



Tanguy Willems
Art Director & Designer

SELECTED WORK
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content

RECENT WORK

**KRINK
SOLESTAGE
ANTHROVIEW**

EVENTS & ACTIVATIONS

**BEATS SOUNDBITES C/O FUTURA
MADSAKI "COMBINATION PLATTER" 2018
JIMMY CHOO X C/O OFF-WHITE
THE NORTH FACE X SACAI
MRMONCLER X KRINK
NIKE VAPORMAX VISION'AIRS
JORDAN BRAND
NIKE HTM DINNER
BLOHK PARTY 2013
LUCKY 14**

BRANDING & DESIGN

**CLOT / JUICESTORE
BEAK LANE
VOLAR
SOURCE ART BOOK**

KRINK

NEWYORKCITY

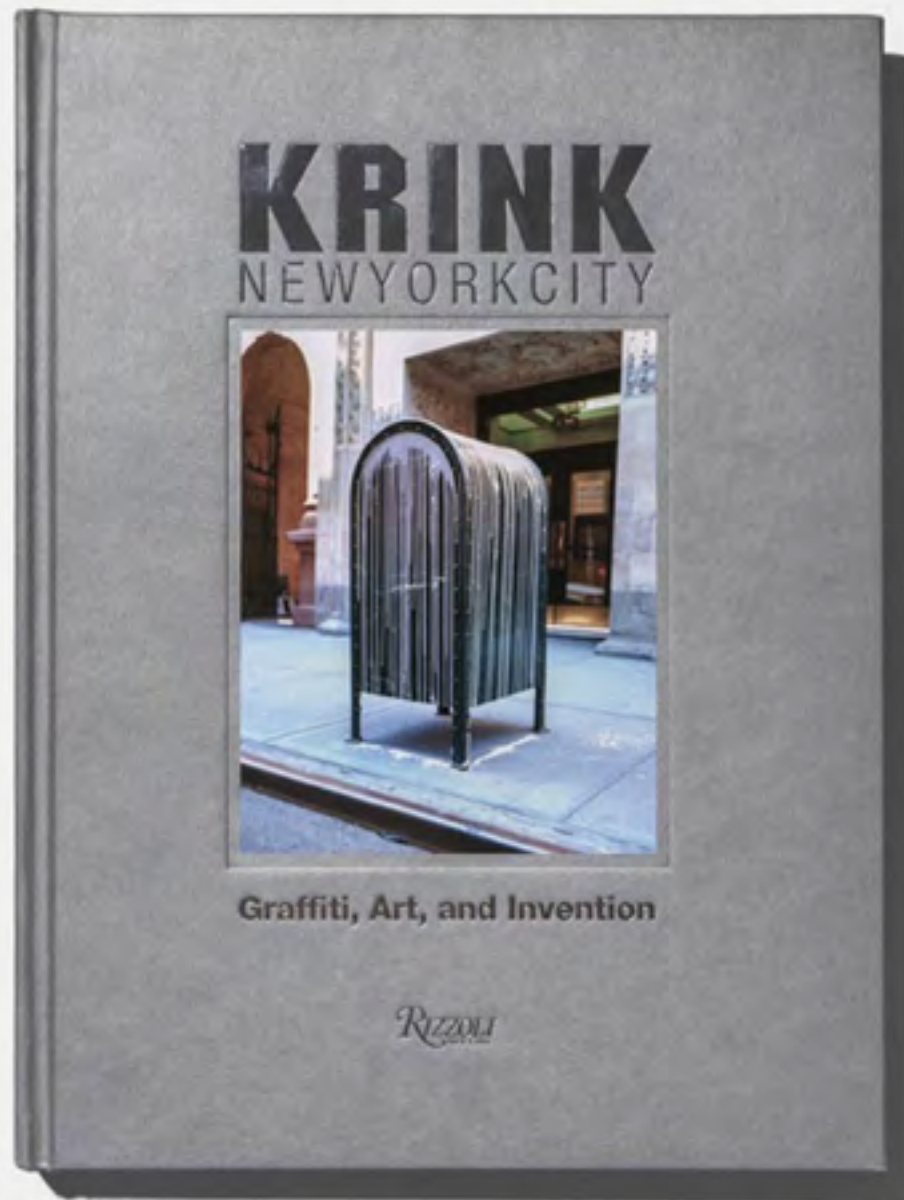
“Graffiti, Art and Invention”

