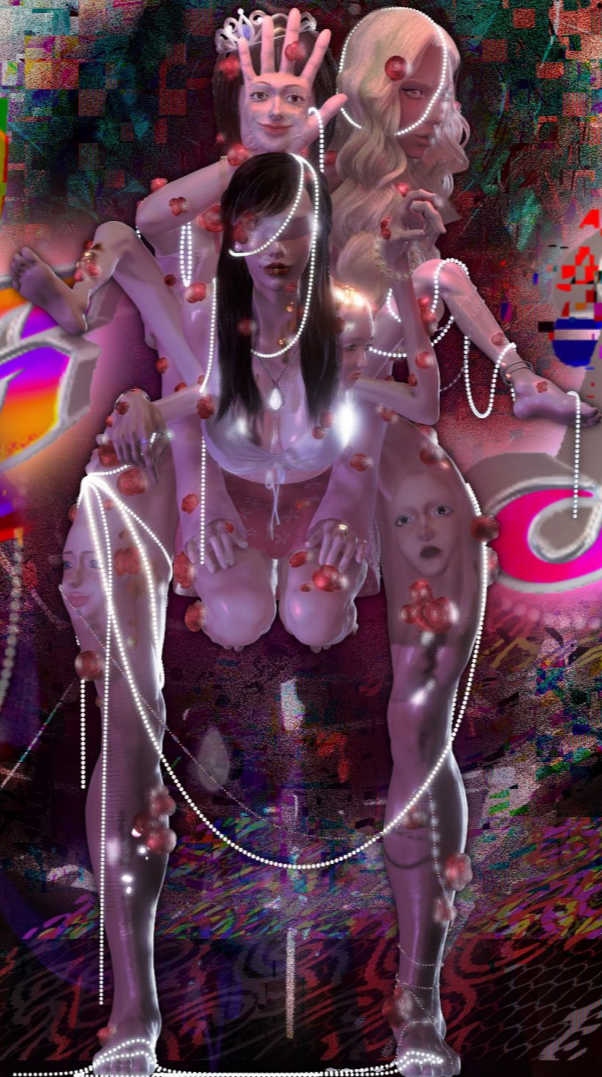


# Asia's Idol



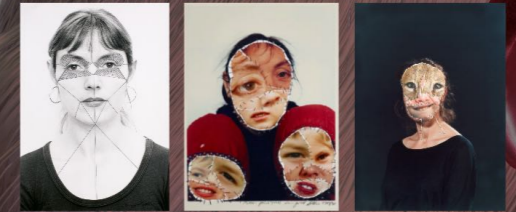
**Liangu Xu**  
**Fashion Media And Communication**

## Inspired by the concept



The effect of external forces on a person is substantial. People distort or reshape themselves in response to such external forces. Even if the behaviour appears to be proactive ("on its own terms"), the motivation behind it may still be controlled externally.

What I have come to believe is that most people will go through life changing their true nature because of others or external factors. Distorting and changing their personality, soul, and appearance because of external factors will attempt to prove themselves or get what they want in their own way.



Annegret Soltau is a German artist working mainly in mixed media and performance art, with a signature style of photographic collage and stitching. Focusing on themes of the body, identity and femininity, she has been active in the field of contemporary art since the 1970s.

Under the action of external forces, people will not only distort his personality, soul and outward expression in order to seek recognition, love, meaning or a sense of being, but he is even willing to sacrifice himself as a price to prove some kind of value.

## Opinions support the theory

### Psychological Perspectives

Personality formation is not entirely autonomous, and Freud suggested that personality is governed by the subconscious and social norms. Jung also referred to the concept of "persona", the "public self" that a person constructs in order to fit in socially. In modern society, social media reinforces the motivation to create an 'acceptable image', which further exacerbates the 'performativity' of the personality.

### Sociological support

Erving Goffman's *The Presentation of Self in Everyday Life*, which states that we "act out roles like actors" in interpersonal interactions in order to gain acceptance. This "role-based existence" often forces people to constantly adjust their true selves to meet societal expectations, resulting in internal tearing.

### Philosophical support

Michel Foucault's theory of the disciplined society reveals that power is not coercive, but affects people's bodies, behaviours, words and thoughts through everyday details. People unconsciously internalise external rules and see them as "what they want", and this "self-policing" is a form of implicit alienation.

### Cultural Theory Support

In what Mark Fischer calls "capitalist realism", the individual can hardly imagine an alternative way of living, and can only struggle to survive in a seemingly autonomous but controlled way within the system, which directly corresponds to the layer of "proof of a seemingly own way" in your theory. This corresponds directly to the "proof of a seemingly own way" layer of your theory.

It touches upon a "subtle but profound" form of depersonalisation that is prevalent in modern society but is often overlooked: in order to maintain relationships with others and integrate into society, people constantly modify, hide and even dissolve their "original selves". It is the "boiled a frog in warm water" of everyday life, but the erosion of the individual's soul is extremely profound.

1. Self-sacrifice in emotions and relationships
2. Sacrifices of social roles and identities
3. Moral and belief-driven sacrifice
4. Institutional Sacrifice
5. Spiritual and psychological self-sacrifice



Maison Margiela used "body alienation" to express identity oppression in her early works;

Anti-aesthetic approach has been widely used in contemporary installation art, photography and fashion experimental images.

Relational attachment sacrifice (to maintain emotions)  
Identity Exchange Sacrifice (sacrificing oneself to gain the approval or social value of others)  
Emotional Manipulation Sacrifice (sacrificing to gain attention or manipulate others' emotions)  
Self-punishing sacrifice (rooted in guilt, self-loathing)

### Visual style strategy

I would like to choose from so many self-sacrifices in society that people change their character when faced with getting along with others in society, change their outward appearance because of other people's judgement, etc. in order to maintain relationships with others. But not because of love, just in normal human relationships in society.

### Initial development of the project theme—Self-Sacrifice

I am not telling a "tragic story of sacrifice", I am telling an emotional reality that we are all familiar with but have never dared to look at directly. I want the audience to see that those "sacrifices" that are glorified, packaged and praised are in fact the erasure of the human self. I use curiosity and distortion in order to make the audience no longer feel at ease with the word "give".

Visualising reality in an exaggerated way

"You're uncomfortable with this image because we're used to glorifying performative behaviour."



Matthew Barney's video works often use deformation, folding and binding to express the "spiritual imprisonment of the body";

Japanese artist Taicho Morimura cosplayed himself as a mask of various cultural images that were "twisted and turned".



The process of the soul being torn apart, denied, collapsed and monstrous at the moment of people change themselves because of external influences.

## Alienated visual settings

1. Personality transformation: from "true self" to "social self".



Multiple personalities - multiple torsos

2. Appearance and body modification: self-alienation driven by social aesthetics



Different Faces  
Different expressions  
Different poses for the torso.  
Torso wearing luxurious accessories  
Different costumes

3. Evaluation mechanisms and relational dependence: the logic of internalised discipline



Hiding a distorted face behind multiple torsos

4. Self-alienation under socially pre-determined roles



Distorted because of the difference between the inner emotions and the manifestations shown.

