

1/5 **Love & Umbrellas**

The inspiration of this design came from the Umbrella Movement in September at Hong Kong.



Solution
Ignited by a group of students who protested for justice and political freedom, it quickly evolved to an extensive pro-democracy protest across the city. Umbrella became the symbol of this movement and yellow colour is an attribute of democracy.

Status: 17.06.2018

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Love & Umbrellas

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What does your design show?

We used yellow hearts to form shape of umbrella and vice versa, simlizing the importance of staying united to strive for Hong Kong's future.

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Love & Umbrellas

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What is the unique idea about your design?

This design commemorated the peaceful, untied and full of love movement, which shown the inherent kindness of Hong Kongers.

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Love & Umbrellas

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Is there a special story behind your design?

We also captured the fluttering of love and yellow umbrellas, to metaphor the faith of seeking freedom and justice will spread as seed of dandelion, which will bloom with our younger generation and propagate to the world.

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Love & Umbrellas

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Creative's profile

ericchan

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