by Craig Costello

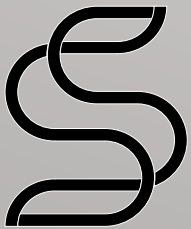
Art Direction and Book Design

RIZZOLI
NEW YORK

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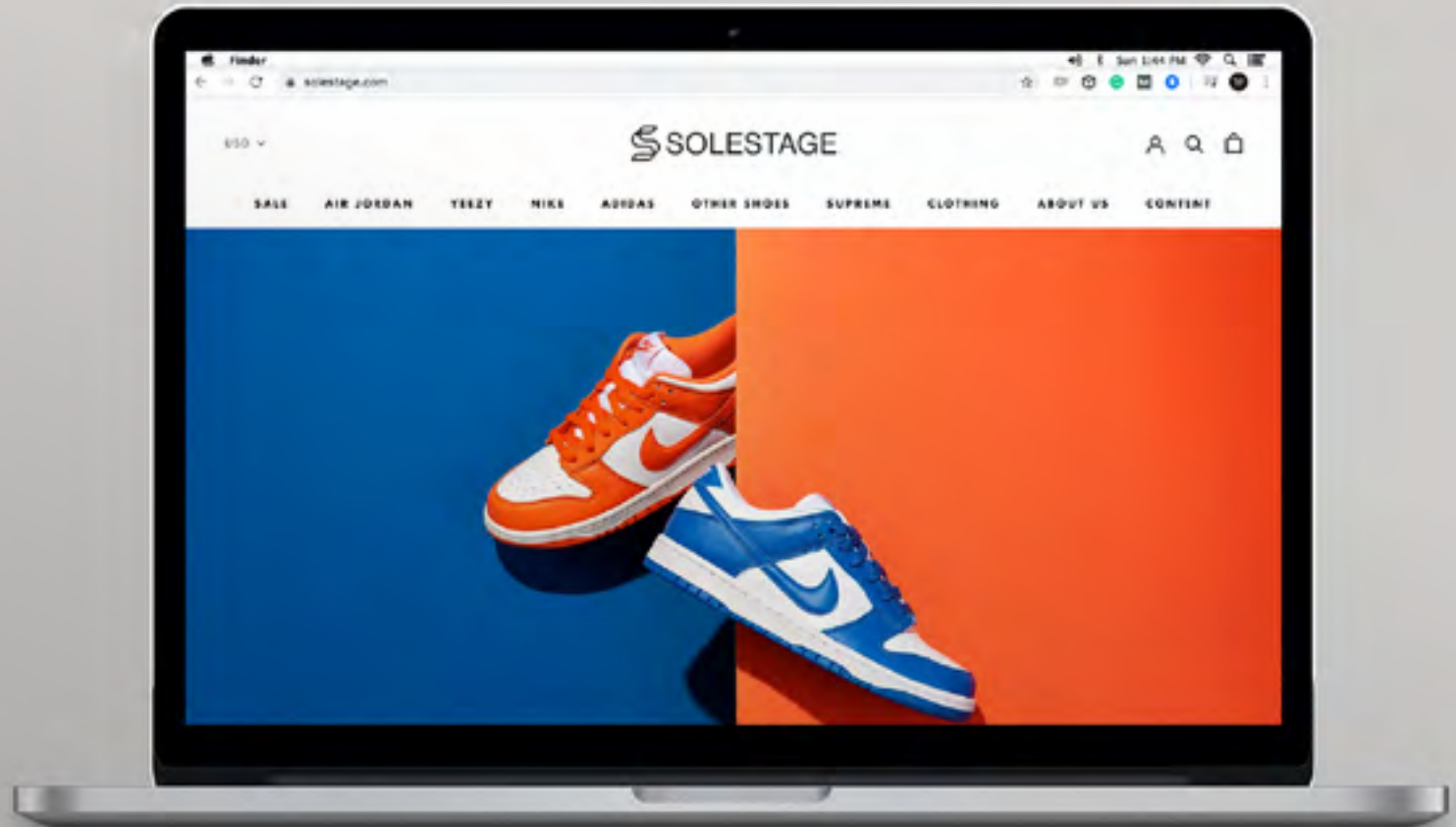


