

馮逸

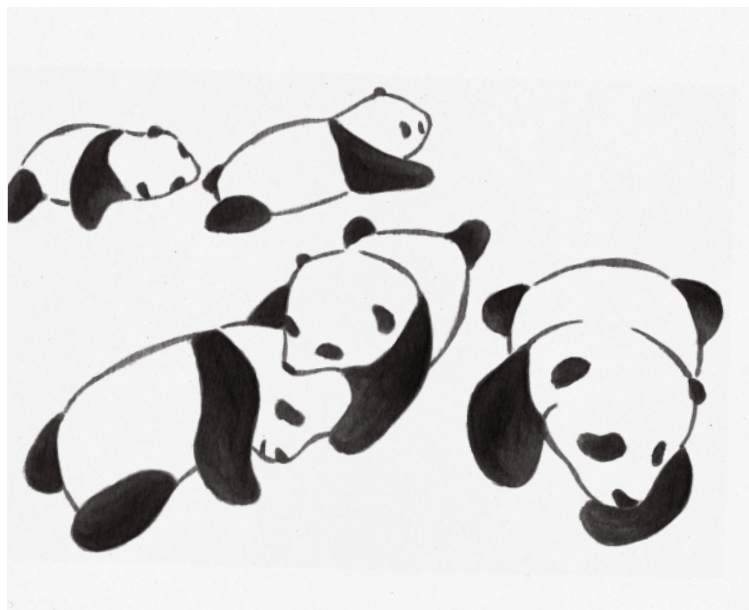


2019 Work Examples

MICHEL YI FONG



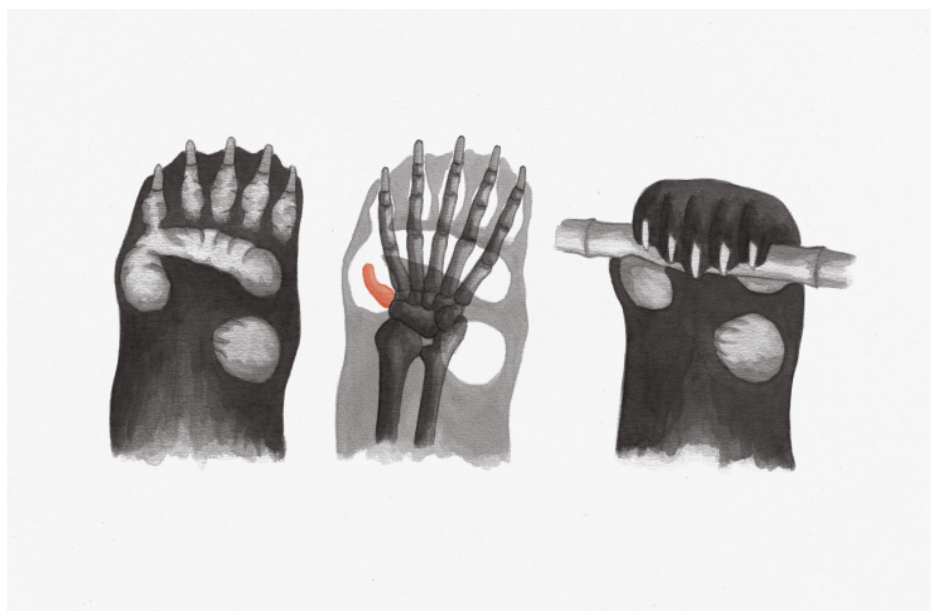
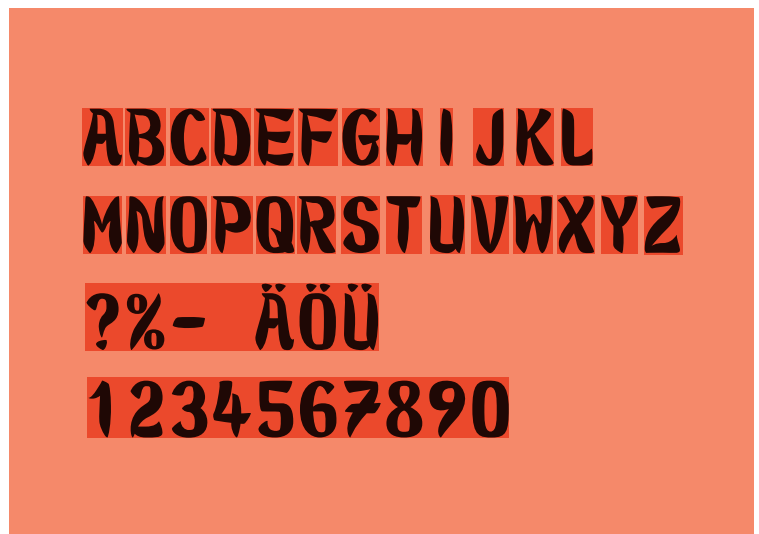
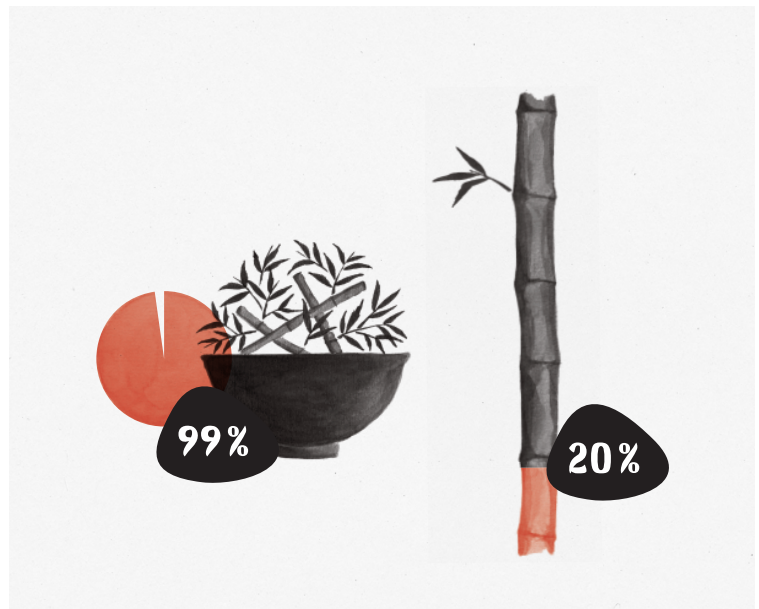
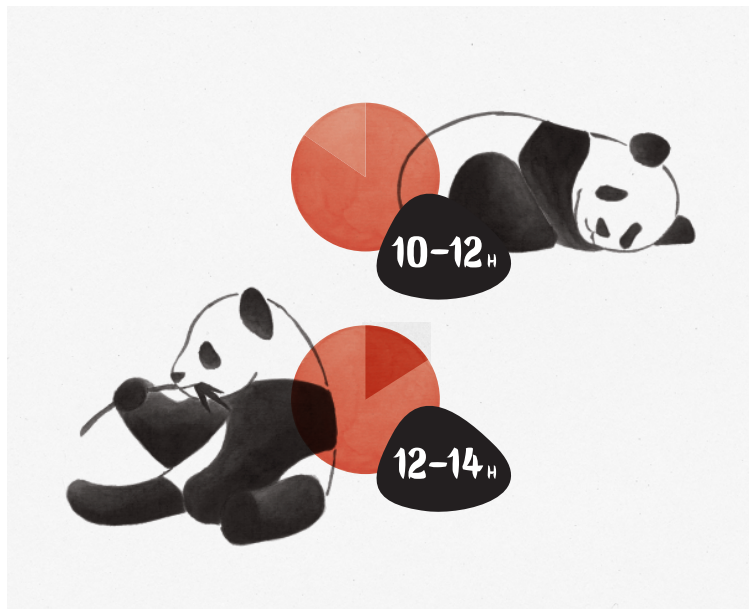
PANDA GARDEN | 熊貓



BERLIN ZOO

Illustrations for the overall new "Panda Garden" compound (developed by Dan Pearlman). As part of the compound's visual communication, I've designed a complete set of brush painting illustrations, Chinese calligraphy and also a new suitable typeface.

