



The Muslim District, Xi'an | Local storefronts



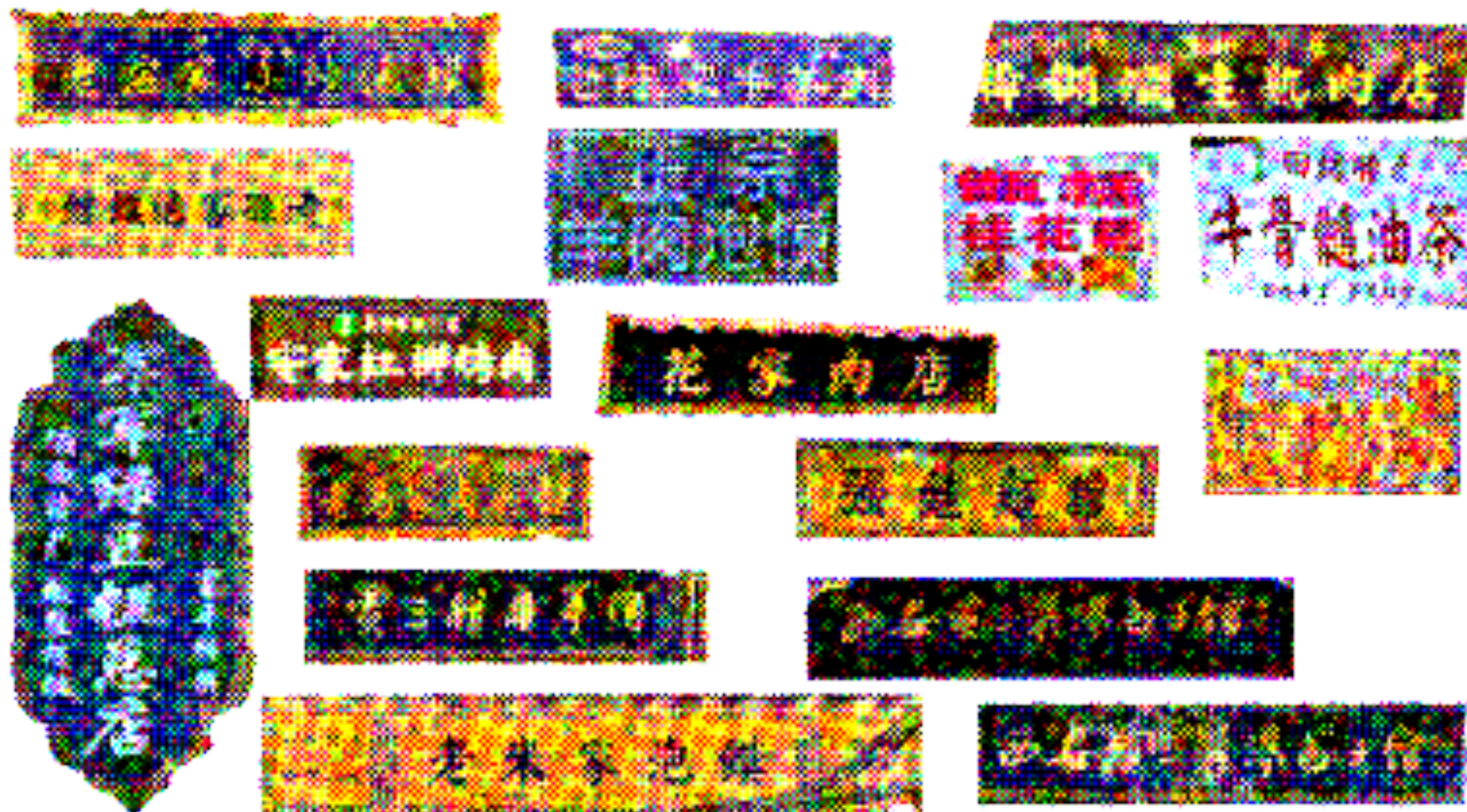
The Muslim District, Xi'an | Commercial Beneficial storefronts

The Muslim District is a street for local food located in the old town of Xi'an city. While it only has a history of about 30 years, it is considered a representative tourist destination for visitors to taste the local food and to experience the culture through it.