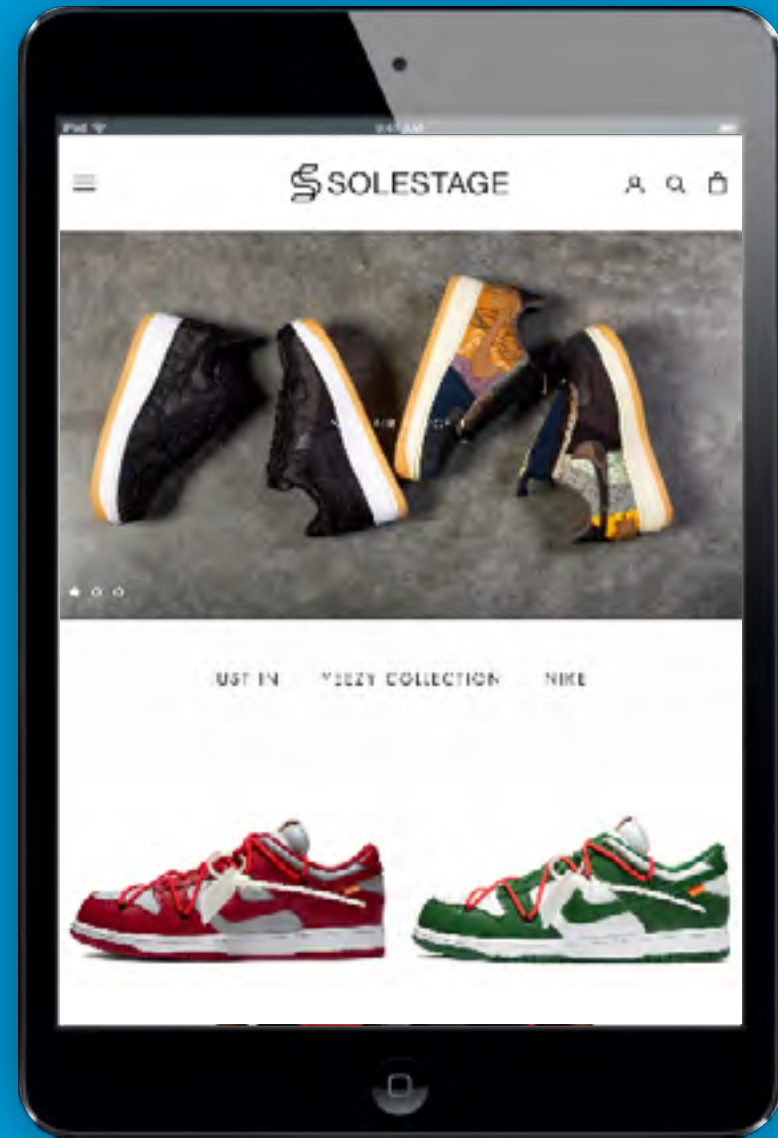




SOLESTAGE

Logotype and Visual Identity





Solestage is a high-end sneaker + streetwear marketplace selling only the most exclusive footwear, apparel and other hard-to-find items.

With a strong presence online and in social media, coupled with brick and mortars footprint in Los Angeles, Irvine, New York City and Beijing; the Solestage team is grouped-up by a couple of top-rated sneaker sellers in US.



 SOLESTAGE

  SOLE
STAGE 
SOLESTAGE

Pictogram Construction

Logotype Variations

///L | Anthroview™

This re-purposed garment is not an official product released nor endorsed by the brand(s) labelled on this items.

anthroview.com

Products & Branding development

Vol. 01 - Side A

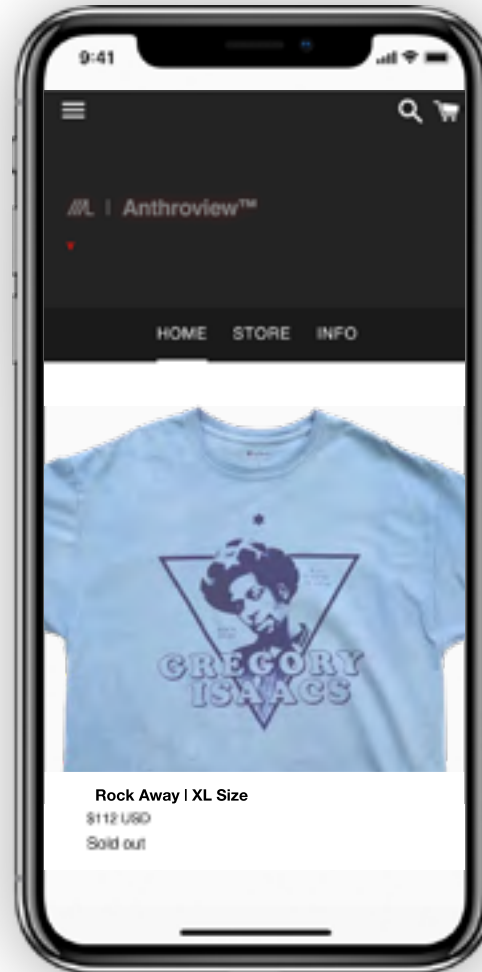
[@anthroview.studio](https://www.instagram.com/anthroview.studio)

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T-Shirt



anthroview.com



digital catalog

Events & Activations



SOUND BITES

Sound Bites
Beats by Dre

Private Dinner

CREATIVE EXECUTION AND PRODUCTION FOR BEATS
SOUND BITES DINNER, OCCURRING DURING ART BASEL HK 2019
AND HOSTED BY FUTURA, GHETTO GASTRO AND KITTY CASH

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COLLATERALS



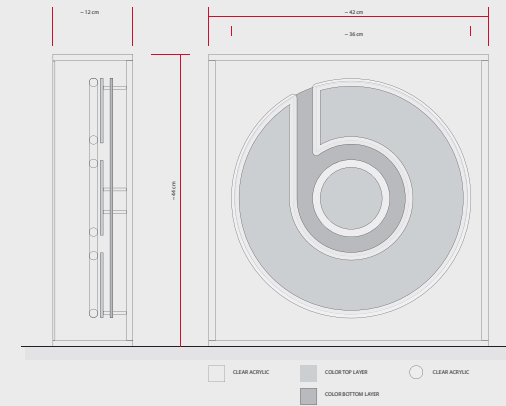
INVITATION



MENU



T-SHIRT



LIGHTBOX

EVENT DETAILS





**Combination Platter
by MADSAKI**

Exhibition

IDENTITY AND MERCHANDISING DESIGN
OF MADSAKI'S "COMBINATION PLATTER" EXHIBITION
FOR GALERIE PERROTIN AND IN PARTNERSHIP
WITH CENTRAL EMBASSY BANGKOK

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1.



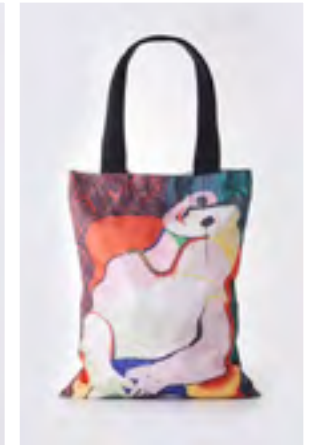
2.



