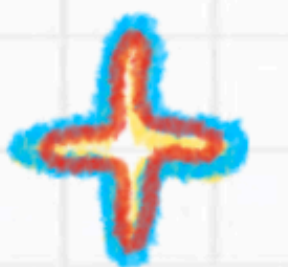


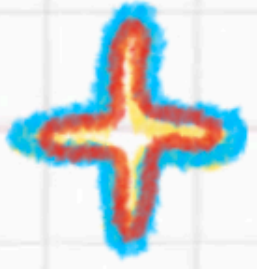
Problem Statement

How might we facilitate culturally resonant experiences for Chinese Gen Z in London that help them engage with their family narratives and build a supportive community that mimics family structures in a foreign environment?



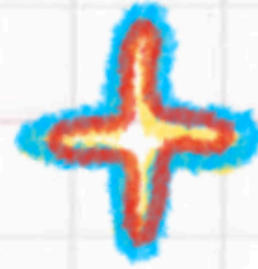
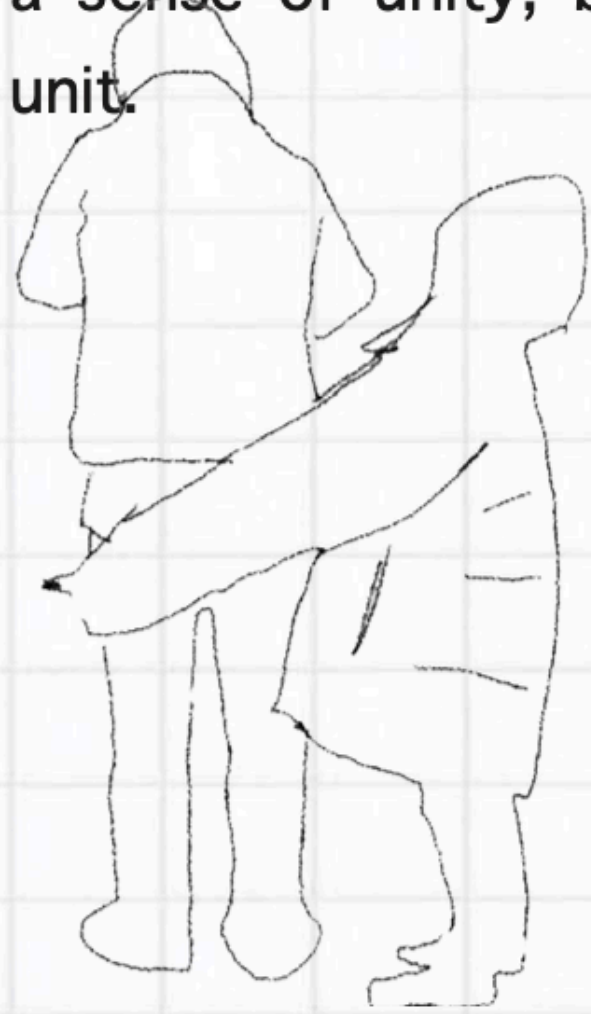
Figure 5: Photos by Jun Aihara





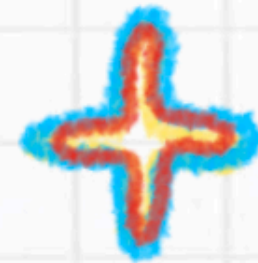
Glossary

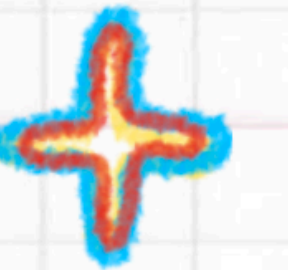
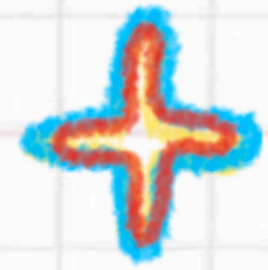
Familyness: Family spirit that rooted from Confucian thought. It encompasses the bonds, shared values, collective identity, and interpersonal dynamics that create a sense of unity, belonging, and continuity within a family unit.



痒痒挠 YangYangNao

- » YangYangNao is a nickname of back scratcher in Chinese.
- » A common item in Chinese households, the back scratcher represents everyday warmth and intimacy—often found in grandparents' or parents' rooms.
- » A gentle trigger for buried memories of home, belonging and identity—lightly scratching at feelings that are often tucked away.
- » 'Itch' represent an unmet emotional need—like the longing for home or connection. Perfectly aligned with the proposed solution—a tool to address and soothe that yearning.
- » With its humorous name and nostalgic feel, YangYangNao fits Gen Z's love for playful, culturally rich objects that speak to deeper meanings in a fun, non-intimidating way.





