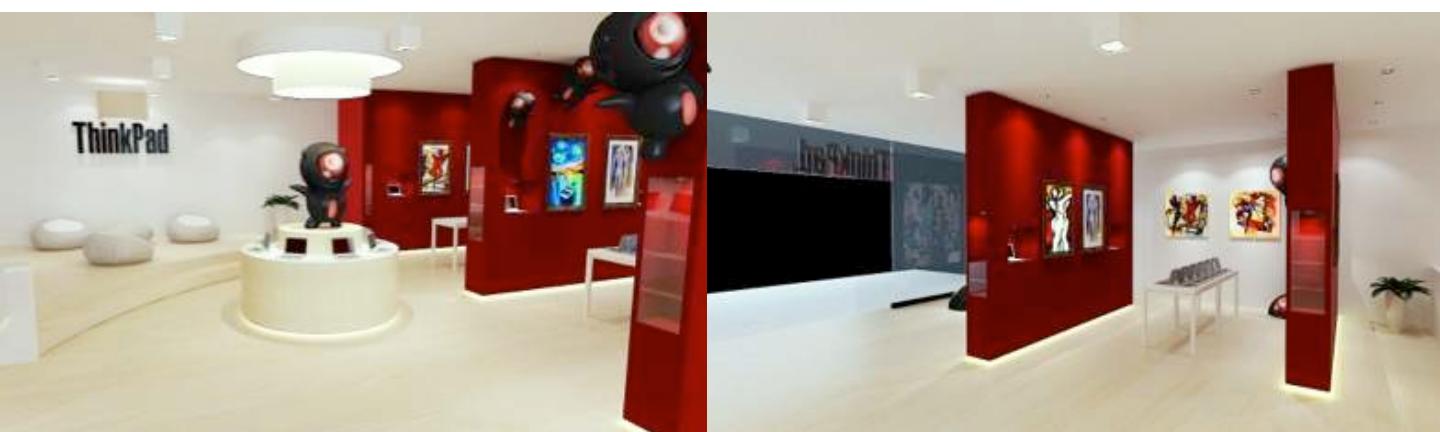






 motorola
concept
shop







Logo / Signboard

Detail



VEGETABLE AND FRUIT GENERATION

- color change

Before	After	CMYK
Blue	C: 74 M: 18 Y: 0 K: 0	C: 0 M: 87 Y: 100 K: 0
Red	C: 0 M: 100 Y: 33 K: 0	C: 0 M: 0 Y: 100 K: 0
Orange	C: 4 M: 87 Y: 100 K: 0	C: 0 M: 0 Y: 0 K: 100

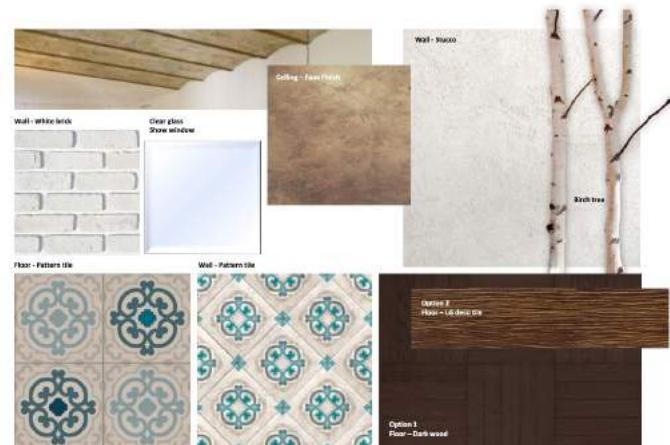


VEGETABLE AND FRUIT GENERATION

- English subtitle

AOD

Base font: Helvetica Rounded Black







LOGO

LOGO CONCEPT

The logo captures the idea of connecting people, places and ideas with XINSHUO. The radiating lines suggest the unlimited freedom of movement of a stone thrown into a pond and creating ripples.