3. | 4. | 5.

6.

7.



Merchandising Program

1: SKATEBOARD DECK

2: CHAMPION CREW NECK T-SHIRT
 3: COFFE MUG
 4: CRICKET LIGHTERS
 5: CERAMIC ASHTRAY

6: PIN BADGES SET
 7: TOTE BAG

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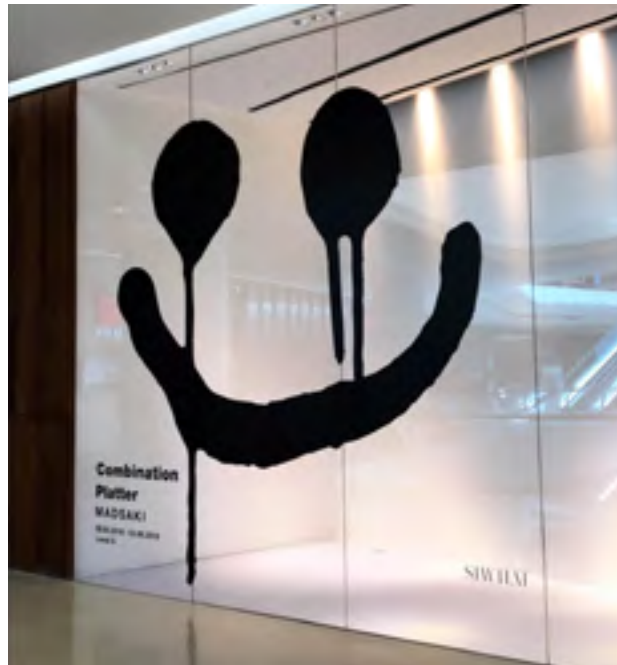
CLIENT
PARTNER AGENCY

GALERIE PERROTION ASIA
SOCIAL/CAPITAL

HONG KONG
MAY 2018



1.



2.




3.



- 1: OUTDOOR SIGNAGE
- 2: POP UP GALLERY
- 3: INDOOR BRANDING
- 4: PRINTED COLLATERAL

Central Embassy
Bangkok, Thailand



Off-White™ c/o JIMMY CHOO

**Hand & Rose for
Jimmy Choo c/o OFF-WHITE**

Art Installation

ARTIST CURATION AND CREATIVE PRODUCTION
FOR THE OFF-WHITE c/o JIMMY CHOO INSTALLATION
BY HAND AND ROSE IN PARTNERSHIP WITH
ART CENTRAL HONG KONG 2018

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INSTALLATION DETAILS

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CLIENT
PARTNER AGENCY

OFF WHITE C/o JIMMY CHOO
SOCIAL/CAPITAL

HONG KONG
MARCH 2018



The North Face x sacai

Pop Up Installation

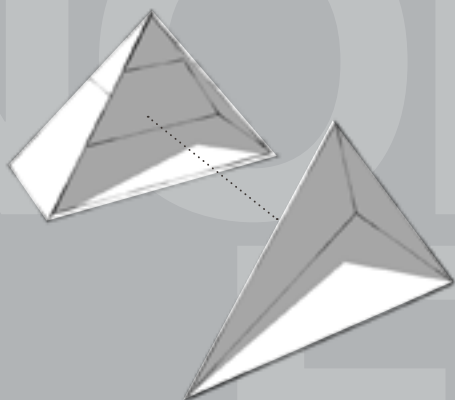
CONCEPT, DESIGN AND PRODUCTION
OF THE NORTH FACE x SACAI POP UP FOR
DOVER STREET MARKET LONDON AND
PACIFIC PLACE HONG KONG LAUNCHES.

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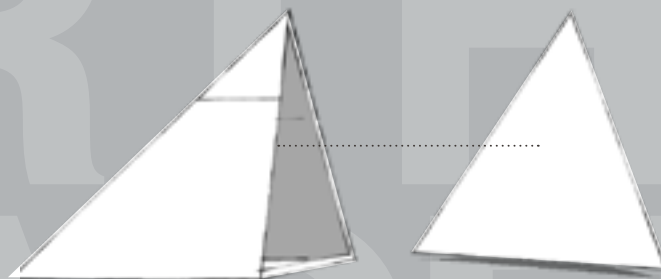


INITIAL CONCEPT

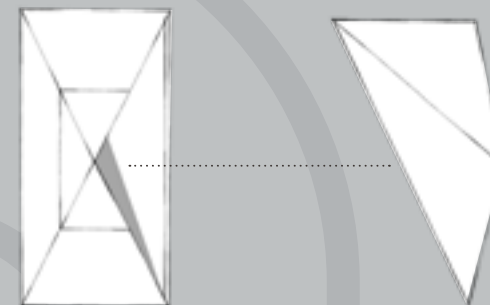
SHELL



SIDE



TOP



REFLECTION

INSPIRATION IS COMING FROM WITHIN AND REFLECTS UPON OUR SURROUNDING.

WE WOULD LIKE TO CREATE AN ALTERNATIVE PERCEPTION WITHIN THE CONFINED SPACE FOR THE AUDIENCE.



