

Giordano presents “World Without Strangers – Giordano Tee Project”

July 3, 2008, Hong Kong

To celebrate the Beijing Olympic Games, Giordano invited 12 leading artists from around the world to collaborate on the "World Without Strangers - Giordano Tee Project". Participating artists include:

Filip Pagowski / USA;
Hidekichi Shigemoto / Japan;
Michael Lau / Hong Kong;
Ann Xiao / United Kingdom;
Benny Luk / Hong Kong;
Cai Kai / China;
no2good / Taiwan;
:phunk studio / Singapore;
Rex Koo / Hong Kong;
Saiman Chow / USA;
Stanley Tai / Taiwan and
WZL / China.

The collection was officially unveiled at a press conference and exhibition held on June 17 at Xidan Joy City, Beijing's newest retail and entertainment destination. The artists who attended the launch event included Hidekichi Shigemoto from Japan, NO2GOOD from Taiwan, Rex Koo and Benny Luk from Hong Kong, and WZL and Cai Kai from China. Following its launch in Beijing, the "World Without Strangers - Giordano Tee Project" collection was launched in Hong Kong on June 27 and will debut in other markets in the region including Taiwan, Singapore, Korea, Japan, Malaysia, Indonesia and the Philippines in the coming weeks.

“Our message of a ‘World Without Strangers’ echoes the slogan ‘One World, One Dream’ of the 2008 Olympic Games, and we chose Beijing to launch ‘World Without Strangers - Giordano Tee Project’ to share our pride and joy in the coming Games. We will carry this collection in 33 of our best stores in major cities such as Beijing, Shanghai, Guangzhou, Chengdu, Wuhan and Dalian. We are confident that the collection will be a great success, not only here in China but across the region as well,” remarked Mr. Mah Chuck On, Bernard, Executive Director of Giordano and Executive Chairman of Giordano’s operations in Mainland China. “We are honoured to be able to

collaborate with these design masters and we hope this collection will offer a channel for these artists to share their vision of a ‘World Without Strangers’ and connect with consumers throughout Asia,” concluded Mr. Mah.



Photo captions:
Photo 1:

Giordano unveils the “World Without Strangers - Giordano Tee Project”, a collection of 16 printed tee-shirts created around the theme of “World Without Strangers” by 12 leading artists from around the world.

Photo 2:

Artists (left to right) who attended the launch event in Beijing included: Cai Kai (independent designer from China), Benny Luk (designer from Hong Kong), WZL (graphic and character designer from Beijing), Hidekichi Shigemoto (black ink illustrator from Japan), NO2GOOD (independent illustrator and designer from Taiwan) and Rex Koo (designer from Hong Kong).

More high resolution photos can be downloaded from the link below:

<http://www.sixdegrees.com.hk/Giordano/Tee/>

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About the Artists:

Filip Pagowski / New York

The New York-based graphic artist and illustrator studied painting, illustration and poster design under Professor Henryk Tomaszewski at the Warsaw Academy of Fine Arts. Pagowski's popular and dynamic works can be seen in *The New Yorker*, *The New York Times*, the Comme des Garçons "play" series, various textile prints such as Le Mode and many other forms of media around the world.

www.filippagowski.com

Concept:

“The eyes make a flower, petals thing. Colorful, happy, friendly and... whatever! Could be more or less colorful.” – Filip Pagowski

Available styles: male/female

Male

Female



Hidekichi Shigemoto / Japan

Hidekichi Shigemoto, an Ink brush painter/black ink illustrator, was born in 1957 in Matsuyama City, Ehime Prefecture, Japan. After studying design at Osaka Art University and working in design firms, he became a freelance illustrator. Hidekichi's dynamic drawing style features "kakejiku" scroll paintings using traditional Japanese charcoal ink and his contemporary portraits to depict African-American musicians or athletes. He has exhibited his work in Japan and in New York, where he does a "live painting" performance of several drawings simultaneously on the spot.

www.hidekichi.com

Concept:

“Using the traditional Japanese drawing ink and brush, capturing the sense of speed with dry-brush scratching and dying technique - such way of expression established my own unique style of new water-ink painting. All along I was supported by athletes and musicians, so in this work I tried to illustrate the tension and excitement in sport-field.” - Hidekichi Shigemoto

Available style: male only



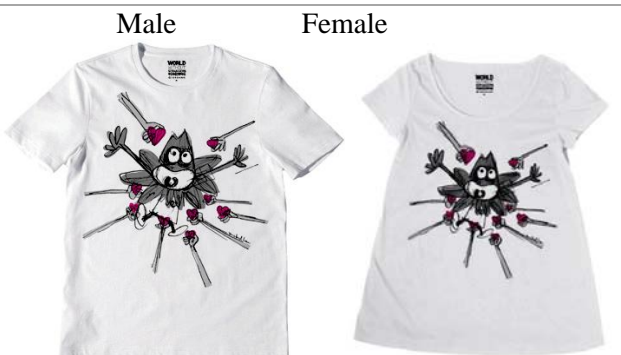
Michael Lau / Hong Kong

Hong Kong artist Michael Lau is widely accredited as the founder of the urban vinyl style found within the designer toy movement. In 1992, Lau began his career after graduating from Design First Institute in Hong Kong. In 1998, he began the Gardener comic strip, for which he is best known, in *East Touch* magazine. The characters featured in this comic strip were the basis for his first series of vinyl collectible figures. He has created other figures, such as Crazychildren and Lamdog, in addition to stand-alone pieces. Based in Hong Kong, he opened his own gallery named Michael in 2004. Recently, Lau has collaborated with Nike and Diesel in cross-media creations.