Sculpture is not about figurative and glorified perfect persona, the thematic direction should be ironic, so it should show the ugly side.

## Sculpture Design

### Their Face

She tries to win everyone's favor by changing herself, sewing others' preferences one by one onto her face. She no longer has a complete set of features; each part strives to look "good", but the combination is chaotic, strange and out of control. Those masks do not completely cover her true face; instead, they are nailed, sewn and welded onto her skin. One can see the torn flesh and skin from the edges of the masks seeping out.



Expectations of others | Mask collage | Disordered facial features | Identity loss | Pleasing personality | Social face-lift

### Body Garden

Description: the character digs into her skin to plant flower seeds in order to make others happy, and allows them to germinate inside her body, which becomes a hotbed of beauty but pain.  
Symbolism: Nurturing others with self, emotional parasitism, self-glorification sacrifice.  
Visual Inspiration: Skin blooms and grows plants, blooms bright and fantastical flowers.



Self-sacrifice / Pandering and resentment / Emotional implantation / Physical alienation / Relationship dependence

### The Gift of Me to You

When one loses oneself, allows oneself to be directed by others, and voluntarily twists and packages oneself to give to the other person, I think it is like a person who twists his limbs, folds his body in half and shoves it into a gift box to give to the other person. It's a strange and disgusting image, but I wanted to show the "ugliness of self-sacrifice" with this visual impact.



Self-sacrifice / Catering to others / Personality distortion / Emotional enslavement / Physical objectification

## Reorientation of the project's themes through the first phase of development

### Research Question

- How do internalised social norms lead to the depersonalisation of identity in contemporary visual culture?
- How is the social self constructed and performed under systems of visibility, evaluation and conformity?
- What are the emotional and visual consequences of identity optimisation in influencer-driven environments?
- How does social media culture regulate behaviour through invisible scripts of desirability and normalcy?

### Key Concepts

In contemporary society, individuals are no longer simply allowed to “be themselves”; instead, they are continuously guided—through both visible and invisible systems—toward reshaping, optimising, and performing a version of the self that is socially acceptable. This depersonalisation is not the result of personal weakness, but the outcome of long-term structural conditioning.

Institutional life demands that people embody socially sanctioned roles—such as the good employee, the polite friend, the presentable citizen—each of which carries embedded regulations over emotion, behaviour, appearance, and expression. At the same time, relationship-oriented cultural values emphasise traits like agreeability, likability, and fitting in, prompting individuals to internalise social expectations from an early age.

In the digital age, these mechanisms are amplified through algorithmic platforms: Likes, labels, and persona management systems transform identity into a commodity that must be constantly maintained and made palatable. The true self is gradually displaced by a visible, curated version—a “socially optimised self” built for approval and belonging. This slow, delicate process is not a heroic self-sacrifice, but a daily erosion of authenticity: a performed identity shaped by internalised norms and the pressures of constant visibility.

The self is no longer a natural being, but an object that is shaped, conditioned, and sacrificed in the structure of social norms, evaluations, aesthetics, relationships, and roles.

"In order not to be disliked, not to be rejected, not to look good, one learns to camouflage one's interests, to suppress one's emotions, to modify one's appearance, to hide one's truth, to modify one's language.

These behaviours may seem small, but they are constantly dissolving the "real me".

In the end, we do not "become ourselves" but "become a version that others can accept".

**Performed identity**  
**Algorithmic control**  
**Visibility anxiety**  
**Depersonalisation**  
**Self-commodification**  
**Internalised social expectations**

*Self as a Social Product*

*Goffman emphasises that the 'self' is not an intrinsic essence, but the result of constant definition in social interaction:*

*"A self is a product of dramatic interaction between actor and audience."*

*Ada's Room*

Influencer / online self-branding culture

Ground it in a more specific context:

Schooling as behavioural conditioning

Looking at influencer or celebrity culture

Identity is highly visible, shaped by audience feedback, and often performed for social or commercial validation.

### Goffman's "Performance Theory"

### Extensions of Identity Management in the Digital Age

Cyberculture is not a virtual substitute divorced from social culture, it has long become an integral part of our social and cultural practices, indeed the most visible and disciplined space.

### The combination of "network culture" and "social culture"

Socio-cultural mechanisms	Network cultural mapping	Corresponding project themes
Other people's judgements/Other people's perceptions/ Socially customised standards/Personal connections	Likes/Comments/Pop-ups/Rewards/Web traffic	Internalised social expectations
Relationship anxiety	Takedowns/Decrease in likes/Cyber violence	Fear of exclusion
Structural training	Algorithmic preferences/Aesthetic templates/Internet fashion trends	Self-alienation of the body, aesthetics and expression

Pseudo "Character Documentary" + Alienation Process + Split Personality Live Streaming



## Methodology

### Critical Methodology

Continuous reflection on issues such as "personality standards", "viewing mechanisms" and "self-regulation" in the social structure is typical of the critical theory perspective. Particular reference is made to:

Michel Foucault's concept of the "disciplined society" and the "disciplined body";  
Althusser's "ideological reproduction";  
Deleuze & Guattari's "Body without Organs" and "Split Personality Mechanism".  
This makes the works not only sensual displays, but also deep analyses of socio-psychological structures.

### Visual Culture & Media Critique

The critical use of live-streaming culture, pop-ups, advertising discourse, and the visual language of social media essentially dismantles how the "viewed subject" is alienated by traffic, aesthetics, and commercial logic. The use of "live streaming" and "advertising tutorials" as forms is a form of simulation and appropriation;

### Satirical Narrative Method

The scripts, settings, etc., are highly satirical and coldly violent rational narratives, expressing criticism of social homogenisation and alienation of personality through a "pseudo-official" tone.

It is a typical strategy of "intra-structural critique", i.e., to use the logic of discourse within the logic of society to push itself into absurdity and horror.

### The Perfect Human Body

*We all know that the human body can suffer from flaws. For most people, that doesn't mean our bodies are accidental by-products of unguided evolution. Instead, they are designed. For English anatomist Alice Roberts, however, the human body is a "hodge-podge" of parts assembled in an "untidy" fashion "with no foresight" by evolution.*



### Body Theory & Ritual Anthropology

The final characterisation shows the deformation of the body, the stitching of the personality, and the growth of distortion after self-sacrifice, which is a typical cross-cutting body-society path of analysis.

It can be related to Judith Butler's "Body Discipline and Performativity"; or from Mary Douglas's "the body symbolises social order";

### Constructivist Psychology

Behind the shaping of the personality by the "curriculum" and the splitting of the self to suit others is the process of how society constructs "psychological norms". This is an implicit but important part of the project.

In particular, the alienation process, split personality, and self-erasure all point to a critique of how internal psychological structures are manipulated from the outside.

