



Simple Life festival 2018

Simple dream & days

---Xidong Lu



Intro

- The festival is initially organized by two musicians: Jonathan Lee and Landy Chang since December, 2006
- *“There is a corner in everyone’s mind dreaming of a simple and natural life. We hope (through the Simple Life Festival) we can aggregate diverse creative elements, and then helps this society to look for innovative industry power.” – Landy Chang*

Posters



2014 简单生活节
10/4-6 上海 世博公园

WE ARE MAKERS
WE ARE BEAUTIFUL



Simple Life
做喜欢的事 让喜欢的事有价值
2015 简单生活节
10/4 ▶ 10/6
上海 世博公园



2016 简单生活节 | 10/4 Tue - 10/6 Thu
做喜欢的事 让喜欢的事有价值 | 上海·世博公园



a Simple Day

简单生活节
2017限定版



2017简单生活节 / 10 / 4 - 6

做喜欢的事 让喜欢的事有价值 / 上海·世博公园



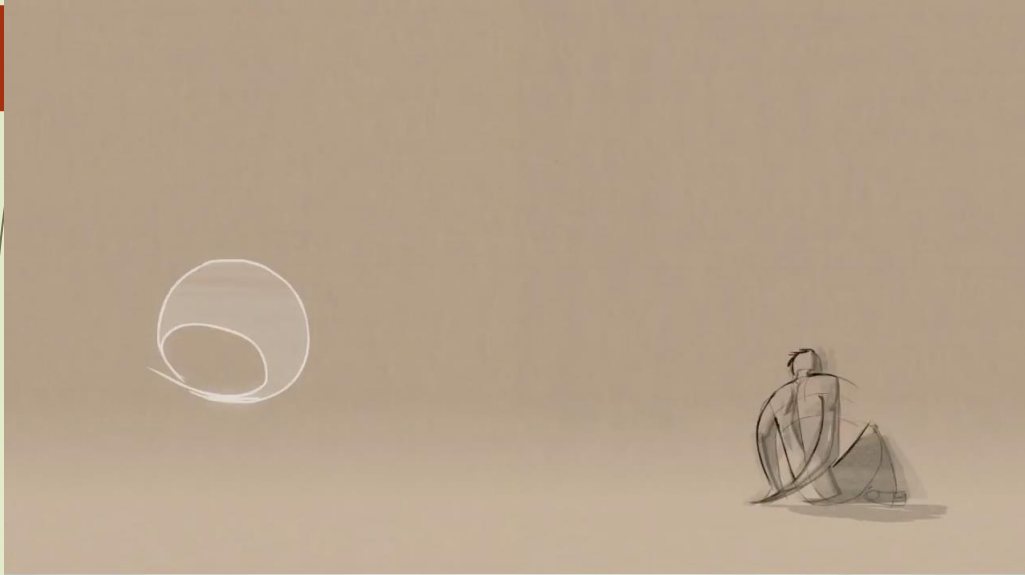


Word list

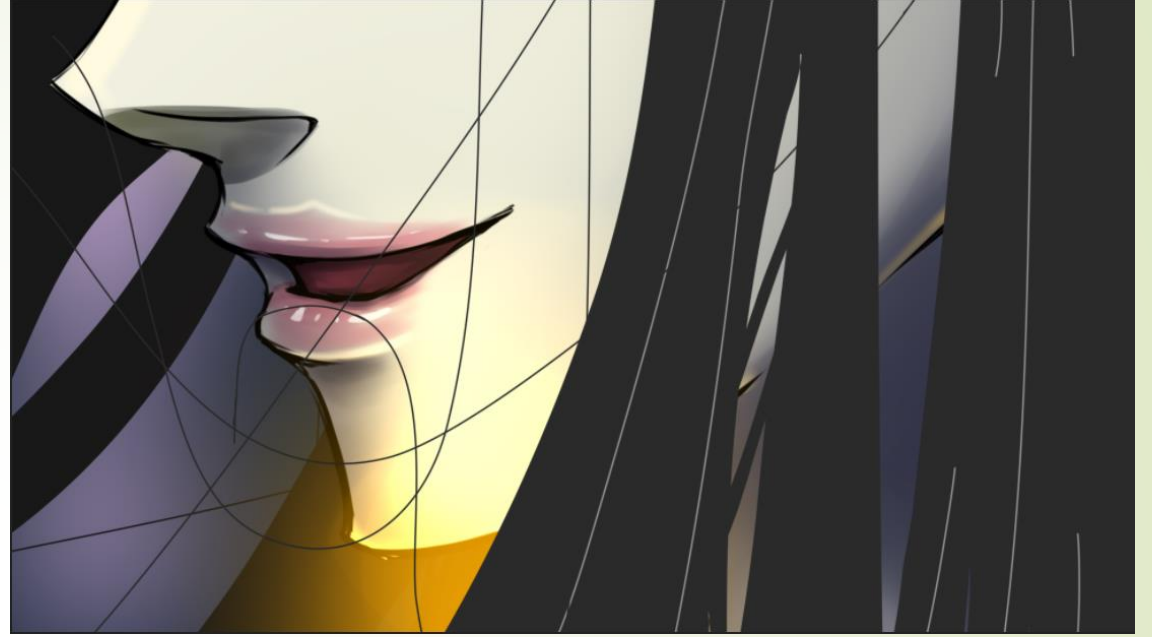
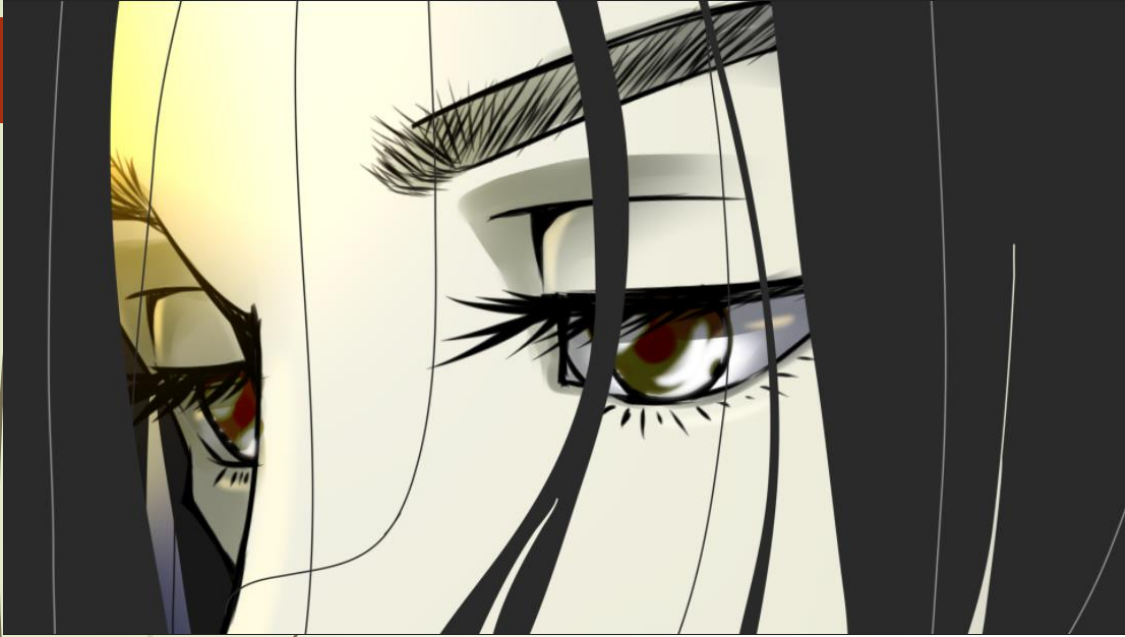


- Flowers
- Wind
- Hair
- Smoke
- ShangHai
- Pujiang
- Night view
- Line animation
- Champak
- Paper plane
- Light on lens
- Minimalism
- Monochrome

