

Through the



WINDOW

The image consists of two side-by-side rectangular panels, each framed with a thick, dark, textured border. The background of both panels is a sunset or sunrise scene. The sky is divided into three horizontal bands of color: a light pinkish-purple at the top, a bright orange in the middle, and a deep blue at the bottom. The bottom half of each panel is a solid blue, representing water. In the left panel, there are two dark blue, stylized evergreen trees on the shore, with their reflections clearly visible in the water below. In the right panel, there is only one such tree, also with its reflection in the water. The text "A look into childhood memories" is centered across the middle of both panels in a white, sans-serif font.

A look into childhood memories



THESIS

My folkland world is a mixture of many different environments significant to me. I wanted to create a way to share various experiences that hold special memories for me in a fantastical way, strongly inspired by nature and the natural world, and influenced by fantastical concepts and ideas from my childhood. My epicenter is a simple model of my bedroom, to create a grounding location with a safe and familiar feel. From here, the viewer will be able to enter my fantasy world, with an assortment of very different scenes and environments, while still transitioning into each other to become a cohesive shared experience, that viewers can relate to. My folkland is meant to be a glimpse into my mind, and the places, feelings, and experiences fundamental to me and my existence.

RESEARCH

RESEARCH

FESTIVAL SLIDES



Lollapalooza
festival

facts

- annual music festival
- Four days
- Based in Chicago
- Many International expansions
- 8 stages

Events

- Music performances
- alternative rock, heavy metal, punk rock, hip hop, and electronic music
- non-profit and political groups
- various visual artists

Origin + location

- based in Chicago, Illinois at Grant Park
- created in 1991 by band "Jane's Addiction" as a farewell tour
- Expanded to 2 nights per city
- Eventually stayed in Chicago

MAP



RESEARCH

THEME PARK SLIDES

Galaxy's Edge

Theme Park

Experience

- Immersive
- storytelling components
- engaging environment

Facts

- @ Disneyland Park at the Disneyland Resort in Anaheim, California, and Disney's Hollywood Studios at the Walt Disney World Resort in Orlando, Florida
- 14 acres
- Began construction in 2016, opened in 2019

Theme + Audience:

- Disney's Star Wars franchise themed
- Target audience is kids, families, and star wars fans

Features + design elements

- development and construction was supervised by Walt Disney Imagineering
- In collaboration with the Lucasfilm Story Group
- Park is set to represent a village from the star wars universe
- features attractions, shops, restaurants, and rides

MAP



RESEARCH

TALL TALE SLIDES

Tall Tale

How the tiger got his stripes

facts

- Vietnam folk tale: Before "the world was as it is today"
- The tiger: proudest of gods creations
- Greedy, and wanted to be better than man
- Asked man for his wisdom
- Outsmarted by farmer
- Tied with ropes, that became stripes

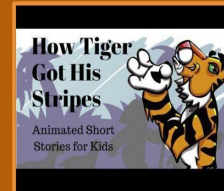
EXAGGERATIONS

- Animals talking to humans
- "Give me your wisdom"
- Ropes become stripes

Moral of the story

*Greed and vanity will lead to misfortune
Internal wisdom is greater than external beauty*