From my observations of the Muslim District, I've noticed that over the past decade or so, it has undergone changes influenced by the wave of [urban homogenization](#), which has buried much of the area's [local cultural identity](#). Specifically, there has been an increasing presence of trendy, internet-popular (commercial beneficial) snacks and storefronts occupying this area, which has impacted the original shops and food offerings of the local community. As a result, the district is gradually losing its uniqueness, making it difficult for tourists to truly experience the city's local culture. I believe the situation in the Muslim District reflects a broader phenomenon of homogenization and cultural globalization in many tourist cities.

In this project, I plan to use this area as my case study. My keywords are “urban environment”, “local community” and "homogenization". I aim to explore [how graphic design can create a system that helps urban culture adapt PESERVING preservation| to the waves of homogenization and globalization, finding new ways to showcase its identity](#) (in response to the impact of popular culture).

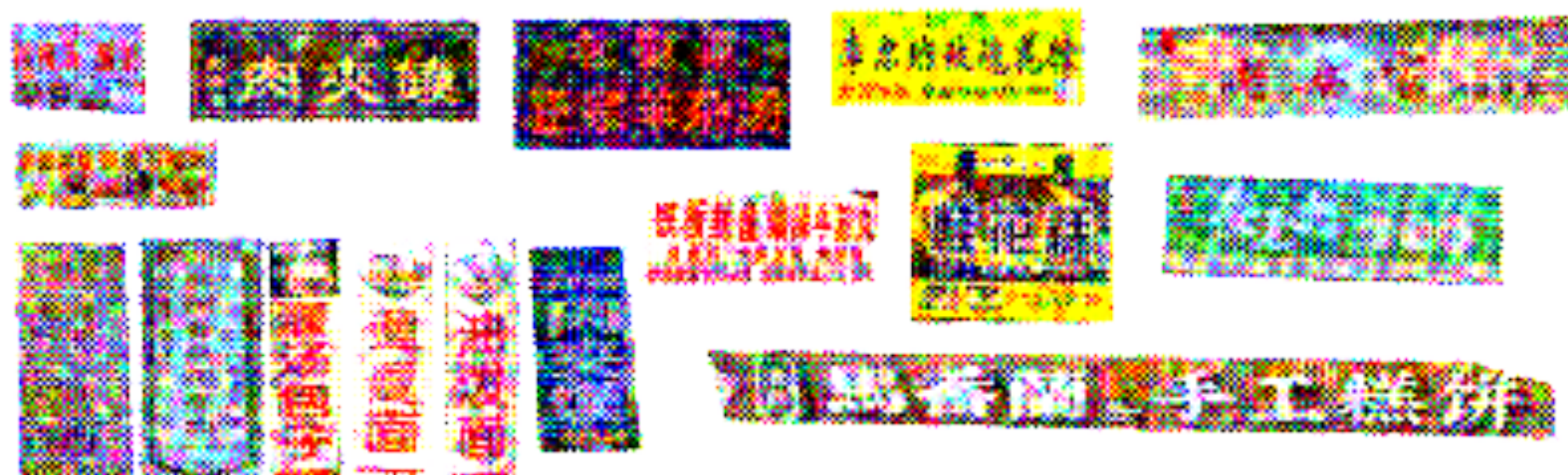
I've observed that the storefront signs of local shops in the Muslim District shared some common characteristics, distinct from those of the trendy snack shops. However, the standardized and attention-grabbing designs of the trendy shops' signs are gradually overshadowing those of the local community. Therefore, in this project, I plan to design a series of storefront typefaces (in both Chinese characters and English) for the local community, incorporating the unique features of the area's culture and identity. The goal is to help the local community adapt to the inevitable trends of popular culture and homogenization while preserving and reimagining its cultural essence.



Local shops' storefronts



Non-local shops' storefronts



In between

Accessibility ?