For Dan Pearlman, Berlin





MANLOY 60TH ANNIVERSARY MEMENTO

Development and design of an anniversary gift package based on the 12 Chinese zodiac signs. This exclusive anniversary memento includes a main gift box enclosed with a company brochure, ceramic tea tumbler, High Mountain Oolong tea bags and a desk calendar.

Taipei, Taiwan







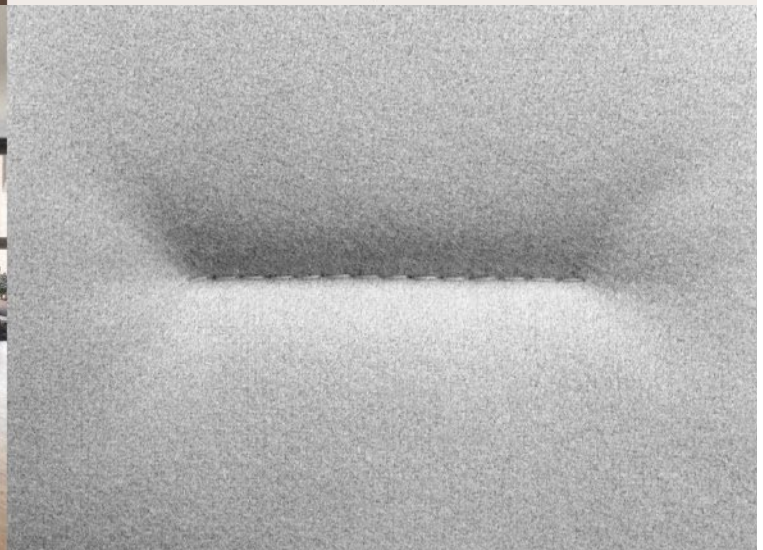
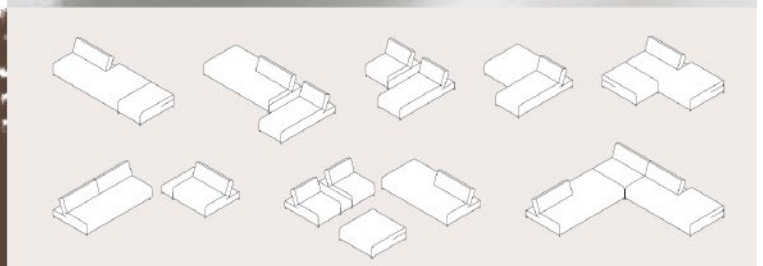


FINO LOUNGE *Design: Jörgen Jank*

More than just an appearance – the Fino lounge is more than just a lounge chair. It is a piece of furniture that is designed to be used in a variety of ways. It is a piece of furniture that is designed to be used in a variety of ways. It is a piece of furniture that is designed to be used in a variety of ways.

