

YILIN HUANG

ARCHITECTURE PORTFOLIO

COLUMBIA GRADUATE SCHOOL OF ARCHITECTURE,
PLANNING AND PRESERVATION
2023-2024

SPECULATING: HEDGING ARCHITECTURES, IMAGES, AND VLUES

Conceptual fieldguide illustration

Advisor: Corneel Cannaearts, Michiel Helbig
Group work
Summer, 2023 Studio Project

Architecture has always been deeply linked to values - be it moral, religious, social, political, environmental, symbolic, military, commercial, economic, monetary- the recent impact of digital technologies has led to novel forms of speculation. While in highbrow architectural culture claims strive for values far removed from commercial speculation, architectural practice thrives on monetary investment for design and construction. Architecture is a speculative discipline out of necessity, since the relative slowness of architectural production, architecture design is projective, anticipating potential build futures and their values. Images play an increasing role in architecture through the recent proliferation of digital technologies. We can see this internally in the design tools and media architects use to produce images, as well as externally in the ubiquitous spread of social media, blogs, smartphones... through which architecture is experienced and disseminated.

This field guide looks into how architecture is complicit in processes of speculation and how digitalisation of architectural practice and its relationship with a general public is mediated through images. We look into architectural competitions, as an investment and speculation on potential future architectural stardom, and how this desire is exploited; how project developers use architectural imaging as form of branding fueling real estate speculation; how architecture offices and practices actively produce images and direct their online brand; how architects can gain clout by learning from social media and influencers, by embracing contemporary ways of sharing images and interacting with viewers.





SPECULATION

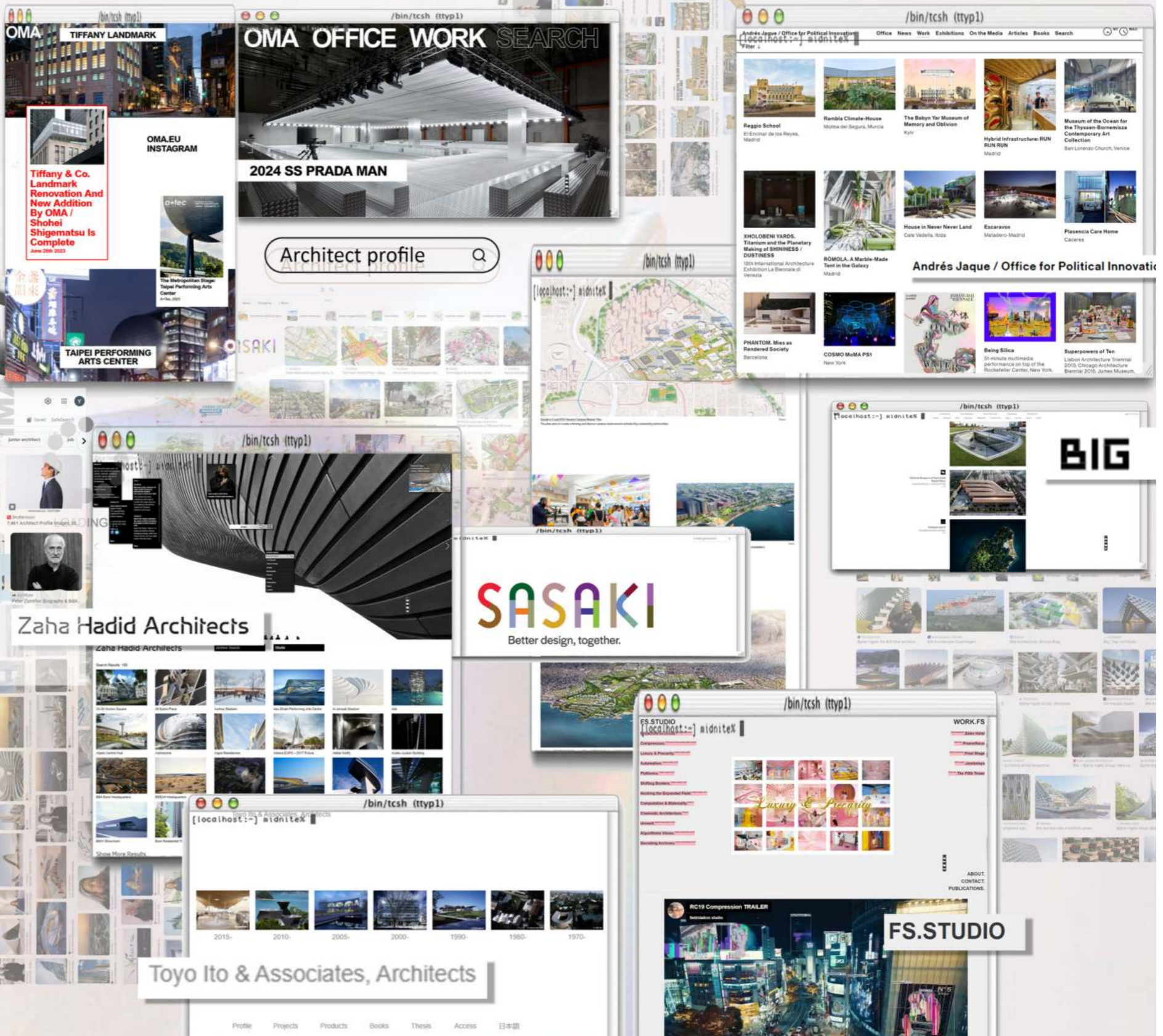
Hedging Architectures, Images, and Values

Jinyue Han, Yilin Huang, Pallavi Jain
FieldStation2023_Architecture of Compression

Architecture

By the word "Architecture", we are referring to architects and constructed architecture as a whole culture. Through the website pages shown on the right, it is obvious to see architects and studios are promoting their profile with the work they've done. Compared to a direct search by the same keyword, it's interesting to see similarities within different perspectives of presenting.

By giving and strengthening the impression of architects' personal styles of design, architecture culture participate in the circle of speculation to set up a brand of their names. All of the popular social platforms have an architect presence including Twitter, Facebook, LinkedIn, YouTube, Pinterest and Instagram. These platforms are all well suited for visual, technical and intellectual sharing, something architects intrinsically value.



At the same time, the phenomenon reflects another perspective of seeing architecture, which is architecture existing as images. The visualization of architecture offers an opportunity to know the work without actual field experience. If you're getting the right audience engaged with relevant content and more importantly into your nurturing funnel, social media does the heavy lifting of real time conversations between brand and customer on a global scale. It establishes the foundation of being able to harvest leads in all phases of the funnel, gives followers a reason to engage with your brand and provides a platform for customer care.

Real Estate

As a participant in the speculation ecosystem, "real estate" may be the most obvious representation of speculating behavior for that's one of the principles of how it works. The general business model of real estate enterprises is to take out a loan from a bank to acquire land, use the funds to develop the property, and sell the property and return the funds. One part of the funds is used to repay the bank debt while the other part remain in the next project. In short, it is a "raise debt - buy land - sell houses - funds back - one part used for debt repayment, the other part for continued investment" cycle round trip.

This mode of operation is destined to be a highly leveraged, high financing cost way of working. Real estate companies want to reduce capital costs can only shorten the operating cycle as much as possible, including development, construction, sales and other aspects. Often these segments will be compressed together in time, with the sales segment running concurrently with or even ahead of the construction segment.

In other words, real estate developers need to portray a future to consumers that is not yet built, and it must be appealing enough to attract available working capital. Whether through various advertising for enhancing their own image, or hiring architects or internet celebrities to design or promote the property, it is a kind of insurance for the future of the building, that is, a way of speculation of architecture indeed.

Wrong prognosis such as seriously deviated project market positioning can lead to serious consequences. In addition, factors such as design mistakes, bad sales channels, wrong timing of entering the market, poor publicity and promotion, and weak integrity of developers can all be the reasons for failure of real estate development.

The traditional sales model changed when real estate was combined with the emerging online promotional model. Does the design of a famous architect and the promotion of a network celebrity with traffic bring an essential change to the value of the building or the real estate itself?



Clout

Clout means "pull" or "influence" as one of the explanations in the dictionary, and in the context of the field guide it means content creators or internet celebrities posting images and videos through the internet. If speaking of someone having clout, it usually means that they communicate a sense of influence, and possess an ability of changing one's mind.

In 2010, Instagram launched and gave users something unique – a platform based on images. The earliest influencers began to use Instagram for more than sharing photos of their kids or pet, they saw an opportunity to connect with followers and share product recommendations. Once paid advertisements were launched, brands were able to connect with influencers across the platform and sell products quickly and easily by leveraging the reach of the influencer.

One of the popular Internet Celebrity Economies is based on riding their fames to establish a new type of money. After they become famous, they will start making profit of the fame by various ways. First, live streaming or opening online stores to bring in goods can achieving plenty of sales through fame effects. The earliest product to bring live is beauty products, because beauty products gross profit can easily reach 80%-90%, the marketing rate of 30%-40%. That is to say, the beauty class products make more money with goods.

Moreover, the weblebriety can earn promotion fees through graphic content implantation, video advertising patch, information flow promotion, etc. to their followers. They cooperate with businesses to endorse their products, which mainly relies on the number of fans and influence ability. This promotional behavior gradually evolved from single products to food, dressing styles, physical stores and even attractions. Other ways of live streaming rewards, paid knowledge, ip licensing are also ways of making profit.

However, "Internet Celebrity" has become a derogatory term. It often represents bad quality, low cost, wrong products and other problems. There are posts of avoiding internet celebrity stores spots, which reflects the disgust for these phenomenons.

The reasons may be some of the influencers don't want to maintain their reputations, instead just want to cash in quickly. They don't keep supervising the products they advertise, which is an example of failed speculation.

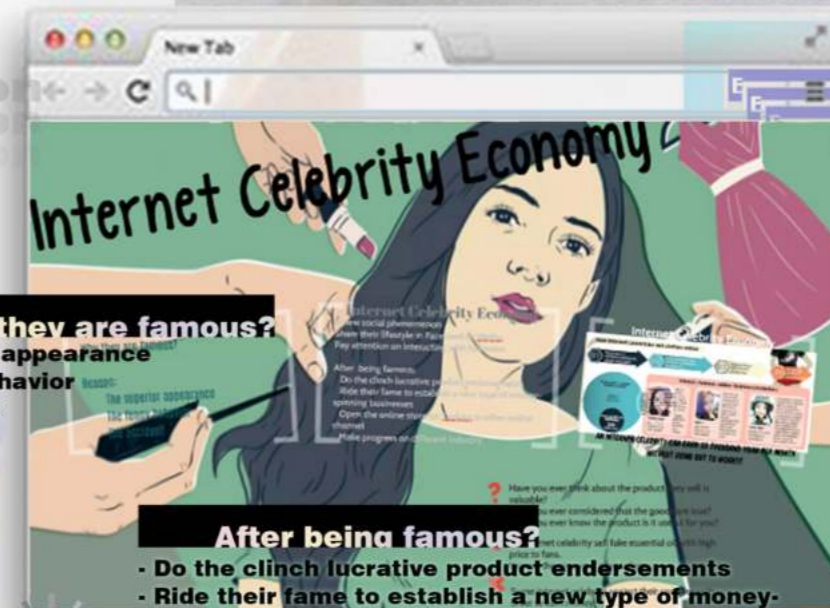


#Definition
#Definition
#Definition

#History
#History
#History

#Phenomenon
#Phenomenon
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#Reflection
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#Reflection



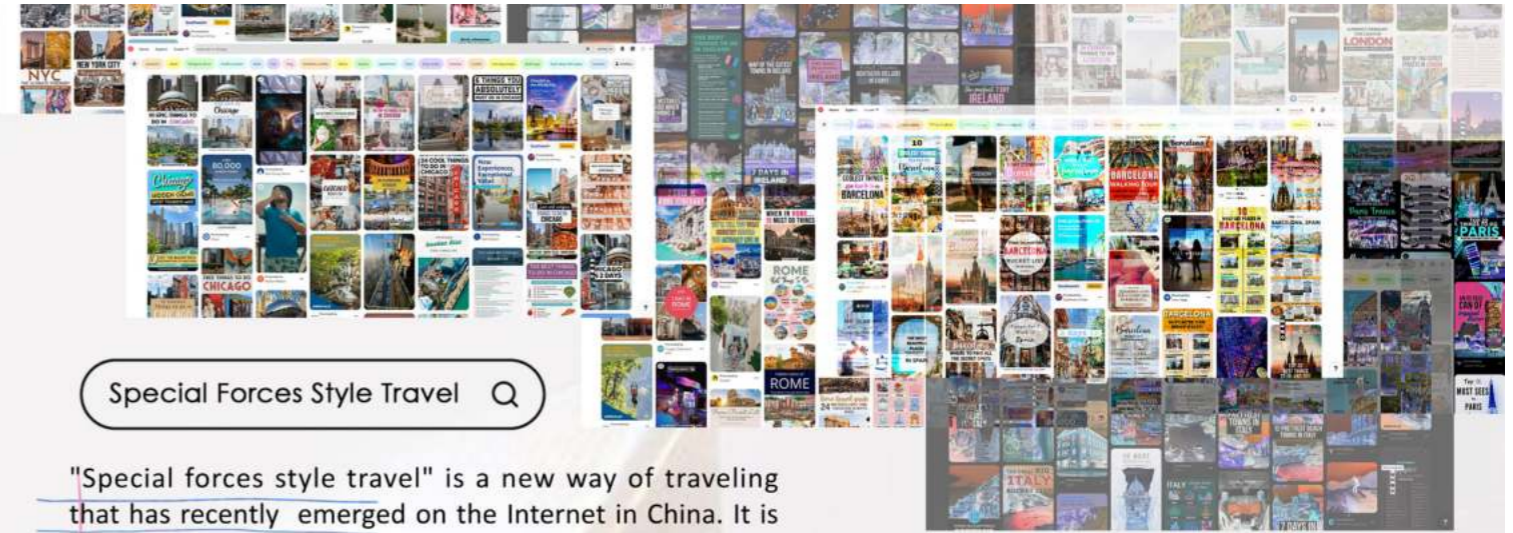
After being famous?
- Do the clinch lucrative product endorsements
- Ride their fame to establish a new type of money-spinning business
- Open online stores on online channels



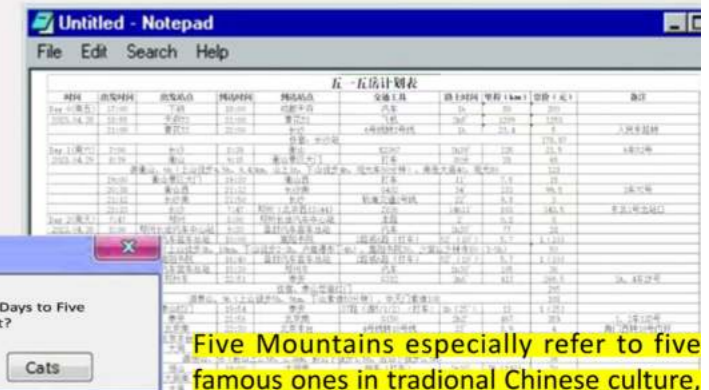
Users

Users refer to those who are using websites, apps and the entire internet for information. They can be the followers of Instagram celebrities, the subscribers of Youtubers or just content consumers being part of the network. No matter one is browsing the Internet as an unconscious habit or for certain purpose, he or she is considered the target of information transmission when starting this behavior.

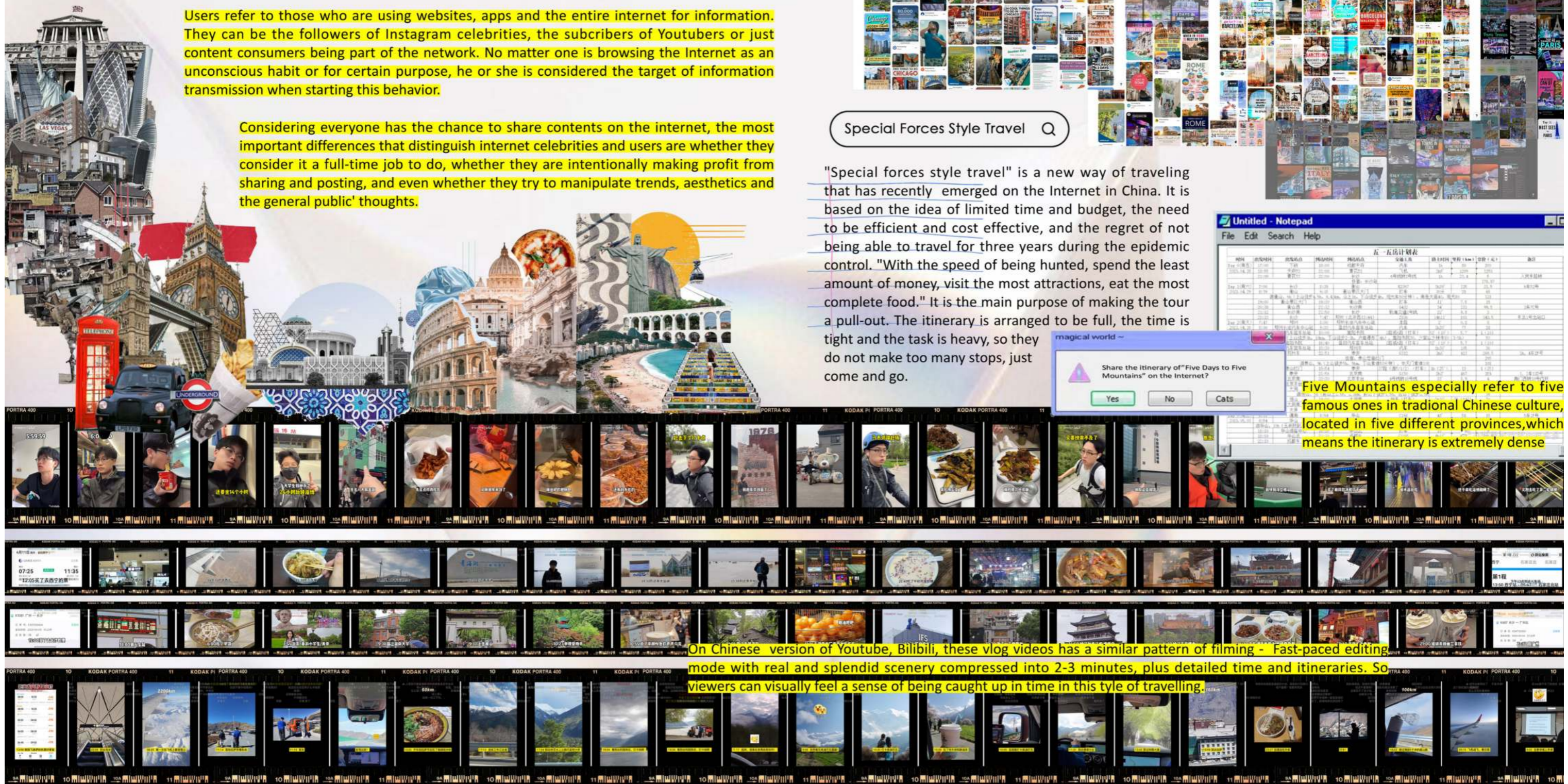
Considering everyone has the chance to share contents on the internet, the most important differences that distinguish internet celebrities and users are whether they consider it a full-time job to do, whether they are intentionally making profit from sharing and posting, and even whether they try to manipulate trends, aesthetics and the general public's thoughts.



