



POLITECNICO
MILANO 1863

SCUOLA DEL DESIGN

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LECTURE

CHAN & CHAN (ZEN) STYLE DESIGN

SEEK INNER PEACE FOR CREATIVE DESIGN



MR. SHINE YONG, producer of “The Knight of Shadows: Between Yin and Yang”, Jackie Chan’s latest hit film, joined iQIYI (largest video website in China) in 2015 as the producer of Online TV Drama Development Center and the director and producer of Purealms Studio of iQIYI Pictures. Before that, he studied overseas in Britain for years and obtained the master degree of Mass Communication Research, and was one of the core founding members of Beijing Design Week.

SHINE YONG

Designers spend a great deal of thoughts on their own works, view their works as the externalization of their thoughts, emotions, and artistic pursuits, and even rack their brains to strive for continuous innovation. However, many people have not realized that life is also a work that takes one’s whole lifetime and even many lifetimes to craft. Do we prefer this work to be a piece of an unconscious doodle full of mistakes or a meticulously-designed and elaborately-crafted masterpiece? I believe all people expect their work to be the latter, but how can we improve our quality of life and become a better version of ourselves? Undoubtedly, we cannot accomplish this without the wisdom of Chan. This is also why we are going to explore “Chan and Chan Styled Design” in this speech. Only by getting the subject of creation done right can we continuously provide materials for the creation of our own works just as farmers improve the soil so as to provide a constant supply of nutrients for the growth of crops.

**THE LECTURE
IT’S PART OF
DESIGN EXPLORER’S
PALIMPSEST**

**THE LECTURE
WILL BE HELD IN ENGLISH**