Video clip

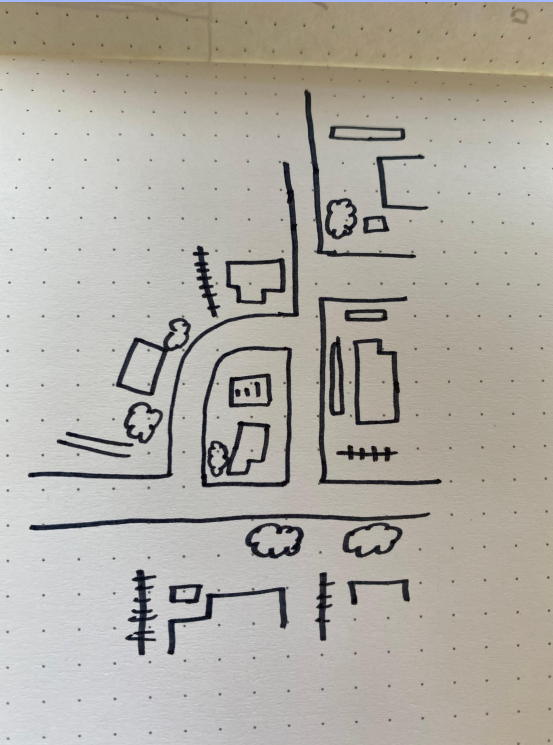


LIL FOLKS BIG TALES



CONCEPT DEVELOPMENT

DOODLE



HAND DRAWN



2D BW RHINO



CONCEPT DE



FOCUS AREAS



AUGMENTED NARRATIVE

CONCEPT DEVELOPMENT || STUDIO FOLKLAND || SP 2020

The Widows Watch

The sound of heels and dress shoes pounding on thin wood echos through the old hallway above the dinning hall. Flashes of summer dresses and loosely buttoned dress shirts run by as unsuspecting guests dine below. They arrive at the door, hearts beating, a girl hushes the others as a boy fixes his hair, and slowly opens the wooden door. A gust of cold air emerges from the darkness, and the friends pause a moment, before excitedly rushing single file into the dark and up the steep spiral staircase. And in a few moments, the sounds of music, soft laughter, and the clinking of glasses from the dinning hall below fades, and they emerge into the small tower. The open windows let the purple light of dusk from the horizon fill the room, the ocean breeze bringing in smells of the salty water and sounds of the crashing waves below.

The Ocean

The girl's breath shudders out of her lungs, careful not to scare the weak flame in her hands, illuminating the familiar faces around her. Waves splash over their bare feet, making cool sand stick to their tanned legs. their sandy hands push the sleek boat out into the black water, sending ripples out into the unknown, weaving into the waves. One of them jumps into it, not before he snatches the small candle out of the girl's hands. She chases after him into the cold water, as the salty waves tug her down towards the deep abyss of the ocean. She falls, and finds herself lying in the boat, the others chasing behind and piling in. They collapse to the hull, sighing in unison and lay on their backs as the waves carry them away from the beach. They stare up into the stars, hands intertwined, a tiny, flickering light in an ocean of darkness.

The Sanctuary:

The trees towered above the small children as they walked into the dark woods. The sun back lit them and cast the long shadows of their bodies across the mossy ground as they ventured deeper into the thick woods. As they walked, the light faded behind the canopy of leaves that blanketed the sky, as the buzz of the hot sun turned into the rustling of cool wind and anticipation. Everyone was silent, holding their breaths and clutching each other's arms, vigilant and anxious. And suddenly, someone trips on a branch, and the hole group tumbles down with them, and they fall into the light. They lay on their backs, catching their breaths, hearts pounding in the center of a clearing. They made it.