Ethnical concerns - I am an outsider of the community, I do not have the position or authority to "solve problems" from the prespective of the community.

ENQUIRY 02



Receipts are often discarded, yet they contain lots of interpretable information. I observed that people have an innate curiosity to peek into such details.

Using “voyeurism” as a theme, I plan to use found receipts in supermarkets as the primary material to explore and reimagine one or more "peeped" personas through graphic design and experimental writing. The production will take the form of a publication (and a website?), serving as both an exploration of the relationship between the observer and the observed, amplifying the human desire to pry.

The target audience is the general public. The publication could be print on thermal paper, in the dimensions of a receipt to use common associations to trigger audience. Additionally, I’m considering using temperature-sensitive coatings on the paper to heighten the voyeuristic experience and create an interactive reading process.



ROOM 47

Sunday February 22, 1981. 10:00 a.m. I go into 47. All the beds are unmade: the double bed, the single bed, and the small fold-up bed. The first thing I notice are four pairs of slippers: two pairs for adults, two for children. There is French toast on the table, a balloon hanging from a handle on the chest of drawers. On the right-hand bedside table: a book on legal and fiscal research companies and some Marlboros in the drawer. On the left-hand one: a guide to French hotels and, in the drawer, some Tampax. At night, he wears light cotton green pajamas, and she, a blue flannelette nightie. There's a suitcase on the floor. Inside it I find several plastic bags filled with medications and a book, *Venise et ses trésors d'art*. On the luggage stand, a second suitcase. It is full. I don't go through it, I just look. I am already bored. In the wardrobe: two pairs of trousers, a mauve sweater, a mauve shirt, three pairs of Eminence briefs, red, black, and pale blue. Only the bright-colored slippers cheer up the room. At the foot of the night table, a leather briefcase containing two Swiss passports (they are a married couple living in Geneva; I just note that she is of medium height with dark eyes and brown hair and he of

medium height with blue eyes and brown hair), a sheet of paper with a few typed lines: "Amazing Venice. You dream of it all those years and then one day, you're off to the City of Doges which you think you already know after all you've read and seen and heard. The most striking thing is probably the silence. No sound of cars, motorbikes or anything else. You can hear people talking in the street. There's no dashing around. In fact, that is impossible here: no one can run through these narrow, winding streets, constantly cut off by stairways and bridges. In this city, you either walk or do nothing. It is therefore wise to bring comfortable shoes and a Confortil spray..." Further down, these handwritten words: "Glassware: not bad. Cemetery: fantastic. Gondola ride: worth it."

Monday 23. 9:45 a.m. The bathroom is messier than yesterday. They took a bath. The towels are piled up in the bidet. The cigarette pack is unopened. The book on Venice, taken out of the suitcase, is now set on the bedside table. Next to it, I find four postcards written in French: views of the city. The first is addressed to Mr. and Mrs. D. in Geneva:

"Greetings and warm regards. See you soon. The S. family." The second to the G. family in Barcelona: "Everything is very beautiful here. We send you warm regards. See you soon. The S. family." The third to the C. family in Barcelona: "Dear all, Venice is very beautiful. Every corner is a little work of art. Tomorrow, God willing, we go to see the surrounding islands. Hugs. The S. family." Lastly, the fourth one, addressed to the Bs. in Geneva: "Everything is very beautiful here but it would be even more so if we were enjoying it together as a family. See you soon. The S. family." In the wastebasket I find a postcard torn into eight pieces. It is of the same scene as the one addressed to the Bs, and is addressed to these same. Only the text is different. One could read: "Everything is very beautiful here but it would be even more so if we were enjoying it with you. See you soon. The S. family."

Tuesday 24. 10:30 a.m. They are going to leave. The suitcases are packed. They are set in front of the door. They leave behind the balloon, which is hanging limp, and stale biscuits.