Concept:

“In the world without strangers, everyone is hand-in-hand, heart-in-heart - giving our helping hands to those who are truly in need, sending our warm greetings to those lonesome ones. The tolerance and friendliness will be our most valuable asset in our life.” – Michael Lau

Available style: male/female



Ann Xiao / United Kingdom

Ann Xiao is an animation director and illustrator. Before moving to London in 2003, she was an award-winning comic artist in Beijing, where her comic stories were regularly published. At the same time she is a trained architect. Since graduating from the University of Arts London, Ann has directed animation projects for TV commercials, short films and music videos. Her clients include MTV, Toyota, Channel 4, Tiger Beer, Radar Festival, BT, Saatchi & Saatchi and Discovery Channel. She is also a prolific illustrator for books, magazines, fashion related design and events. Her style has been described as ‘architectural space meets surrealistic dreamland.’

www.annxiao.com

Concept:

“In my design, I illustrated different events happening in the Stadium square, from the old to new one: rope jumping, Qi-gong, kite flying, Wu-Shu performance which participants ranging from young to old, professional to amateur. Such place is a ground for joy, sports, fun and sharing. Olympics and the new cityscapes are building the world without strangers.” - Ann Xiao

Available style: male only



Benny Luk / Hong Kong

The 28-year-old graphic, web, font designer and illustrator works and lives in Hong Kong. Benny Luk's website Sixstation first began as a personal experimental site in 2000 and grew into a brand four years later. Luk mainly works with international clients such as Nike, MTV, Sony x Levis and more. Sixstation's main design style is a combination of modern contemporary and traditional Asian culture. Sixstation won various awards from around the world including the 2006, 2007 and 2008 Tokyo TDC excellent awards, the 2002 and 2005 Hong Kong Designers Association Awards Silver, Bronze and excellence awards, and Winner of Favourite Website Awards 2003.

www.sixstation.com

Concept:

"Peace – if everyone can share, peace with each other, there is no strangers in the world. A world without strangers, we will get closer." – Benny Luk

Available style: male/female

Male



Female



Cai Kai / China

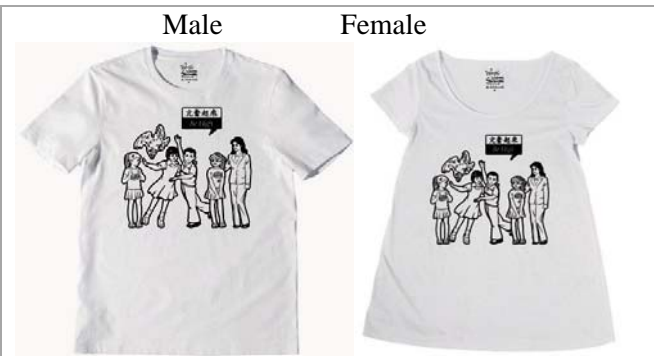
Cai Kai was born in Hubei, China in 1981. After graduating from the Hubei Institute of Fine Arts in 2005, Cai worked as a freelance designer in Beijing. In 2006, he founded "LILEI AND HANMEIMEI", a stationary and gadget brand inspired by his schoolbook sample illustrations. His personal works were exhibited at the "Be seen" exhibition in China, the "A-one" in Japan and at "Inspiration Indecently Exposed" in Holland. His creations delightfully blend dark humour and memories of the 80s – it also expresses a sense of joy under solid monotone graphics.

www.reel1981.com/blog

Concept:

“Less cold, more excitement. Get high, but don't get lost every once in a while is very good.” – Cai Kai

Available style: male/female



NO2GOOD / Taiwan

NO2GOOD is an independent illustrator and designer based in Taiwan. After graduating from the National Taiwan Normal University, he founded HOSEE design workshop and became actively involved in various visual design projects. He has directed animation in music videos for Taiwanese singer Stefanie Sun and pop band MAYDAY. He has also produced character icon design for MAYDAY and Fahrenheit; planning for concert main visuals and merchandise for MAYDAY and singer James (Yoga) Lin. His iconic and pop style catches the unique feature of the original character and leaves a strong impression to all viewers.

www.wretch.cc/blog/NO2GOOD

Concept:

“Alienation makes us lonely. We could choose to be cold. If there were no strangers, it would be a wonderful world. Perhaps being cold brings some negative meanings to this world. But don't forget, such meanings at least teach us to protect ourselves, cause sometimes the familiar one is just a protective coloration of real strangers.” – NO2GOOD