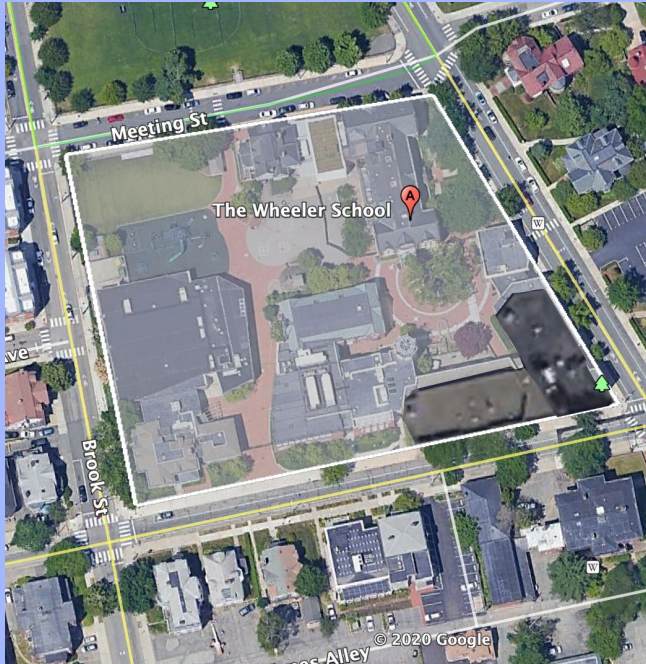


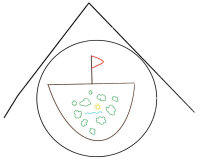
FOCUS AREAS



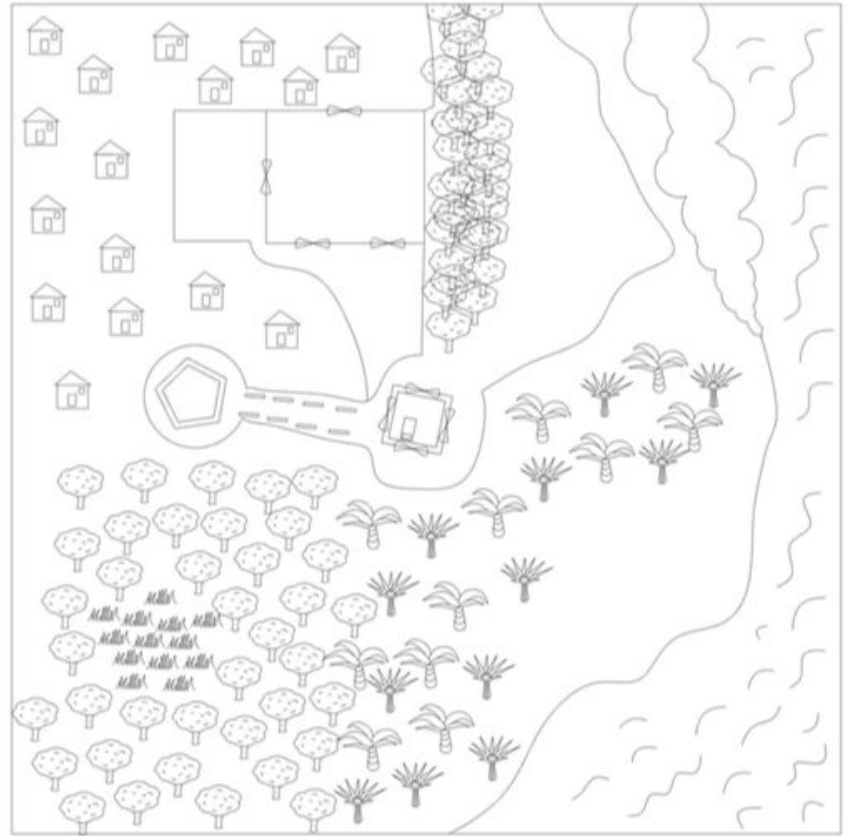
SITE + PROGRAM

THE WHEELER SCHOOL





CONCEPT DIAGRAMS



presentation 101 STUDIO FOLKLAND // SP. 2020

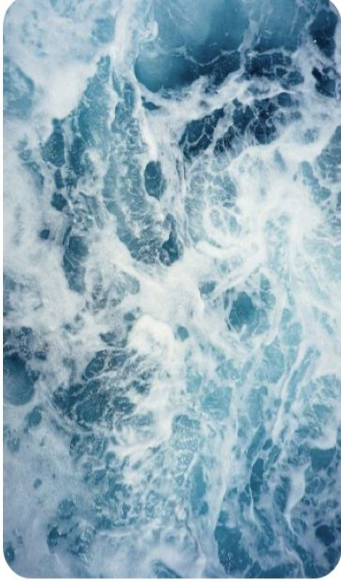
AREA 1 (The Sanctuary) | PRECEDENTS



AREA 2 Bali | PRECEDENTS



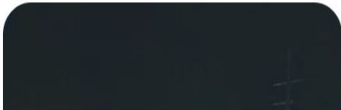
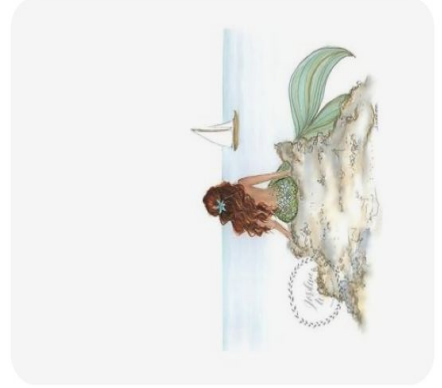
This light under the sea



Ocean Water Wall Art Print, ...
Etsy



Tropical wall art, palm tree p...
Etsy



Palm Trees and Sunset Photo...
Etsy



AREA 3 (rooftop) | PRECEDENTS



GAF Timbertex Antique Slate...
The Home Depot

angel energy 🌤️ 🍷 🍷



angel energy 🌤️ 🍷 🍷

35 Beautiful Cloud Aesthetic
Wallpaper Backgrounds For i...



New York City Midtown With
Empire State Building At Am...