Mood board

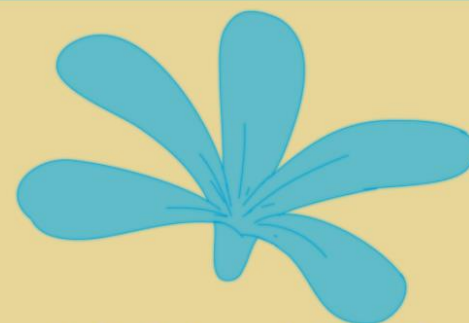


Story board



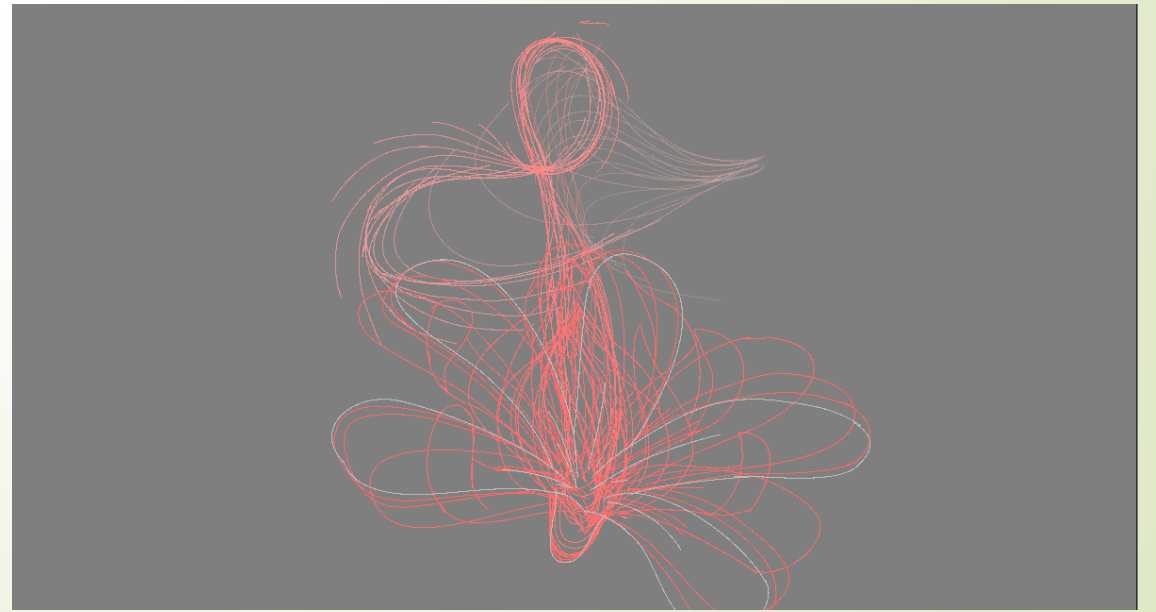
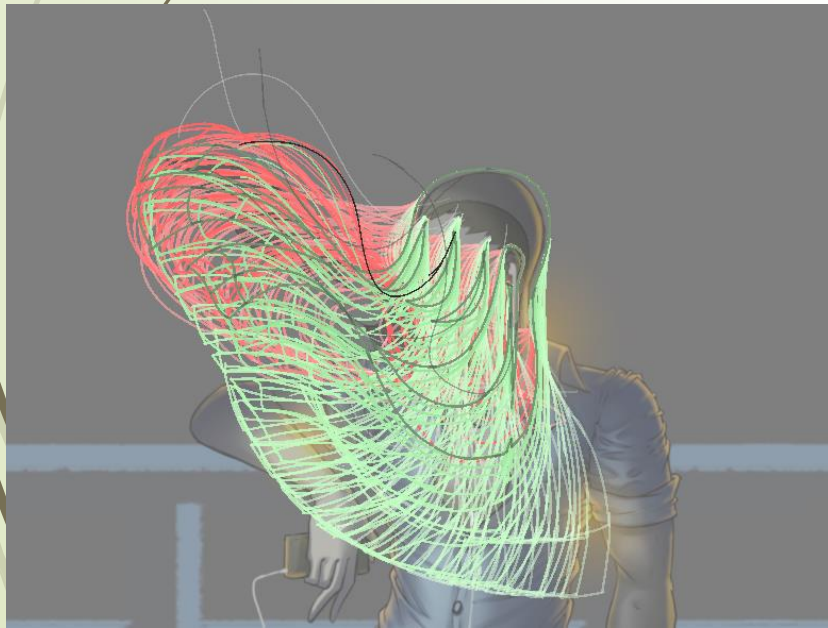
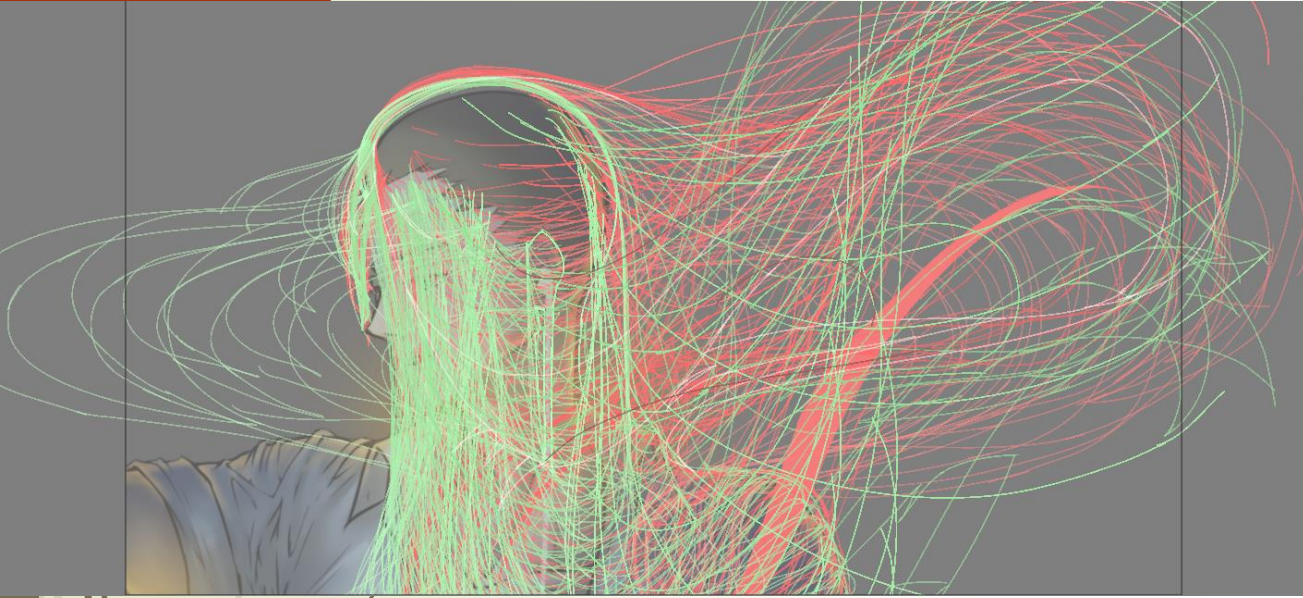


