

Heaven 云榭

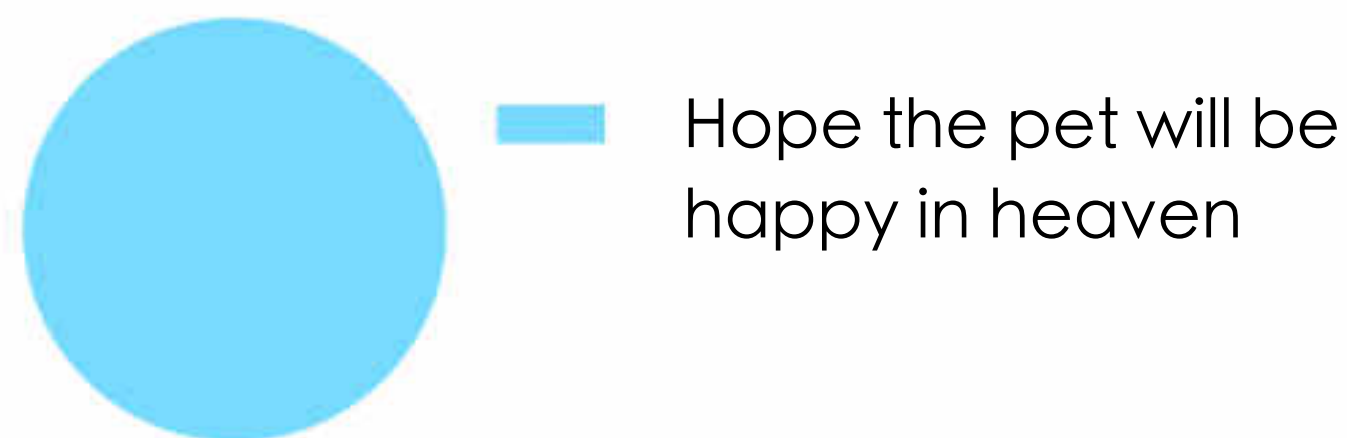
A resting place for birds.



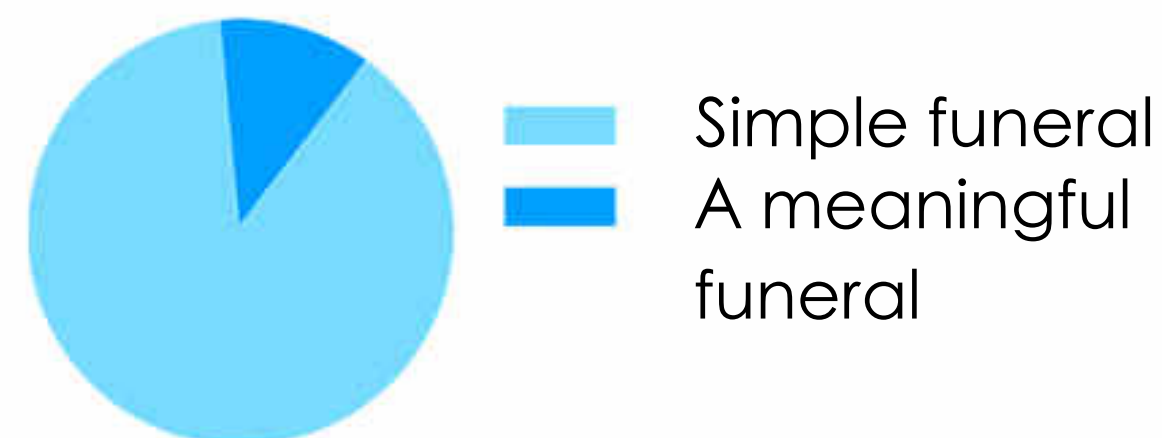
I did this project because I have two parrots at home, and I have great interest in parrots. This project discusses the pet funeral of birds. There are many pet funeral brands in China, but few about birds.