New York City Midtown With
Empire State Building At Am...



How to Install a Cedar Shingle
Roof on a Garden Shed | Hun...



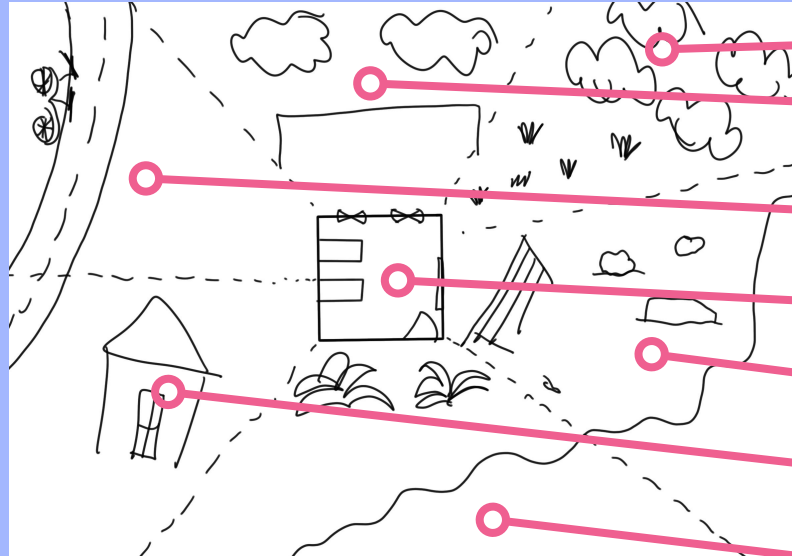
'9-11 New York Sunset'
Photographic Print - Bruce G...



CONCEPT SITE PLAN

PROGRAM AREAS:

- SANCTUARY
- BALI
- ROOFTOP
- BEDROOM



SANCTUARY

ROOFTOP

CLIFFWALK

BEDROOM
(EPICENTER)

BEACH

WIDOWS WATCH

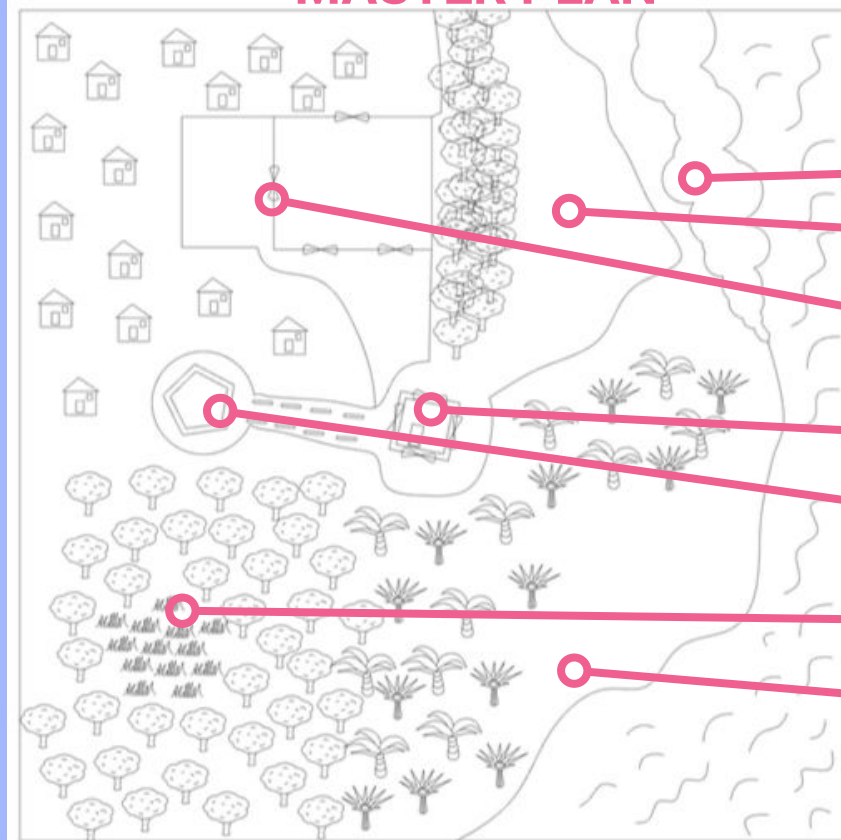
BALI

(THROUGH THE WINDOW)