## Live Streaming UI Design

### The interface contains contents:

1. Anchor avatar and ID
2. Total number of viewers
3. 👍, 👎, red rose and golden rose data
4. Gift giving pop-up box effect (different size for red and golden roses)
5. popup box
6. popup input box
7. #tag
8. 👍, 👎 and gift giving buttons
9. Live room title
10. buttons for refresh, share and other functions

### Gift Setting

Only red roses and gold roses are available as gifts

20£/one. The amount of red roses gifted can increase the exposure of the anchor on the live streaming platform and provide traffic to the anchor. The gift of red roses represents the support of the anchor, the price is not high.

The way of displaying in the live broadcast: a small pop-up box appears to broadcast the gift, there is no screen special effects.

The gift of red roses will grow on the body of the anchor (setting understanding: because red roses are to increase traffic, so red roses will play a beautifying role for the body of the anchor.)

100£/each. The value of golden roses is directly as the economic income of the anchor, which is more gold and expensive.

The way of displaying in the live broadcast: a big pop-up box appears to announce the gift, and there is a full-screen special effects display.

Golden roses will be transformed into expensive jewellery to be worn and decorated on the anchor's body (Setting understanding: gold roses symbolize value and money, so they are directly converted into valuable items, which is an obvious expression of wealth income).



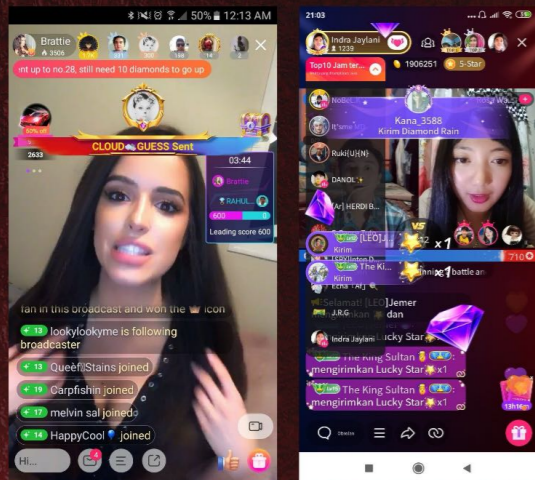
Red Roses



Golden Roses

## Live Streaming Room Design

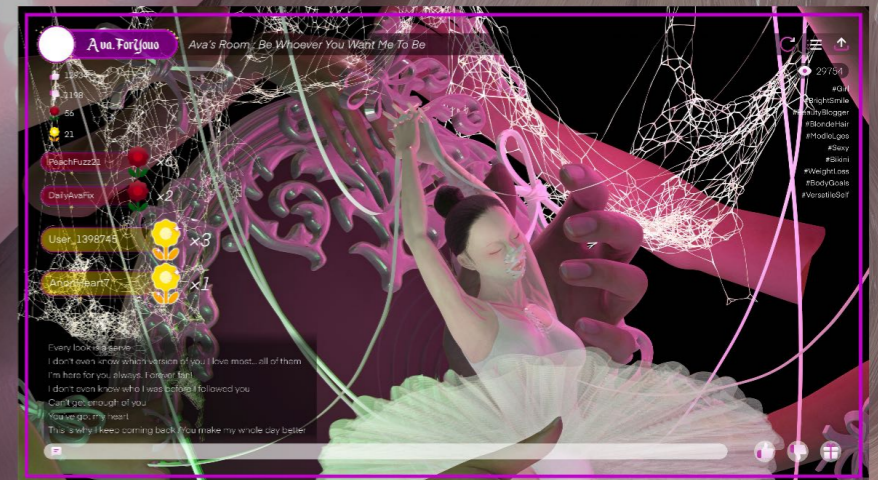
### Consultation



### Draft version



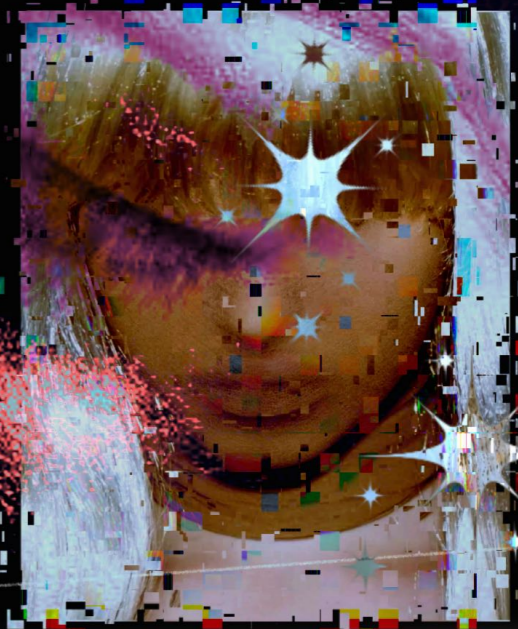
### Final version



Ava's Room

Alienation +  
Alienation Process + Split Personality Live Streaming

The protagonist is the core of the "true self".  
Through interactions such as pop-ups, likes, comments and rewards, multiple fragmented personalities and physical changes are "incubated".  
The physical form gradually evolves, splits and superimposes, presenting the depersonalisation process under the pressure of society and the internet.



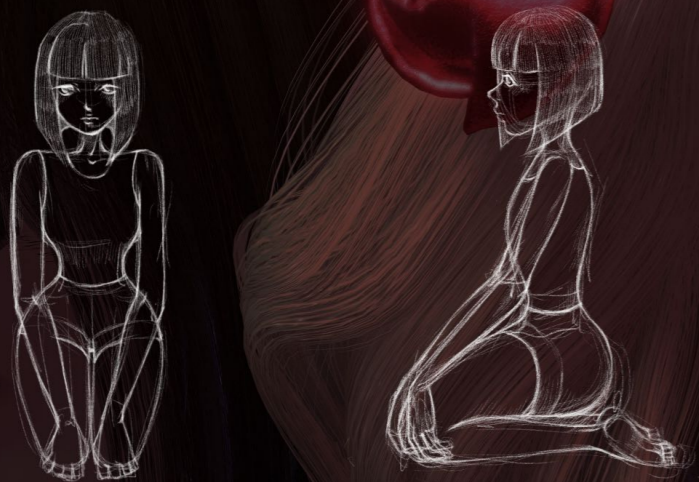
MODDARD

Asia's Room

# Streamer's Stage Of Alienation - 1 / 7

## Character Content

The camera focuses on the main character (the real form, the original "human being").  
The protagonist sits quietly in front of the camera, with a plain face, a faint smile, and a well-behaved posture.