Hugh Hayden | Hughmans



WAITROSE
& PARTNERS

Kings Cross 590: 020 7372 5330
www.waitrose.com/kingscross

V EVIAN STILL5.75

V H/SPRING WATER STILL3.65

V WR XSTRONG SOL TALL5.50

V WR 30 TH PEDAL BINLI2.35

WR NB SIRLOIN STEAK4.95

WR NB SIRLOIN STEAK4.95

WR NB SIRLOIN STEAK4.95

V JL FESTIVE DOGS MUG3.00

WR SHORT RIBS4.46

V FAIRY PLAT LEM 51CT10.00

NO1 FR TREACLE HAM4.00

WR BLUEBERRIES4.60

GREEN PAK CHOI P/P1.80

WR ESS FT BANANAS0.95

Reduced item:

KD CALIFORNIA ROLL3.68

NO.1 WHITE SOURDOUGH2.00

WR CAESAR SALAD2.10

ALPRO SOYA NS DRINK2.10

myWaitrose card

*****5502

18 items

BALANCE DUE

£70.79

MasterCard

*****0633

£70.79

CHANGE

0.00

*** CARDHOLDER COPY ***

P:W3529241T:****6583

M:***12073

21/11/2024 18:38:46

MASTERCARD

*****0633

CONTACTLESS CP SALE

Please debit my account

AMOUNT GBP70.79

TOTAL GBP70.79

Contactless

NO CARDHOLDER VERIFICATION

Please Keep This Receipt

For your Records

Auth Code: 349665

Ref: 0000061200-1

AID: A0000000041010

App Seq: 01

Account on File Registration

Details

Result: Registration Successful

Token ID: 893819680683322

How was your visit today?

Visit waitrosehaveyoursay.com and you

could win an e-gift card prize

worth £100 - £300

THANK YOU FOR SHOPPING AT WAITROSE

18/11/2024 590 612 4200 246217

WAITROSE
& PARTNERS

Kings Cross 590: 020 7372 5330
www.waitrose.com/kingscross

WR ESS LSE BABY POTS0.67

WR ESS SWEET POTATOS0.49

MINI BABYBEL ORIG3.75

RACHELLI CREMINO2.63

WR JAZZ APPLES2.60

NO.1 PORK RIBS8.21

WR NB TC SIRLOIN9.65

GRESS SPATCHCOCK4.75

CM MINI PANETTONE1.65

WR SWEET PEPPERS1.90

WR CHERRY VINE TOMS3.25

WR SWEET COS1.55

WR PEA SHOOTS1.50

WR PEA SHOOTS1.50

ESS PIITD GRN OLIVES2.00

WR TRIM SALAD ONIONS1.40

V BACOFIL NON-STICK3.65

WR SLICED BRIOCHE LO2.75

V SAN PEL POM & ORANGE4.00

WR ESS RED ONIONS0.16

ASPARAGUS P/P2.50

CI GARLIC0.80

WR DUCHY ORG GARLIC1.15

VADASZ RAW KIMCHI4.75

WR DORG SSKIMED MILK1.80

CI THAI CHILLIES MIX1.00

WR NO1 CHESTNUT HAM5.50

myWaitrose card

*****5502

27 items

BALANCE DUE

£75.56

MasterCard

*****0633

£75.56

CHANGE

0.00

*** CARDHOLDER COPY ***

P:W3529230T:****6583

M:***12073

24/12/2024 15:30:40

MASTERCARD

*****0633

CONTACTLESS CP SALE

Please debit my account

AMOUNT GBP75.56

TOTAL GBP75.56

Contactless

NO CARDHOLDER VERIFICATION

Please Keep This Receipt

For your Records

Auth Code: 940885

Ref: 0000061100-1

AID: A0000000041010

App Seq: 01

Account on File Registration

Details

Result: Registration Successful

Token ID: 8938196806883322

How was your visit today?