MASTER PLAN

PROGRAM AREAS:

- SANCTUARY
- BALI
- ROOFTOP
- BEDROOM



BEACH

CLIFFWALK

ROOFTOP

BEDROOM
(EPICENTER)

WIDOWS WATCH

SANCTUARY

BALI

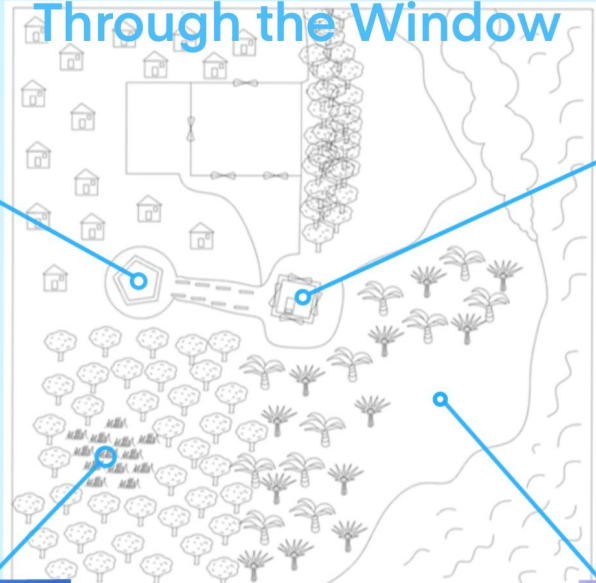


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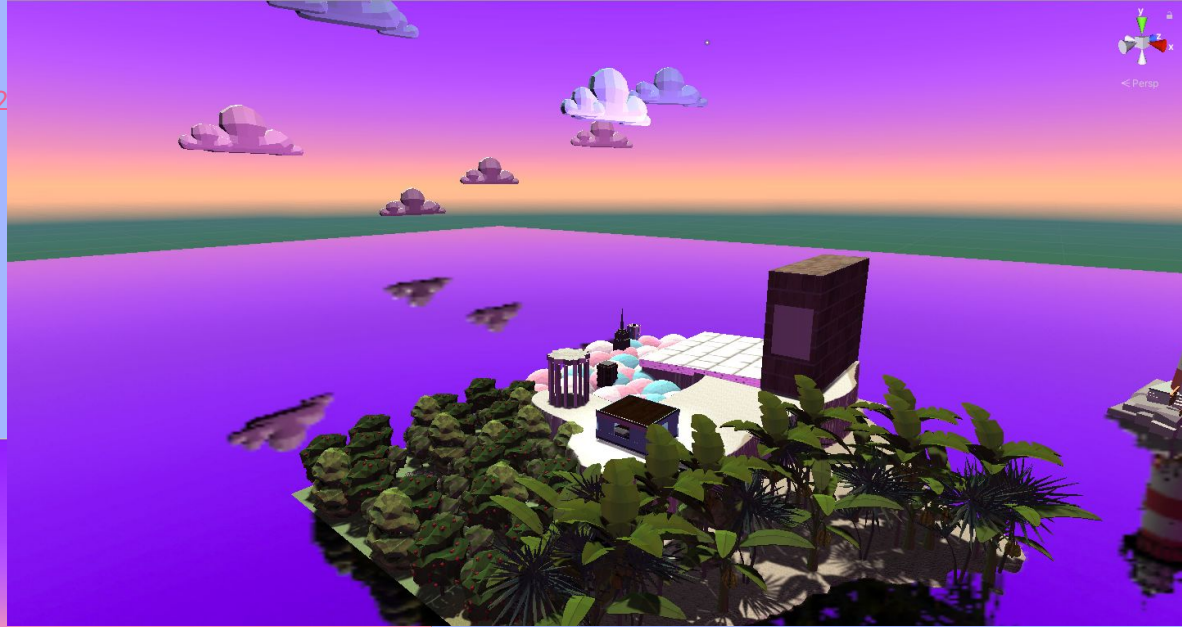