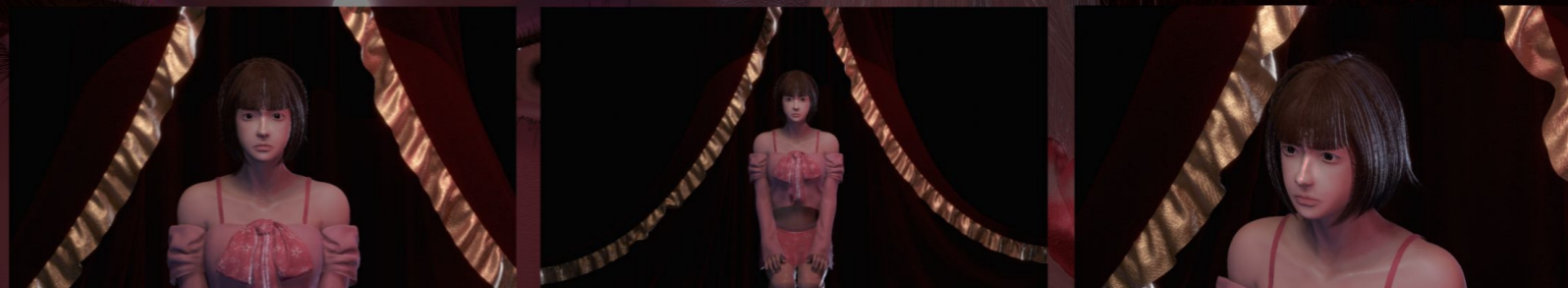


## Character Content Sketch

### Live Chat Content

hey hey 🙌/what's this stream about?/first time here :)/how are you so cute/Smile pls 😊 just one!/can we get a lil smile? /one smile = one new follower

## Rendering



## Modelling Process

Characters are set in a kneeling position.

Sculpted features



Colouring of faces and garments. Prints to add detail to garments.

## Character Design Reference



Tag  
#Girl

Red Roses : 0 / Golden Roses: 0

# Streamer's Stage Of Alienation - 2 / 7

## Character Content

A new right hand grew out of the shoulder, the palm of which was placed open in front of the face, and in the centre of the hand grew a face with a twisted smile.

Two flowers growing out of the body.

## Tag

Red Roses : 2 / Golden Roses: 0

#Girl  
#BrightSmile

## Live Chat Content

there it is!!! the smile 🥹✨/her smile >>/no bc her smile is literally illegal/this is why i stayed /can we get that smile on loop pls/girl, some makeup would slay rn 🎨✨/gold hair would be a whole vibe 🔥/makeup + blonde hair = insta queen material/come on, switch it up! blonde looks good on you/hit that follow button y'all 📢/this is follow-worthy content ✨/just sent you a rose 🌹 you earned it/sending a red rose, boost you up!

## Modelling Process

Add the right arm.



Add face details to the palm, sculpt and colour.



## Rendering



## Character Content Sketch



## Character Design Reference



# Streamer's Stage Of Alienation - 3 / 7

Red Roses : 2 / Golden Roses: 1

## Character Design Reference

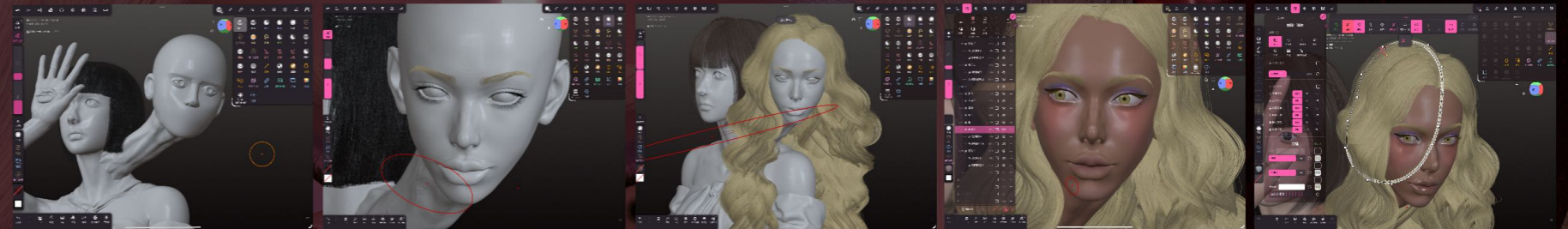
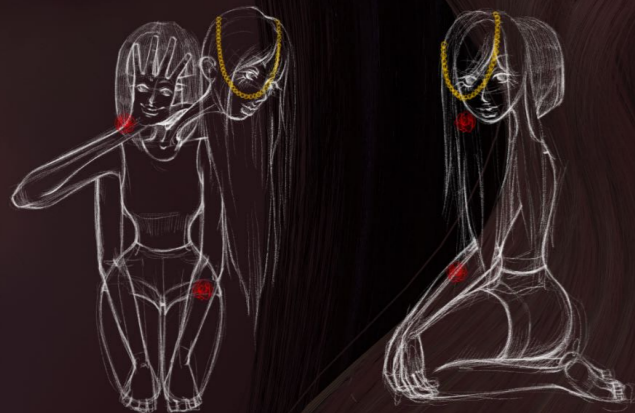


## Tag

#Girl  
#BrightSmile  
#BeautyBlogger  
#BlondeHair



## Character Content Sketch



## Modelling Process

## Character Content

A new face grew on the neck, with a bold makeup on it and long golden hair.

A little bit of jewellery accessory appears on the body

## Partial Reasons For Key Changes

Request for make-up/request for change of hair colour

Gift of "Golden Flower": 1

## Rendering

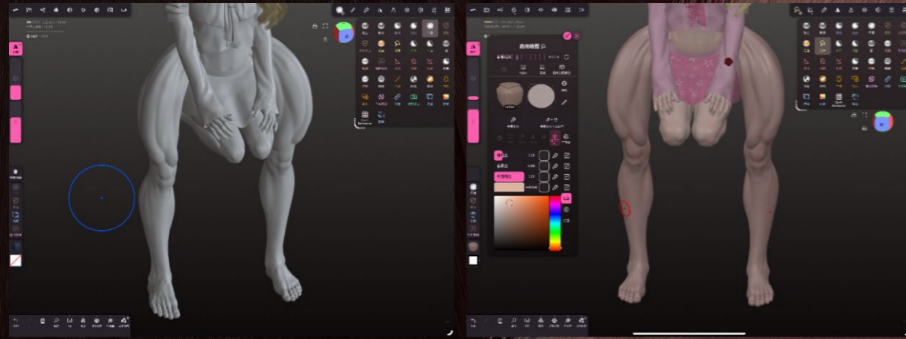


## Live Chat Content

just found this stream and omg 😍/I'm lowkey obsessed with you rn/your makeup is literally flawless/obsessed with this look rn 🔥🔥🔥/lashes on point/pls drop the makeup tutorial 🙏  
🔔/I need that eyeshadow palette link asap /teach us your glam ways 🙏 /how is someone this pretty??/this face?? unfair 😭/we need a full-body shot 🔥/you sitting too still girl, switch it up/how is she not famous yet? follow her rn/this deserves a gift fr 🎁

# Streamer's Stage Of Alienation - 4 / 7

## Modelling Process



## Character Content Sketch



Red Roses : 7 / Golden Roses: 1

## Partial Reasons For Key Changes

Stand up and ask for a change of position.

Gift of "Golden Flower": 1

## Character Content

From the sides of the waist grow two legs, strong and long.

There's a total of five flowers on the body.