"Special forces style travel" is a new way of traveling that has recently emerged on the Internet in China. It is based on the idea of limited time and budget, the need to be efficient and cost effective, and the regret of not being able to travel for three years during the epidemic control. "With the speed of being hunted, spend the least amount of money, visit the most attractions, eat the most complete food." It is the main purpose of making the tour a pull-out. The itinerary is arranged to be full, the time is tight and the task is heavy, so they do not make too many stops, just come and go.



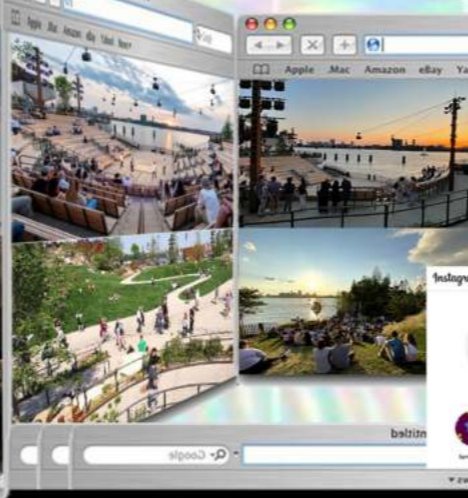
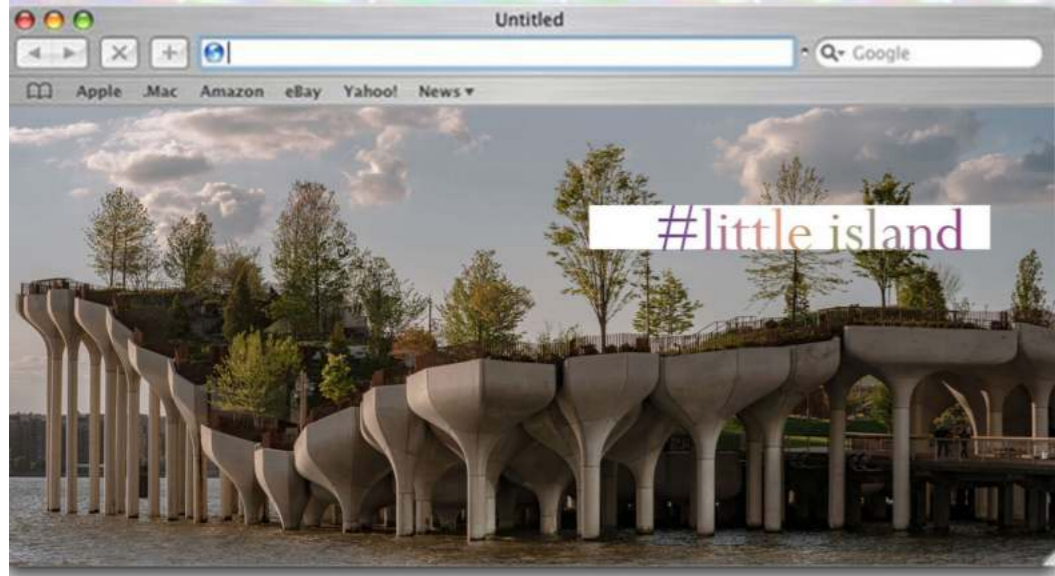
Five Mountains especially refer to five famous ones in traditional Chinese culture, located in five different provinces, which means the itinerary is extremely dense.



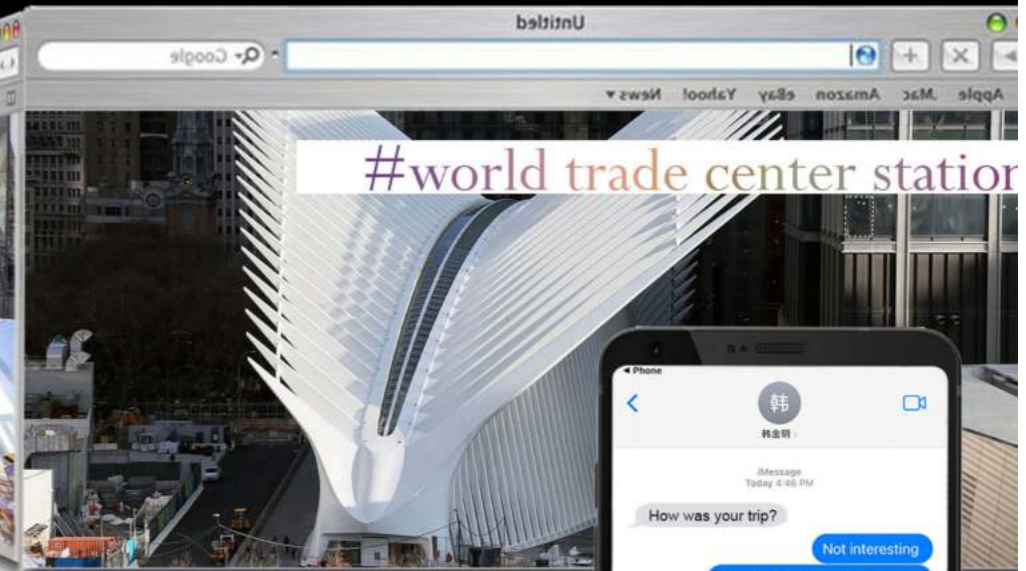
On Chinese version of Youtube, Bilibili, these vlog videos has a similar pattern of filming - Fast-paced editing mode with real and splendid scenery compressed into 2-3 minutes, plus detailed time and itineraries. So viewers can visually feel a sense of being caught up in time in this type of travelling.

Real Estate + Architecture + Clout + Users

When the four factors shown in the question are combined, they are closely linked from top to bottom: real estate hires architects to design eye-catching buildings and uses the publicity effect of online celebrities to attract general public. With the rapid development of the Internet and the dramatic expansion of the Internet celebrity effect, this cycle of designing architecture and making efficient profits is becoming increasingly intentional.



The concept Heatherwick sold to Diller and the Hudson River Park Trust looks largely unchanged since it was unveiled in 2014: an undulating platform, extravagantly planted with beautiful trees, flowers and grass, organized around performance spaces, including a spectacular 687-seat amphitheater overlooking the water, custom-made for watching the sunset while sipping Bellinis. It is described as one of the new attractions in Manhattan, New York City, and an attraction that everyone should visit and enjoy the view.



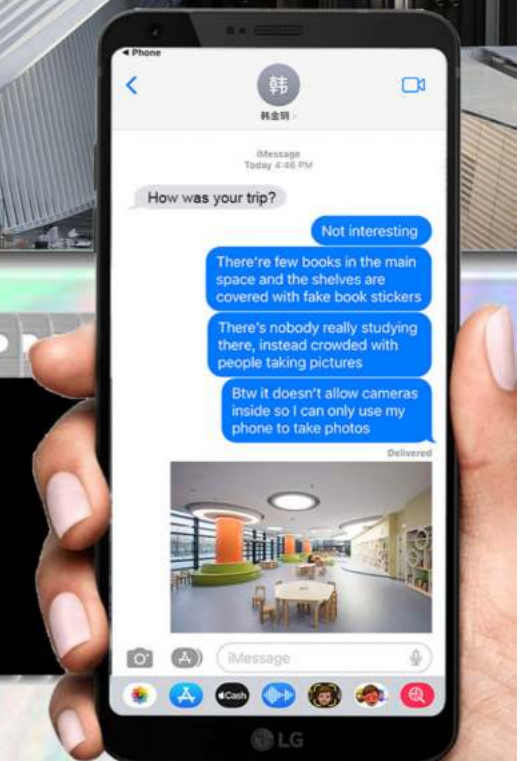
Santiago Calatrava's World Trade Center Transportation Hub, also known as the Oculus, is open after ten years of first plans were unveiled. The ribbed structure replaces a temporary transportation hub that has been used since the original World Trade Center PATH station was destroyed in the 2001 September 11th attacks. Calatrava designed a lyrical form with the idea of a bird in flight. Its shape and color contrast markedly with the surrounding buildings, making it an unmistakable highlight of the city's sober financial district.

Where there are projects that make good use of the aggregation effect of online celebrities, there are also counter-examples that do not. Here is an example of a project that pushes too hard on visual effects at the expense of its actual use.



Designed by MVRDV and Tianjin Urban Planning and Design Institute, Tianjin Binhai Library was open to public in 2017, quickly offering up plenty of spectacular images across social media. The library's rectilinear facades gives way to a interior atrium that is centered by a spherical auditorium. However, the library is not serving as a good example of utilizing influence of content creators. It turns out that its significance as a symbol of photos popular through the internet has overshadowed its original function as a library.

Real estate and architects using the influence of online celebrities to appeal to the masses - we need to rethink whether this phenomenon is off track. When architecture is more ornamental than practical, its existence as images and photos will be more meaningful than its existence as an actual built building. Sacrificing the experience of reality for the added color of digital identity is clearly something we don't want to see.



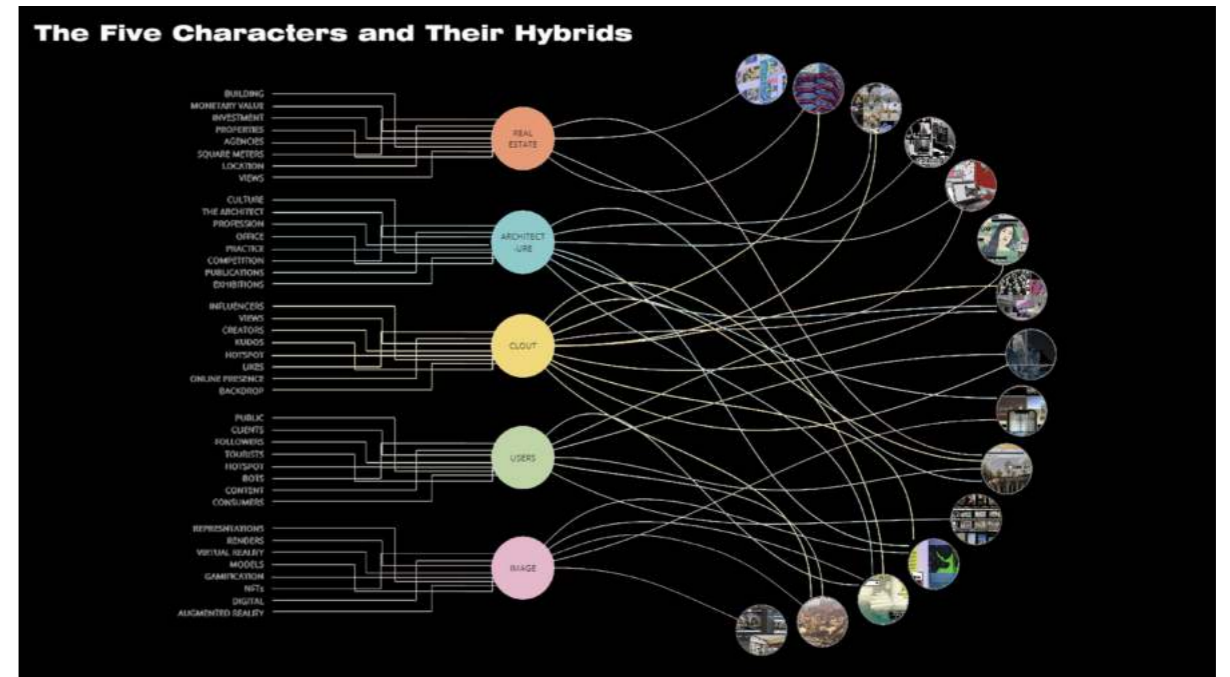
SPECULATING: CRAFT ATELIER, CLICK STUDIO AND CLOUD LAB

Conceptual high-rise tower design

Advisor: Corneel Cannaerts, Michiel Helbig
Group work
Summer, 2023 Studio Project

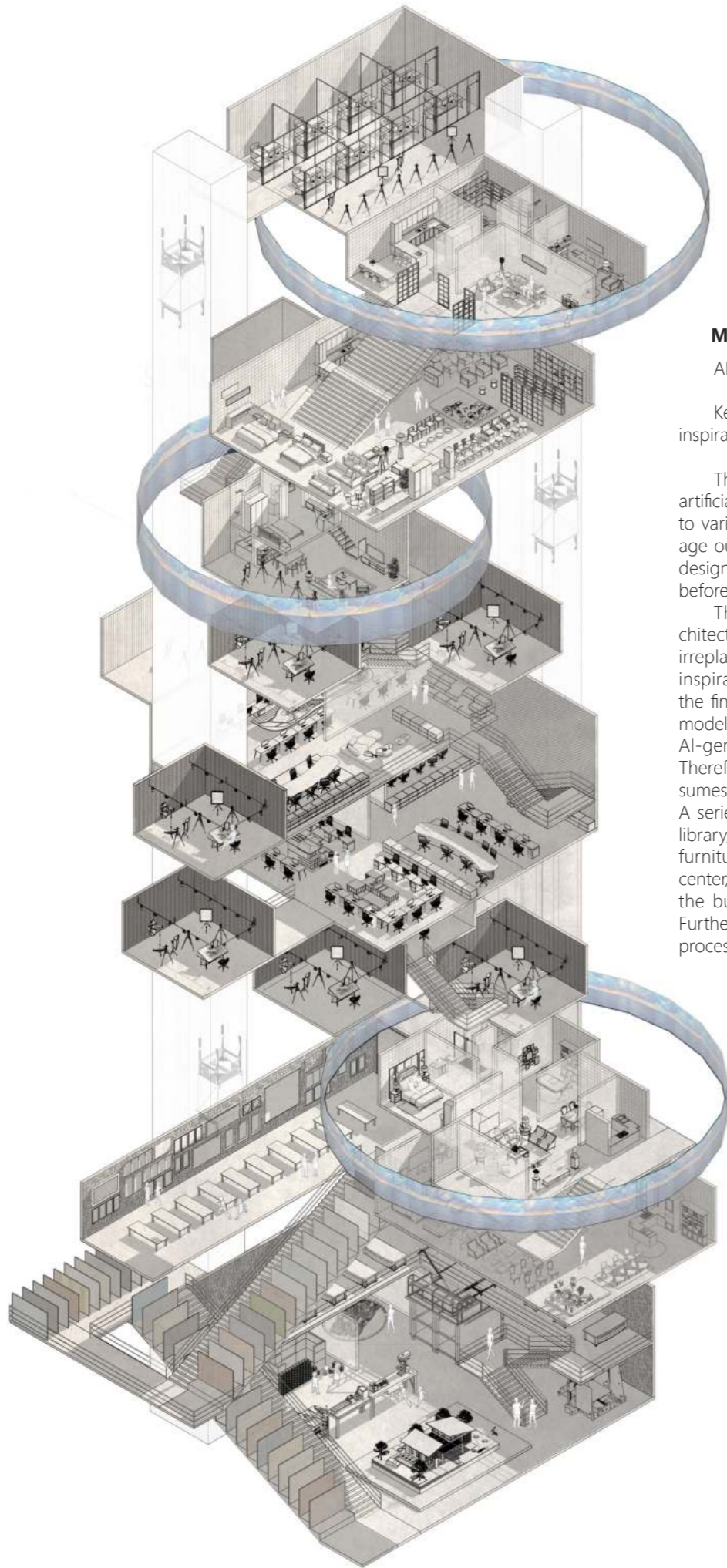
The significance of the digital realm is rapidly increasing in today's world, with numerous industries embracing digital technology to bring about revolutionary changes. Architecture is no exception to this transformative trend, as various aspects, including AI and other algorithms, contribute to this transition. However, what people witness daily may not always represent the complete reality, as digital techniques now allow them to virtually access distant places or even immerse themselves in fictional environments.

This project creates the studio tower for an architecture firm that purely pursues the digital perspective of architecture, especially architecture that only exists as images, models and systems. The application of digital tools and techniques varies widely, from expensive NFTs to surrealistic architecture arts, to holographic projection for visualisation, to construction games like minecraft. These projects explore the boundaries between reality and virtuality, challenging or becoming part of the conventional stereotypes associated with architecture. At the heart of this digital world are algorithms, which reshape our way of thinking and offer innovative options for the future development of architecture. Not everything has to be confined to reality or entirely fictional. Embracing these technological advancements allows architects to envision novel solutions and create spaces that were previously unimaginable.