ON SITE DISPLAY



CHITOSE ABE & MARC NEWSON





Mr.Moncler
Destination Hong Kong x KRINK
November 2017

CREATIVE AND EXECUTIVE PRODUCTION
OF THE Mr.MONCLER x KRINK COLLABORATION
FOR MONCLER" LARGEST FLAGSHIP STORE OPENING



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IN STORE DISPLAY



SAMPLE FIGURE



NikeLab VISION-AIRS

Art Central Hong Kong

CREATIVE AND EXECUTIVE PRODUCTION
OF THE NIKELAB VISION-AIRS EXHIBITION
DURING ART CENTRAL 2017; INAUGURATING
THE GLOBAL LAUNCH OF NIKE AIR VAPORMAX.

TANGUY WILLEMS

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PARTICIPATING
ARTISTS :

COLLECTIVE STUDIO / BETTY NG
JOURDEN / ANAIS MAK
FENG CHENG WANG
WANBING HUANG
HONH1m | CHRIS CHEUNG
LAURENT SEGRETIER

CLIENT :

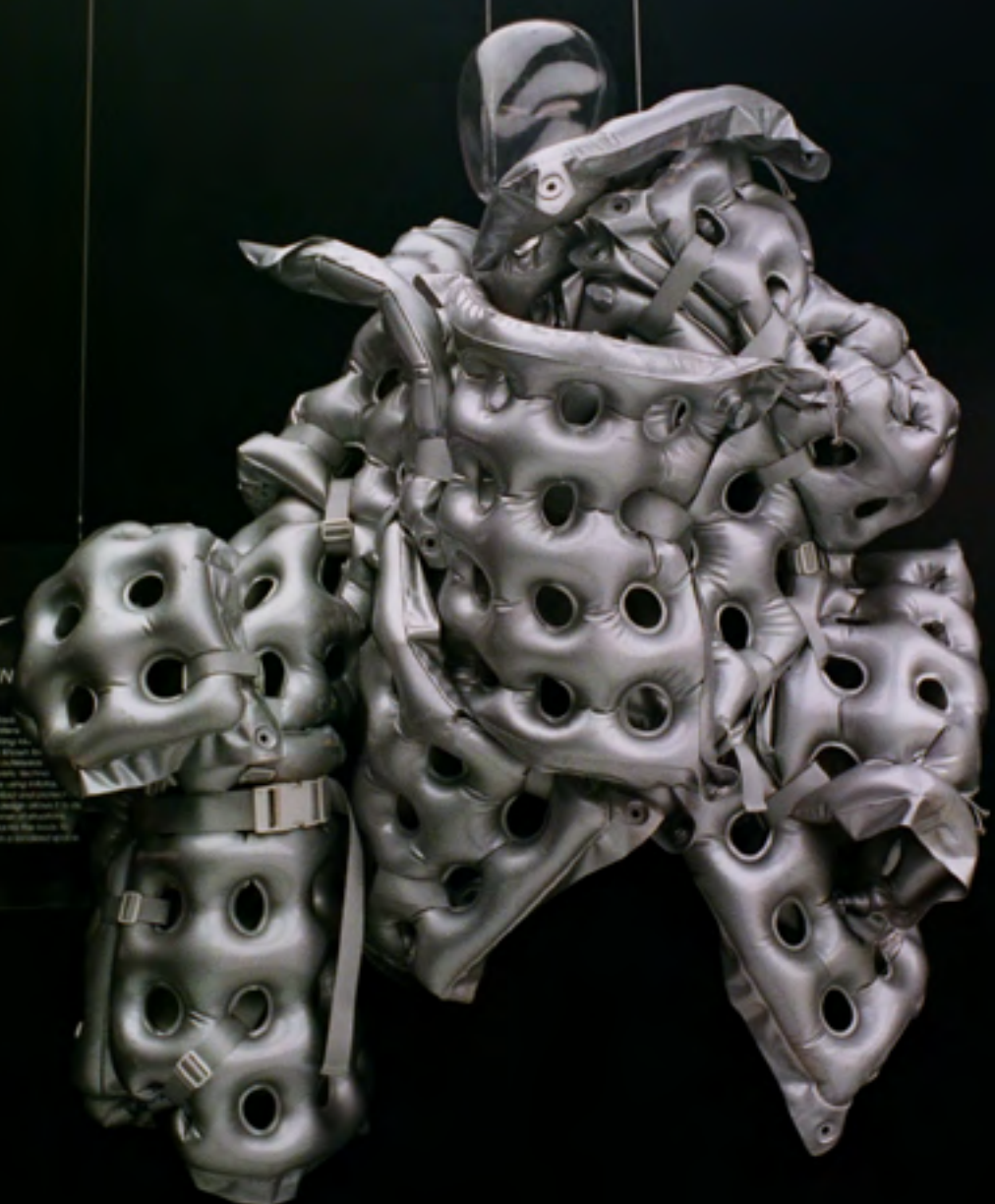
NIKE

AGENCY :
LOCATION :
DATE :

SOCIAL/CAPITAL
HONG KONG
MARCH 2017

FENG CHEN

After graduating from Hong Kong Polytechnic University, Feng Chen worked for Nike in Hong Kong for over 10 years. He is currently a senior product designer at Nike. He has been responsible for many iconic Nike products, including the Air Max 270, Air Max 270 React, and Air Max 270 React 2. He is also a member of the Nike Design Council and has been involved in many Nike projects around the world.