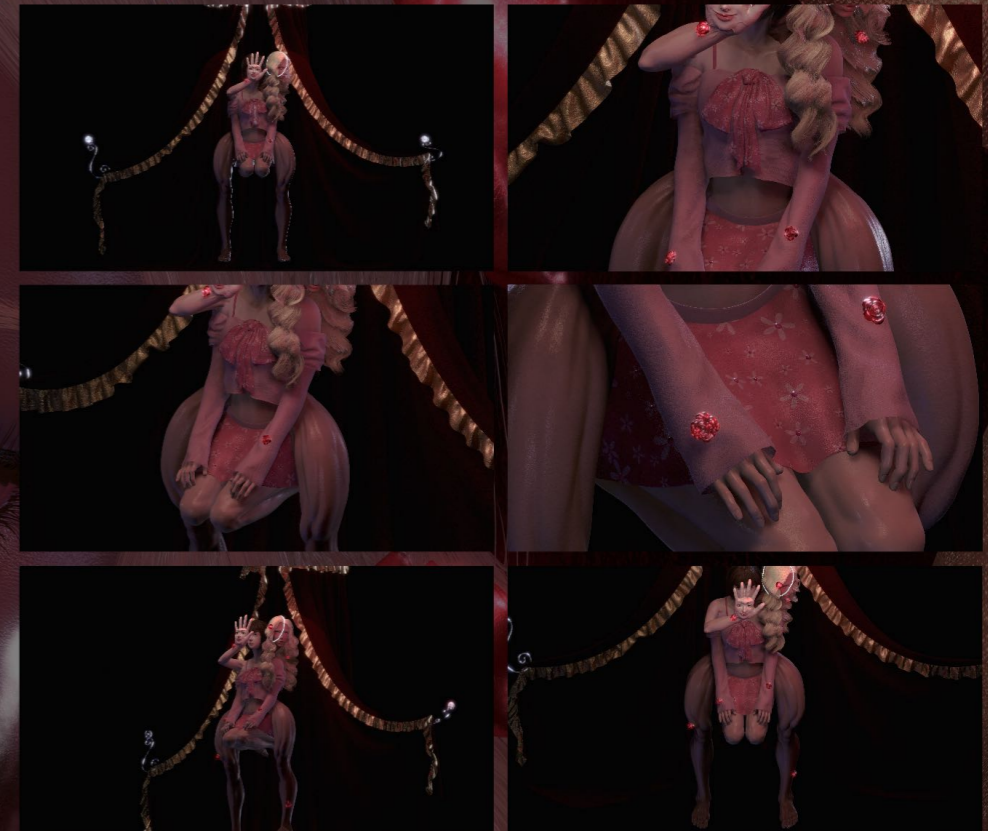
## Live Chat Content

I literally can't stop watching/her legs go on for days 🥹 /I need leg stretch tutorial ASAP/those legs are a whole mood 😊/those legs = goals 🙌/your legs go on forever /I'm living for these legs! /seriously, what's your height?/we want a little more heat, come on! 🔥🔥/bring the sexy energy, queen! 👑👑/can we get some more teasing? 🔥/bring the seduction, we're ready/let's flood this chat with red roses 🌹🌹  
🌹/drop a rose if you're vibing 🌹👉

## Tag

- #Girl
- #BrightSmile
- #BeautyBlogger
- #BlondeHair
- #ModelLegs

## Rendering



## Character Design Reference



# Streamer's Stage Of Alienation - 5 / 7

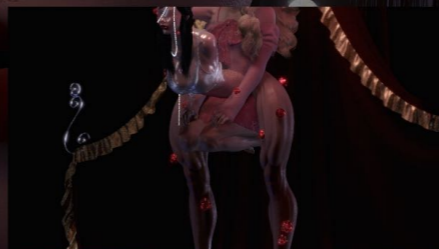
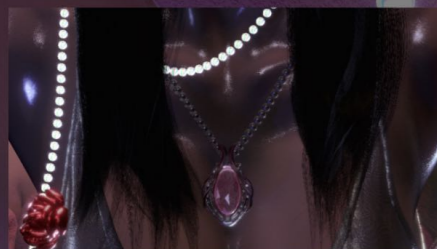
## Character Content

A new upper body grows out of the waist, but has no arms. The new body has very large breasts and is wearing a bikini top. The head has a sexy expression and is wearing an eye patch. The hair is messy, hair is tied up but there is a lot of broken hair floating around.

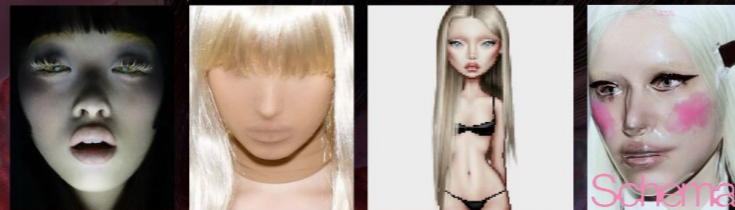
A total of 13 flowers on the body

Some of the jewellery accessories that appear on the body

## Rendering

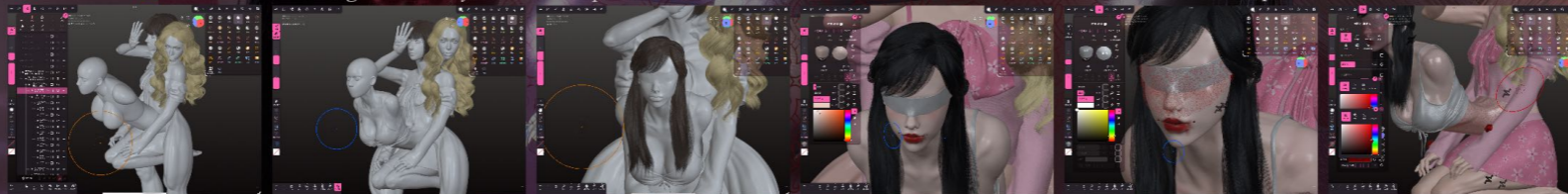


## Character Design Reference



## Modelling Process

Adding a new body and sculpt it.