From Characters to Hybrids





MAIN TOWER DESIGN: CRAFT ATELIER

ABSTRACT OF CRAFT ATELIER

Keyword: Model, Script, design process, creativity, inspiration, tower

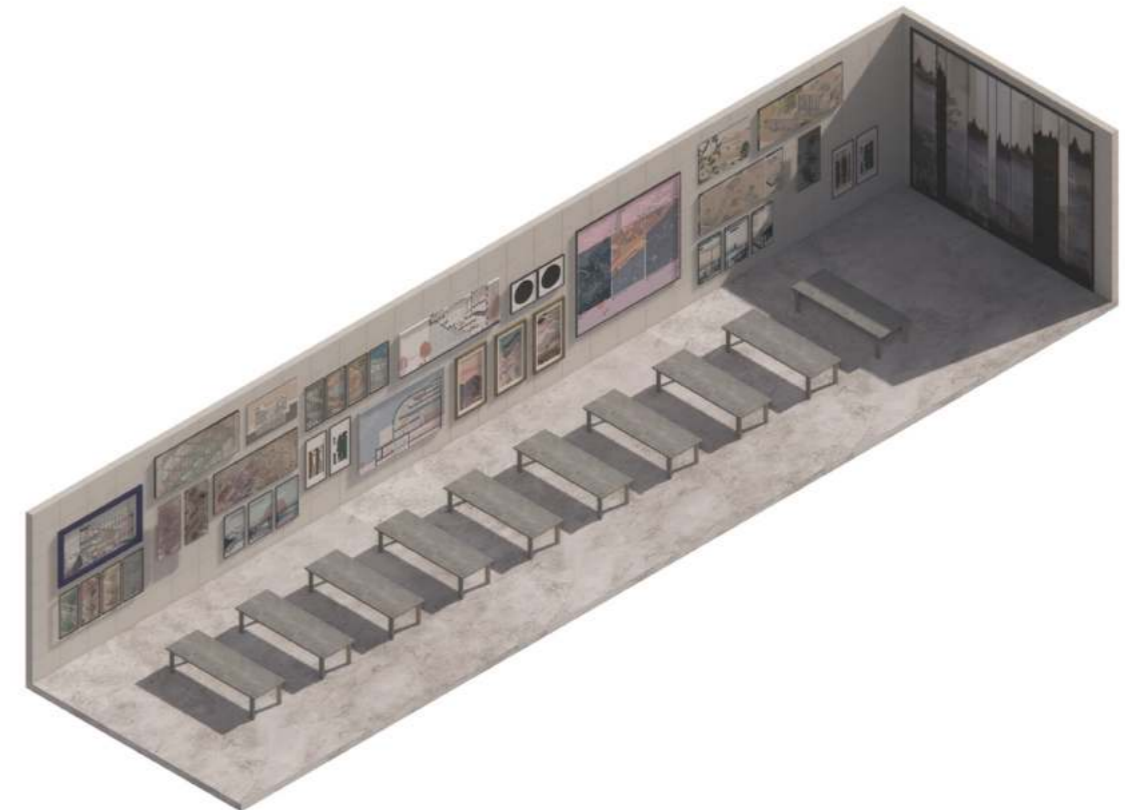
The rapid development of digital technology and artificial intelligence has brought unimaginable impact to various industries. In the face of AI's astounding image output capabilities, repetitive work in architectural design has been questioned and challenge like never before.

This project focuses on a "craft" version of architect workspace. It emphasizes the uniqueness and irreplaceability of the architect's design. The surge of inspiration hidden in the lines of a manuscript, and the fine craftsmanship demonstrated by a handmade model - they cannot be expressed by mass-produced AI-generated images without an independent mind. Therefore, this project fully values, presents, and consumes the inspirational process of architectural design. A series of scenarios - model making studio, material library, script room, archive gallery, apartment sample, furniture shopworking space, live streaming control center, photo processing room, darkroom - show how the building's front side and back side interweave. Furthermore, it show the complete consumption of the process of design, work, output, and use.

RENDER: MODEL MAKING ROOM+ MATERIAL LIBRARY



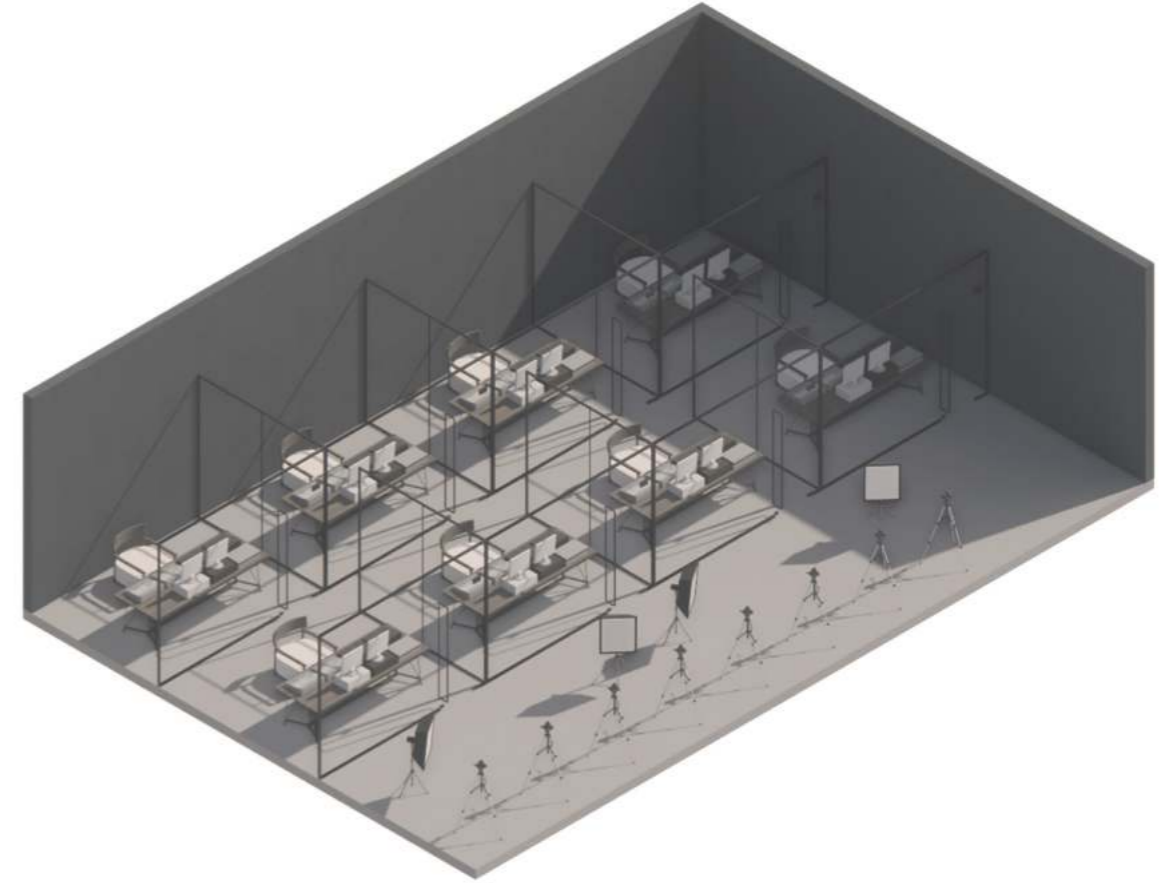
RENDER: ARCHIVE GALLERY



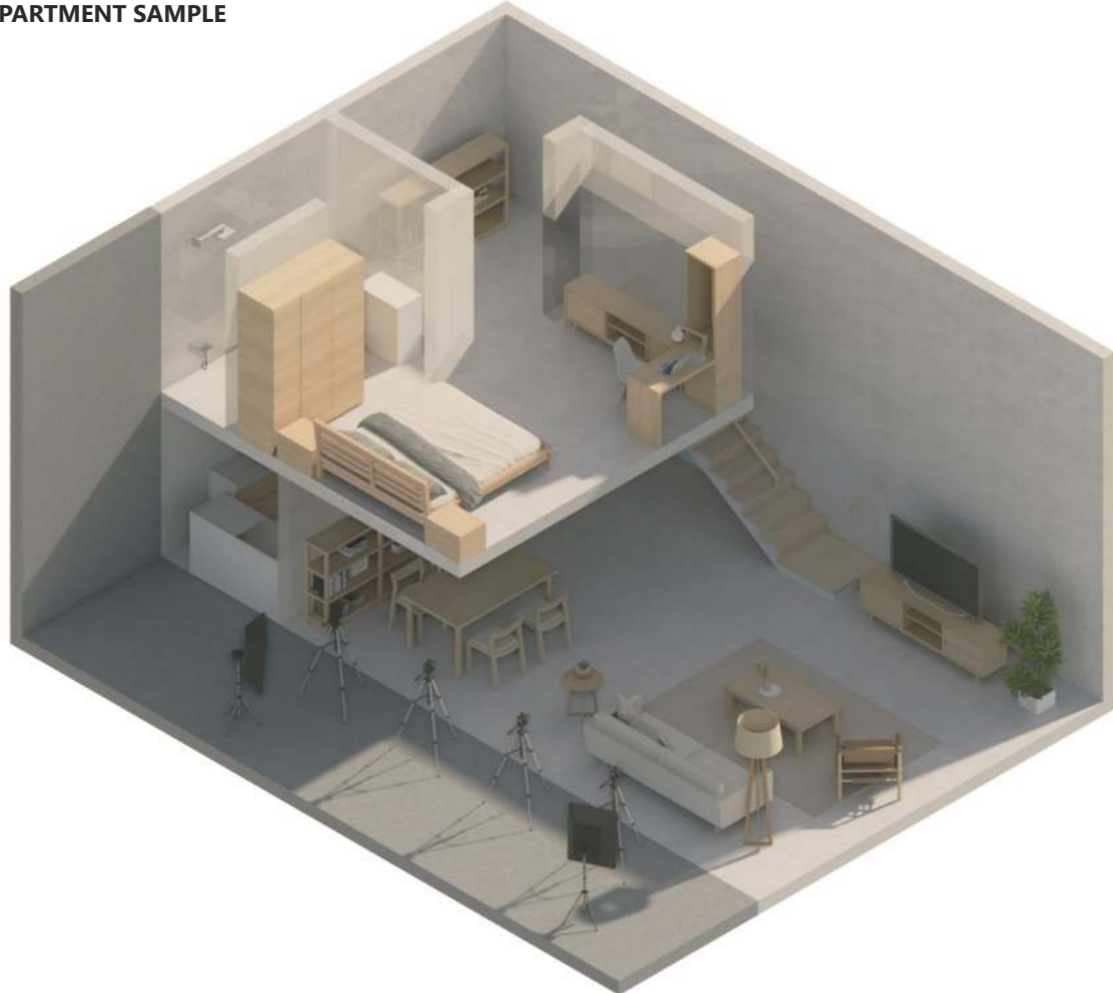
RENDER: SCRIPT ROOM+WORKSPACE



RENDER: LIVE STREAMING CONTROL ROOM



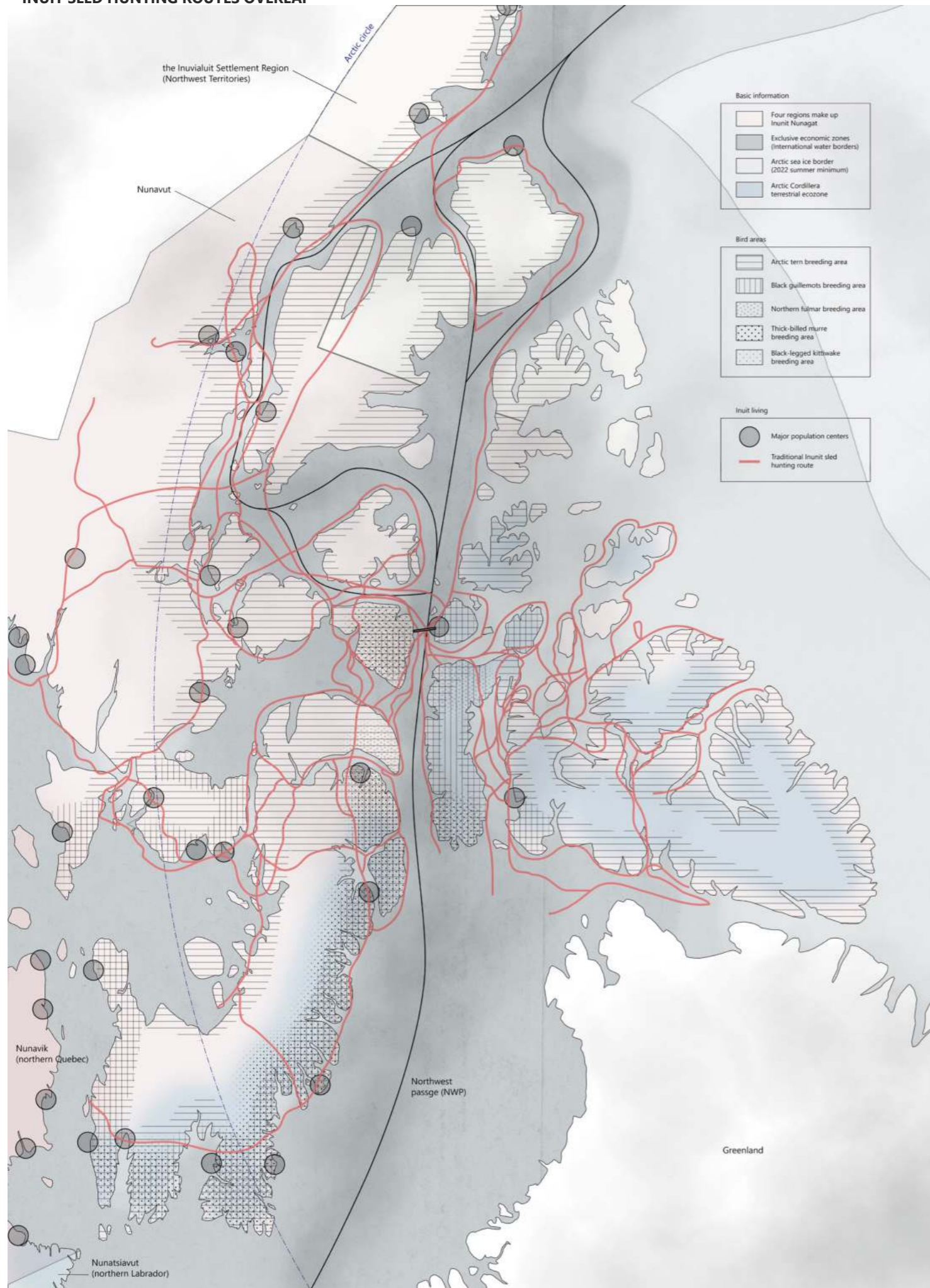
RENDER: APARTMENT SAMPLE



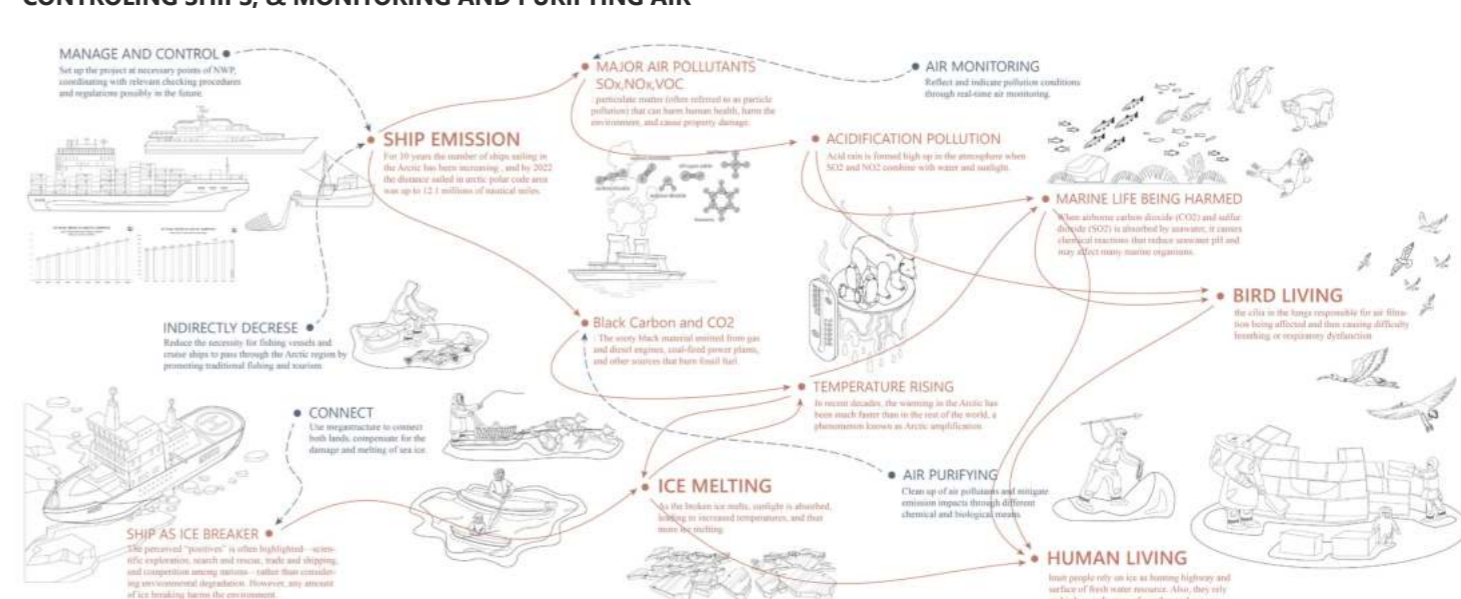
RENDER: SCRIPT ROOM



SITE ILLUSTRATION : INUIT NUNANGAT- WHERE NWP(NORTHWEST PASSAGE), BIRD BREEDING AREAS, AND TRADITIONAL INUIT SLED HUNTING ROUTES OVERLAP



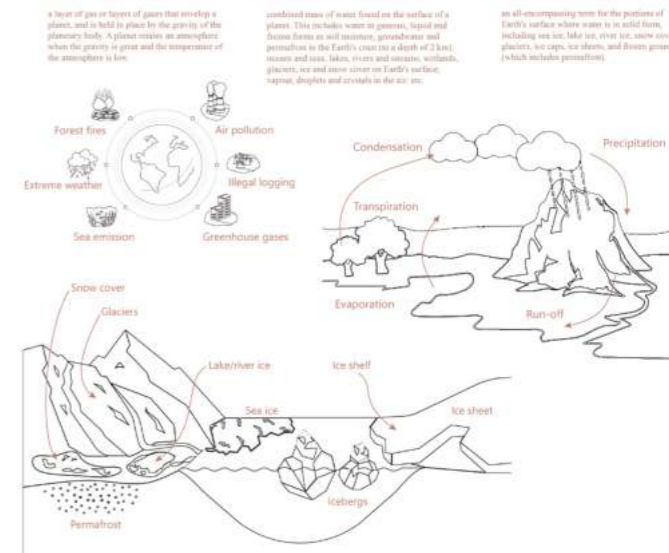
CONCEPT DIAGRAM: MODERATE SHIP EMISSION, & ENHANCE BIRD LIVING AND HUMAN LIVING, BY MANAGING AND CONTROLLING SHIPS, & MONITORING AND PURIFYING AIR



CONCEPT COLLAGE: SHIP AND BIRD



ATMOSPHERE | HYDROSPHERE | CRYOSPHERE



RESEARCH CATALOG: SHIP AND BIRD

Map of the Arctic region showing the North Pacific Ocean, USA, CANADA, ARCTIC OCEAN, RUSSIAN FEDERATION, GREENLAND, GILBERTBERGEN, and North Atlantic Ocean. It highlights the Northwest Passage and various shipping routes.