Available style: male/female



:phunk studio / Singapore

:phunk studio are 4 Singaporean artists/designers of Chinese descent. They came together in 1994 to form :phunk studio, a creative collective based in Singapore. Since then, they have propagated a visual signature that seamlessly blends and reinterprets their diverse influences such as traditional Chinese craft and folklore, Hong Kong pulp fiction, Japanese manga and otaku subculture and Western popular culture. The idea of art and design into a singular creative thought reflects their multi-cultural identity and environment. Their cross-disciplinary approach is best described as “an aesthetic collective consciousness,” which is focused on experimenting with new approaches to visual expressions. Their expansive scope of projects spans across art, design, publishing, fashion, music, film and interactive.

www.phunkstudio.com

Concept:

“Friendship brings people from all walks of life together. Here, the vibrant flow of different strokes and colours in this Chinese character for friendship symbolises people from various backgrounds who co-exist harmoniously with one another. The synthesis of the four strokes and colours is also an apt representation of :phunk studio's "aesthetic collective consciousness" since each of the four members has a distinct personality, but together they define a character.” - :phunk studio

Available style: male only



Rex Koo / Hong Kong

Hong Kong based graphic designer, Rex Koo, is extremely passionate about the design of Chinese and English typography. After studying in England, he worked at the Shya-la-la workshop, Communion W and helped design the artwork and original soundtrack of the movie, *In the Mood for Love*. In 2001, Rex's personal website 'rex-air.net' launched. For a while, he was lost in the world of vector graphics. Later, he became tired of the emotionless computer operation and began to create artwork by hand hoping to recapture the human touch in his work.







www.rex-air.net

<p>Concept: “(Tee 1) a mysterious looking man with smile on face....(Tee 2) <i>Star Wars</i> meet <i>Star Trek</i>, both "saying hi" with hand sign instead of speaking.” – Rex Koo</p> <p><i>Available style: male only</i></p>	<table><tr><td data-bbox="730 580 1070 920">Tee 1 </td><td data-bbox="1070 580 1418 920">Tee 2 </td></tr></table>	Tee 1 	Tee 2 
Tee 1 	Tee 2 		

Saiman Chow / USA

A native of Hong Kong, Saiman Chow graduated from the Art Center College of Design in California. Chow went on to make a name in editorial illustration and the fine art scene. He co-founded the design collective United Bread. He later turned his talent to motion graphics and lent his creativity to Brand New School on a variety of award-winning projects. His works have been featured in numerous publications including *Print* magazine's "30 under 30" and "Res10". He now lives in New York City with his cat.

www.saimanchow.com

<p>Concept: “Think about last time you have to talk to a stranger or client or meeting new friend, we concern our coffee and cigarette breath might scare the stranger away. That one element that gives us courage and confidence is a piece of minty fresh gum. It's the bridge, - the ambassador that connects us with other mankind - it's a piece of fun bubbly candy that glue the world together. We all love gum, We blow, it pops, it is the idea of being young and carefree.” Saiman Chow</p> <p><i>Available style: male/female</i></p>	<table><tr><td data-bbox="783 1290 1123 1751">Male </td><td data-bbox="1123 1290 1418 1751">Female </td></tr></table>	Male 	Female 
Male 	Female 		

Stanley Tai / Taiwan

After graduating from the National Yunlin University of Science and Technology in Taiwan, Tai worked as a visual creator. He has also worked as visualizer, illustrator and has been involved in advertising, product and visual identity design. His works have been featured in various publications, animations, character design and picture books. His former clients include Chinatrust's 23th "Love for Kids" campaign and 7-ELEVEN 2007 i-cash card. Tai's retro style combines hand-drawn and computer techniques, he illustrates a fantastic world with rich composition.

tw.myblog.yahoo.com/simon71213/

Concept:

“People might appear to be cold as robots, but still we have a caring, loving heart towards nature. Over-consumed resources, abused woodlands, seasonal migratory bird lost their homes. But the robot shows his love to these birds, flies the airship and convoys them to a safe home (the robot holds the nest of the birds).” – Stanley Tai

Available style: male/female

Male

Female



WZL / China

WZL, graphic and character designer active in art and design field now works and lives in Beijing. In 2005 designer toy brand adFunture approached WZL to produce his creation "I, WZL" into a vinyl toy. By 2006 "I, WZL" became the first vinyl figure series by a native China artist. He also works for graphic design and commercials for brands such as Pepsi, Nike ID and Wieden+Kennedy. WZL's work has been featured in exhibitions such as "I, China", "Get it Louder in China" and "China Power Station" in the United Kingdom.

www.iwzl.com

Concept:

“Everyone waves and say, ‘hi’ to people even if you don't know them. Just a smile can break the ice; a small move can shorten the distance between us. To make us no strangers, it's just that little action.” - WZL

Available style: male/female

Male



Female



Retail Price: \$190 (men) \$220 (women)

About Giordano:

Giordano is a leading international retailer of men's, women's and children's apparel under the brand names *Giordano*, *Giordano Concepts*, *Giordano Ladies*, *Giordano Junior* and *BSX*. Established in 1981, Giordano now operates 1,900 stores and counters in Greater China, Japan, Korea, Southeast Asia, Australia, India and the Middle East.

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