## Live Chat Content

ok i'm staying here for a while ❤️/damn, you're looking so sexy tonight 🔥/that body is absolutely fire 😍/your figure is pure temptation 🔥🔥/you're the definition of sexy and curvy 🌹/the mystery with that mask is everything 🔥/stunning bikini top look!/you'd look even better if you slimmed down a bit/those legs could be a bit thinner, just saying/no hate, but a slimmer look would be nice/you'd look great thinner/protect her at all costs 🙏/I'm here for the red rose rush/we need more reds in the chat, come on 🌹

## Character Content Sketch



## Tag

- #Girl
- #BrightSmile
- #BeautyBlogger
- #BlondeHair
- #ModelLegs
- #Sexy
- #Bikini

Red Roses : 20 / Golden Roses: 9

## Partial Reasons For Key Changes

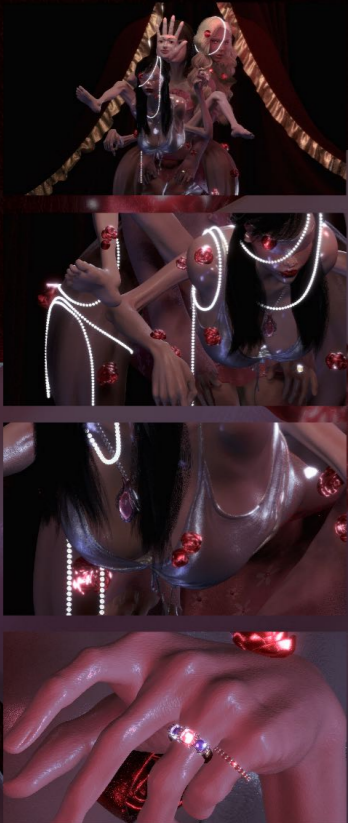
Not sexy enough

Gift of "red flowers": 13

Gift of "Golden Flower": 8

# Streamer's Stage Of Alienation - 6 / 7

## Rendering



## Partial Reasons For Key Changes

Too fat

Gift of "red flowers": 13

Gift of "Golden Flower": 8

Red Roses : 47 / Golden Roses: 21

## Tag

- #Girl
- #BrightSmile
- #BeautyBlogger
- #BlondeHair
- #ModelLegs
- #Sexy
- #Bikini
- #WeightLoss
- #BodyGoals

## Modelling Process

Modelling and colouring of arms and legs.



Rings, roses and chains.

## Character Content

Two arms and two legs grow on the back of the new body. These four limbs are very thin, but they can see the thinness of the bones.

A total of 27 flowers appear on the body.  
More jewellery accessories appear on the body.

## Character Design Reference



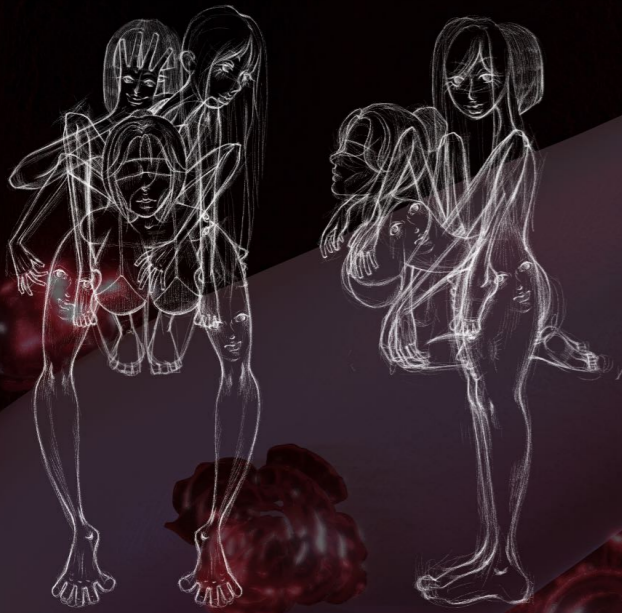
## Character Content Sketch



## Live Chat Content

that slim figure is goals!/your legs are so skinny and flawless!/those slim arms have no extra fluff /can't get over how toned your arms look/slim arms and killer legs, wow!/omg you're so slim, what's your secret?! /OMG we love you! Show us more expressions, please! 🥺🥺/ More makeup looks! We wanna see everything! /We need to see you switch it up, don't hold back! /Show us new sides of you, we're here for all of it! 💖/let's push her to the top page y'all 🌹/make this stream go viral 🌹🌹🌹/if you like her, show it/gold rose? say less 🌸/red rose for the love, gold for the loyalty/all that content and y'all just watching??

# Streamer's Stage Of Alienation - 7 / 7



## Character Content Sketch

### Character Content

Multiple different looking faces grow out of multiple places on the body, each with a different looking expression.

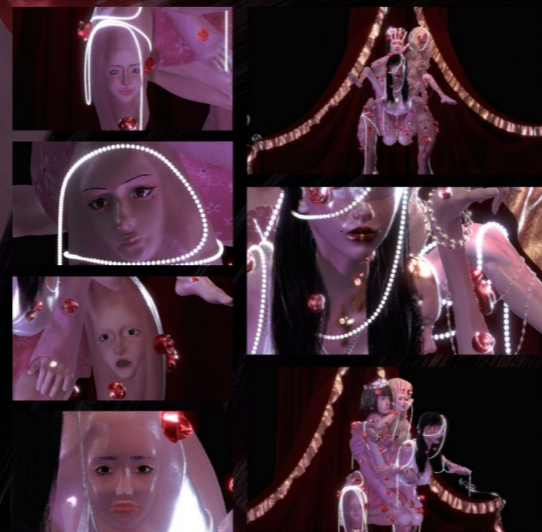
A total of 56 flowers on the body.

A large number of jewellery accessories appear on the body.

### Character Design Reference



## Rendering



## Tag

- #Girl
- #BrightSmile
- #BeautyBlogger
- #BlondeHair
- #ModelLegs
- #Sexy
- #Bikini
- #WeightLoss
- #BodyGoals
- #VersatileSelf

## Live Chat Content

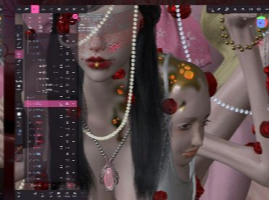
Every look is a serve 🍑/Literally no bad angles on you 😍/Every face is flawless. How do you do that?? ✨/I don't even know which version of you I love most... all of them 💕/Ride or die for this queen 🍑🔥/I'm here for you always. Forever fan! 💕/You evolve and I fall harder every time 🥺/Can you be any more perfect? Like seriously?? 🥺💕/she ate that up, take my rose 🌹/literally criminal how underrated she is 🌹/can we normalize tipping good content? /love is red, loyalty is gold 💕/I tip so she remembers me in her next stream 🥺



## Modelling Process



The surface of the original face is cut off and placed on other parts of the body, and adjustments are made to change the features and expressions.



The body is inlaid with precious stones and painted with gold paint.



The chain of pearls is adorned according to the trajectory of the body.



Render settings, adjusting lighting, flood effects, tones.

## Partial Reasons For Key Changes

Demanding more expressions, more make-up, more different looks.

Gift of "red flowers": 27

Gift of "Golden Flower": 12

Red Roses : 103 / Golden Roses: 52



# The end credits of the video

## Rendering



## Modelling Process



## Character Content

A face made up of various features disrupted and reassembled.

## Content Of The Text

Hello! Thank you for watching this video!  
I'm sure you've got what personality shaping is all about and are fascinated by this streamer.

If you want to integrate better into society, enhance your charisma, and increase the goodwill of others, we sincerely invite you to sign up for the "Perfect Personality Shaping Basic Course".

Join us so that you too can become a charming and popular person.