Audience Moodboard



Chinese Tradition

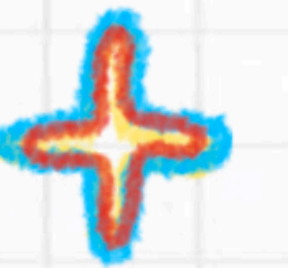
Childhood

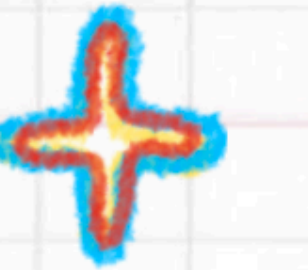
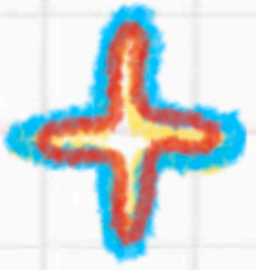
Nostalgia

Craft

Passion

Figure 14: Audience moodboard

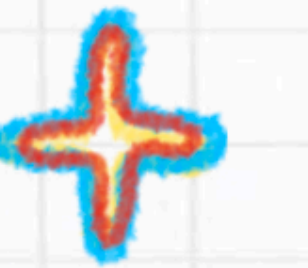




"The term ' 国家 '(Country) in Chinese is made up of two characters: ' 国 '(nation) and ' 家 '(family), a concept unique to Chinese culture."---Ligang Wang: The historical and cultural origin of Chinese family concept, 2022



Figure 1: Photography by Zhang Liangzong
Family members came from Beijing, Shanghai, Xinjiang and Taiwan for the reunion

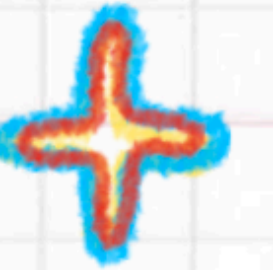
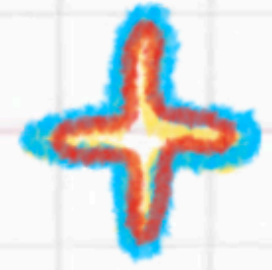


Familyness: A Legacy Shaped by Tradition and Confucianism



Figure 2: Xinhua News Agency photo, Xingjing County (Sichuan), 5 February 2021

"In China, the family unit is considered to be one of the most central institutions."(Cultural Atlas, 2017) Family provides a sense of identity and a strong support system. In China, this concept is largely understood through Confucian thought, where family relationships are considered central to individual lives and are seen as the basis of social structure and order. This also makes 'familyness' a large component of the cultural identity of Chinese Gen Z students in London. Confucian roles are not strictly adhered to anymore. Nevertheless, people are still expected to contributing harmony family(Cultural Atlas, 2017). The physical distance from family creates a strong emotional gap for these students. They feel a significant disconnect from the traditional support systems, especially in the face of new challenges in a foreign environment.



Solution

痒 痒 挠 Yang Yang Nao is an ongoing event series partner with Labelhood, a fashion culture community that brings together young Chinese people. They will be held at regular intervals to support and foster a supportive space that mimics the structure of a family — where people can feel nostalgic, safe, and joyful while sharing stories and memories.

Each event is themed around a family member including grandparents, parents and siblings. The events feature skills tutorial and a range of interactive activities and workshops, each inspired by the personalities and interests of different family members.

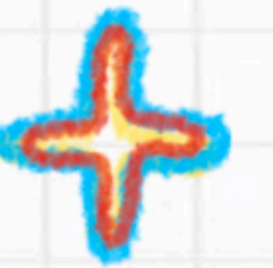
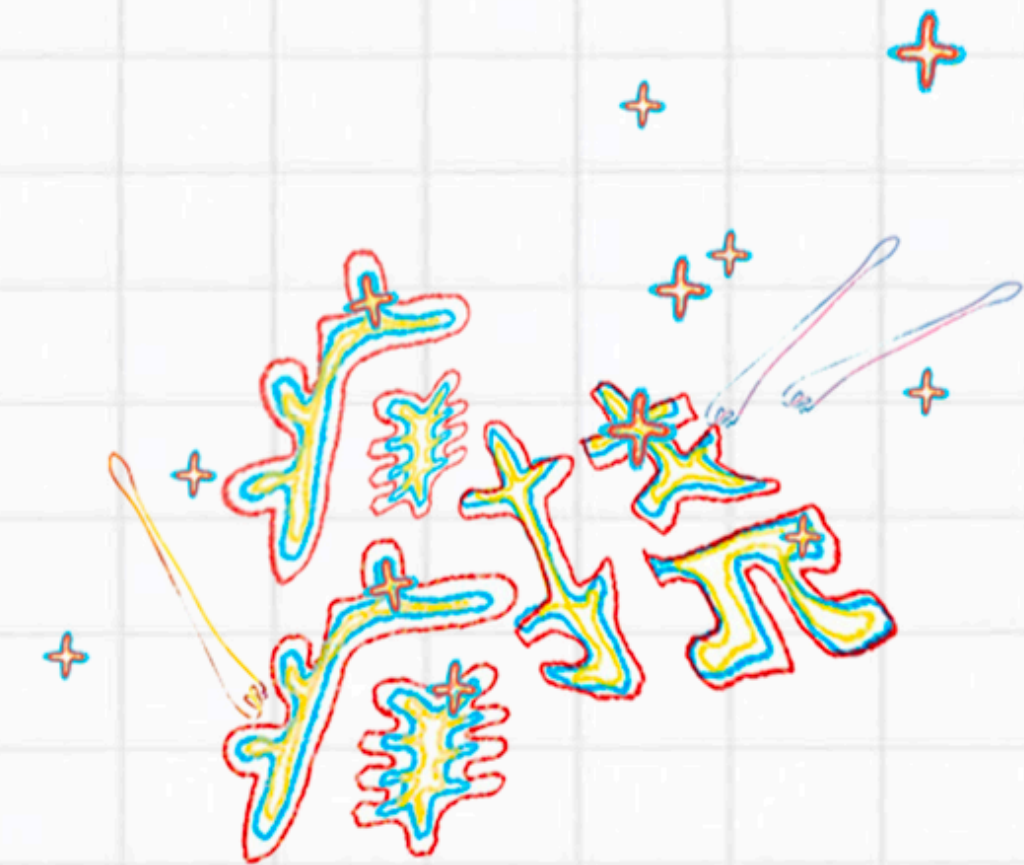