Visit waitrosehaveyoursay.com and you

could win an e-gift card prize

worth £100 - £300

THANK YOU FOR SHOPPING AT WAITROSE

15/30 24/12/2024 590 611 4200 227166

WAITROSE
& PARTNERS

Kings Cross 590: 020 7372 5330
www.waitrose.com/kingscross

GRAHAMS GOLD TOP1.90

OSU A/CIDER VINEGAR5.50

WR SHORT RIBS3.53

WR SHORT RIBS3.93

RANGFM FR LRGE EGGS4.25

WR ESS POINTED CABB0.95

V MED ZIPLOCK FOOD BAG2.20

WR ESS ICBRG LETTUCE0.95

WR MONKEY NUTS1.95

WR PEA SHOOTS1.50

WR EXTRA LGE ORANGES2.40

NO.1 RED CHOICE TOMS2.70

WR ROMAINE LET1.40

WR STRAWBERRIES2.70

WR ESS CUCUMBER0.95

WR ROMAINE LET1.40

WR PEA SHOOTS1.50

myWaitrose card

*****5502

17 items

BALANCE DUE

£39.71

Visa Debit

*****9530

£39.71

CHANGE

0.00

*** CARDHOLDER COPY ***

P:W3529210T:****6583

M:***12073

19/01/2025 16:05:11

Visa DEBIT

*****9530

CONTACTLESS CP SALE

Please debit my account

AMOUNT GBP39.71

TOTAL GBP39.71

CARDHOLDER DEVICE VERIFIED

Please Keep This Receipt

For your Records

Auth Code: 006956

Ref: 0000060200-1

AID: A0000000031010

App Seq: 00

Account on File Registration

Details

Result: Registration Successful

Token ID: 9583341902648904

How was your visit today?

Visit waitrosehaveyoursay.com and you

could win an e-gift card prize

worth £100 - £300

THANK YOU FOR SHOPPING AT WAITROSE

19/01/2025 590 602 4200 199022

EATALY

135 Bishopsgate, EC2M 3YD London

Company Number 08721896

VAT: GB 285196271

TIRAMISU' TAKE AWAY7.00

PANNA COTTA 125G2.90

Pay 1.70 instead of 2.90

Compleanno 2025 UK-1.20

TRAMEZZINO SALAME FORMAGGIO E4.40

BORSA RETE MAGENTA7.90

Total GBP

21.00

15 MasterCard

5272*****0805

21.00

Vat percent

Net

Gross

VAT

(ZERO) 0.00

6.10

6.10

0.00

ZERO RATE

(20G) 20.00

12.42

14.90

2.48

Goods

18.01.2025 20:10:23 #:11510 Op:1150 C:LOCA

S014 S:1

Served you : S

EATALY

135 Bishopsgate, EC2M 3YD London

Company Number 08721896

VAT: GB 285196271

SMOKED SALAD PRONTO13.50

Total GBP

13.50

15 MasterCard

5471*****0717

13.50

Vat percent

Net

Gross

VAT

(20G) 20.00

11.25

13.50

2.25

Goods

18.01.2025 20:08:42 #:11509 Op:1150 C:LOCA

S014 S:1

Served you : S

WAITROSE

Win £20 off your shop

For one week we're giving 500 My Waitrose members £20 off their next shop. Simply scan your My Waitrose card when you shop in store between 25 September and 1 October to be in with a chance of winning. Not a My Waitrose member? Scan the QR code to sign up today.

UK Residents only. 18+ Customers can enter several times. Competition start date 25 September 2024 and closing date 1 October 2024. Entries received after the closing date will not be accepted. To enter, scan your My Waitrose card when you shop in store between 25 September and 1 October 2024. Prize includes: One £20 voucher to be spent in store. No cash alternative. 500 winners will be chosen at random from entries. Waitrose and Partners customers only. Promoted by Waitrose Ltd.