QUESTIONNAIRE

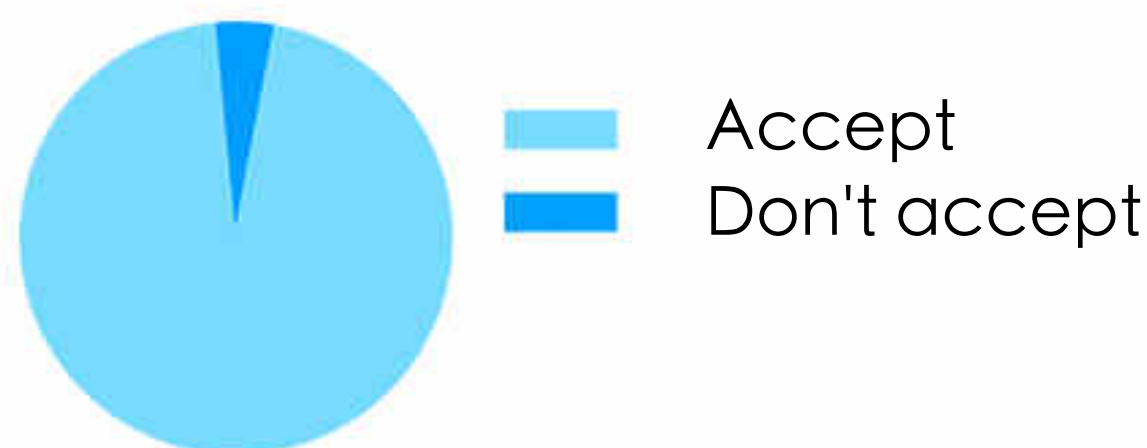
HOW DO YOU WANT YOUR PET TO FARE IN HEAVEN?



THE REQUEST FOR A FUNERAL



IF A FUNERAL COMPANY CUSTOMIZED A LETTER TO YOUR PET'S PERSONALITY, WOULD YOU ACCEPT IT?



HISTORY OF PARRPTS

Nyasa Lovebird 牡丹鹦鹉

Legend has it that parrots die of grief when they lose a mate. Found in breeding in the 16th century, the parrot was first found in China during The Three Kingdoms Period.

Folktale Parrots put out fires

<https://baike.baidu.com/item/%E9%B9%A6%E9%B9%89%E6%95%91%E7%81%AB/7146320>

Verses about parrots

咏鹦鹉

宋 僧定渚

罩向金笼好羽仪，分明喉舌似君稀。
不须一向随人语，须信人心有是非。

同蔡孚起居咏鹦鹉

唐 胡皓

鹦鹉殊姿致，鸾皇得比肩。
常寻金殿里，每话玉阶前。
贾谊才方达，扬雄老未迁。
能言既有地，何惜为闻天。

Cockatiel parrot 玄凤鹦鹉

The cocktiel was named in 1770 and brought back to Europe in 1832. It is a symbol of love, joy, simplicity and beauty.