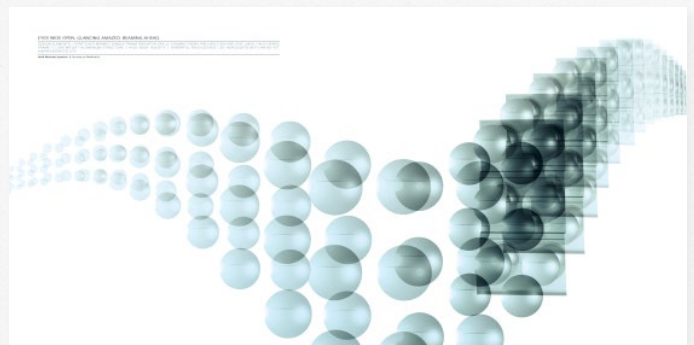
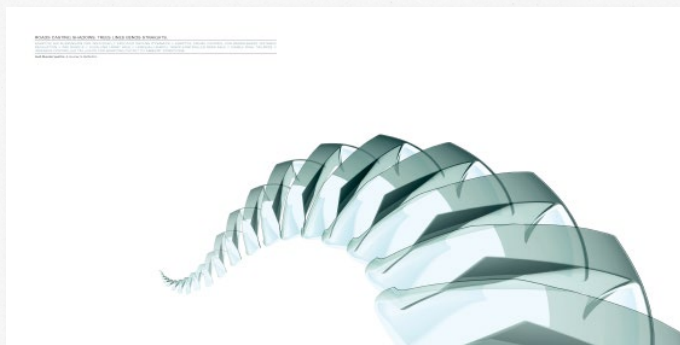
Plus qu'un complément d'intérieur, le fauteuil Fino est une véritable œuvre d'art. Il est conçu pour être utilisé de différentes manières. Il est conçu pour être utilisé de différentes manières. Il est conçu pour être utilisé de différentes manières.

Waar een zitplek is, daar is een Fino lounge. Het is een meubel dat is ontworpen om op verschillende manieren te worden gebruikt. Het is een meubel dat is ontworpen om op verschillende manieren te worden gebruikt. Het is een meubel dat is ontworpen om op verschillende manieren te worden gebruikt.



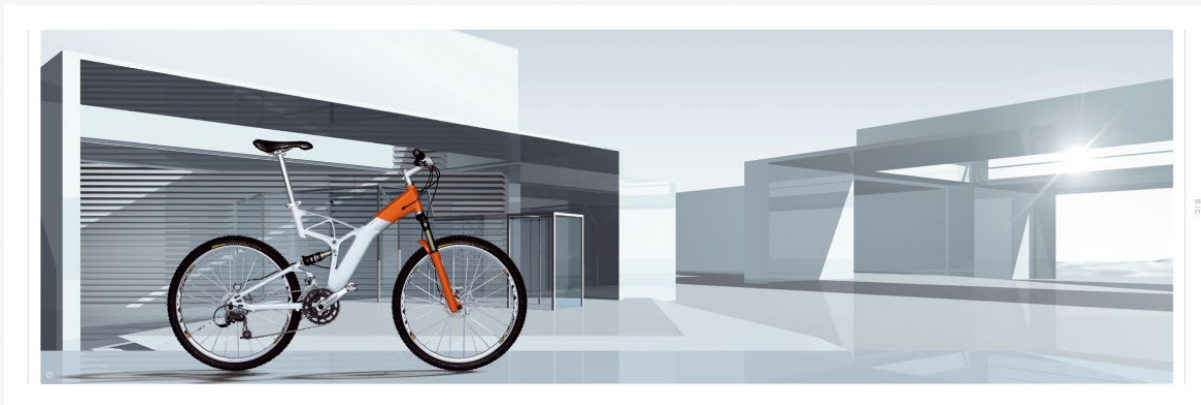
COR During my time at Factor, I was responsible for COR's integrated brand management and holistic corporate design development.

Senior Brand Designer at Factor, Hamburg



AUDI At Philipp und Keuntje, I was responsible for the design development of various Audi literature. Example here: A brochure for a design study called "Nuvolari", which was released at the motorshow Geneva.

Senior Art Director at Philipp & Keuntje, Hamburg



Der Kopf denkt. Das Herz lenkt.

Und das Auge genießt beim Ausblick das neue Audi design Cross Pro RS Mountainbike. Ein schänes Meisterstück. Und das ist die dritte Generation. Denn schon das Vorgängermodell hat 2003 mit seinem speziell geformten Rahmen mehrere Design-Rekorde geschrieben.

Der Aluminiumrahmen, das Herz des Bikes, wurde von der quattro GmbH in enger Zusammenarbeit mit dem Audi Aluminium Entwicklungszentrum Neckarsulm entwickelt. Vorbild für den Rahmen war das Audi Space Frame Konzept mit dem Audi A8 und A2. Diese Leichtbauweise ermöglicht enorme Gewichtssparungen. Ist aber genauso stabil wie eine Stahlkonstruktion.

