Rebuilding

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The series of posters named “Rebuilding” aims at conveying the visual messages of rebuilding the Asian community. It represents an idea of cultural diversity at Valparaiso University and aims to preserve Asian culture through rebuilding the community demolished on October 17th, 2016.

This building named Garfield Apartments was built in the 1960’s at Valpo. At the beginning, this building was new, modern and expensive. It was used as an office building for professors working at Valpo. It was housing for American professors at Valparaiso University. As time went by, the building became older, outdated and insecure. Its value also became more affordable than before. Gradually, American no longer came and met at this place.

However, the lower price and convenience of this building have attracted many visiting scholars coming from China, mainly from Hangzhou City. They usually live here for a few months, up to a year. Since then, it has become a common place at Valpo for visiting scholars from Hangzhou to live. To these visitors, Garfield Apartments are “charming, elegant, and cute.” They also call Garfield Apartments “Little Hangzhou.”

In my first poster, I want to represent “How can Chinese and Asian diversity be expressed in housing and other community activities?” In order to let viewers understand Asia’s cultural background clearly, I used Asia’s traditional animal Dragon as the background of the poster.

In the second poster, I focused more on information provided and used the
background of Garfield apartments to recall people’s attention of rebuilding the building and culture, letting people understand the importance of the building’s background. Understanding why and how it has been turned to the current situation is necessary for people to figure out how to improve and renovate the building. Therefore, part of my project explains the background of that building and the evolution of cultural diversity.

I used a picture of a former household in the poem as my third poster background to remind viewers that the apartment has been carrying the culture and tradition. I used a picture of these demolished apartments as my fourth poster background to tell people that the demolished apartments reveal a great loss of culture diversity at Valpo. I encouraged rebuild the Asian community in the last poster and hoped that the culture can be rebuild. I used four professors who was lived in there and work at Valpo as the background. I also used some information like how many Asian faculty in Valpo, to tell the viewers, why we need to rebuild the Asian community and how to rebuild it in Valpo.

In conclusion, we should rebuild this building because our culture should be inherited. My goal of this project is to raise people’s awareness of this issue in the Valpo community and to call on them to rebuild the building. It’s our responsibility to protect the culture. I like my posters and I hope that all of you will like them as well.