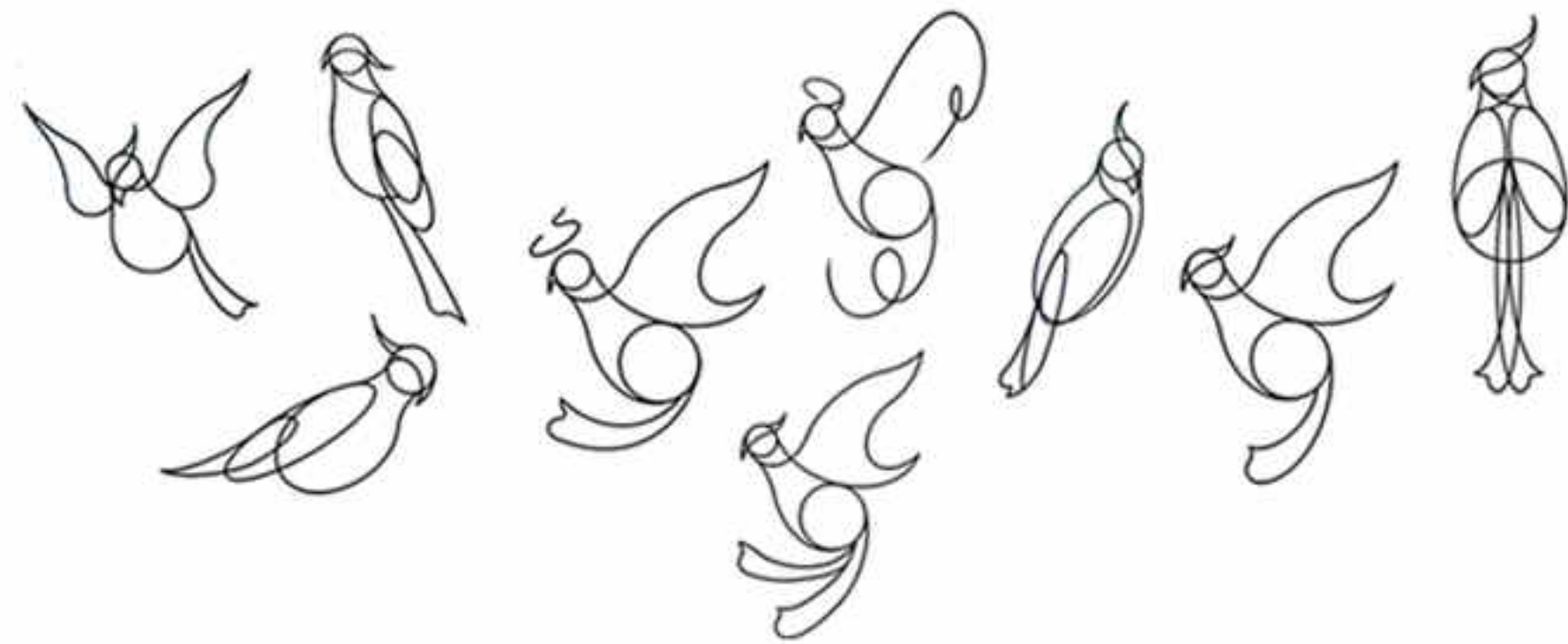
Budgerigar 虎皮鹦鹉

It was brought to England in 1840 under the Greek name Melopsittacus undulates which means "melodious parrot".