Image of a large cargo ship emitting thick black smoke from its funnel, illustrating air pollution from maritime vessels.

Two sets of satellite maps. The top set shows air quality indices: (a) NDx and (b) SO₂. The bottom set shows phytoplankton growth: (a) Chlorophyll a, (b) Chlorophyll b, (c) Chlorophyll c, (d) Chlorophyll d, (e) Chlorophyll e, (f) Chlorophyll f, (g) Chlorophyll g, (h) Chlorophyll h, (i) Chlorophyll i, (j) Chlorophyll j, (k) Chlorophyll k, (l) Chlorophyll l, (m) Chlorophyll m, (n) Chlorophyll n, (o) Chlorophyll o, (p) Chlorophyll p, (q) Chlorophyll q, (r) Chlorophyll r, (s) Chlorophyll s, (t) Chlorophyll t, (u) Chlorophyll u, (v) Chlorophyll v, (w) Chlorophyll w, (x) Chlorophyll x, (y) Chlorophyll y, (z) Chlorophyll z.

Climate Change Overturns Bird Migration 1
 Climate models predict that by 2050 the Arctic Ocean will be sea ice free each summer. To illustrate the biogeographical consequences of such drastic shifts, we performed an in-depth study of little auks (Alle alle), the most numerous arctic seabird. Our study illustrates how global warming may radically modify the biogeography of migratory species, and provides a general methodological framework linking migratory energetics and spatial ecology. The picture shows the current (black arrows) and future (grey arrows) migratory strategies of little auks breeding in Franz Josef Land, due to favorable thermal conditions encountered along the peripheral routes offset the enhancing flight costs of the greater travelling distance.

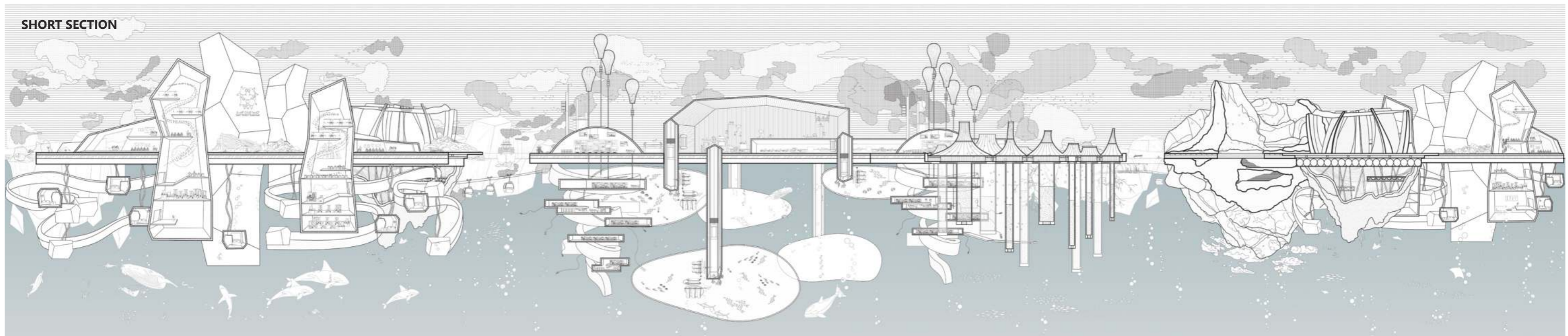
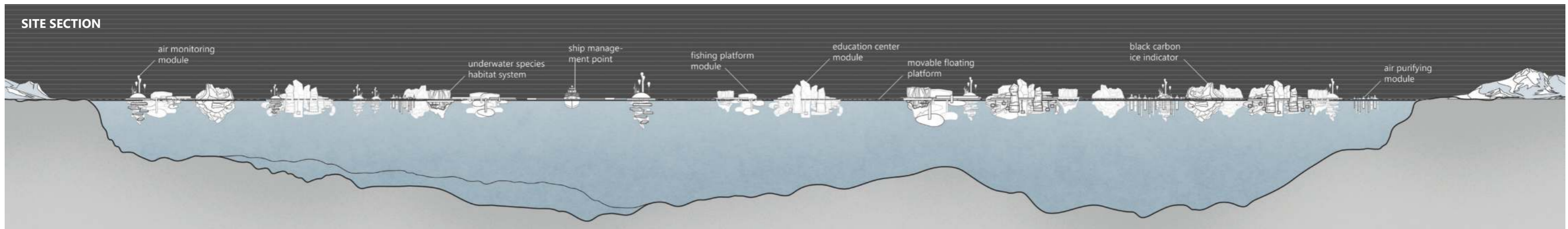
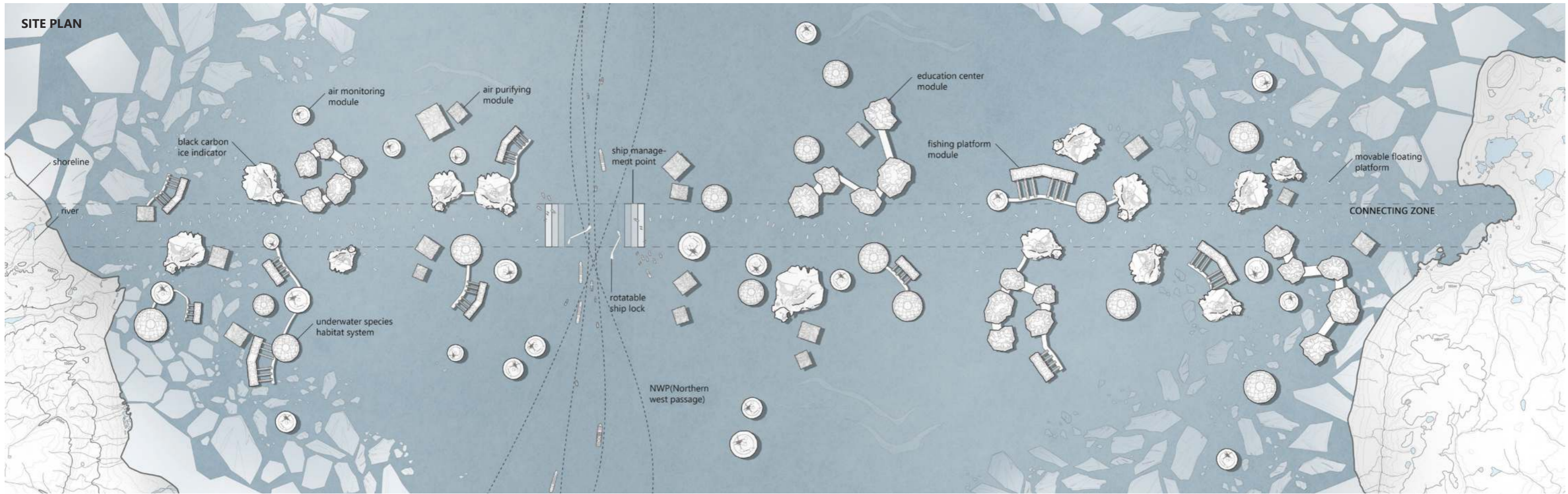
Transarctic flights and high-latitude residency in a sea ice free Arctic Arctic area
 Marion Claibaux et al.
 2019
<https://www.nature.com/articles/s41598-019-54228-5#MOESM1>

Marine Vessel Emissions 4
 Ships are significant sources of air pollution. The emissions of sulfur oxides, nitrogen oxides, and particulate matter from them have a considerable impact on the air quality of coastal regions. For this reason, the International Maritime Organization (IMO) has established a series of emission standards and regulations, such as the low-sulfur fuel regulation in 2020. International Maritime Organization (IMO) MARPOL 73/78 Annex VI is an international convention concerning the atmospheric emissions from ships. Its aim is to limit the atmospheric pollution by ships. Specifically, Annex VI sets limits on the emissions of nitrogen oxides and sulfur oxides from ships and further reduced the maximum allowable content of sulfur in fuel in 2020.

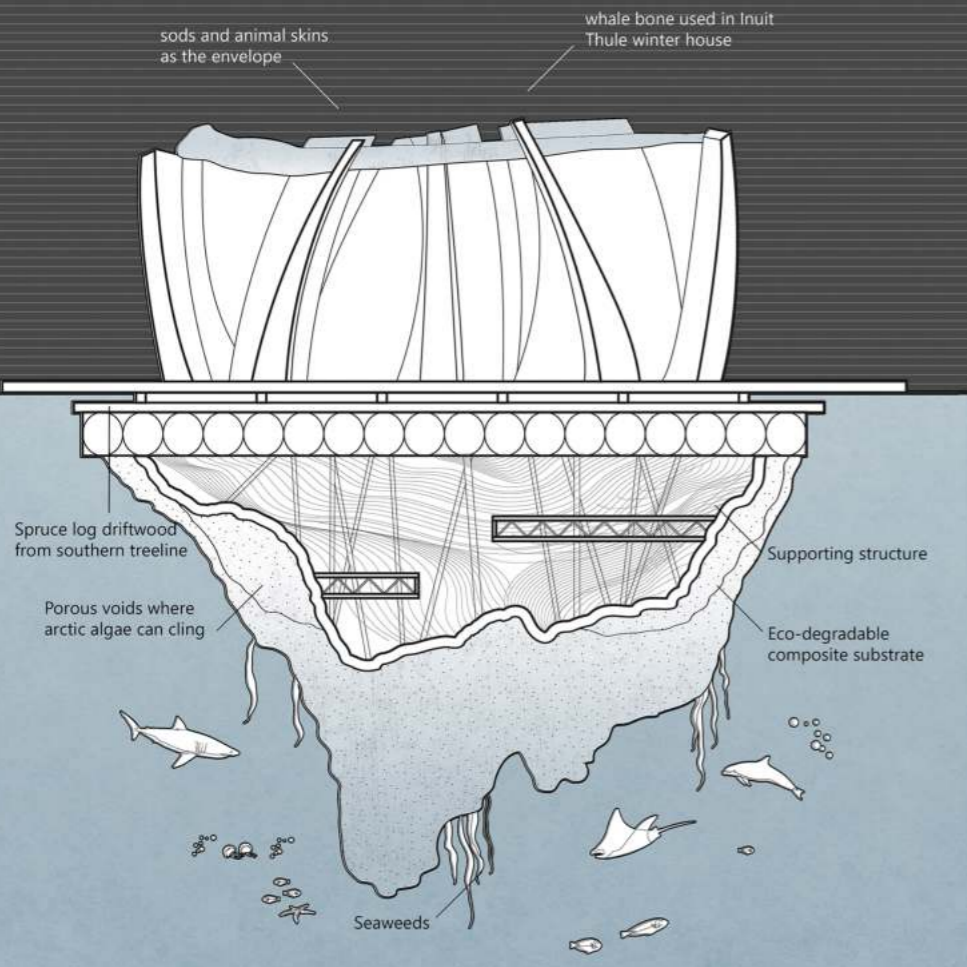
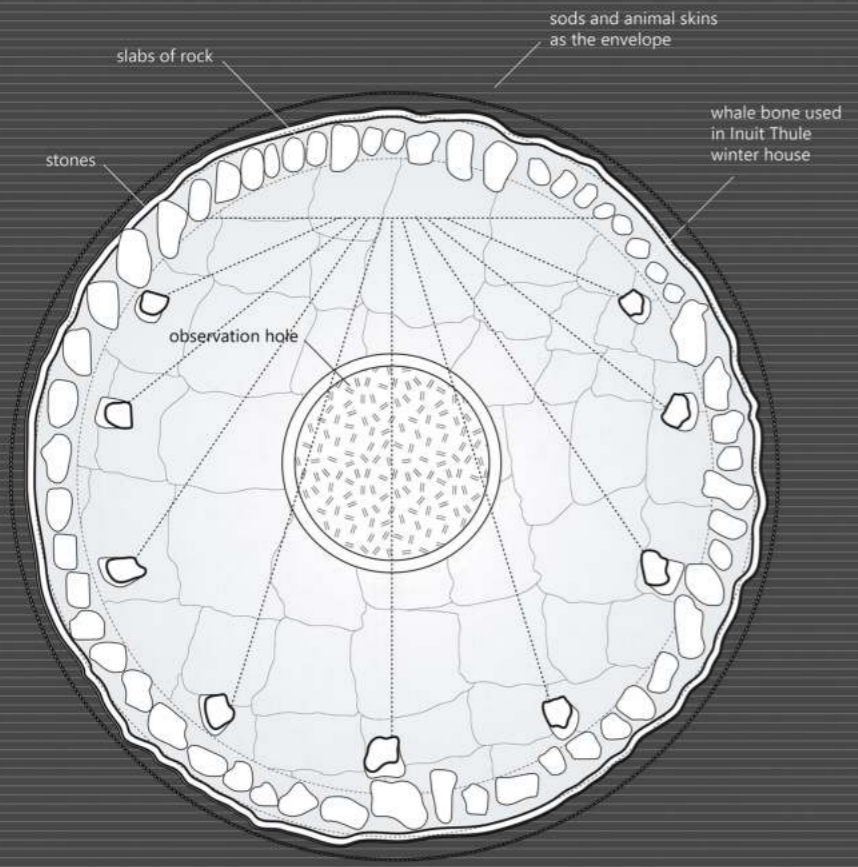
Reducing GHG Emissions from Ships: Here's What's on the Agenda for Next Week's IMO Marine Environment Protection Committee Meeting
<https://greenpeace.com/reducing-greenhouse-gases-emissions-from-ships-at-top-of-the-agenda-at-mepc-72/>
[https://www.imo.org/en/about/Conventions/Pages/International-Convention-for-the-Prevention-of-Pollution-from-Ships-\(MARPOL\).aspx](https://www.imo.org/en/about/Conventions/Pages/International-Convention-for-the-Prevention-of-Pollution-from-Ships-(MARPOL).aspx)

Ship Emission and Phytoplankton Growth 0
 Airborne emissions from ships have a significant impact on the growth of phytoplankton in both coastal and open ocean areas of the Northwest Pacific Ocean. Compared to open oceans, coastal waters have a higher phytoplankton biomass, making them more effective at carbon fixation. Moreover, in coastal waters, larger phytoplankton with faster sinking rates dominate, increasing the export efficiency of fixed carbon due to ship emissions. This, in turn, alters the marine food chain structure, as phytoplankton serves as a primary food source for many marine animals. From this perspective, the air pollution caused by ship emissions might have even larger and more far-reaching subsequent impacts.

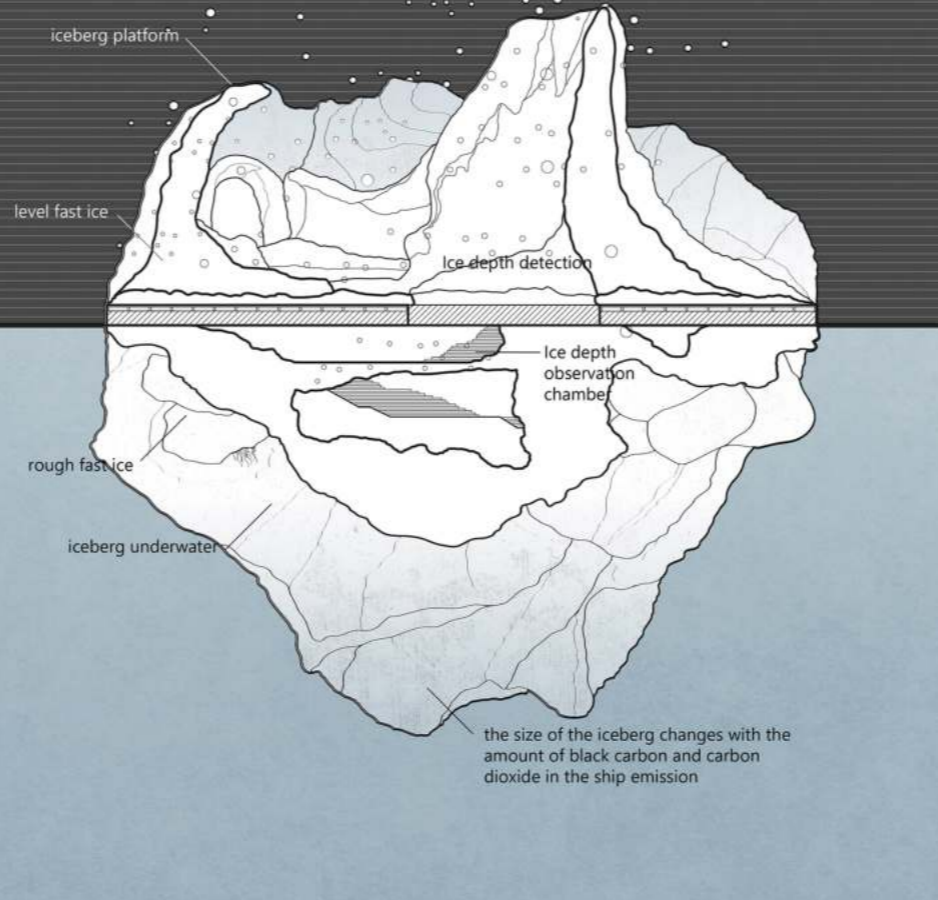
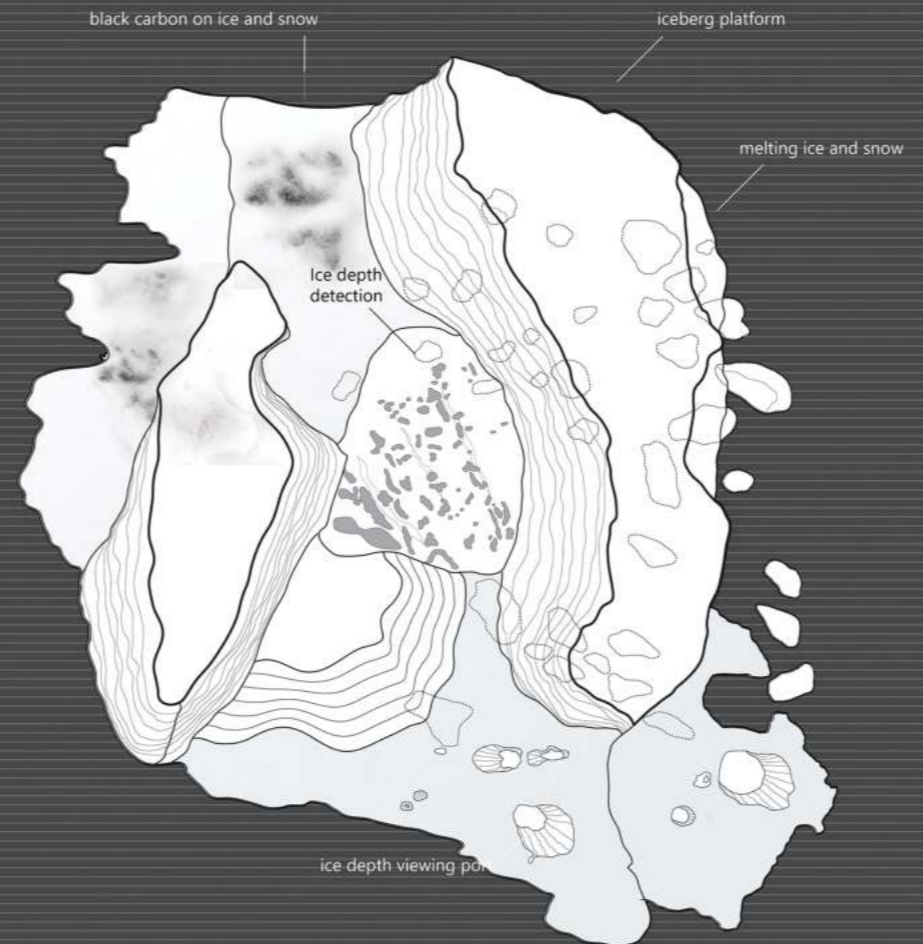
The impact of ship emissions on nitrogen and sulfur deposition in China
<https://www.sciencedirect.com/science/article/pii/S0048969719348273?via=ihl3Dhub>