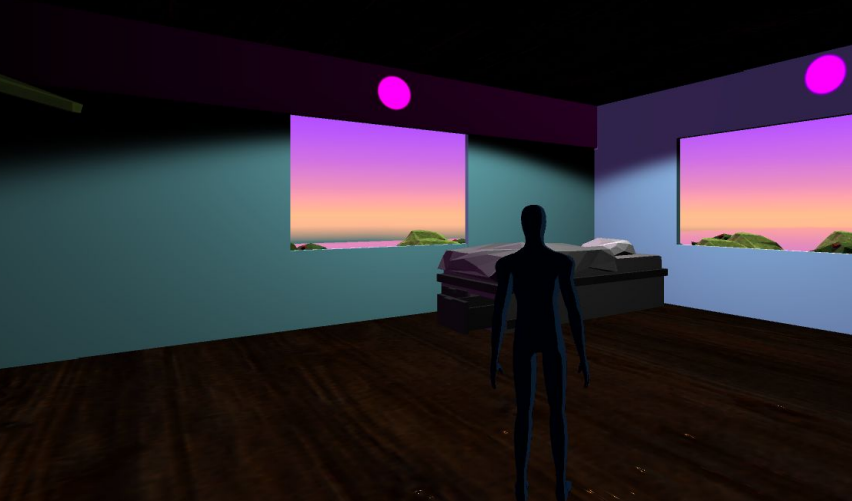
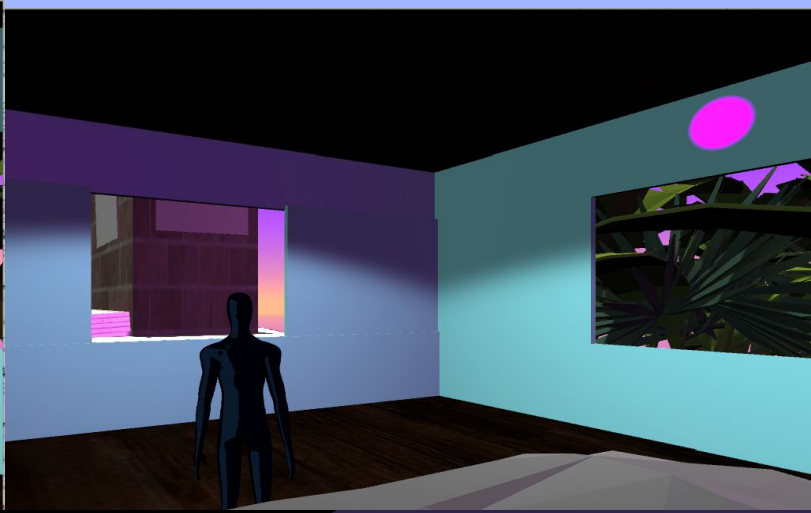
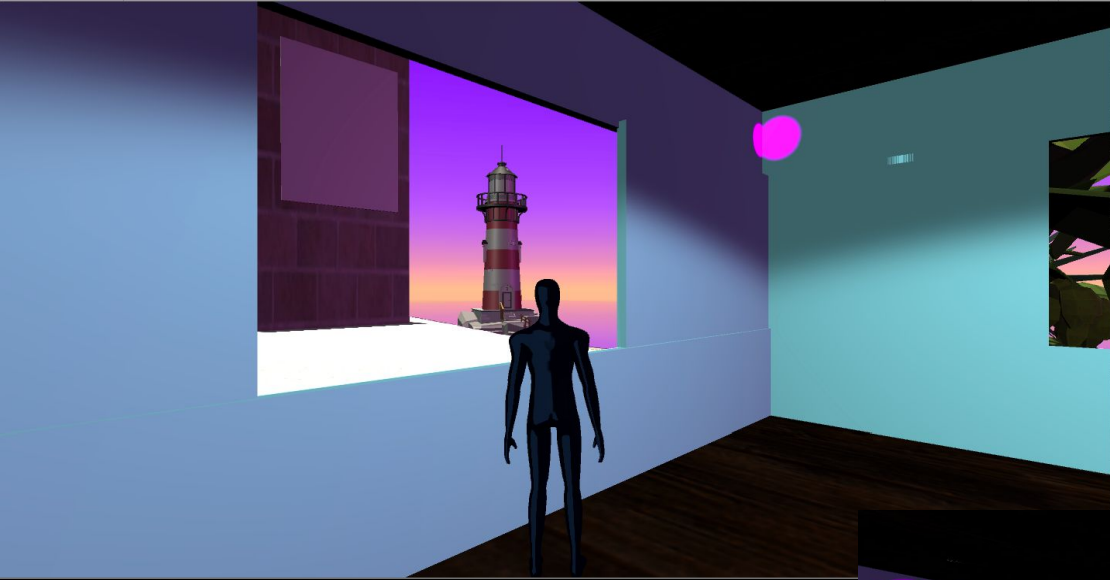
The Ocean