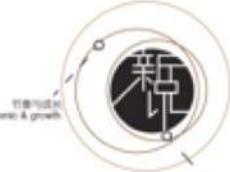


the ripple effect
XINSHUO is the pebble that others admire, cast-cause us, trust and enjoy spending time with. After developing that reputation, people will start to ask you what you do, and will want to work with you on the things that matter. the designers are the ripples that come together to prove together. their patterns remain interesting and engaging, the result is a fun identity to capture and retain the imaginations of a young audience.

the inside logo (the pebble)
Represents the pebble dropped into the water to create the 'ripple effect'. Breaks down to lines to show how different designers working together within, and for, the whole. The modernist style alludes to a number of artistic genres, with their connotations of quality and exclusivity. Designers of XINSHUO working collective come and go. Each one can configure the logo to "self brand" as part of the larger, shifting whole.



the logo as a whole
This design as a whole embodies the company as a collective of "creative soul" customers who are interested in boutique-quality designer products can converge in this space that reflects their sensibilities, a space where with the decommissioned, cultural sophistication comes into contact to the customers. The ripples over the "pebble" suggest protection of designers. The overall image measures customers of the brand's reliability.



radiating lines
Stylistic & growth

multifaceted and high end

SHAPE CONCEPT

Circular reminds us of the pebble. Using it to symbolize the life cycle, the unity of the world, unity of security, protection, trust and safety.



COLOR CONCEPT

black
Black as the core represents being neutral, a supporting role to allow the other colors to grab the glory and tell the story. A total complement to the designers of XINSHUO

brown matt gold
Brown matt gold used represents being warm & cheerful, but also strong. Earth down to earth. Allowing XINSHUO to convey a feeling of internal authenticity. Communicating richness and delicate proud association with the local consumers.

story teller

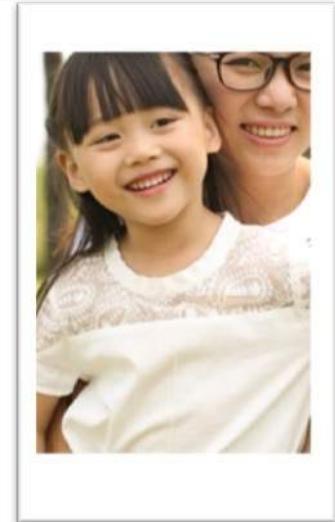
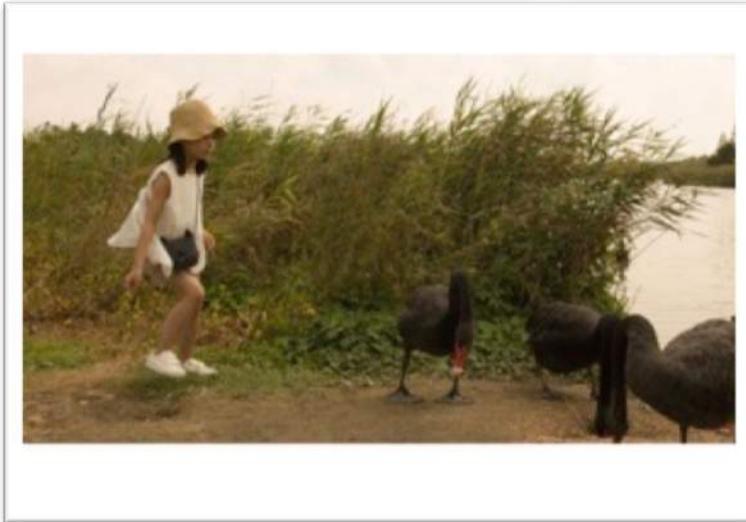
art direction & photography, tell your story





SIMKI
LUXURY UNDERWEAR







In a world
where you
can be
anything,



JOURNEY

For over 25 years, I have thrived in the realm of creativity, fueled by a deep passion for design and an unwavering commitment to excellence. As the founder and creative director of AHFC, my creative agency, I have embarked on diverse projects not only in Singapore but also across the globe. Currently based in Shanghai, I continue to foster personal connections with clients worldwide, recognizing the value of face-to-face interactions.

One of the highlights of my career was being part of the organizing committee for Singapore's National Day Parade 2009 (NDP09), where I served as the branding consultant. In this role, I ensured the cohesive and impactful branding direction and advertising campaign for this significant national event.