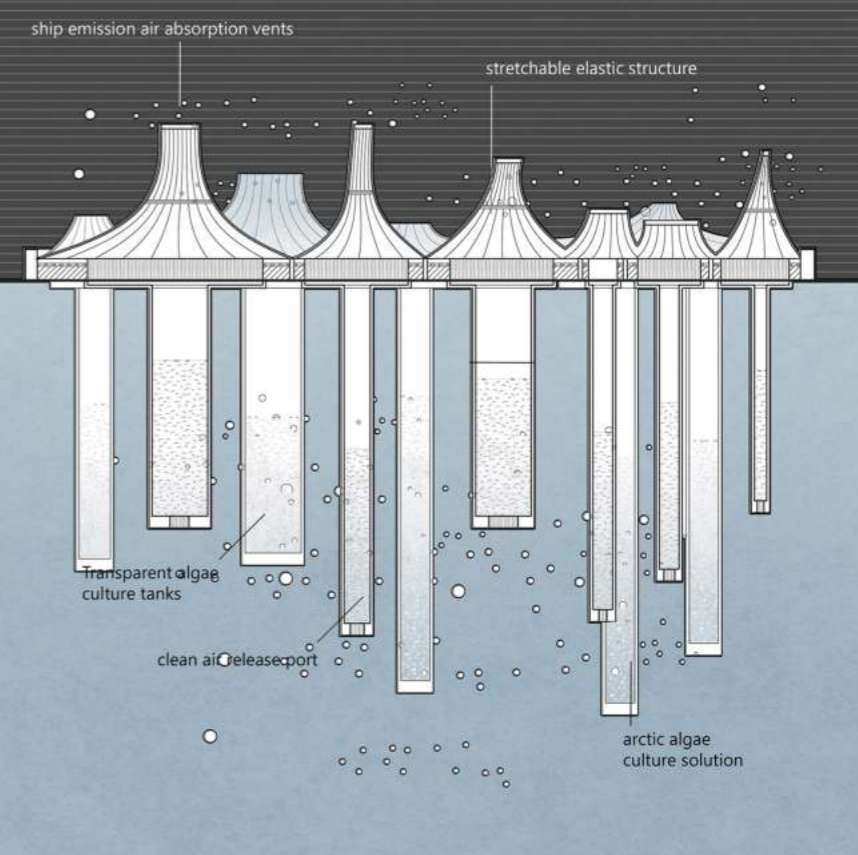
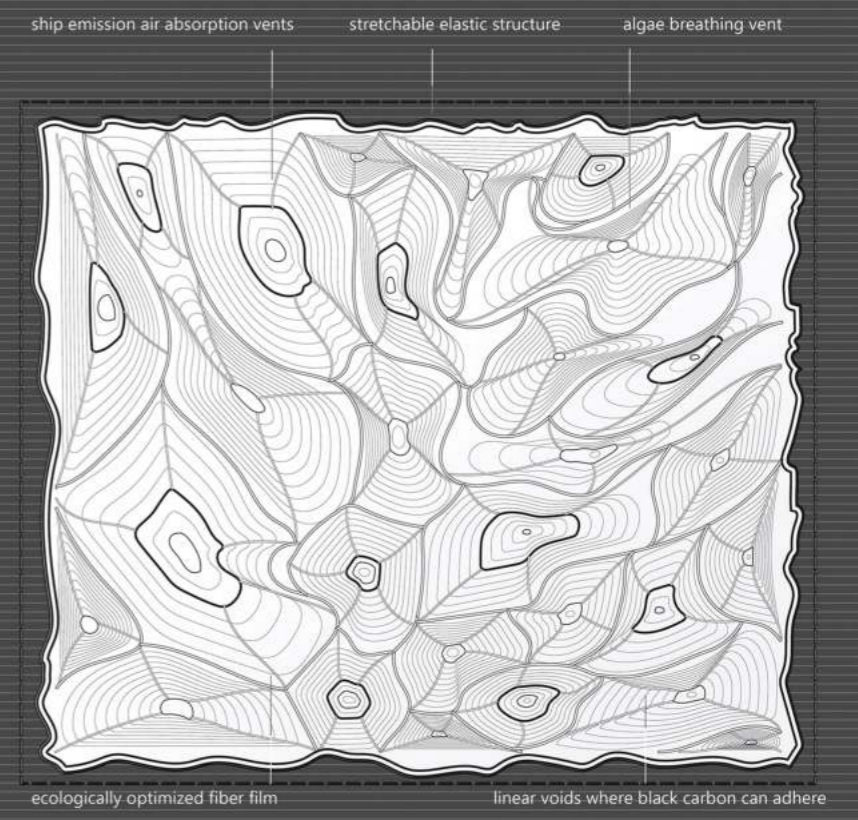
UNDERWATER SPECIES HABITAT SYSTEM



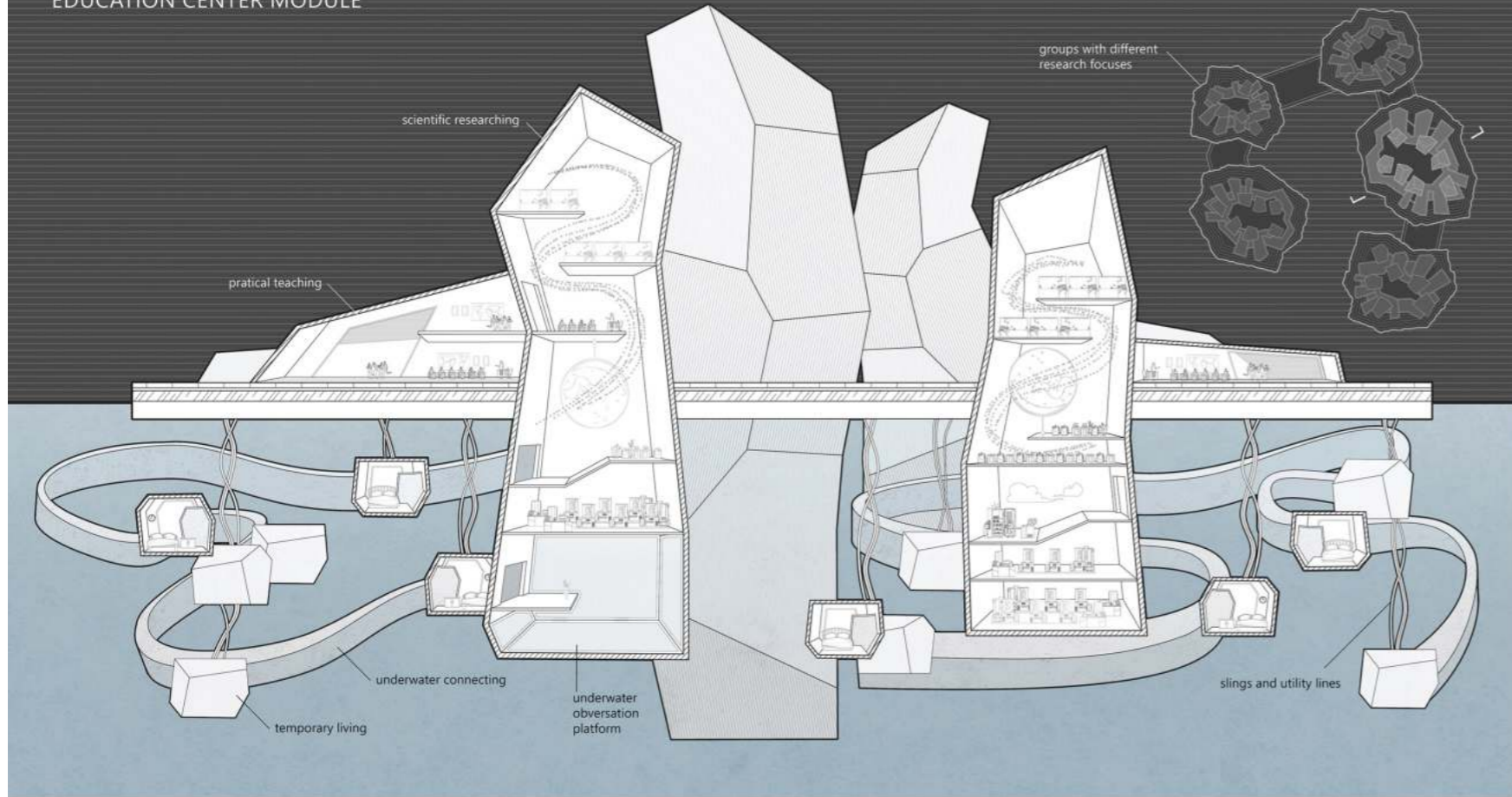
BLACK CARBON ICE INDICATOR



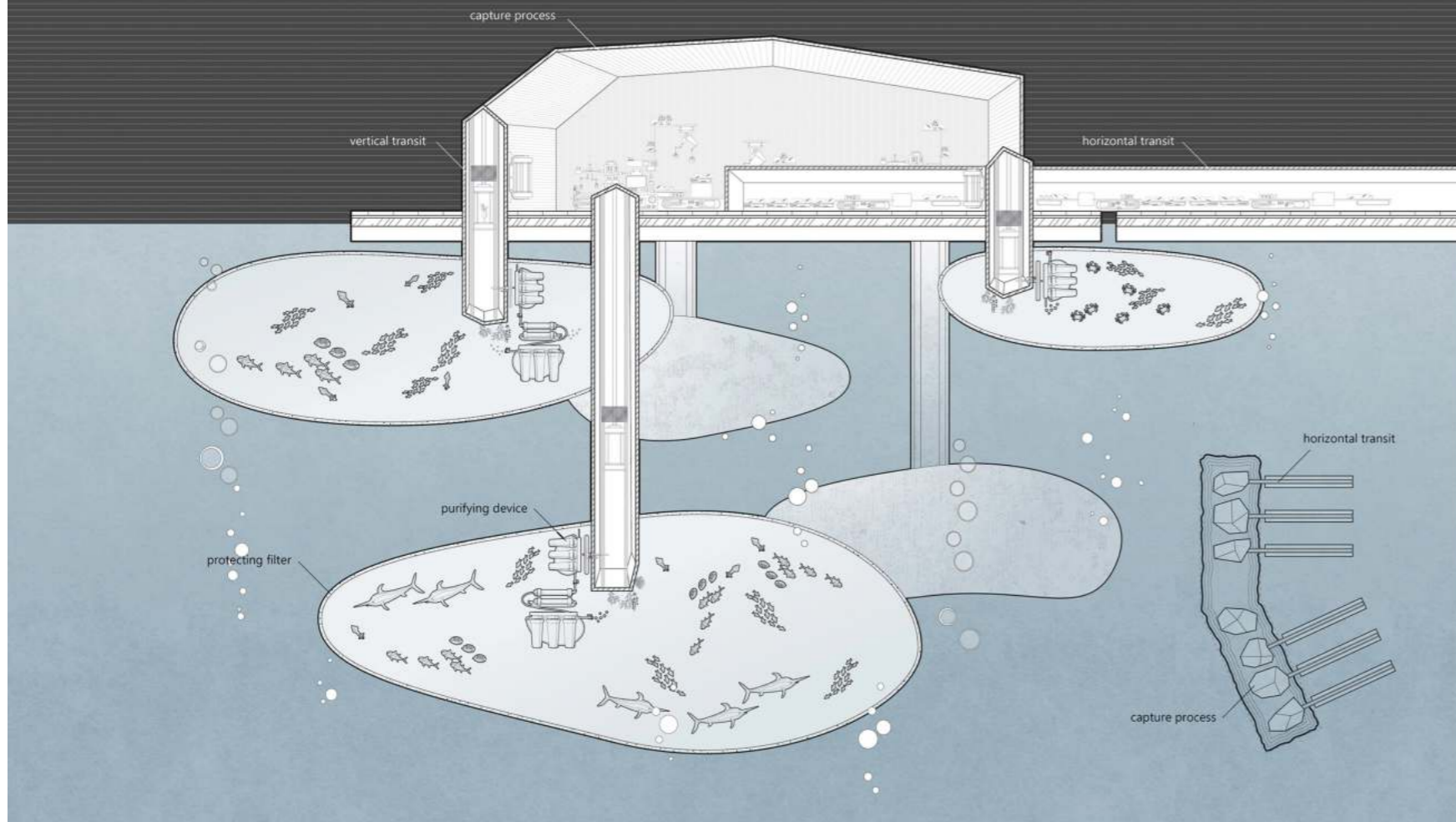
AIR PURIFYING MODULE



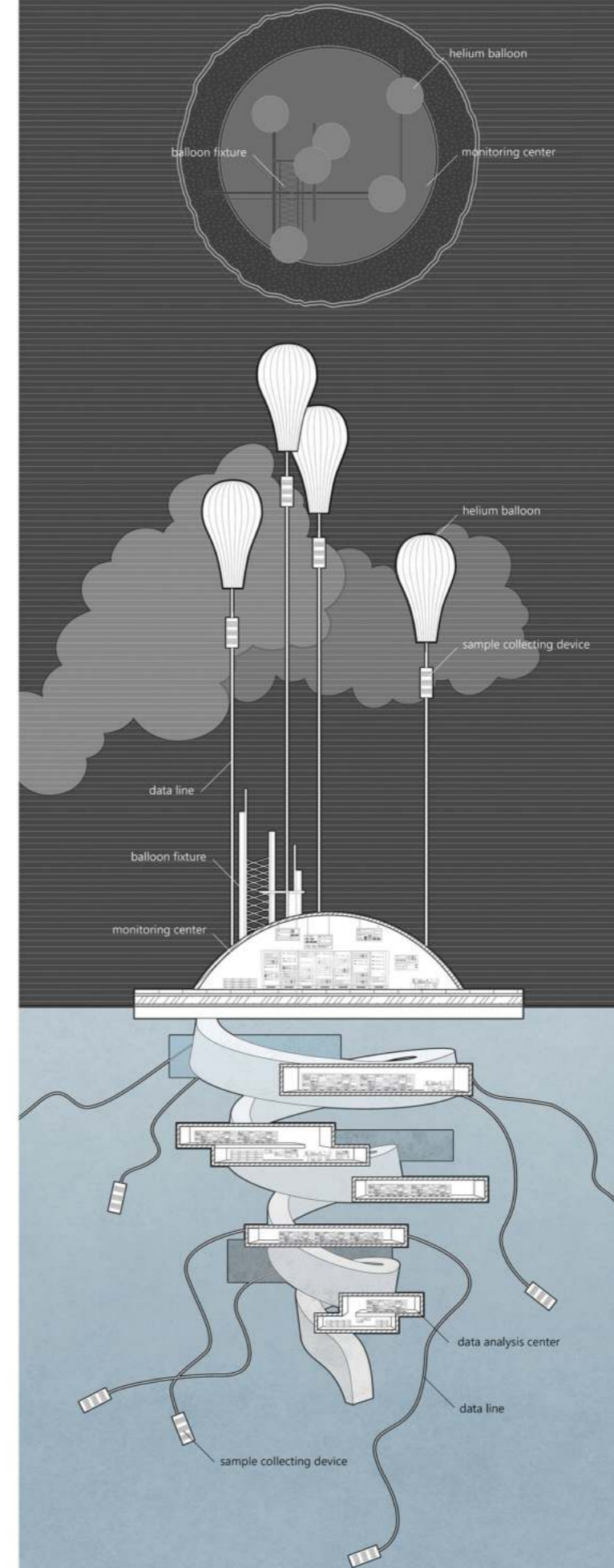
EDUCATION CENTER MODULE



FISHING PLATFORM MODULE



AIR MONITORING MODULE



REIMAGING FUTURE : FLOATING AQUASCAPE

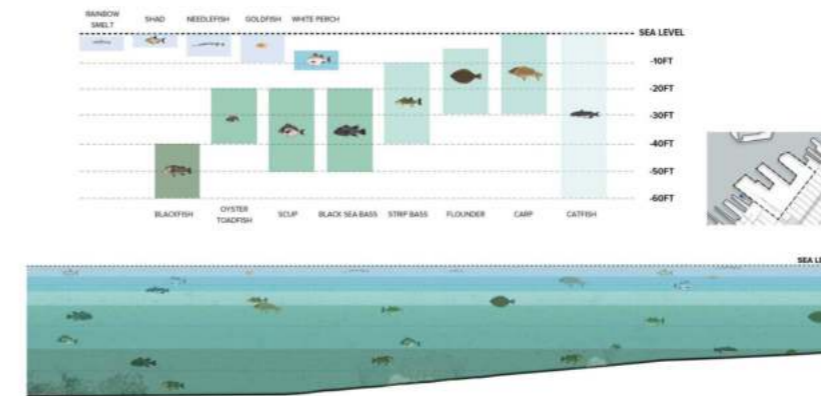
Aquaculture complex design

Site: New York, New York, United States
 Advisor: Laurie Hawkinson
 Group work
 Spring, 2024 Studio Project

Set against the Brooklyn waterfront, our collaborative project merges six teams into a vibrant complex. Our focus is the Aquaculture Complex, seamlessly integrating aquaculture with diverse functionalities, from fishing platforms to educational spaces and markets. Our aim is to establish Brooklyn's second aquaculture hub, leveraging the East River's resources.