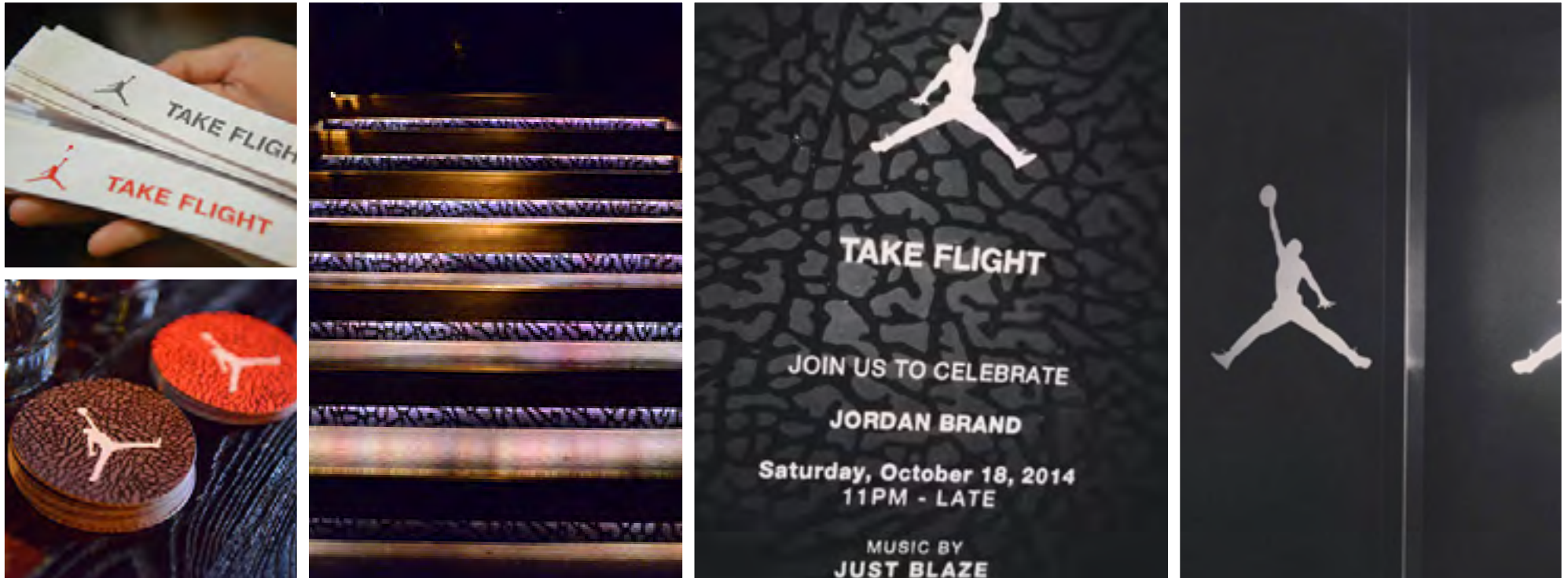
Jordan Brand

Private Event

CREATIVE AND EXECUTIVE PRODUCTION
OF THE PRIVATE PARTY FOR JORDAN BRAND,
CELEBRATING THE JORDAN VI "SLAMDUNK"
GLOBAL RELEASE

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EVENT DETAILS



COLLATERALS & DECORATION

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CLIENT
PARTNER AGENCY

NIKE / JORDAN BRAND
SOCIAL / CAPITAL

HONG KONG
OCTOBER 2014

28
©2020



Nike HTM

Influencers dinner

CREATIVE AND EXECUTIVE PRODUCTION
OF THE PRIVATE DINNER FOR Mr MARK PARKER
DURING ART BASEL 2016.

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EVENT DETAILS



COLLATERALS AND ROOM SETTING

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CLIENT
PARTNER AGENCY

NIKE CHINA
SOCIAL/CAPITAL

HONG KONG
MARCH 2016



CURATED BY PHARRELL WILLIAMS
FOR I AM OTHER ENTERTAINMENT

**BLOHK
PARTY**

i
am
OTHER



POWERED BY



**BLOHK
PARTY**

CURATED BY PHARRELL WILLIAMS
FOR I AM OTHER ENTERTAINMENT

**BLOHK
PARTY**

i
am
OTHER



BLOHK PARTY

Music & Culture Event

IDENTITY, ART DIRECTION, CREATIVE & EXECUTIVE PARTNERSHIP WITH BLOHK PARTY, A MUSIC & CULTURE EVENT HOSTED IN HONG KONG AND CURATED BY PHARRELL WILLIAMS AND I AM OTHER.

