

The Design Exchange

Speakers:

Victoria Tang-Owen, fashion designer and creative director
Yimeng Yu, digital artist and fashion designer

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THE EXCHANGE

THE DESIGN EXCHANGE

Episode 4

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Chinese craftsmanship has a rich heritage and strong cultural significance. To maintain its legacy, we united a Hong Kong-based fashion designer and a Beijing-based digital designer, blending tradition and innovation to ensure such artistry survives for future generations.

[Text on screen]

HONG KONG

[Victoria]

My name is Victoria Tang-Owen, I am a designer and creative director. Born in London, growing up in Hong Kong and living in Japan deeply influenced my approach to design.

These experiences exposed me to a variety of cultural perspectives and aesthetics, inspiring me to create designs that reflect a rich tapestry of traditions and innovation.

[Yimeng]

My name is Yimeng Yu. I am a digital artist and fashion designer. I chose to study fashion design because I felt that fashion design could shape a person's image and give them a different identity.

Then later on, I actually switched to study digital fashion, because the digital world can break through the limitations of physical world design.

[Victoria]

Dian Cui is an ancient craft that carries centuries of tradition. They're intricate handicrafts dating back to the Han dynasty, often worn as headpieces by royalty.

[Yimeng and Victoria look at an example of Dian Cui.]

[Yimeng]

So exquisite.

[Victoria]

Take a look.

[Yimeng]

Beautiful.

[Victoria]

This is the filigree technique.

[Yimeng]

Many of our traditional arts and crafts haven't been passed on well through generations. Then we started to think about how we combine Victoria's traditional craft-oriented work, with my digital-oriented work, creating a project that uses modern technology to revive traditional culture.

[Victoria]

Together, we envisioned a digital physical fashion show inspired by Dian Cui. Both our creations, harmonising together, honouring the past while paving way for the future.

[Yimeng]

Dian Cui, as a very time-consuming craftsmanship, is difficult for consumers to access in daily life. Because of that, digital technology can make it easy for consumers to feel and experience it.

[Victoria]

I'm very excited. Show me your ideas.

[Yimeng]

Yes, here are some design drafts. I'm thinking of having the filigree design throughout the outfit.

The core of my entire design and aesthetic concept is to reshape the organic and complex forms in nature in an artificial way.

[Victoria]

The silhouette of my clothing is very important to me. I wanted the shoulders to be square and strong and the skirt to flow gracefully. For me, this dress is more than a piece of clothing. It's a story, a dialogue between heritage and innovation. We aimed to reimagine its elegance for modern audiences, using contemporary materials and technologies to honour its legacy while reflecting today's values of ethical design.

Working with Yimeng has been incredibly inspiring. It's a dialogue between two worlds, unified by creativity.

[Yimeng]

We're passing on and spreading the craftsmanship before it disappears.

[Victoria]

Together, we're exploring how traditional Chinese craftsmanship and digital and physical fashion can not only coexist, but enhance one another.

[Yimeng]

Under this vision for the future, consumers will have more access via digital technology, to perceive, experience, learn or even wear designs, inspired by traditional craftsmanship.

[Text on screen]

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