Im Blickpunkt des Betrachters steht der markante, bei einer futuristischen Rahmen-architektur hergeleitete Hauptstrahl.

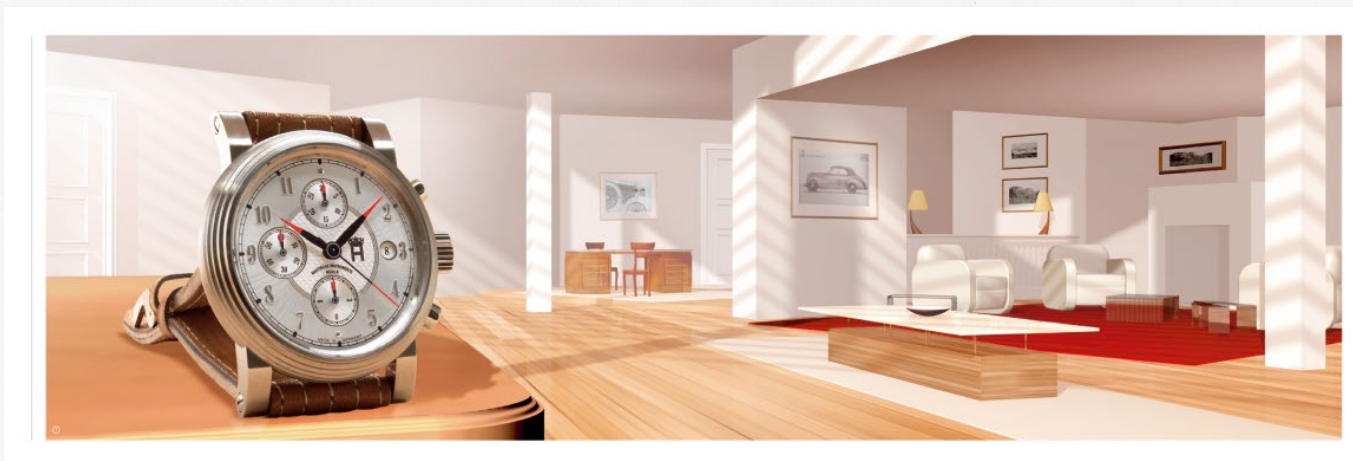
Er besteht aus mächtigen Downhill-Rohren, die ein spezielles, vom für Audi angefertigten Profil aufweisen. Als optischer Gegenpol stehen die für das Audi-Bike charakteristischen CNC-Frisstühle der Sitzröhre und die Ausfallröhre.

Design ist alles, aber nur in Verbindung mit innovativer Technik. Deshalb hat sich Audi für Produktion und Entwicklung Partner aus der Fahrradbranche, die diesen Anspruch gerecht werden: Continental und ACP Retaid. Bei den Komponenten setzt man ebenfalls nur auf die Besten der Branche wie Shimano, Marzotto oder Magura. Das Audi design Cross Pro RS verkörpert also keine einseitige Produkt-Philosophie, sondern „Integration durch Technik“.

Rahmenlänge: 48, 50, 52 cm. Audi design Cross Pro RS 10.0/9.0/8.0, 34, 36, 38.

Geometrie-Kennwerte

	S	M	L
1 Rahmenlänge (mm)	4800	5000	5200
2 Oberrohrhöhe (mm)	700	700	700
3 Sitzrohrhöhe (mm)	730	730	730
4 Oberrohrhöhe (mm)	880	880	880
5 Oberrohrhöhe (mm)	770	770	770
6 Rahmenhöhe (mm)	1.070	1.065	1.100
7 Rahmenhöhe (mm)	820	820	820
8 Rahmenhöhe (mm)	390	390	390



AUDI

Example here: Audi Collection. There are four different brochures, each are filled with purchasable Audi premium design-accessories, like watches, wallets or even hi tech mountain bikes.