TANGUY WILLEMS
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CURATED BY PHARRELL WILLIAMS FOR I AM OTHER ENTERTAINMENT

12:00 NOON

BLOHK PARTY **TO 10PM**

PHARRELL WILLIAMS

ED BANGER 10th ANNIVERSARY
FEATURING

JUSTICE

BREAKBOT

BUSYP **SOME**

Ed Banger Megamix

SKIBS THE KID

EDISON CHEN MC VAN CHEE

LMF **24HERBS** **Josie & The Uni Boys**

AND MORE TO BE ANNOUNCED SOON

SATURDAY DECEMBER 7TH 2013
WEST KOWLOON CULTURAL DISTRICT
HONG KONG

TICKET PRICES: VIP (LIMITED QUOTA) HK\$288 - STANDARD HK\$288 ADVANCE / HK\$888 AT THE DOOR - STUDENT (LIMITED QUOTA) HK\$888
TICKETS AVAILABLE FROM 10AM ON FRIDAY 11TH OCTOBER 2013. TICKETS AVAILABLE AT HK TICKETING'S VENUE BOX OFFICES R19 SELECT & TQM LEE OUTLETS. TICKET PURCHASE HOTLINE: 21 288 288 WWW.HKTICKETING.COM

GENERAL ADMISSION RESTRICTED TO AGE 18 AND ABOVE. FULL-TIME STUDENTS AGED 18 TO 21 WITH VALID STUDENT ID TO QUALIFY FOR STUDENT TICKET. NO REPLACEMENT FOR ANY LOSS OF STANDING TICKETS. HK TICKETING APPLIES A CUSTOMER SERVICE FEE TO ALL TICKETS PURCHASED VIA ITS NETWORK. THIS FEE IS ADDITIONAL TO THE FACE VALUE OF THE TICKET AND IS PAYABLE UPON PURCHASE OF TICKETS.