Utilizing waterfront resources, our complex offers unique aquatic experiences while serving as a hub for education and research, raising awareness of aquaculture's importance. Integrated with Brooklyn's greenway, it enriches urban life while advancing sustainable practices. In summary, our Aquaculture Complex epitomizes innovation and sustainability, fostering community engagement and urban aquatic resource management.

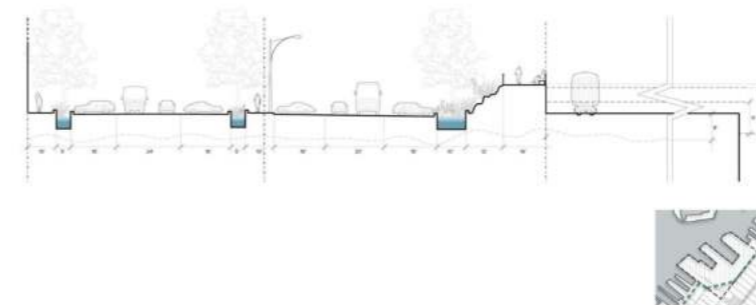
Waterfront Resource: East River



NYC Fish Market:



Brooklyn Greenway



Limited Waterfront Access: UNUSED WATERFRONT



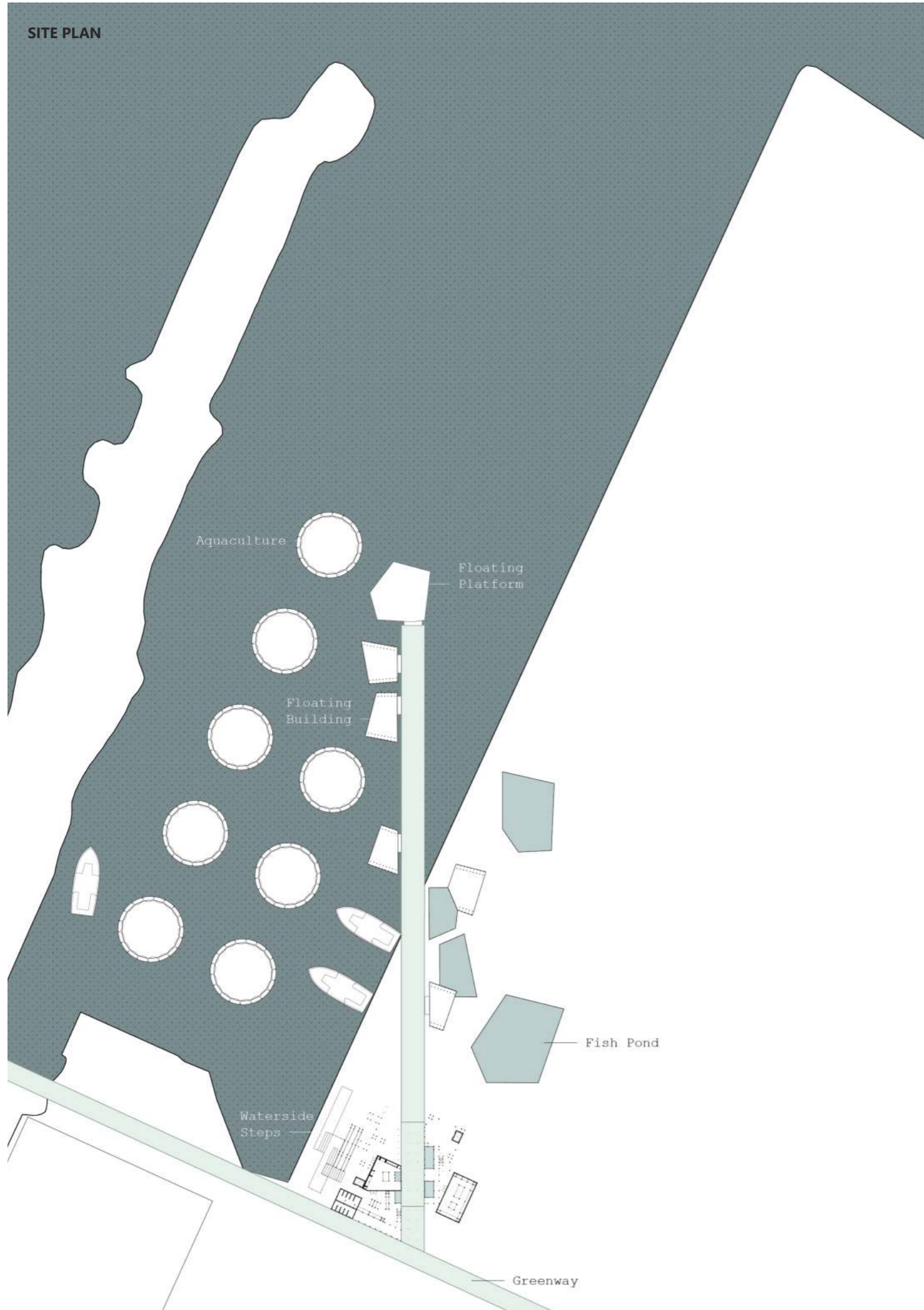
Surrounding Schools: EDUCATION



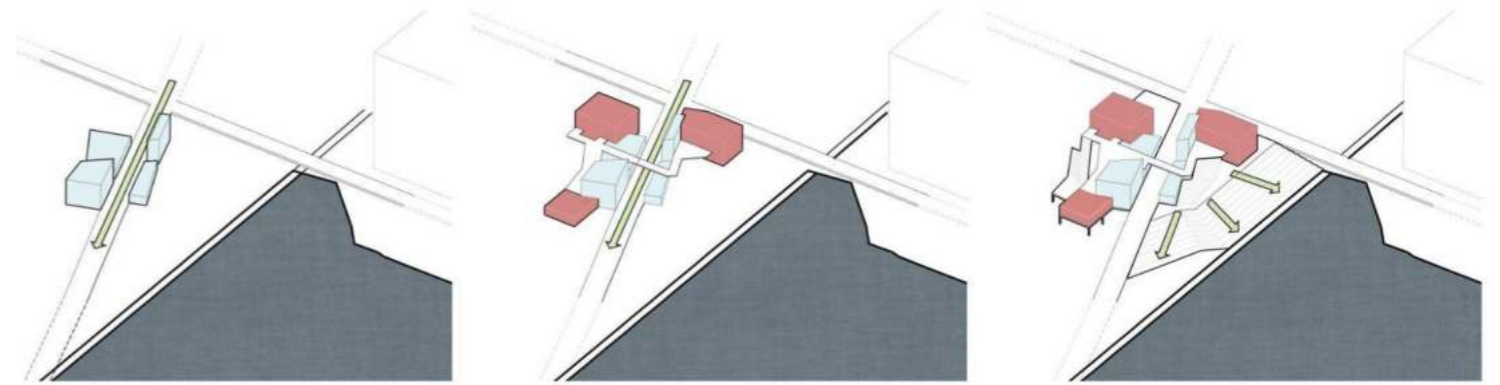
Existing Subway + Bikeway: POTENTIAL CONNECTION



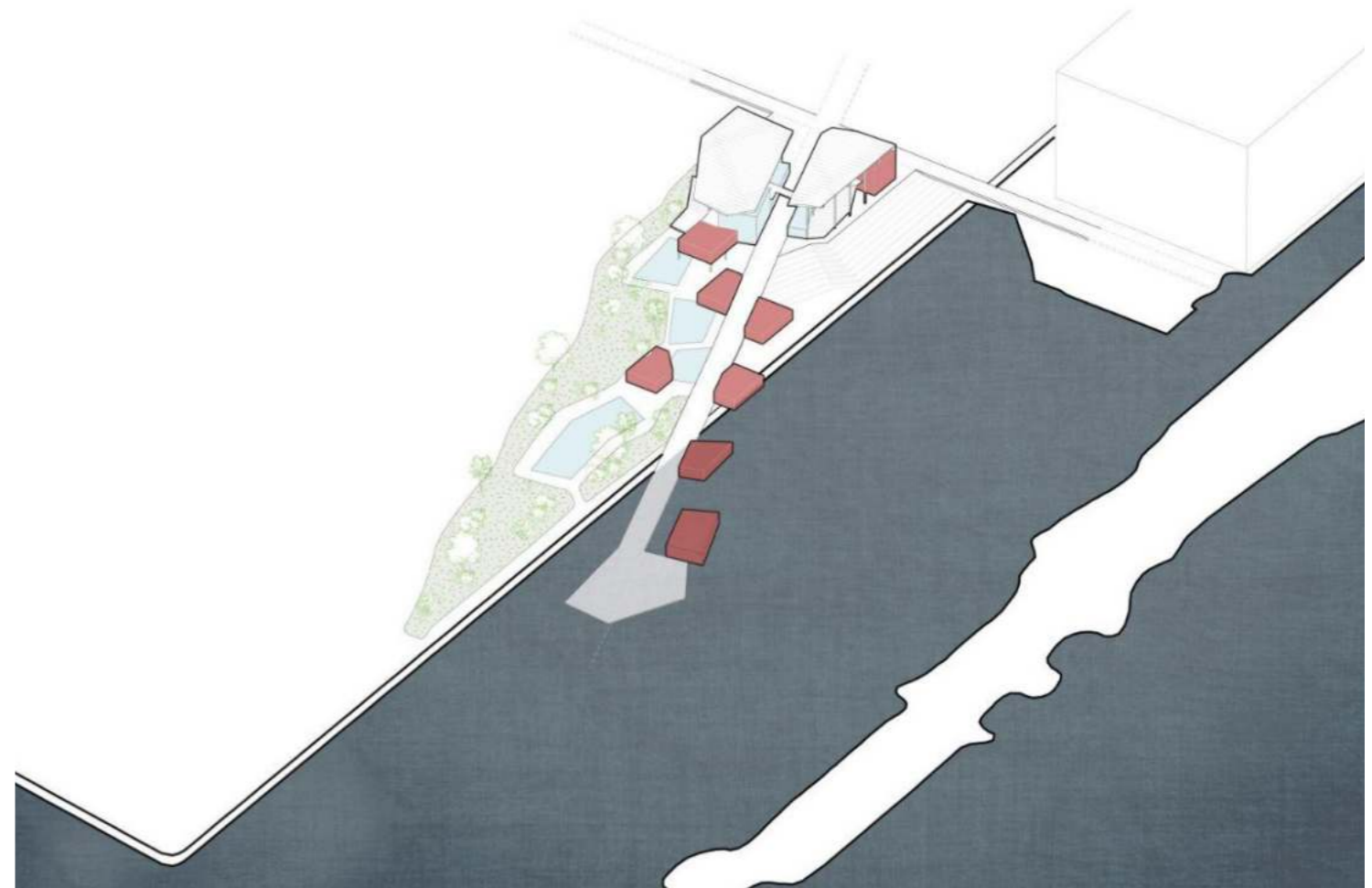
SITE PLAN



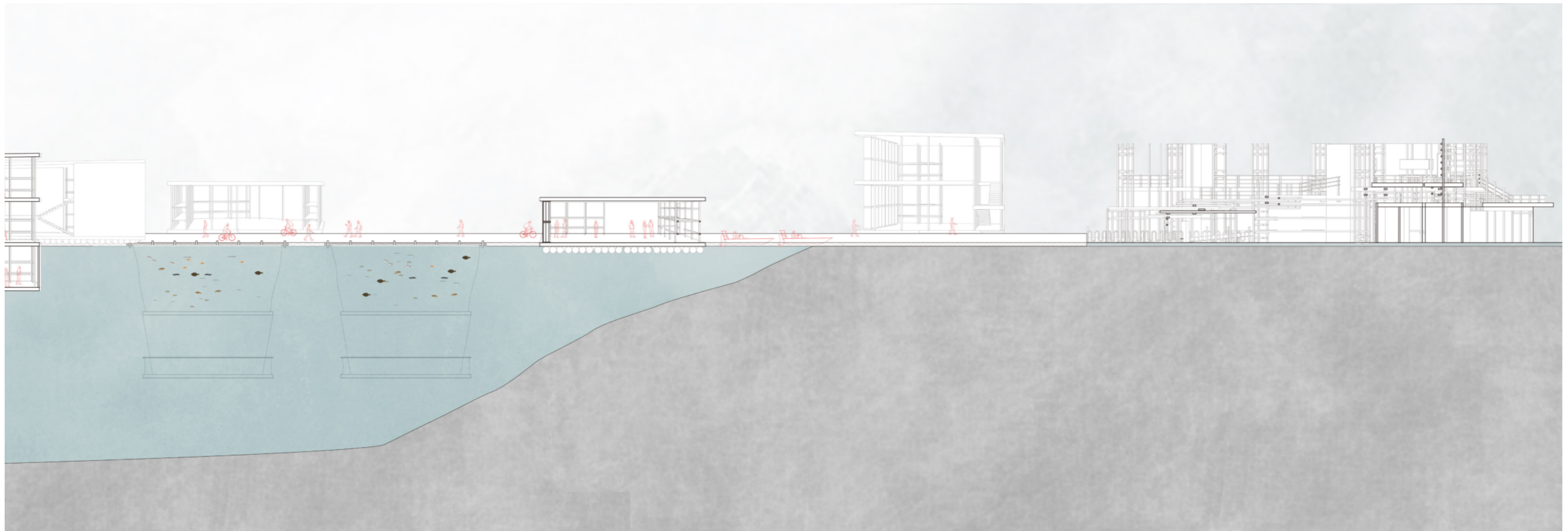
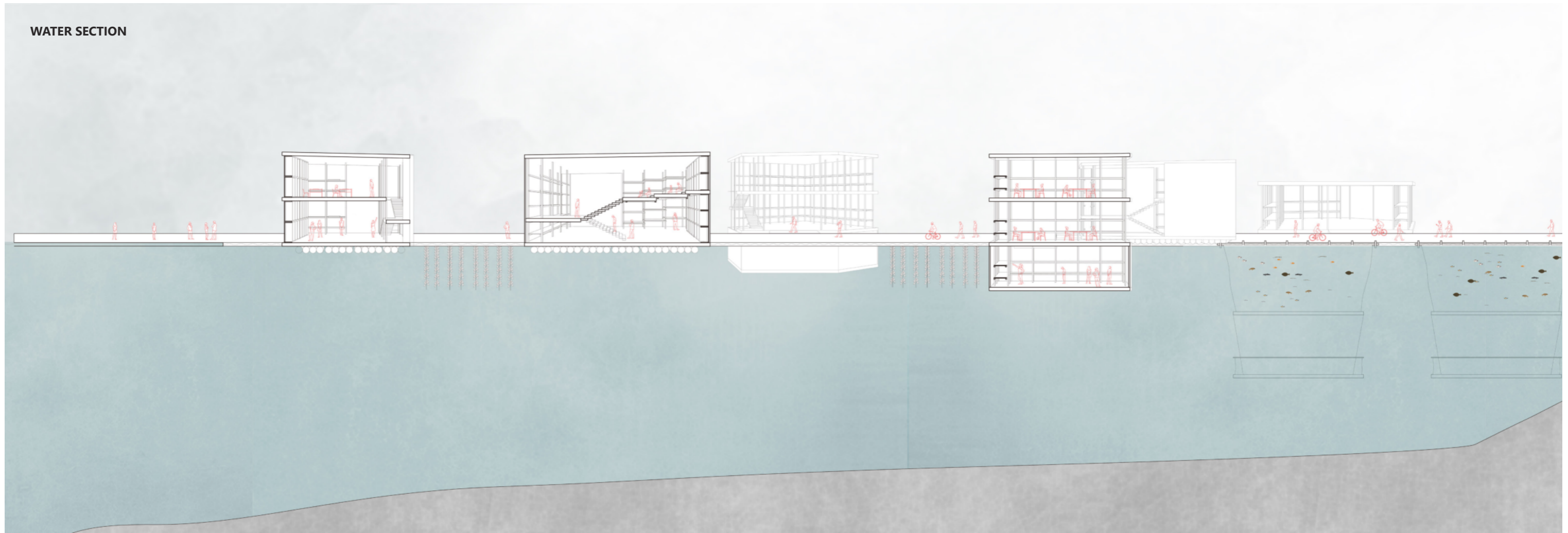
STRATEGY