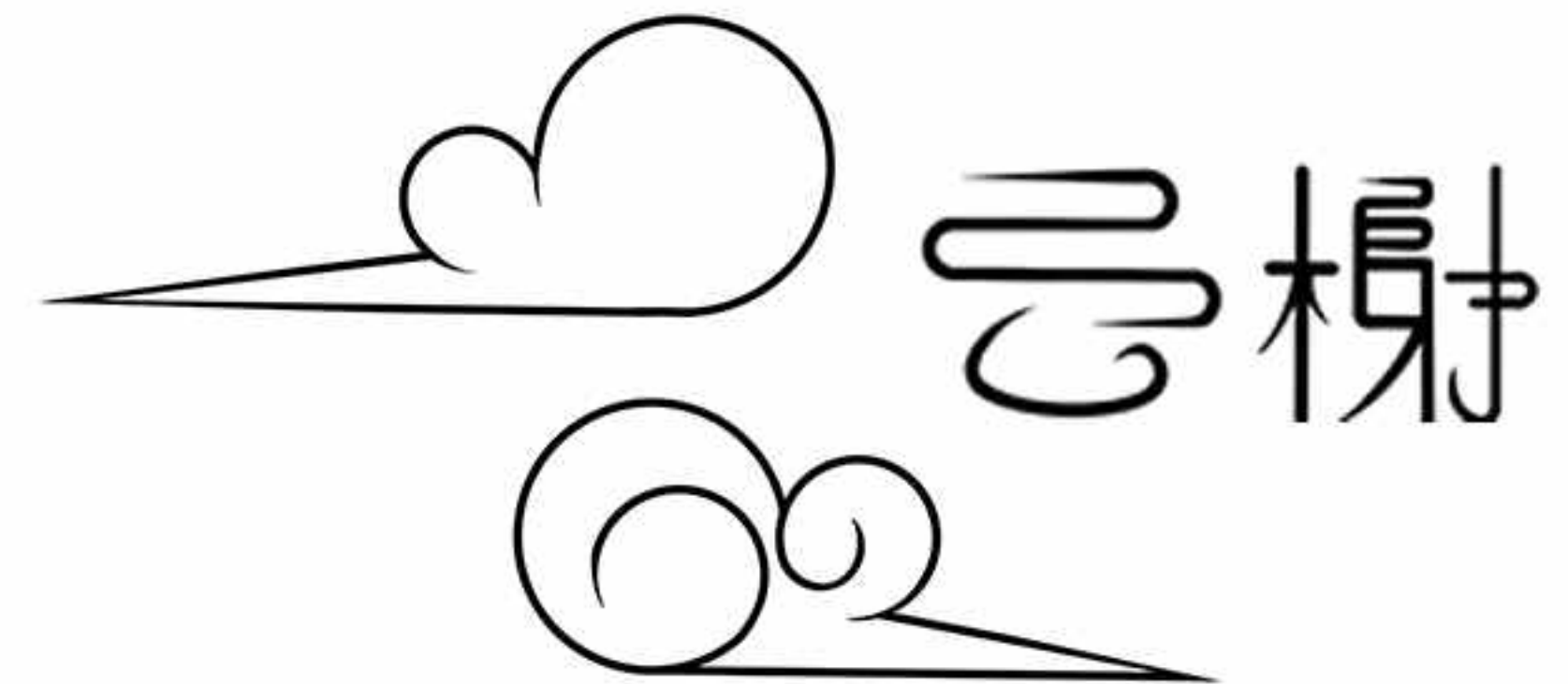
Experiments



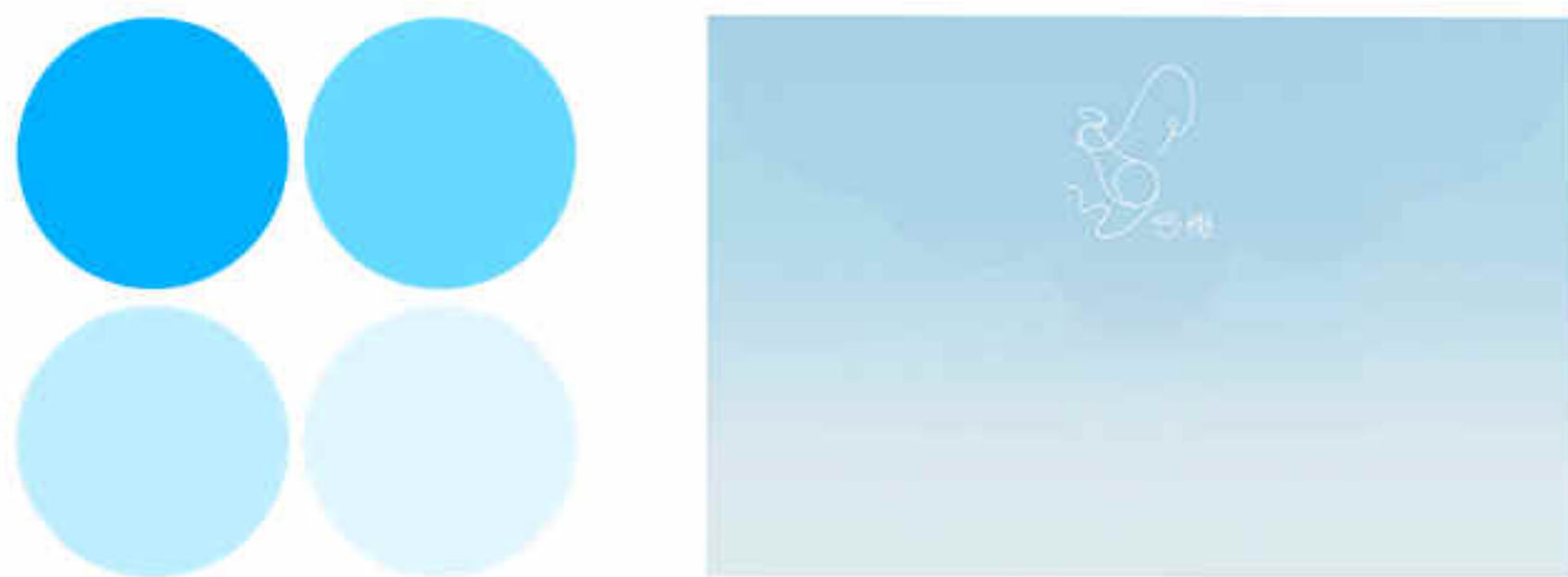
I found many pictures of birds' movements and extracted dynamic elements for logo design and urn design.



The name Yun Xie comes from The poem "The Central Tower rose above The clouds like a guest from outside The sky. I recorded The high Kunlou." So the design of the font uses the elements of auspicious clouds, so that it looks as lithe as the logo.