CURATED BY PHARRELL WILLIAMS FOR I AM OTHER ENTERTAINMENT

12:00 NOON **BLOHK PARTY** **TO 10PM**

PHARRELL WILLIAMS

PUSHAT **STEVE AOKI**

ED BANGER 10th ANNIVERSARY FEATURING

BREAKBOT **BUSYP**

Ed Banger Megamix

EDISON CHEN MC VAN CHEE

GRAND MASTER FLASH Leah LaBelle **THE DOLLS** HEAL MORETTI & MARGOT

LMF **24HERBS** **Josie & The Uni Boys**

UFO DJ PAMA **AGENT SMITH** **DJ HISS**

YASMIN EVE SPECIAL **SKIBS THE KID**

SATURDAY DECEMBER 7TH 2013
WEST KOWLOON CULTURAL DISTRICT - HONG KONG

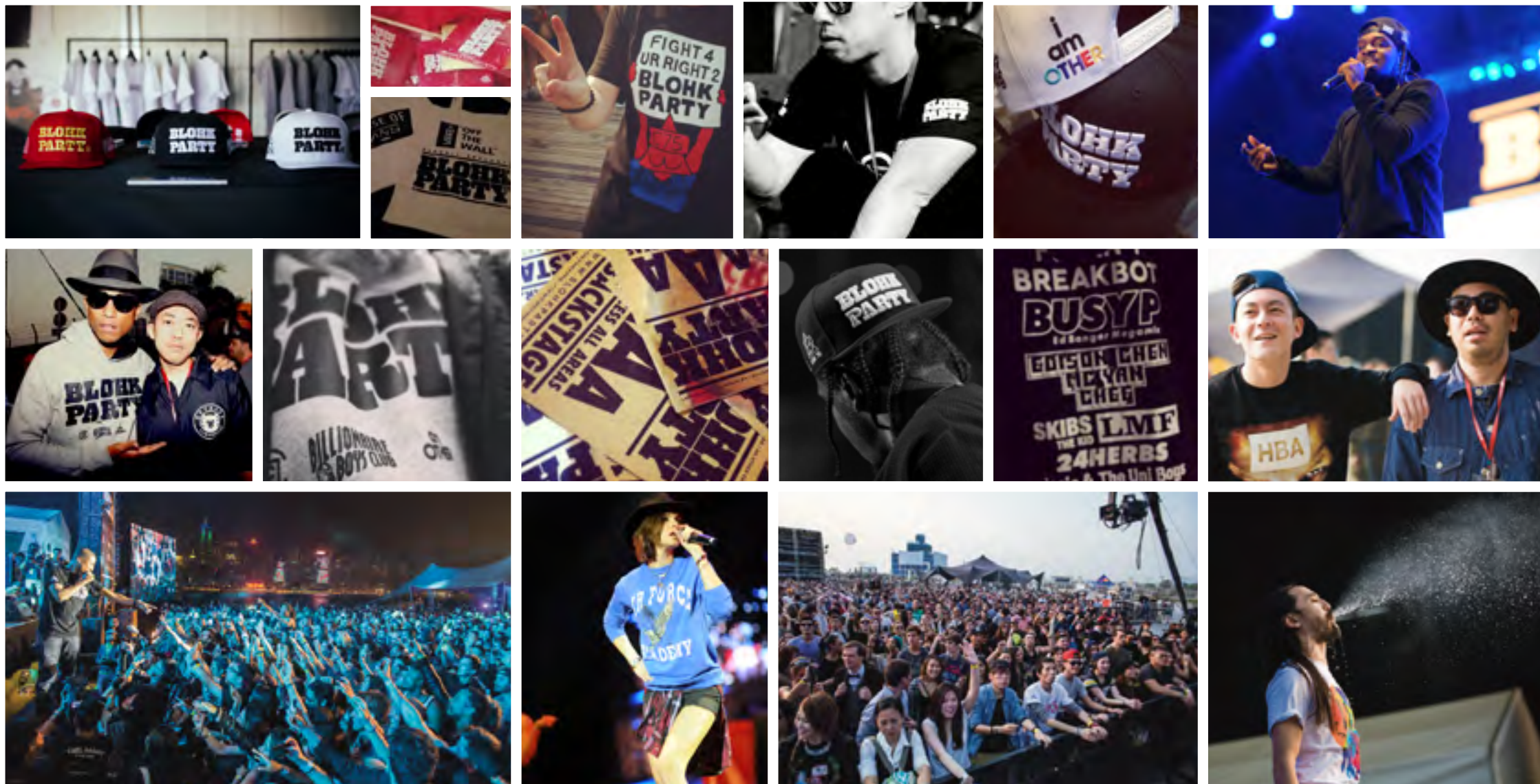
TICKETS ON SALE

TICKET PRICES: VIP (LIMITED QUOTA) HK\$288 - STANDARD HK\$288 ADVANCE / HK\$888 AT THE DOOR - STUDENT (LIMITED QUOTA) HK\$888
TICKETS AVAILABLE AT HK TICKETING'S VENUE BOX OFFICES R19 SELECT & TQM LEE OUTLETS. TICKET PURCHASE HOTLINE: 21 288 288 WWW.HKTICKETING.COM

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KEY VISUAL / BLACK & WHITE

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BRANDING INTEGRATION, MERCHANDISING & EVENT

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LUCKY 14

Private Event

CREATIVE AND EXECUTIVE PRODUCTION
FOR "LUCKY 14", THE ART BASEL 2015 CLOSING PARTY
WITH EXCLUSIVE PERFORMANCE FROM SKEPTA, JME,
YOUNGLORD, GUILLAUME BERG, GENER8ION AND EDISON CHEN.

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*Original artworks by Cali Thornhill Dewitt

Branding & Design

CLOT



CLOT x FOOL'S GOLD

Key Visual and Merchandising

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TOTE BAG & T-SHIRT





juicestore.com

Packaging

SHIPPING BOX AND PACKING TAPES
FOR JUICESTORE.COM



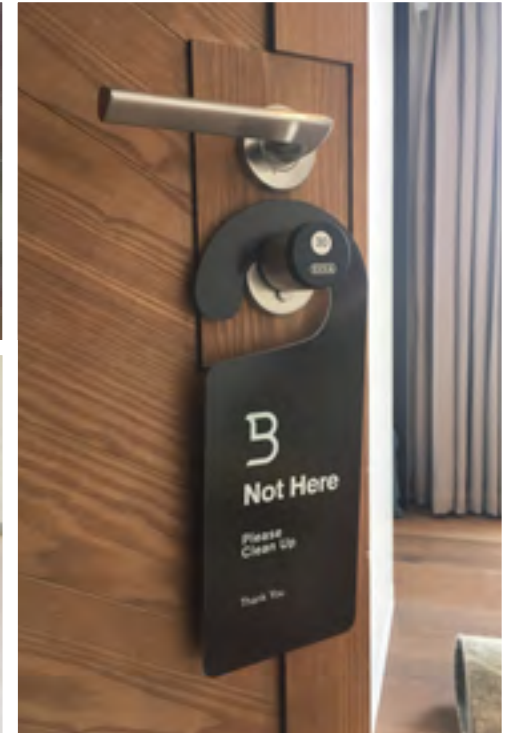
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B

BEAK LANE

Visual Identity

LOGOTYPE AND BRANDING INTEGRATION





VOLAR
Hong Kong

VISUAL IDENTITY AND RE-BRANDING

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Main logotype :

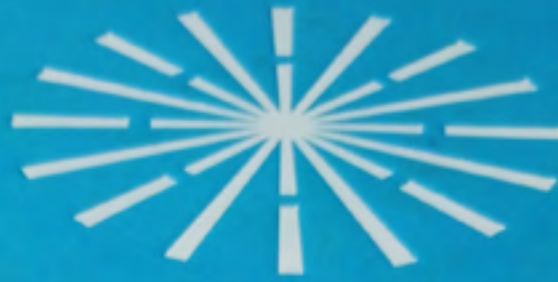


Horizontal logotype 01 :



logotype with tagline 01 :





source | social art company by lyès



SOURCE

The Blue Book Project

DESIGN AND LAYOUT OF THE SOURCE ART BOOK & CATALOG,
A SELF PUBLICATION CURATED BY LYES OLIVIER SIDHOUM
FOR SOURCE ART PROJECT AND SUPPORTED BY MSF FRANCE

catalogue 88



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BOOK DETAILS

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CLIENT
PARTNER AGENCY

SOURCE
ELECT10N

CHINA / EU
SPRING 2013

44
©2020



BOOK DETAILS & SUPPORTERS

30 cm x 36 cm
348 pages

Satin, FSC paper
Various Paper Inserts
Blue fabric Cover and Box)

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TANGUY WILLEMS

Art Director & Designer

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Wong Chuk Hang
Hong Kong

Art Direction & Creative concept
Branding & Visual Identity
Content Execution for Print, Digital, Social Media and Brand Activations.
Event, Set Design and VM
Graphic Design for Print, Web, Mobile, Digital & Garments
Apparel, Accessories & Lifestyle product Design

Adobe CC 2019
Sketchup 3D
OSX Page/Keynote/Numbers/
MS Office PowerPoint/Word/Excel

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