Beyond my creative directorship, I am actively involved in various corporate ventures. As the Group Brand Director at a multidisciplinary below-the-line agency in Shanghai, I specialize in retail marketing initiatives. Additionally, I hold the position of Chief Designer for a hotel group, where I provide innovative management solutions for privately-owned boutique hotels and resorts. My passion for fashion and commercial photography has evolved into a vital aspect of my work, allowing me to merge creativity and storytelling to craft compelling narratives through images.

My dedication to aesthetic excellence is best summarized by the pursuit of a new aesthetic approach—simple, unadorned, and ethereal—that infuses brands with soul and life.

In addition to my creative pursuits, I have been involved in various noteworthy projects and organizations. As the Creative Consultant for NDP2009, I played a pivotal role in shaping Singapore's National Day Parade's creative direction. I am also the Founder and Director of AHFC, a platform catering to the needs of overseas Chinese merchants and promoting trade. As the Chief Designer and Photographer at the Hongqiao Overseas Chinese Business and Trade Promotion Center, I contribute to showcasing the beauty of the business and trade community. My artistic vision has been showcased in personal photography exhibitions at Qibao Creative Space. I actively contribute to the creative community as an Ambassador for Pixerf, a collaborative partner of All-Ad, and through my roles at Lifestyle Retreats, PocketMart Sg, CryptoCrest, and Sol Meliá Hotels & Resorts Asia, among others.

Throughout my journey as a seasoned creative director, my pursuit of creativity, passion for design, and dedication to crafting unique brand experiences have shaped my professional path. Whether through branding consultancy, photography, or any other creative endeavor, I remain committed to making a lasting impact and creating exceptional experiences for clients and audiences alike.

JOURNEY

在过去的25年里，我在创意领域蓬勃发展，满怀对设计的热情和对卓越的坚定承诺。作为AHFC的创始人和创意总监，我参与了众多项目，不仅在新加坡，还遍及全球。目前驻扎在上海，我继续与世界各地的客户建立亲密联系，深知通过面对面的交流所带来的价值。

我职业生涯的一个亮点是作为2009年新加坡国庆庆典（NDP09）组委会的一员，担任品牌顾问。在这个重要的国家盛事中，我的责任是确保品牌方向和广告宣传活动的一致性和影响力。

除了创意总监的角色外，我还积极参与多个企业项目。在上海一家多领域的线下广告机构担任集团品牌总监，专注于零售市场营销。此外，我还担任一家酒店集团的首席设计师，为私人精品酒店和度假胜地提供创新的管理解决方案。我的时尚和商业摄影热情已成为我工作中重要的组成部分，使我得以将创意与叙事相结合，通过图片讲述引人入胜的故事。

我的对美学卓越的追求可以用以下引语概括：“追求终极美学。一个新的美学方法，简约、朴实和飘渺。创造品牌并赋予其灵魂和生命。”

除了我的创意追求，我还参与了多个值得关注的项目和组织。作为NDP2009的创意顾问，我在塑造新加坡国庆庆典的创意方向方面发挥了至关重要的作用。我还是AHFC的创始人和总监，该平台满足海外华商的需求并促进贸易。在虹桥华商创业贸易推广中心，我担任首席设计师和摄影师，展示商业和贸易社区的美丽。我的艺术视野在七宝创意空间举办了个人摄影展览。作为亚洲图片库Pixerf的大使，以及上海商业摄影工作室All-Ad的合作伙伴，我积极为创意社区做贡献。知名精品酒店连锁品牌Lifestyle Retreats受益于我作为首席设计师和摄影师的专业知识。此外，我在社交媒体电商平台Seagogo担任首席设计师，并在新加坡电商平台PocketMart Sg担任合作伙伴和首席设计师。电子游戏平台CryptoCrest则受益于我作为首席设计师的创意指导。Sol Meliá酒店及度假村亚洲区则依赖于我作为品牌监护人和摄影师的技能。在Starmedia International，我担任管理职位，为公司的发展和成功做出贡献。在2008年，我荣幸获得了新加坡滨海湾金沙酒店摄影奖。

总之，作为经验丰富的创意总监，我的职业之旅受到对创意的追求、对设计的热爱以及对打造独特品牌体验的执着驱动。无论是

通过品牌咨询、摄影还是其他创意工作，我始终致力于产生深影响，为客户和观众创造卓越体验。



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