

Humans?
Yes.

Humanity?
No.

MY POSITION

Graphic communication design is the expression of language through visual and tangible forms.
My passion for multi-sensory design, has guided my exploration of the emotional qualities of sense in previous works. Through CSM coursework, I discovered a interest in the sensory experience unique to humans and highlight them all. I have focused on pushing the boundaries of traditional graphic methods, through multi-sensory design, creating storytelling and shared experiences that connect people across the world.



PROJECT STATEMENT

LOVE LETTERS ARCHIVES OF THE IRREPLCEABLE

This project is a love letter exchange project that expands relationships through sensory communication beyond language. Instead of relying on spoken or written words, participants exchange letters through sounds, drawings, and photographs. Through these nonverbal interactions, they explore, experience, and understand the many forms of love, offering comfort and connection to one another. This project focuses on visual and auditory senses to rediscover how emotional bonds can be formed and deepened in a digital environment.



TARGETS &
PROJECT CONTEXT

This project begins a critical exploration of the social trends in which human sensory experiences and relationship are increasingly replaced by digital technologies. It is agreed that communication through digital media contributes to overcoming physical distance to a certain extent. However, it cannot completely replace the emotional connections and sensory experiences that are uniquely human. Technology-mediated connections have their limitations, and the emotions and sensations that only occur face-to-face remain an essential part of human existence.

This project aims to remind people who are immersed in the digital environment that love and emotions are still a fundamental part of human existence. By exploring the essence of emotions that cannot be replicated by digital networks, the project aims to rediscover the humanity.



PROJECT THEME

Love is the most universal concept and emotion. Everyone experiences love in some form. It is not just a momentary feeling but a complex combination of different senses interacting with each other. This is because there are a lot of artworks, music and text based on love. Love is the emotion and action that connects people, shaping the way we understand, empathise, and live with one another. These qualities of love are important elements that make us human. My project is about reminding us of our humanity through shared experiences and connections of love.



ENQUIRY

How can sensory experiences be translated into visual or tangible forms to reconnect with love in a digital age?

This project explores how multi-sensory design can enable communication of love for individuals who face isolated situation.



REFERENCE

Take care of Yourself, Sophie Calle, 2007, Practice Reference

While Sophie Calle’s Take Care of Yourself begins from a personal experience of heartbreak and expands it through the analytical and interpretive responses of 107 women, my project starts from the universal and positive experience of love. Calle’s work primarily engages with language-based media — text, performance, and photography — and focuses on deconstructing and analyzing emotional experiences. In contrast, my project uses sensory media such as images, drawings, and sounds to create intuitive, nonverbal exchanges of love. Whereas Calle collects individual interpretations to create a multi-layered narrative, my project centers on the interactive exchange of sensory letters, allowing participants to share, feel, and comfort each other directly. Thus, mine seeks to foster emotional connection and healing through sensory communication.



REFERENCE

Museum of broken relationship



MOODBOARDING