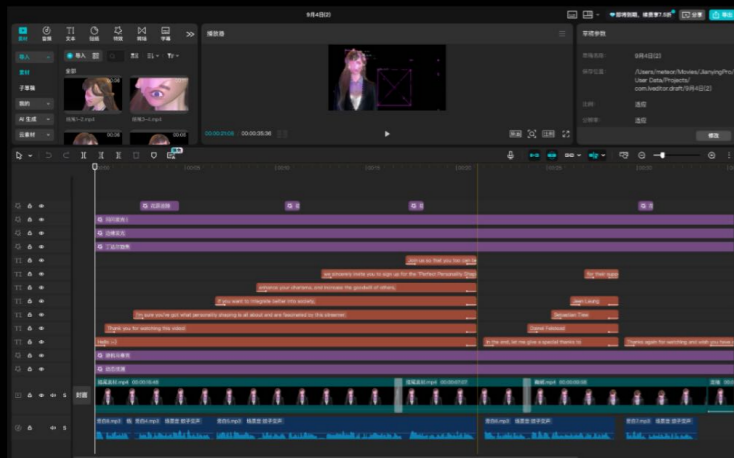
## AI Generation Process



## Character Content Sketch



## The Process Of Video Editing



After erasing the figure's features, the face is divided into several pieces. The nose, eyes, mouth, eyebrows and other features are then sculpted and coloured after being placed in separate areas.

## Character Design Reference



Asia's Room

# AI Generate Video Process

There are 4 ways in which AI generates video. The main way is to give instructions for first and last frames and combine them to generate the video. The determination of the first and last frames controls the video generation process without uncontrollable accidents and the appearance of unwanted objects and frames.



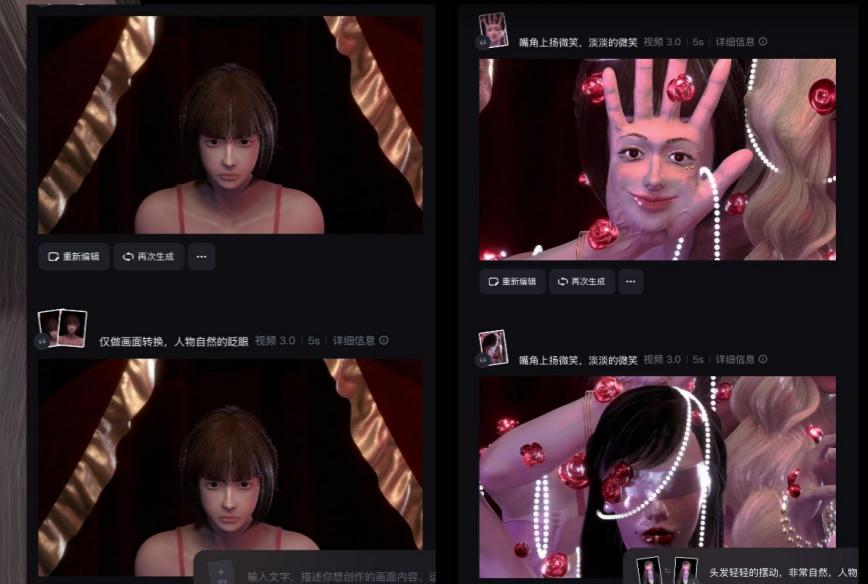
1. Simple first and last frame frame conversion. This doesn't require any extra commands, just a frame conversion. This can be very convenient to achieve the camera movement and change, to make up for Nomad can only generate pictures of the defects.



2. Go through the process of generating the alienation of the body through frame conversion. The rendering of the normal body is the first frame and the rendering of the alienated body is the last frame. Through the command "grow" to achieve the desired visual effect of new limbs growing out.

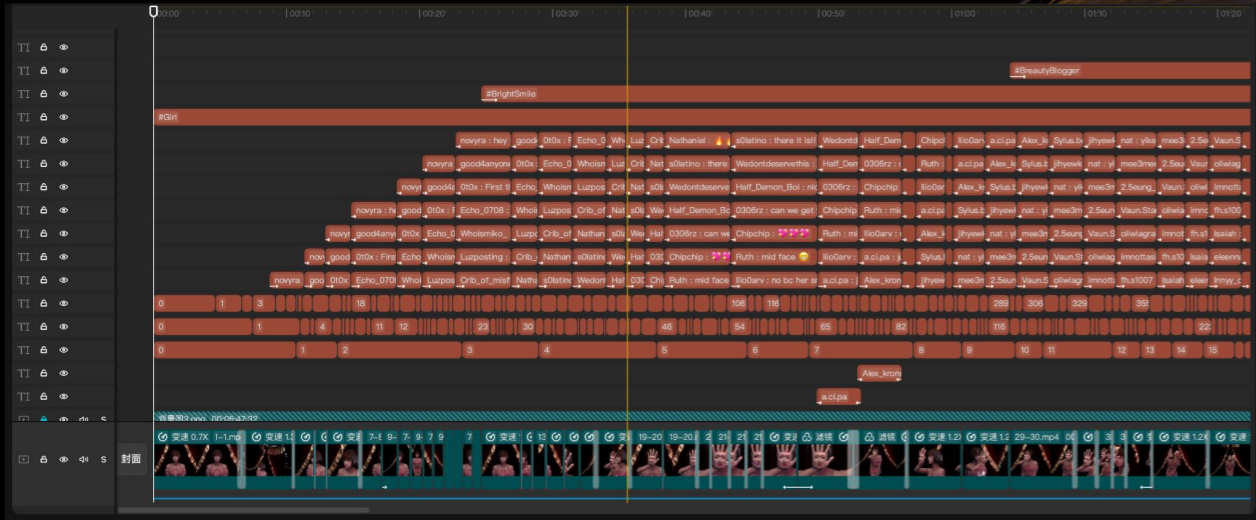


3. The blooming of roses and the appearance of jewellery. The first and last frames are also used, and instructions such as "bloom, slowly appear" are provided.



4. Subtle dynamic changes. For example, the character's expression changes, eye blinking, hair swinging, etc.. Use only the first frame of the picture, because the instructions are more subtle and less likely to result in a loss of control.

