

CHINA CROSSROADS

Sunday, May 16th, 2021, 15:30 – 17:00

Design and Creative Integrity in China and Beyond: Self-Cultivation through Trans-Cultural Encounters

Pan Jianfeng

Author of [What Can We Do? Cross-Cultural
Visual Communication and Chinese Typography](#)

Moderated by:

**Karolina Pawlik of the Institute of Creative and
Culture Industry of USC and Jiaotong University**

Wooden Box | 9 Qinghai Lu close to Nanjing Xi Lu
125rmb including drink ticket | FREE for members
RSVP to Frank Tsai at editor@shanghai-review.org



[What Can We Do? Cross-Cultural Visual Communication and Chinese Typography](#) by Pan Jianfeng is a collection of short essays on typography, design practice, career choices, and spiritually meaningful life in a consumerist Chinese society. In this talk, Pan Jianfeng will discuss some of the main observations and calls for actions included in his book, such as condition of developing Chinese creative industries, the role design can play in shaping future society and transnational dialogue, the meaning of communication in a busy and fast-paced city like Shanghai, and the challenges of maintaining self-awareness and personal integrity in the corporate and digital world. Pan Jianfeng takes this opportunity to revisit some of his crucial ideas nine years after he first shared them with readers as a columnist of “China Art Weekly”, and five years after he left his flourishing career path in design and branding in Shanghai to hole up in Finland. Though partly still involved in art and cultural consultancy for Helsinki City, Helsinki Design Week, Finland’s largest architecture firm JKMM and others, he remains predominantly committed to rediscovering himself as “son of a calligrapher” and a “graphic inker”. Having devoted himself to brush practice and research on Chinese script, he seeks ways to develop new social medium to enable spiritual growth and facilitate future human communication beyond languages and cultures.

[Pan Jianfeng](#) graduated with two MA degrees in Visual Communication from Central University of England and the Chinese Academy of Art. He is currently obtaining his PhD in modern calligraphy at the Chinese Academy of Art. Before starting his own design company SHTYPE he worked in senior positions for McCann Erickson and JWT Shanghai from 2001 to 2005. Combining excellent skills in calligraphy and typography with expertise in cross-cultural communication over the years, he was instrumental in improving the images of multiple foreign brands and institutions in China, including Coca-Cola, Nike, and Johnnie Walker. His work won multiple prestigious awards including the Clio Advertising Award and Design for Asia Award. Once one of China’s foremost typeface creators and design strategists, Pan Jianfeng is now predominantly experimenting with ink and brush, seeking new uses and meanings of cross-cultural visual communication. Please see www.panjianfeng.com or @inklink on Instagram.

[Karolina Pawlik](#) holds a PhD in Cultural Studies from the University of Silesia. She is currently Postdoctoral Fellow at the University of Southern California’s and Shanghai Jiaotong University’s joint Institute of Cultural and Creative Industry. She has taught and resesached transcultural design and Chinese visual culture for over a decade.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a “crossroads” of the world and itself at a “crossroads” in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.