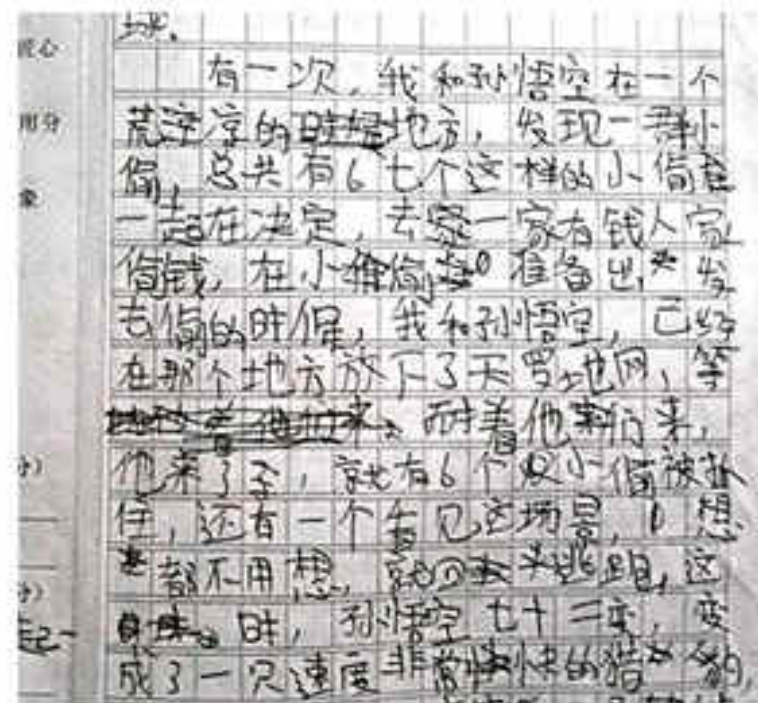
Experiments



I looked for pictures of parrots and extracted the color of their feathers. Finally, I chose blue, because most parrots have blue feathers and blue represents purity and lightness, just like the sky, in line with the tonality of the brand.



The handwriting on the postcard mimicked that of a child, and since it was a letter from a bird, the handwriting would be as childish as a child learning to write.



I used the following pictures to customize the screen printing palette, because I thought the print would be more textured and more casual, because I wanted to create the overall impression of a bird writing a letter.



Final work

关于云榭

2022.3.5
人的寿命长达几十年，但鸟的平均寿命只有7年。他们之间无法互相陪伴太久。云榭是一个关于鸟类宠物的殡葬品牌。在中国，鸟类的宠物殡葬品牌少之又少，所以这个品牌希望能以小鸟们体面的离开。品牌的名字取自“中天表飞翔，载棺葬遗体。”意为承载入云的遗体。我们希望它们能够安详地离开。

Humans live for decades, but birds live for only seven years on average, so they can't accompany with each other for a long time. Yunxie is a funeral brand for pet birds. There are very few pet funeral brands for birds in China. We want the birds to leave this world with decent.

流程

咨询爱宠生前

- 性格 • 照片
- 讨厌什么 • 喜欢什么



告别仪式事项

- 登记取回人员/动物
- 清理遗体
- 告别仪式时间均一小时



善后方式

- 羽毛/爪印保留
- 骨灰入罐
- 骨灰放入存灰室/带走



骨灰盒介绍



骨灰盒的设计灵感来源冲向云端的鸟。材质采用了白瓷和玻璃，在色彩上显得更加轻盈，像鸟一样。

The design of the urn is inspired by the bird flying to the clouds. The material is made of white porcelain and glass, which is more light in color like a bird.

存灰室介绍

如果平日没有时间去探望，可以请亲友来探望骨灰盒，只需将骨灰盒放在桌上，就可以随时探望了。

存灰室所需物品

云榭会向各位主人提供纸、香和花瓶，以下是主人需要携带的物品。

- 照片
- 鲜花贡品

注意事项

• 禁止携带违禁物品，如：酒精、易燃易爆品。

• 如遇特殊节日，如：清明节，请提前预约位置，为了不打扰其他主人与爱宠说话的时间，我们会限制人数的哦。



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