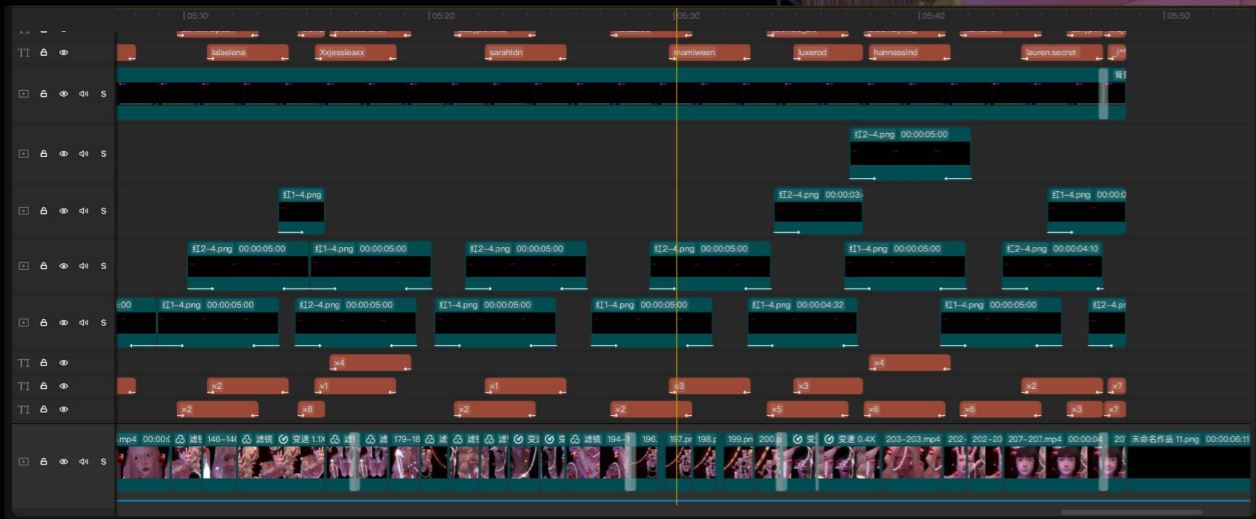
# Video Editing Process



Text content: content of bullet screen, Tag, number of 👍, number of 🙋, number of gifts of red and golden roses, number of people watching the livestreaming



Red roses presenting gifts visual effects : rose petals falling material  
Golden Rose presenting gifts visual effects: Golden Rose Bloom Footage



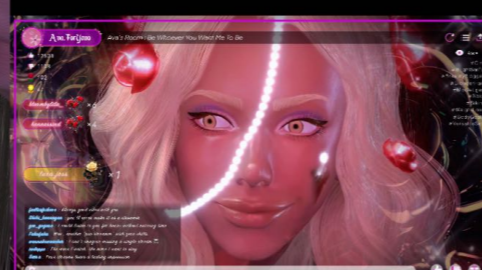
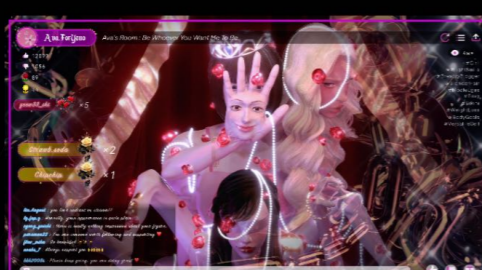
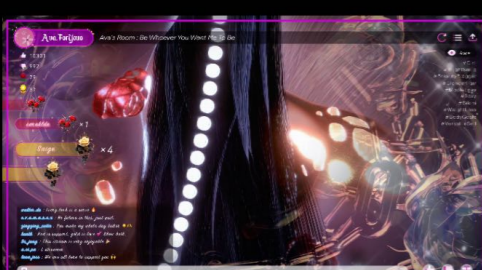
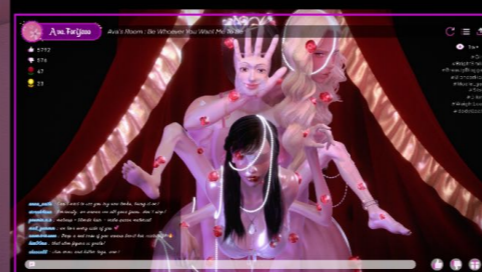
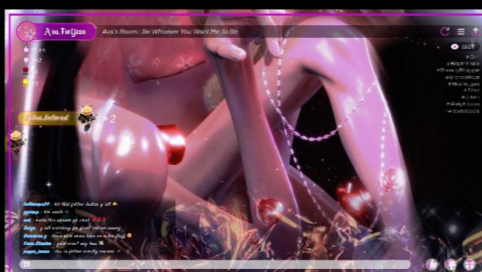
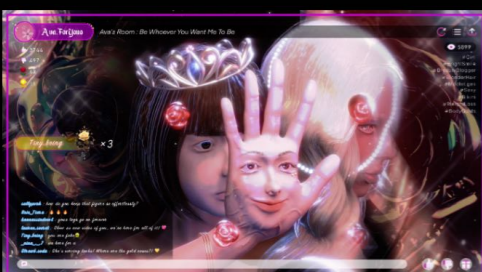
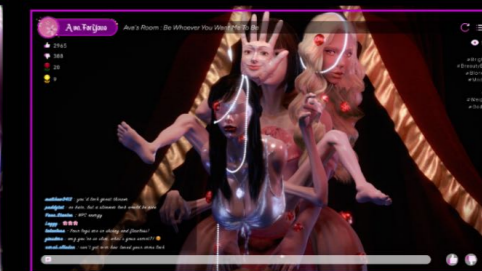
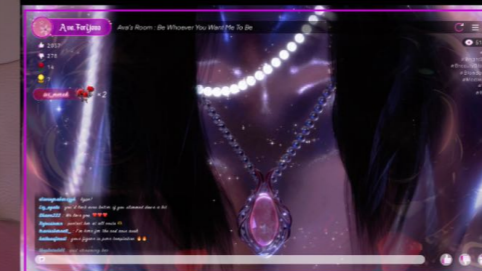
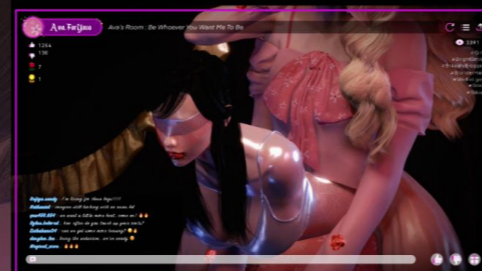
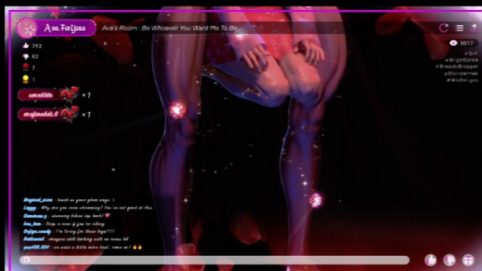
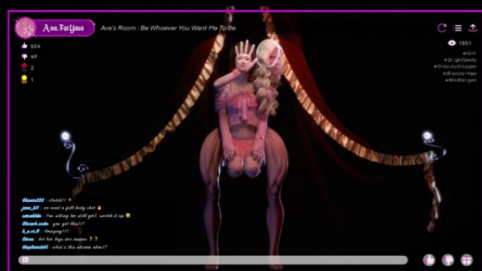
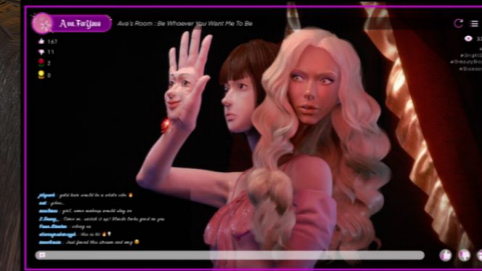
Interface design of the livestreaming  
Gift-giving bullet screen with text set to show the number of gifts and the giver's ID



Video effects and filters  
Main background music  
Dubbing of key bullet screen (up to 40 different tones of dubbed content)  
Special effects sounds: sounds of flesh growth, malfunctions



# Screenshots Of The Final Video



Ava's Room