WAITROSE & PARTNERS

Kings Cross 590: 020 7372 5330
www.waitrose.com/kingscross

WR ESS LSE BABY POTS	0.67
WR ESS SWEET POTATOS	0.49
MINI BABYBEL ORIG	3.75
RACHELLI CREMINO	2.63
WR JAZZ APPLES	2.60
NO.1 PORK RIBS	8.21
WR NB TC SIRLOIN	9.65
GRESS SPATCHCOCK	4.75
CH MINI PANETTONE	1.65
WR SWEET PEPPERS	1.90
WR CHERRY VINE TOMS	3.25
WR SWEET COS	1.55
WR PEA SHOOTS	1.50
WR PEA SHOOTS	1.50
ESS PIITD GRN OLIVES	2.00
WR TRIM SALAD ONIONS	1.40
V BACOFIL NON-STICK	3.65
WR SLICED BRIOCHE LO	2.75
V SAN PEL POM & ORANGE	4.00
WR ESS RED ONIONS	0.16
ASPARAGUS P/P	2.50
CI GARLIC	0.80
WR DUCHY ORG GARLIC	1.15
VADASZ RAW KIMCHI	4.75
WR DORG SSKIMMED MILK	1.80
CI THAI CHILLIES MIX	1.00
WR NO1 CHESTNUT HAM	5.50

mywaitrose card
*****5502

27 items
BALANCE DUE £75.56

MasterCard
*****0633 £75.56

CHANGE 0.00

*** CARDHOLDER COPY ***

P:W3529230 T:****6583
M:***12073
24/12/2024 15:30:40

MASTERCARD
*****0633

CONTACTLESS CP SALE

Please debit my account
AMOUNT GBP75.56
TOTAL GBP75.56

Contactless

NO CARDHOLDER VERIFICATION

Please Keep This Receipt
For your Records

Auth Code: 940885
Ref: 0000061100-1
AID: A0000000041010
App Seq: 01

Account on File Registration
Details

Result: Registration Successful
Token ID: 8938196806883322

How was your visit today?
Visit waitrosehaveyoursay.com and you
could win an e-gift card prize
worth £100 - £300

THANK YOU FOR SHOPPING AT WAITROSE

15:30 24/12/2024 590 611 4200 227166

WAITROSE & PARTNERS

Time Consumed:
December 30, 2024, 3:30 PM

Location:
Waitrose, Kings Cross

It was the day before New Year's Eve, December 30th, and 2025 was on the horizon.

In their shopping basket: apples, sweet potatoes, pork ribs, cherry tomatoes, sparkling juice, onions, asparagus, Korean kimchi, semi-skimmed milk, Thai chilies, steak, sweet lettuce, roast chicken, pea shoots, bread, cheese, ham, a creamy chocolate dessert, and a mini panettone.

The supermarket would close earlier than usual, and public transport wasn't as convenient during this time of year. Perhaps this person was gathering everything they needed to prepare a hearty feast at home, awaiting the arrival of the New Year. One could imagine their quiet excitement as they planned for the celebration ahead.

The list seemed substantial—perhaps for one, two, three, four, not likely to be a large group of people. A warm evening comes to mind, golden lights casting a glow on a round table laden with roast chicken paired with sweet potatoes, a sizzling steak, and, maybe, spicy pork ribs infused with the heat of Thai chilies and the tang of Korean kimchi.

That chocolate dessert—Google tells me it's made from chocolate ganache and soft cake—must be a dense, velvety indulgence. The cheese, possibly paired with ham, and the mini panettone, perhaps chosen to honor the New Year tradition. A small one, though—maybe they aren't too fond of sweets or already have enough.

Whoever this person is, they seem to cherish traditions and the richness of life. Their table is abundant with vegetables, suggesting a focus on health and balance.

This New Year's celebration promises warmth, flavor, and care. One can only imagine how special the evening will be.

Result: Registration Successful
Token ID: 8938196806883322

How was your visit today?
Visit waitrosehaveyoursay.com and you
could win an e-gift card prize
worth £100 - £300