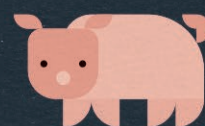
Senior Art Director at Philipp & Keuntje, Hamburg



LOGO & ICON DESIGNS

A selection of logo, icon and key-visual designs for different clients and industries, such as automotive sector, transformer and motor industries, software technologies, consultancy, dental surgery, hotels, non-profit association etc.

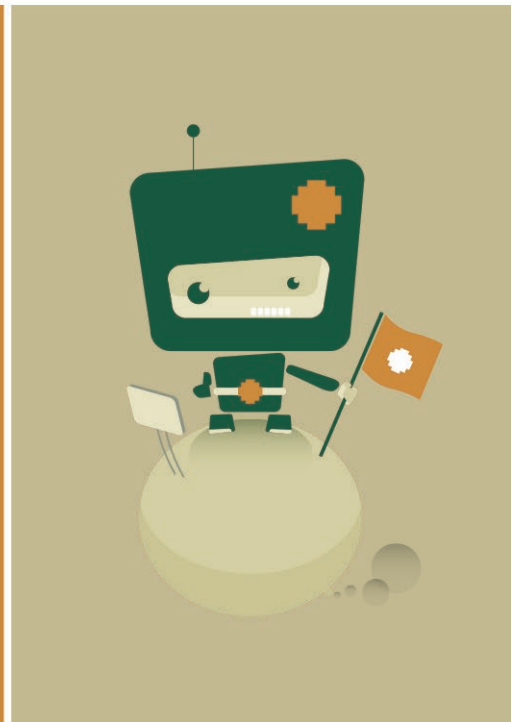
Various Clients



CHINESE ZODIAC SIGNS

A playful approach of a complete set of illustrated Chinese Zodiac Signs, which shapes are based on simple geometrical forms (inspired by toy blocks). It shall setup a different style to the usually very traditional or comic-like designed versions you can see everywhere.

Personal Work



CHARACTER DESIGN

A selection of various character design illustrations or design studies, developed for different purposes and clients, made for mailings, flyer, cover pages or celebration cards. A series of strictly vector based illustrations with a clean and clear appearance.

Comissioned & Personal Work



X-MAS-MAILINGS

I am designing, illustrating and mostly self producing these X-Mas-mailings for almost 20 years now. And for this occasion, I invented my personal lucky friend the "Yinese-Man", which will be newly interpreted and visualized every year (my personal creative playground).

Personal Work

Résumé

Personal information



First-/Middle-/Surname: Michel Yi Fong
 Chinese name: 馮逸
 Date of birth: 18.03.1978
 Place of birth: Hamburg, Germany
 Place of residence: Berlin, Germany
 Nationality: German
 Contact: hello@fong.de / www.fong.de

Practical information & graduation

08.2009 – Today: Working as a freelancer for different clients and agencies in Berlin, Hamburg & Taipei
 01.2005 – 07.2009: Senior Brand Designer at factor design, Hamburg
 02.2002 – 12.2004: Senior Art Director at Philipp & Keuntje, Hamburg
 08.1999 – 01.2002: Serving my apprenticeship to become a media designer at Heye & Partner and Philipp & Keuntje, Hamburg
 11.1997 – 12.1998: Civilian service
 08.1995 – 07.1997: A-level-graduation

Further education: Studying Mandarin Chinese in Taipei, MTC National Taiwan Normal University (08.2011 – 12.2012)

Languages: German (mother tongue), English & Mandarin Chinese (fluently)

Software skills: All common design-specific programs such as Adobe CC Indesign, Photoshop & Illustrator. Apple Software like Keynote, Numbers etc.

Awards (just for the record)

ADC Germany (Audi) / Berliner Type (Audi, IP44) / DDC (COR, interlübke) / if designaward (Audi, COR, interlübke, IP44, Römerturm) / LIA (Audi) / New York Festival (Audi) / red dot (Audi, COR, interlübke, Römerturm) / TDC (Römerturm)