Simple Dreams & Days

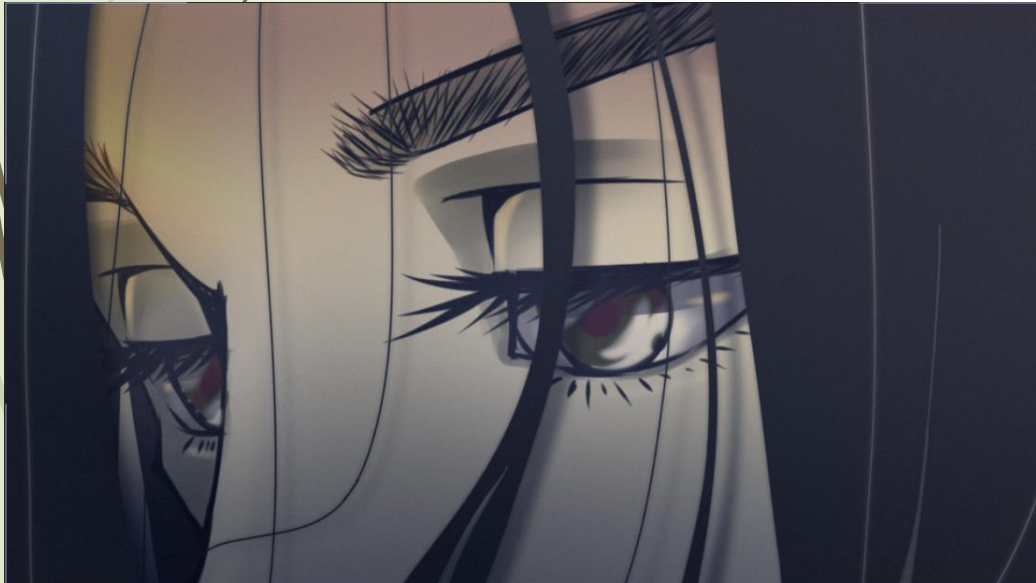
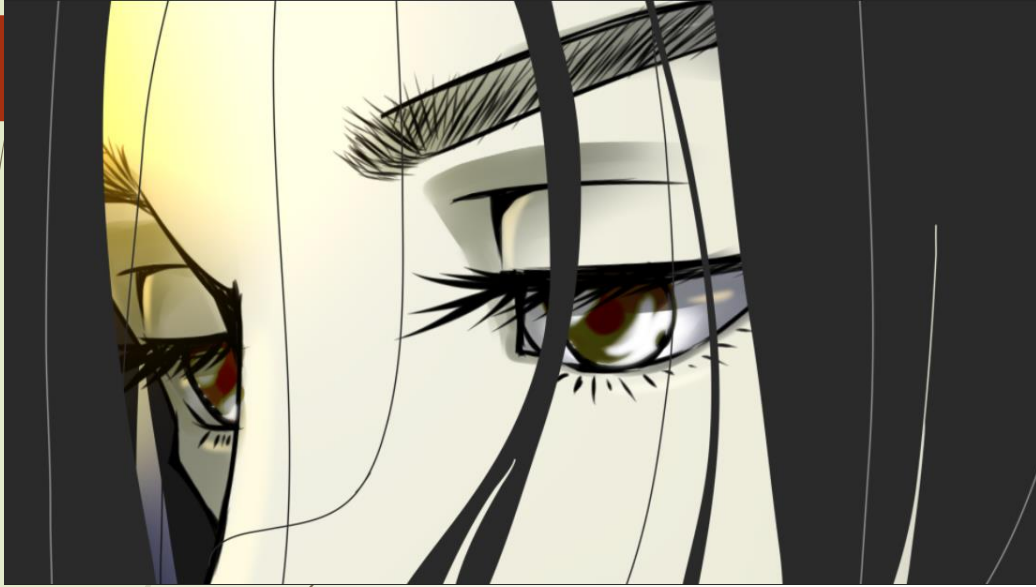