THANK YOU FOR SHOPPING AT WAITROSE

15:30 24/12/2024 590 611 4200 227166

WAITROSE & PARTNERS

Kings Cross 590: 020 7372 5330
www.waitrose.com/kingscross

WR ESS LSE BABY POT	£ 0.67
WR ESS SWEET POTATO	0.49
MINI BABYBEL ORIG	3.75
RACHELLI CREMINO	2.63
WR JAZZ APPLES	2.60
NO.1 PORK RIBS	8.21
WR NB TC SIRLOIN	9.65
GRESS SPATCHCOCK	4.75
CH MINT PANETTONE	1.65
WR SWEET PEPPERS	1.90
WR CHERRY VINE TOMS	3.25
WR SWEET COS	1.55
WR PEA SHOOTS	1.50
WR PEA SHOOTS	1.50
ESS PIITD GRN OLIVES	2.00
WR TRIM SALAD ONIONS	1.40
V BACOFIL NON-STICK	3.65
WR SLICED BRIOCHE LO	2.75
V SAN PEL POM & ORANGE	4.00
WR ESS RED ONIONS	0.16
ASPARAGUS P/P	2.50
CI GARLIC	0.80
WR DUCHY ORG GARLIC	1.15
VADASZ RAW KIMCHI	4.75
WR DORG SSKIMED MILK	1.80
CI THAI CHILLIES MIX	1.00
WR N01 CHESTNUT HAM	5.50

myWaitrose card
*****5502

27 items
BALANCE DUE £75.56
MasterCard
*****0633 £75.56
CHANGE 0.00

*** CARDHOLDER COPY ***

P:W3529230 T:****6583
M:***12073
24/12/2024 15:30:40

MASTERCARD
*****0633

CONTACTLESS CP SALE

Please debit my account
AMOUNT GBP75.56
TOTAL GBP75.56

Contactless

NO CARDHOLDER VERIFICATION

Please Keep This Receipt
For your Records

Auth Code: 940885
Ref: 0000061100-1
AID: A0000000041010
App Seq: 01

Account on File Registration
Details

Result: Registration Successful
Token ID: 8938196806883322

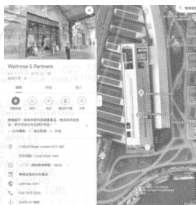
How was your visit today?
Visit waitrosehaveyoursay.com and you
could win an e-gift card prize
worth £100 - £300

THANK YOU FOR SHOPPING AT WAITROSE

15:30 24/12/2024 590 611 4200 227166

It was the day before New Year's Eve, December 30th, and 2025 was on the horizon.

In their shopping basket: apples, sweet potatoes, pork ribs, cherry tomatoes, sparkling juice, onions, asparagus, Korean kimchi, semi-skimmed milk, Thai chilies, steak, sweet lettuce, roast chicken, pea shoots, bread, cheese, ham, a creamy chocolate dessert, and a mini panettone.

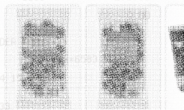


Time Consumed:
December 30, 2024, 3:30 PM

Location:
Waitrose, Kings Cross

Waitrose Pea Shoots

27 items
BALANCE DUE £75.56
MasterCard
*****0633 £75.56
CHANGE 0.00



CONTACTLESS CP SALE

Please debit my account
AMOUNT GBP75.56
TOTAL GBP75.56

Contactless

NO CARDHOLDER VERIFICATION

Please Keep This Receipt
For your Records

Auth Code: 940885
Ref: 0000061100-1
AID: A0000000041010
App Seq: 01

Account on File Registration
Details

Result: Registration Successful
Token ID: 8938196806883322

How was your visit today?
Visit waitrosehaveyoursay.com and you
could win an e-gift card prize
worth £100 - £300

THANK YOU FOR SHOPPING AT WAITROSE

15:30 24/12/2024 590 611 4200 227166

The supermarket would close earlier than usual, and public transport wasn't as convenient during this time of year. Perhaps this person was gathering everything they needed to prepare a hearty feast at home, awaiting the arrival of the New Year. One could imagine their quiet excitement as they planned for the celebration ahead.

The list seemed substantial—perhaps for one, two, three, four, not likely to be a large group of people. A warm evening comes to mind, golden lights casting a glow on a round table laden with roast chicken paired with sweet potatoes, a sizzling steak, and, maybe, spicy pork ribs infused with the heat of Thai chilies and the tang of Korean kimchi.