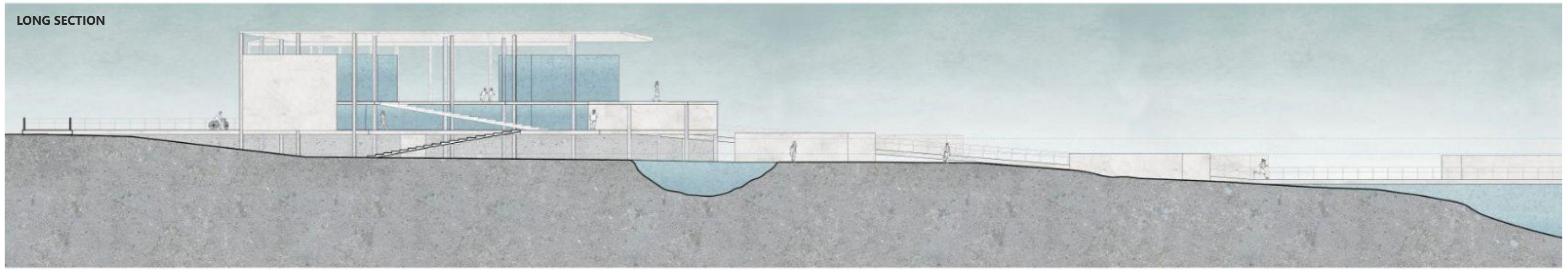
SITE AXON



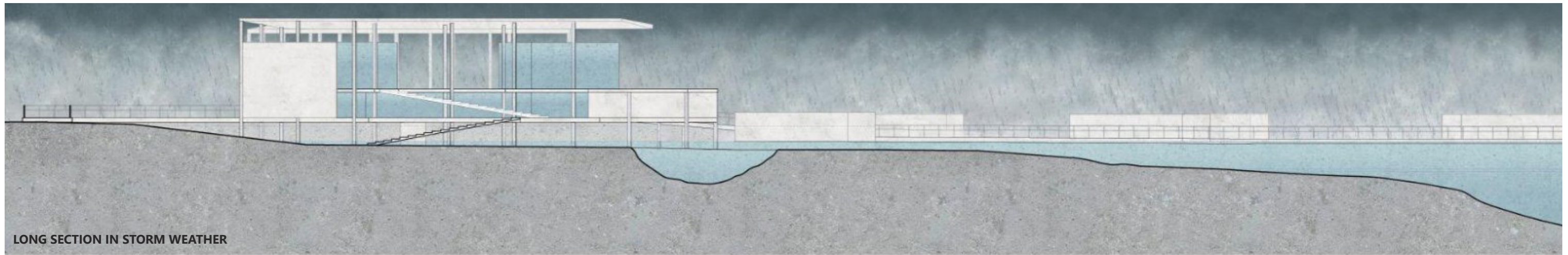
WATER SECTION



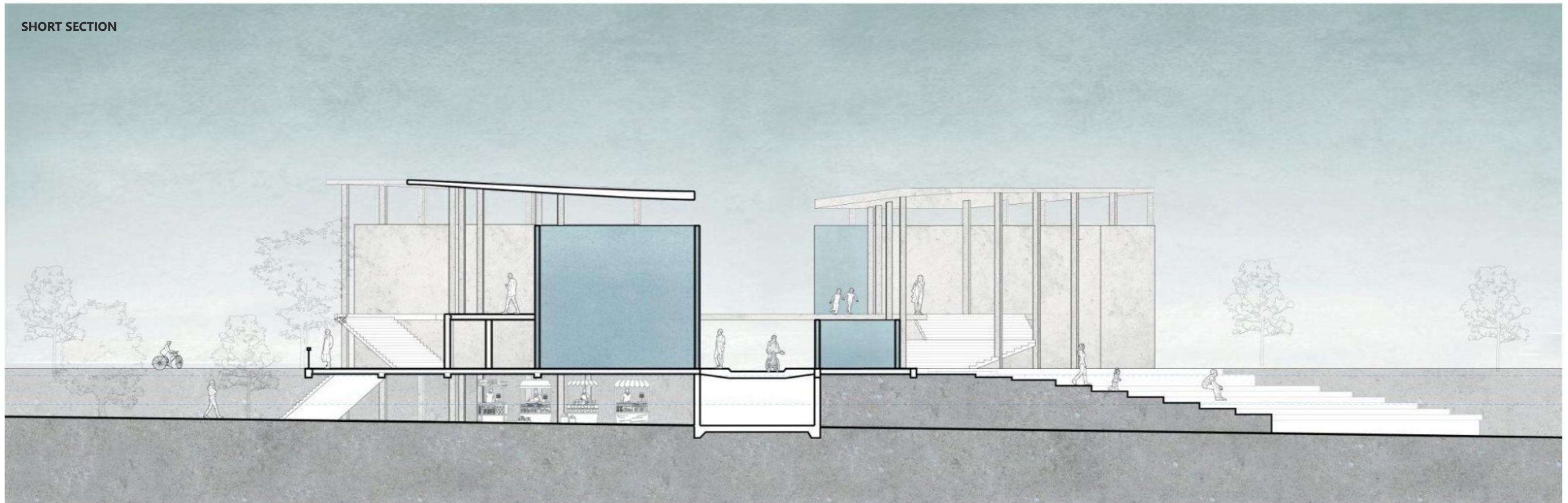
LONG SECTION



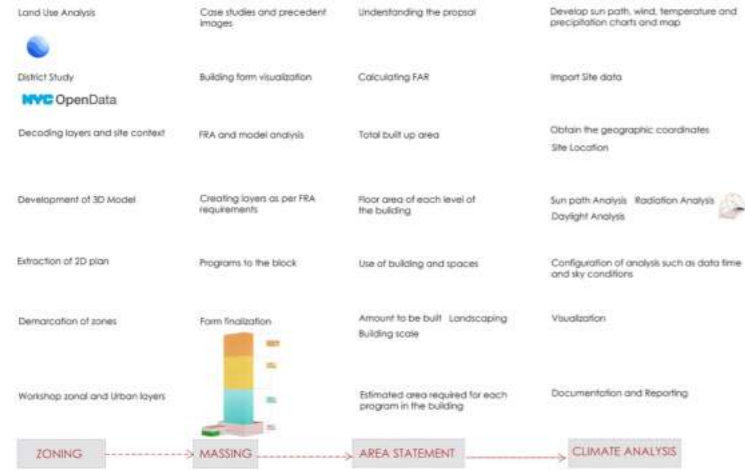
LONG SECTION IN STORM WEATHER



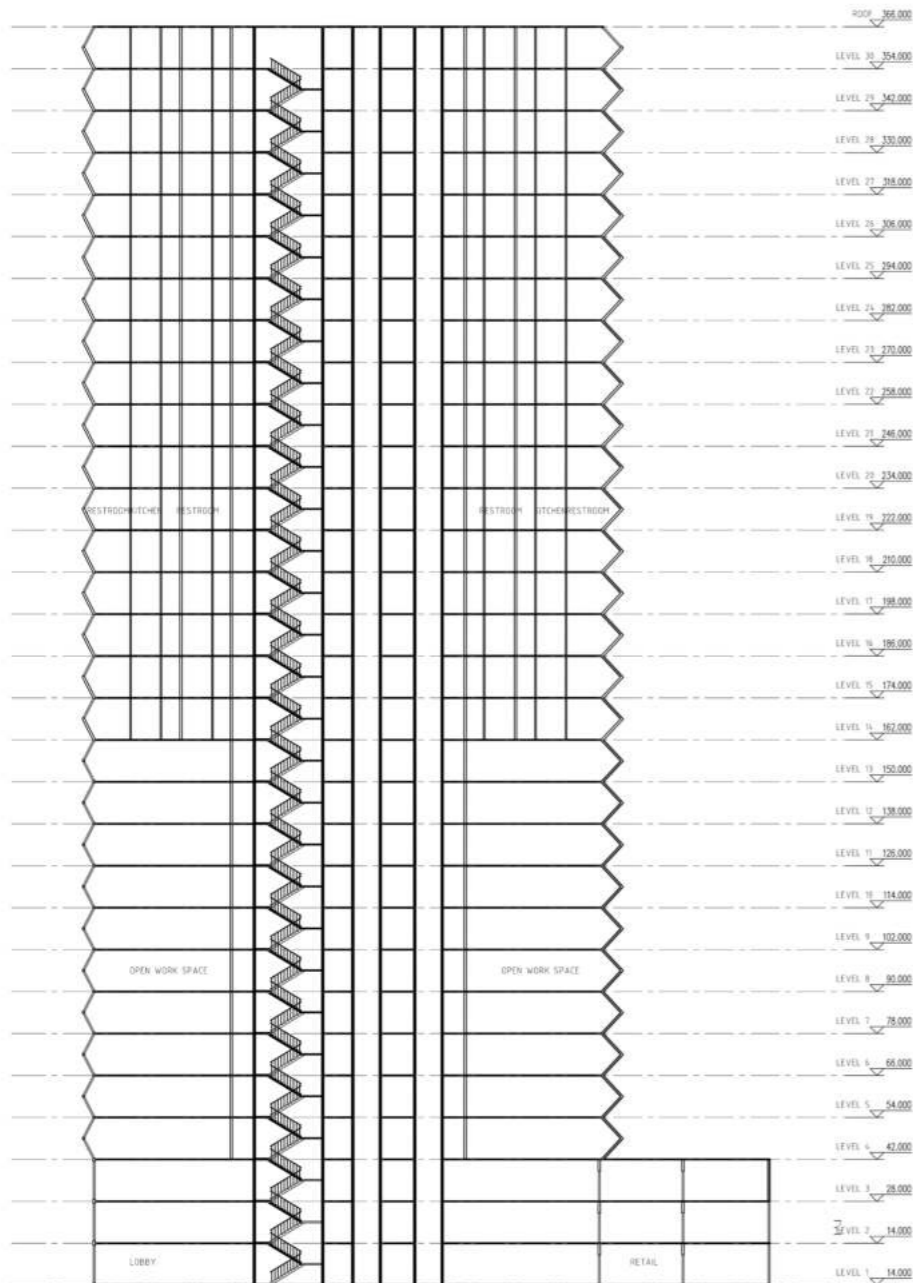
SHORT SECTION



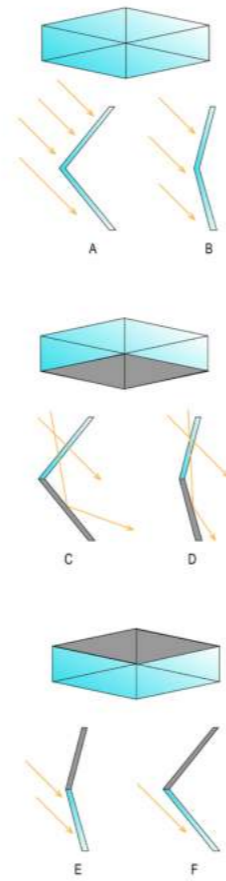
WORK FLOW DIAGRAM



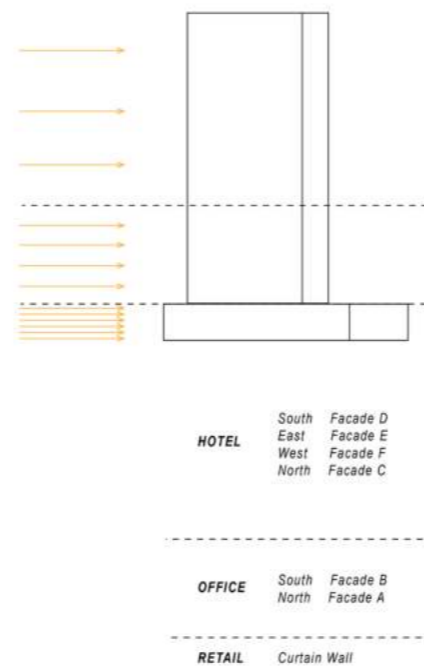
SECTION



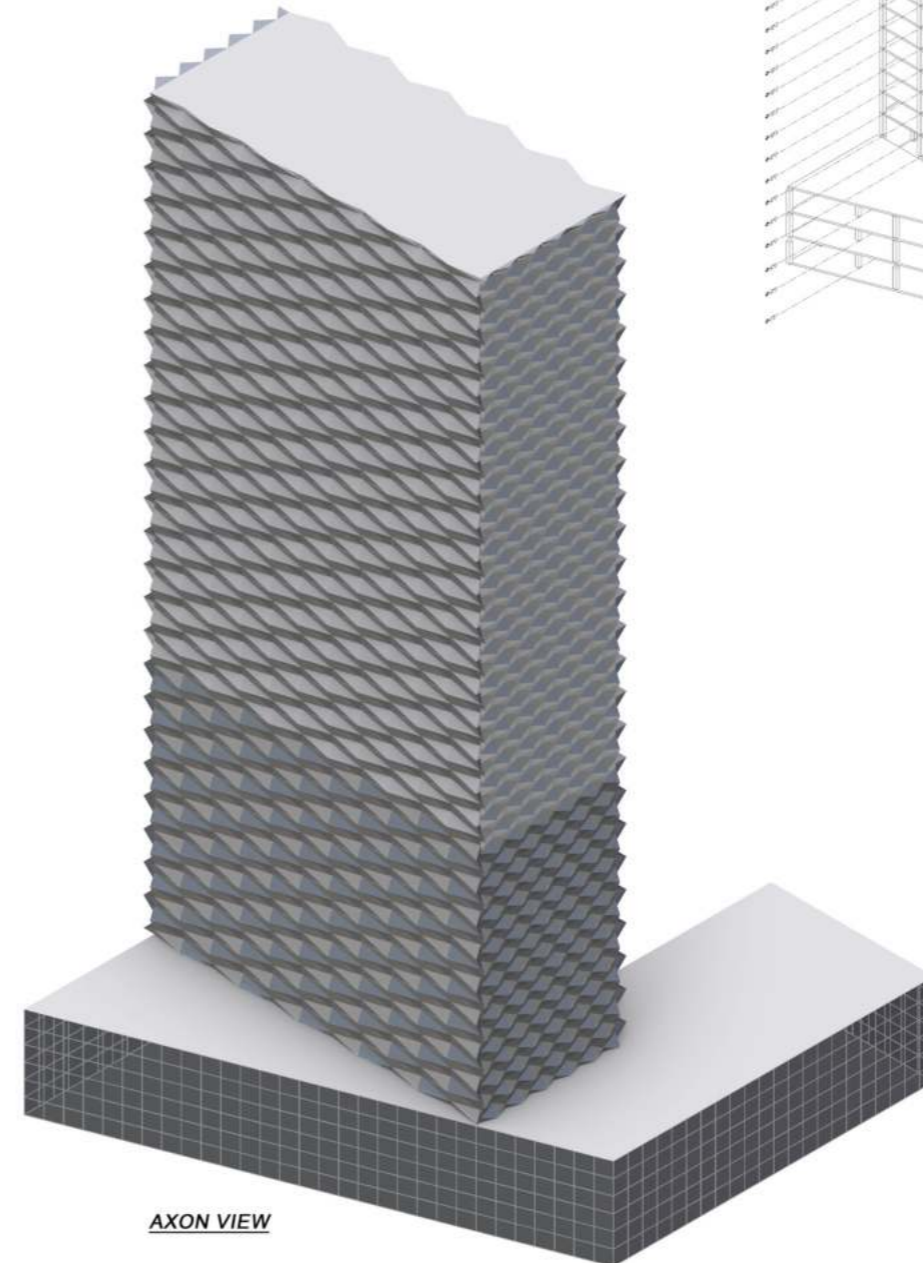
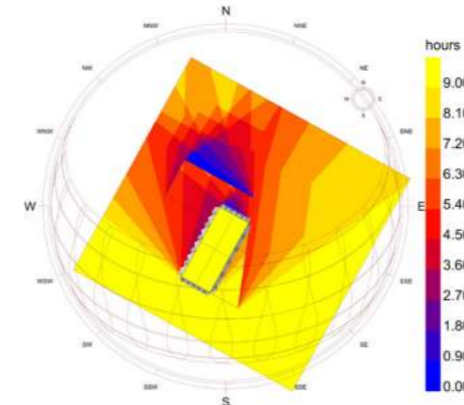
SUNSHINE INTENSITY (FROM STRONG TO WEAK)



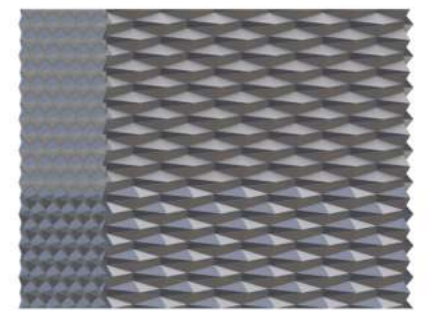
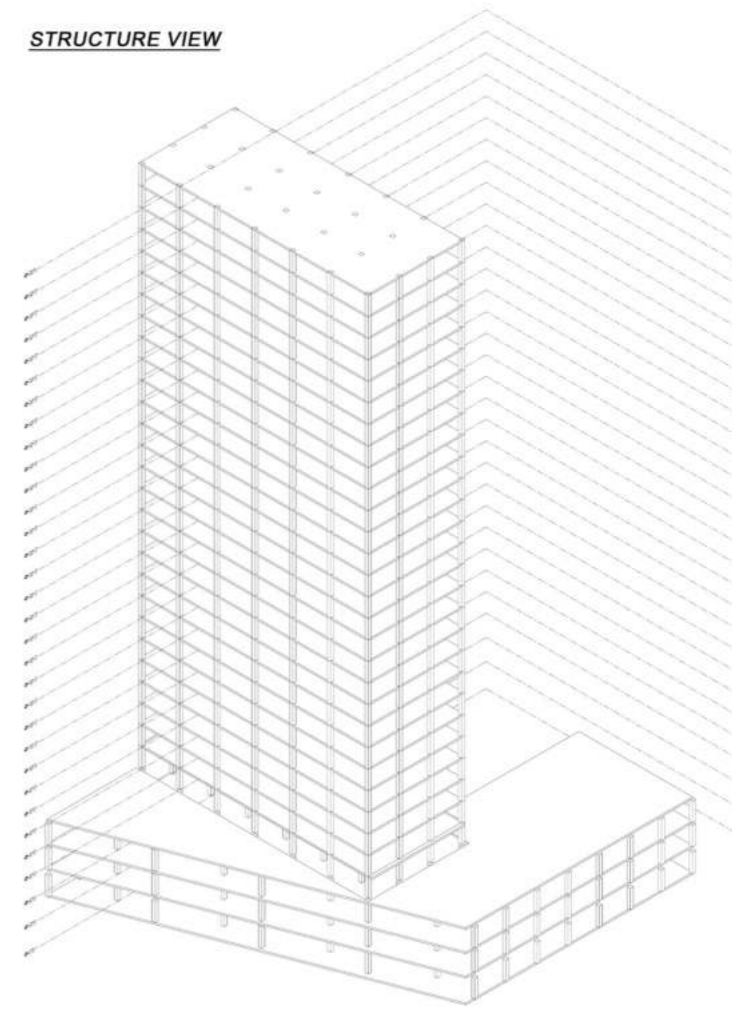
FACADE LOGICS