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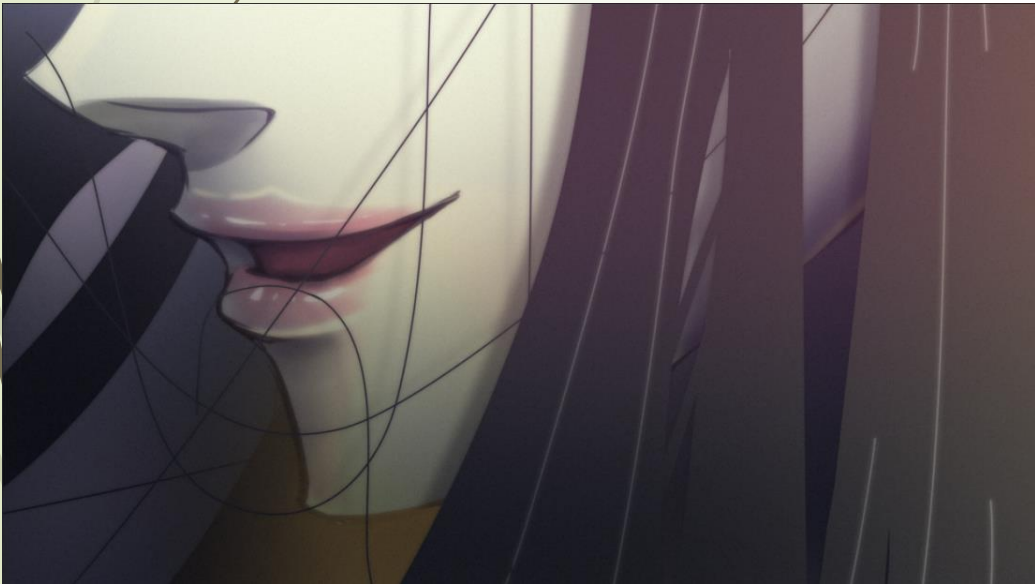
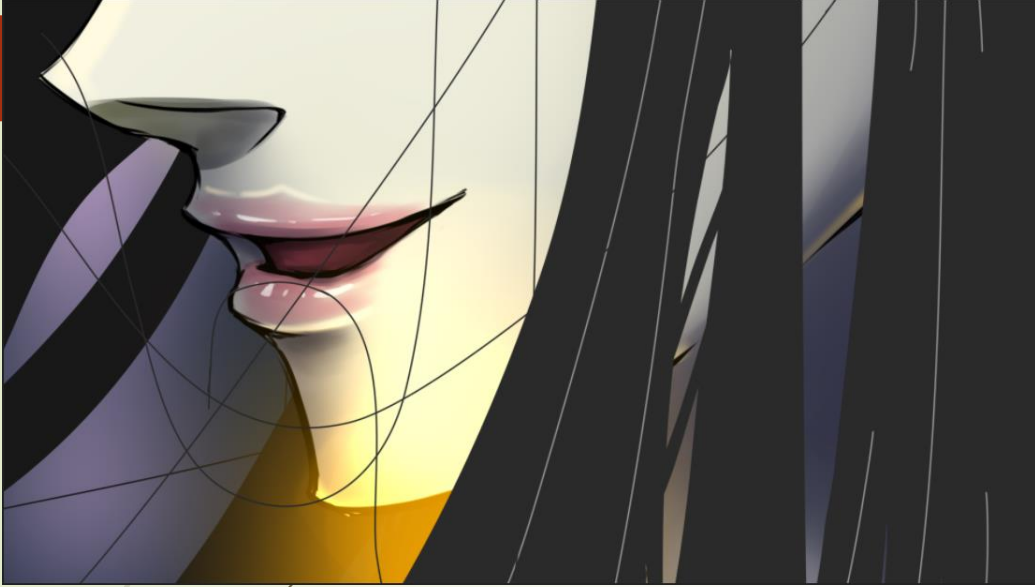
Frame drawings



Color corrections



Color corrections



Color corrections



Color correction