That chocolate dessert—Google tells me it's made from chocolate ganache and soft cake—must be a dense, velvety indulgence. The cheese, possibly paired with ham, and the mini panettone, perhaps chosen to honor the New Year tradition. A small one, though—maybe they aren't too fond of sweets or already have enough.

Whoever this person is, they seem to cherish traditions and the richness of life. Their table is abundant with vegetables, suggesting a focus on health and balance.

THANK YOU FOR SHOPPING AT WAITROSE

15:30 24/12/2024 890 611 4200 227166

WAITROSE & PARTNERS

Kings Cross 590: 020 7372 5330
www.waitrose.com/kingscross

WR ESS LSE BABY POTS	0.67
WR ESS SWEET POTATOES	0.49
MINI BABYBEL ORIG	3.75
RACHELLE CREMINO	2.63
WR JAZZ APPLES	2.60
NO 1 PORK RIBS	8.21
WR NR TO SIRLOIN	9.65
CH MINT PANETTONE	1.65
WR SWEET PEPPERS	1.90
WR CHERRY VINE TOMS	3.25
WR SWEET CDS	1.55
WR PEA SHOOTS	1.50
WR PEA SHOOTS	1.50
ESS PIITD GRN OLIVES	2.00
WR TRIM SALAD ONIONS	1.40
V BACFOIL NON-STICK	3.65



Please debit my account
AMOUNT GBP75.56
TOTAL GBP75.56

Contactless

NO CARDHOLDER VERIFICATION

Please Keep This Receipt
For your Records
Auth Code: 940885
Ref: 0000061100-1
AID: A0000000041010
App Seq: 01

Account on File Registration
Details
Result: Registration Successful
Token ID: 8938196806883322

How was your visit today?
Visit waitrosehaveyoursay.com and you could win an e-gift card prize worth £100 - £300

THANK YOU FOR SHOPPING AT WAITROSE

15:30 24/12/2024 890 611 4200 227166

A is an assassin. Just like every passerby on these streets, A carries countless possible stories—where they've come from, where they're headed, all concealed in the folds of chance.

That evening, A blended seamlessly with the stylish, slightly tipsy professionals spilling out of Liverpool Street bars, their laughter bright against the dusk. A carried a large leather tote, the kind favored by commuters. No one knew what lay inside. Perhaps a set of tools, perhaps something entirely mundane—a book, a coffee cup, a tangle of headphones.



A wasn't the reclusive type of assassin, the kind who isolates themselves from the world. A had a group of friends, meeting them every few weeks to stroll the city streets together. A lived in a small one-bedroom apartment, its decor a quiet reflection of A's own demeanor—natural, warm, understated, yet tinged with mystery. The space likely faced away from the sun, with a modest window where a thriving monstera stretched its lush, silent vitality toward the light. When not on a job, A seemed no different from any ordinary soul who savored life—sometimes even wearing an expression of childlike wonder.



One of A's secret joys was exploring London's niche supermarkets, each dedicated to the flavors of a particular country. For A, it was like taking a miniature journey: opening a door or descending a flight of stairs to enter another corner of the world. A enjoyed guessing the taste and texture of unfamiliar foods in EATALY, selecting sashimi with care from the chilled cases at Japan Centre, and seeking out odd sauces or rare ingredients in Chinese supermarkets.

At a quarter to eight, A stepped into EATALY. This time, A was shopping for breakfast, though tomorrow's morning would be far from ordinary. At precisely 10am, A would be in E5, inside a crumbling, seventh floor studio building, to eliminate a target. The property was aged, its elevator infamous for its screeching metal doors that groaned as they shut.

On nights like this, A had a habit: buying a sweet treat in advance, a ritual to soothe the mind after the chaos of blood and disorder. It was as if dessert marked a mental switch, pulling A back into the ordinary world from the shadows of the job. (The cleanup, of course, was someone else's task. Despite working together for years, A and this colleague had never met in person.)

A selected a few simple items: tiramisu, panna cotta, a sandwich, and a woven jute grocery bag to carry them in.