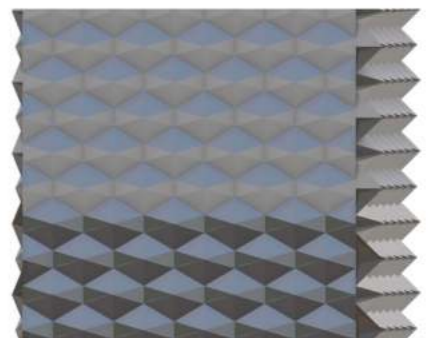
DIRECT SUN HOURS ANALYSIS



STRUCTURE VIEW

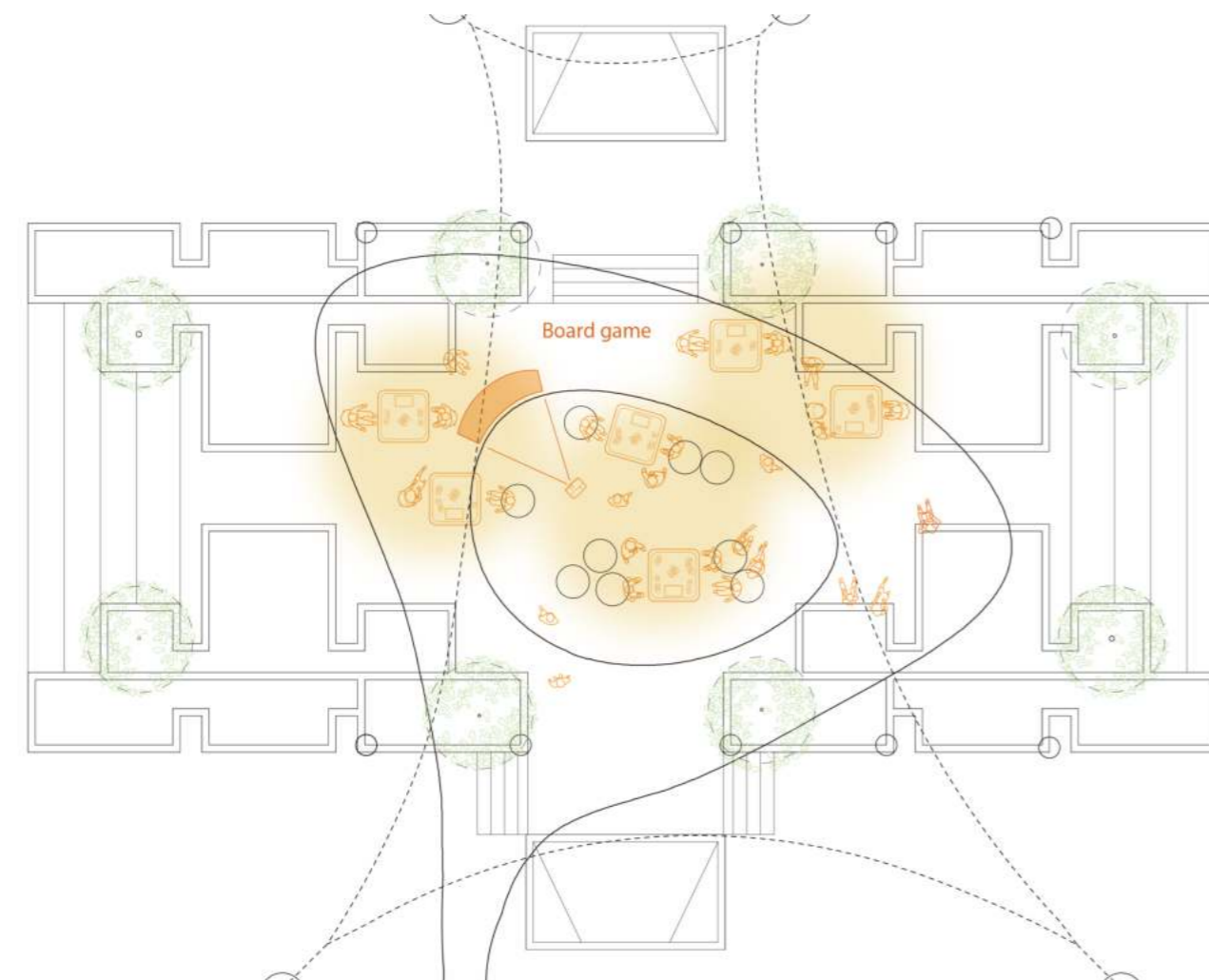
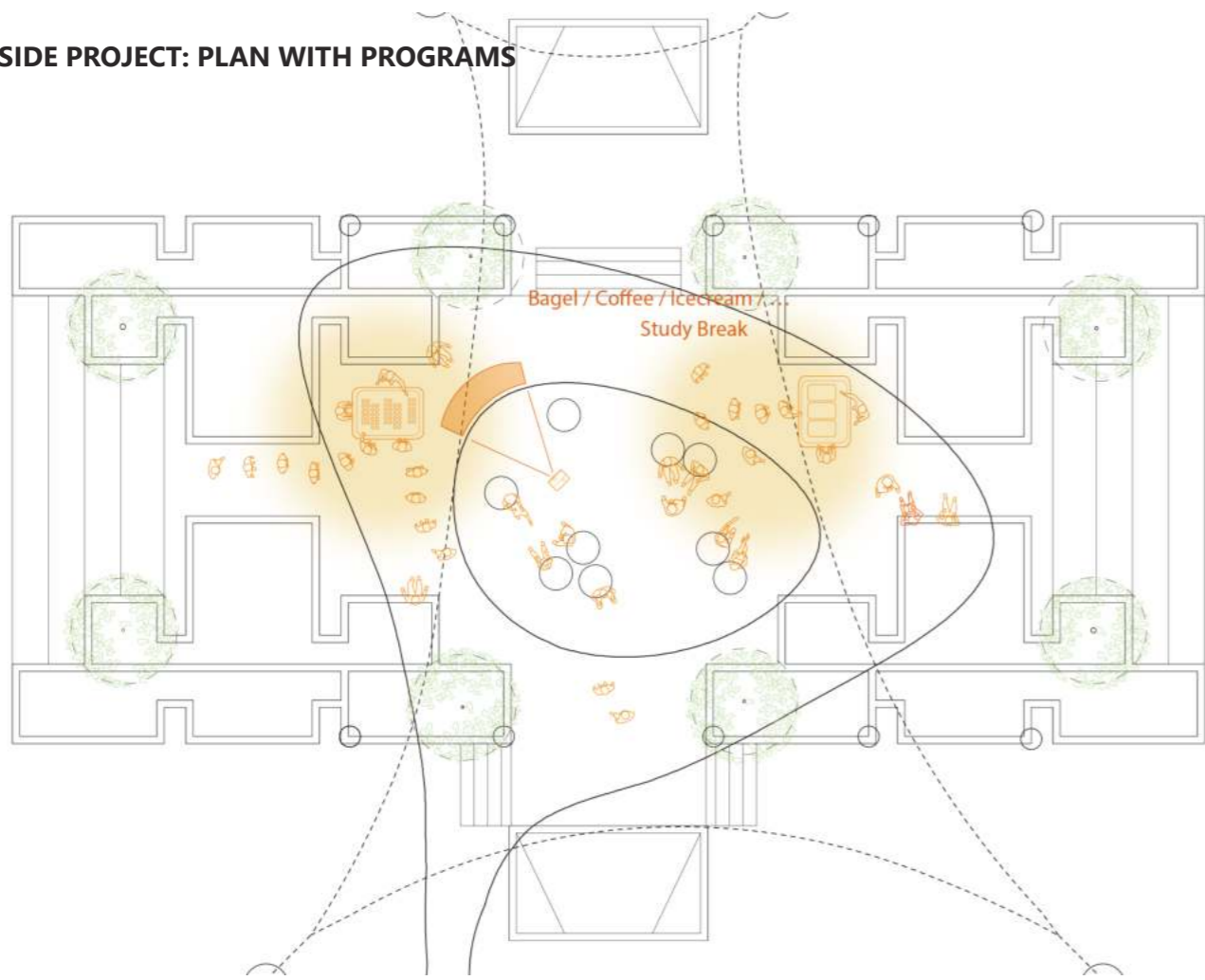


FACADE DETAIL OF LONG SIDE



FACADE DETAIL OF SHORT SIDE

OUTSIDE PROJECT: PLAN WITH PROGRAMS



OUTSIDE PROJECT: PROGRESSING PHOTOS



GAP (GRAPHIC ARCHITECTURAL DESIGN) : VISUALIZING THE ABSTRACT

In the backdrop of the economic downturn and societal malaise of the 1990s, two divergent fashion styles emerged, each reflecting starkly contrasting responses to the prevailing conditions.

One embraced a palette of muted hues, embodying neutrality, minimalism, and stability. It symbolized a need for calming, healing colors amidst extreme weather, war, unemployment, epidemics, and other adversities, a self-protective mechanism to navigate through turbulent times. The other style veered towards vibrant, exaggerated, and flamboyant colors, embodying a fervent desire for a better life, akin to flowers blossoming amidst ruins.

This book juxtaposes these contrasting styles, exploring their historical roots, evolution, and modern significance.

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Slow Fashion	6
Groutfit	8
Quiet Luxury	12

3	Y2K original
7	McBling
9	Y2K modern
13	Cyperpop



Y2K is a name derived from a computer processing glitch in the form of a giant time-spanning bug, or a green code bug on a green screen. At that time, the whole world was worried about the arrival of the millennium, because computers would parse the year 2000 as 1900, leading to global chaos. The emergence of Y2K style coincided with the turn of the millennium and the peak of the internet bubble, the internet boom was kicking off then.

Slow fashion is a movement that offers a deliberate alternative to the traditional fast fashion model. It emphasizes sustainability, quality, and mindful consumption. Unlike fast fashion, which prioritizes rapid turnover of clothing collections and often sacrifices ethical and environmental considerations, slow fashion advocates for a more thoughtful approach to clothing production and consumption. The concept borrows heavily from the Slow Food Movement founded in Italy in 1986. Quality is the key principle of slow fashion. Rather than chasing trends and disposable garments, slow fashion encourages consumers to invest in well-made, durable clothing that can withstand the test of time. This shift towards valuing quality over quantity not only reduces the amount of clothing discarded but also fosters a deeper knowledge, appreciation, and understanding for craftsmanship and design.

From 1990s

1995 - 2003

From 2007

2003 - 2008



Minimalism was originally an art style that rose in 1960 after World War II, and it was the reverse expression of abstraction. The essence of minimalism is to get rid of unnecessary decorations and jewelry and let the quality of fabrics, neutral colors and minimalist tailoring become the focus. Deliberate necessities, well-tailored patterns, high-grade fabrics and historical classics are the basis of minimalist art.

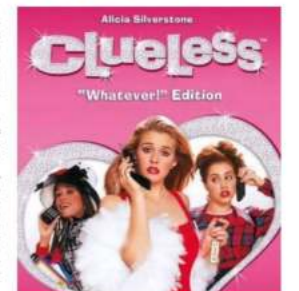


Minimalism covers a wide range of aspects, it includes literature, architecture, life and so on. On the clothing level, minimalism is one of design styles that simplifies the complex, enduring for a long time, giving people a sense of neatness, simplicity, and comfort, and seeking elegance in taste and ideas. At the beginning, this style was not understood and recognized, and it was evaluated as bland and mediocre. However, people nowadays gradually found that the value of these items was not only mediocre, but also had some transcendence. Comfort, high quality, eternity and classic have become the soul of minimalism.



The rapid development of electronic technology has brought earth-shaking changes to life. And Y2K aesthetics is a product of such a style based on a vision of the future - digital, unreal, mysterious, electronic as the tone, and under the two contradictory emotions of fear and panic, versus longing and excitement.

Trinity's scale-printed reflective black leather dress from The Matrix has become a classic. In Blade Runner, Rachel, a replicant, answers a test question in a melancholic and mechanical manner, exhaling translucent smoke and then looking silently at the camera, her cherry-colored lip gloss is unusually innocent, making people want to get close and feel inexplicably afraid, which is just right to hit the magical energy of the millennium.



By 2001, the popularity of Y2K had diminished, and the fashion trend that swept the world in 2003-2008 was called McBling. The emergence of McBling had a great relationship with the reality show and the rise of paparazzi at that time. Paris Hilton, the core figure of McBling, provided sufficient outlets for the public's curiosity. Her dressing style was strongly criticized by the media, but it was enthusiastically sought after by the younger generation. In the 1990s, the media began to use reductionism to describe a fake mansion like East End. Different from the real mansion, this kind of fake mansion is built with cheap building materials and then sold at a high price, flashy and vulgar in taste. Bling is the original meaning, which generally refers to shiny things. The word McBling is quite ironic, pointing to the dress style of overly colorful and complicated at that time. However, the more rejected by the mainstream concept, the more young people chase it. In addition to Paris Hilton, there are also pop singers Britney Spears, and the characters in youth campus movies such as Mean Girls, Clueless and Legally Blonde, all of which were what young people were eager to imitate at that time.

MINIMALISM

Less is more, which is the best sentence to describe minimalism.

Y2K ORIGINAL

Y2K is also known as KyoBoy or Cyberzone, where Y stands for Year and 2K is 2000.

SLOW FASHION

The concept borrows heavily from the Slow Food Movement founded in Italy in 1986.

MCBLING

MC is taken from Mcmansion, which is an imitation of McDonald's.

"Groufit" is not an overnight trend, but one that has gradually emerged in the fashion world. At first, grey was considered a mediocre, lackluster color, but as the fashion mindset changed, people began to see its uniqueness. Grey is not only noble and elegant, but it can also be matched with a variety of colors and styles, showing a variety of fashion and dressing possibilities.

In the "Groufit" trend, grey has become the main character. It is neutral, calm and low-key, and does not need too much explanation. Although blue and green also has a sense of healing, grey is more compatible. From dark grey to light grey, from charcoal grey to silver grey, various shades of grey are used by fashion lovers to create personalized outfits. A grey outfit is not only simple and generous, but also highlights the sense of fashion and taste.

In addition, grey also has a strong versatility. Whether with black, white or other colors, can be easily managed to show different fashion styles.

From 2010s



GROUTFIT

Groufit, consists of the words "gray" and "outfit".



1995 - 2008



Today's Y2K concept is a mixture, which includes both the original Y2K built around the futuristic sense of science and technology in the early 2000, and the Mobling built around the entertainment industry and popular culture in the middle and late 2000. Mobling has inherited some features of Y2K, such as bold color matching, reflective fabrics, and a narrow top and wide bottom profile. However, its sense of science and technology has weakened, making it more daily and entertaining. The main color has changed from ice blue and silver gray to more beautiful colors. If the earliest Y2K style is suitable for both men and women, then the development to Mobling is feminine. For the convenience of expression, they are now collectively referred to as Y2K. Today, this style has various labels, such as Millennium style, retro sweet and spicy, all of which use the past clothes styles to create a novel wearing style.

Y2K MODERN

It can be said that today's Y2K concept is a mixture.



In this fast-paced era, people are increasingly seeking inner peace and a sense of comfort. In this context, the quiet luxury lifestyle has gradually emerged as a unique living concept and design style. This style pursues a kind of low-key luxury, creating a stable and high-class atmosphere through the use of basic colors. At the same time, it also adds some low saturation colors and bright colors as accents to make the overall look more layered and interesting. The use of metallic accessories adds a sense of sophistication to the overall look.

In the world of quiet luxury style, color plays an important role. Soft beige, gray, light blue and other tones dominate the entire space, bringing people a feeling of freshness and tranquility. The lifestyle of quiet luxury style emphasizes not only the external beauty, but also the inner pleasure and satisfaction. Guided by this life philosophy, people pay more attention to inner peace and tranquility and pursue spiritual fulfillment. This attitude of life that focuses on the heart makes people more relaxed and satisfied, and even in the hustle and bustle of the city, they can find a piece of their own serenity.

Fine craftsmanship and quality materials are pursued. One might choose a simple but exquisite tea set to enjoy a cup of quality tea, or wear a cozy cotton and linen dress to feel the comfort that nature and quality bring. In the world of quiet luxury style, every detail is carefully carved, and every experience is a kind of enjoyment.

From 2010s



QUIET LUXURY

The quiet luxury style focuses on quality and details.



From 1990s



The bursting of the Japanese economy cast a shadow over Japan in the 90s. The young people who grew up during this time did not completely follow in its footsteps, they chased after pleasure in a more pure and straightforward way, and cyberpop was born in this era.

Influenced by Y2K, their use of elements is also more futuristic after 2000. Both Saver and Cyberpop enthusiasts dress more in neon colored UFO pants, with exaggerated hair styling and decorations, which is a typical feature of this style. Enthusiasts dye all of their hair in neon colors, while people dye the shaved parts of their hair in more colors. This includes stars, hearts, spaceships or animal prints. Almost any decoration is bright, sparkling colors can be used to dress up. Only those elements must follow futuristic sci-fi, such as stellar planets or spaceships, etc.

Apart from the dress style dressing, there are few Cyberpop influences, but each one is unique. In terms of movies, Tim Burton's 1997 sci-fi movie The Fifth Element, Alice from the outer planets also has a stylistic personality to Cyberpop. In terms of games, Sega's 2000 game Space Channel 5 was the first typical Cyberpop-style game.

CYPERPOP

Cyberpop is a form of retro-futurism that first appeared in Japan in the 1990s.