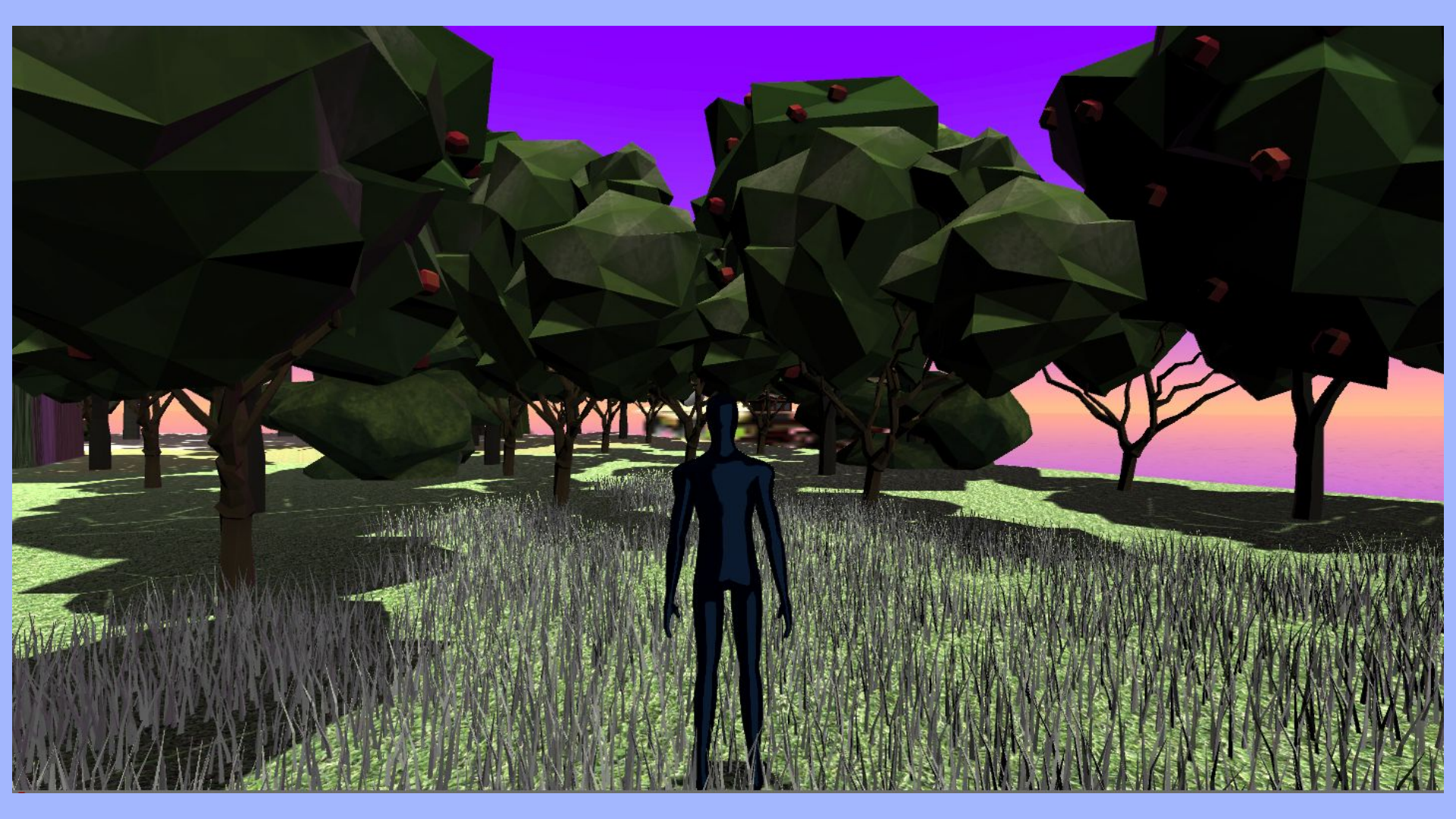
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AXONOMETRIC OVERVIEW | STUDIO FOLKLAND // SP. 2











WALK THROUGH | STUDIO FOLKLAND // SP 2020