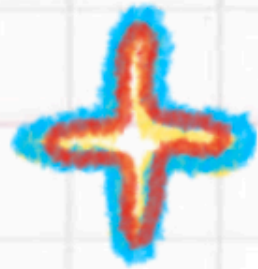
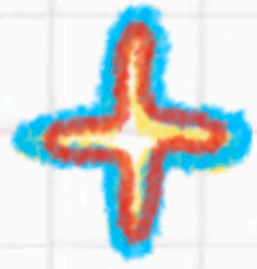
Figure 6: YangYangNao poster

Letter Me Home-Grandparents event

'Letter Me Home' is the first event in the Yang Yang Nao series, exploring emotional ties to family through the themes of grandparents and letters. Writing letters is a habit of grandparents, and letters represent a way to bridge distances. The event encourages participants to share family stories and memories via letters, creating a collective experience that bridges the emotional distance many Gen Z students feel while studying abroad.



Figure 7: YangYangNao poster for Letter Me Home event



Warm-up Activity

- » To enhance audience engagement and participation, attendees will be invited to contribute before the main event begins.
- » Two weeks prior, Labelhood will launch a call-out that mirrors the letter-making workshop in the main event. Participants whether in China, London or around the world can send in letters — in any form — about their grandparents or family to Labelhood. These letters will be collected and curated into a projection video shown on the wall during the event. They will also be displayed as part of the installation, offering inspiration and context for people during the workshop.
- » This warm-up activity not only builds anticipation and emotional connection, but also is a way to test the theme and make timely adjustments based on public feedback. As an ongoing part of the Yang Yang Nao series, this submission project will continue in future editions — potentially expanding into publications, online platforms, or other collaborative exhibitions.



Figure 8: Letter examples

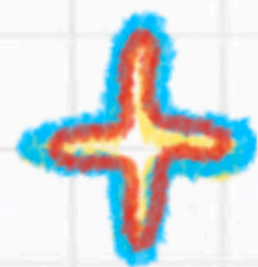
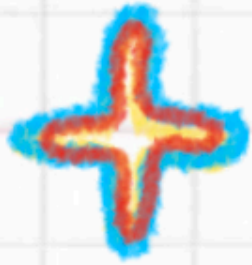




Figure 11: Letter examples and color palette moodboard



Letter Lab

Letter-making Workshop



Figure 9: Workshop area mockup



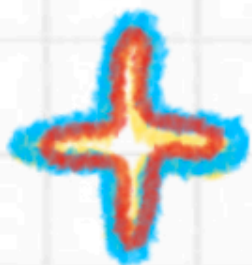
Figure 10: Workshop images

» The space is filled with tables of various sizes, each stocked with a wide range of materials — markers, stickers, stamps, envelopes...

» At each large table, a host will guide participants with prompts and encourage them to share the stories and memories behind their letters. This setup helps people who may not be naturally social to open up and connect with others.

» Smaller side tables are available for those who prefer a quieter space to work on their letters or simply watch the projections.

» Throughout the workshop, a camera will randomly capture moments of participants writing and interacting, projecting them onto the wall. This is to give people more opportunities to get to know each other and to contribute to a warm, collective atmosphere, encouraging connection and shared storytelling.



Awareness

Engagement

Experience

Extention

Reconnection

User Journey

