

Tanguy Willems
Art Director & Design Services

tanguywillems.com

VISTY PLAYGROUND BY VERDY TYSON YOSHI X BBC ICE CREAM **MCDONALDS DESCENDANTS HOT CONCRETE M.ALVAREZ** ALFONSO GONZALEZ JR. **EXHIBITION CATALOG & T-SHIRT NEO JOMON BY EN IWAMURA WOAW GALLERY** HKAGA **VENICE MAGAZINE** SOURCE KRINK X RIZZOLI MRMONCLER X KRINK **NIKE VAPORMAX VISION'AIRS JORDAN BRAND** THE NORTH FACE X SACAL

BRAND ACTIVATION APPAREL COLLAB HONG KONG CAMPAIGN **ART EXHIBITION ART EXHIBITION** LIMITED EDITION **PUBLISHING MERCHANDISE** LIMITED EDITION LOGO IDENTITY PRINTED ART MAP **PUBLISHING & EDITORIAL ART BOOK ART BOOK BRAND ACTIVATION BRAND ACTIVATION** PRIVATE EVENT **BRAND ACTIVATION**

JIMMY CHOO X C/O OFF-WHITE **BEATS SOUNDBITES C/O FUTURA SOLESTAGE.COM VANS INFINITE ARCHIVES ANTHROVIEW** THE JULIET PINK | MEDICOM TOYS **CARZY PARK FOOL'S GOLD X CLOT BLOHK PARTY** LUCKY 14 **YAWIL** THE ARCH HOUSE **ISEO YACHTING BEAK LANE RAZE** LOGOS

BRAND ACTIVATION PRIVATE EVENT BRANDING BRAND CONTENT GRAPHIC RESEARCH APPAREL ILLUSTRATION LOGO VINYL TOYS MERCHANDISE **CULTURAL EVENT** PRIVATE EVENT MUSIC ARTWORK **BRAND IDENTITY BRAND IDENTITY BRAND IDENTITY PACKAGING**

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PLAYGROUND ©VERPY OCT

PACIFIC PLACE

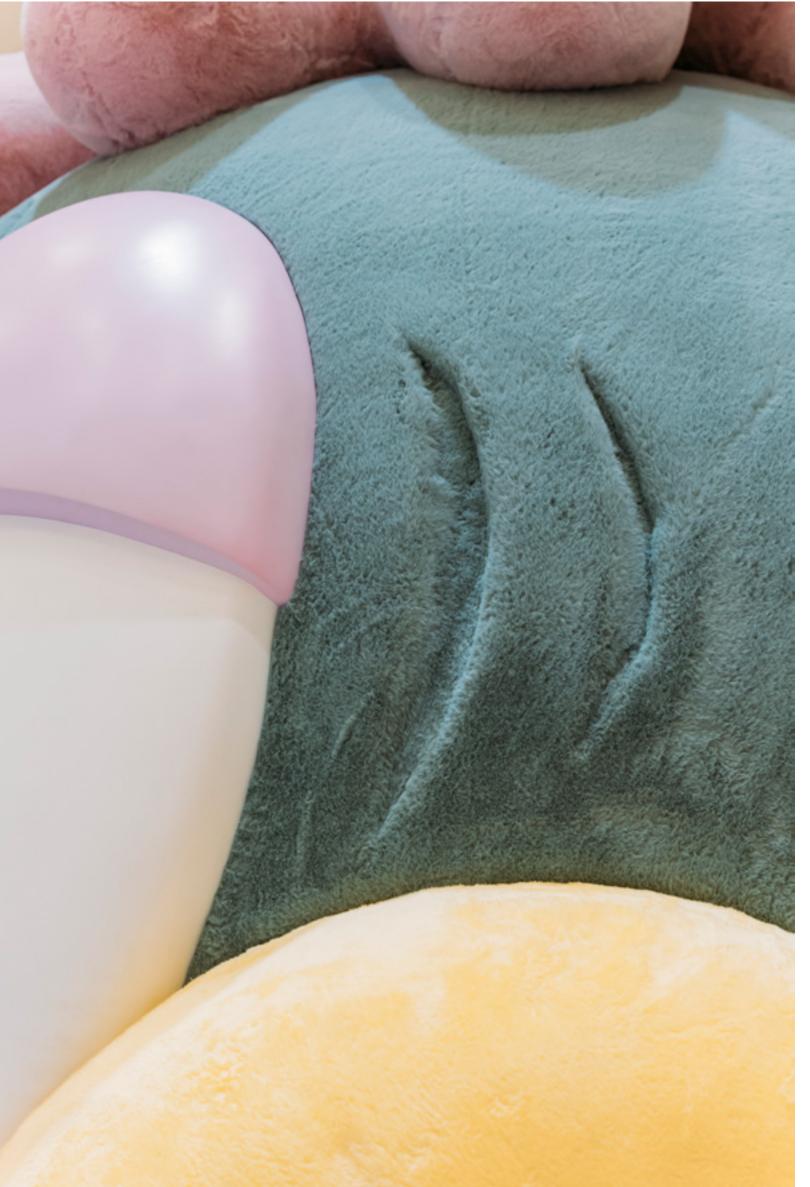
© Swire Properties Limited





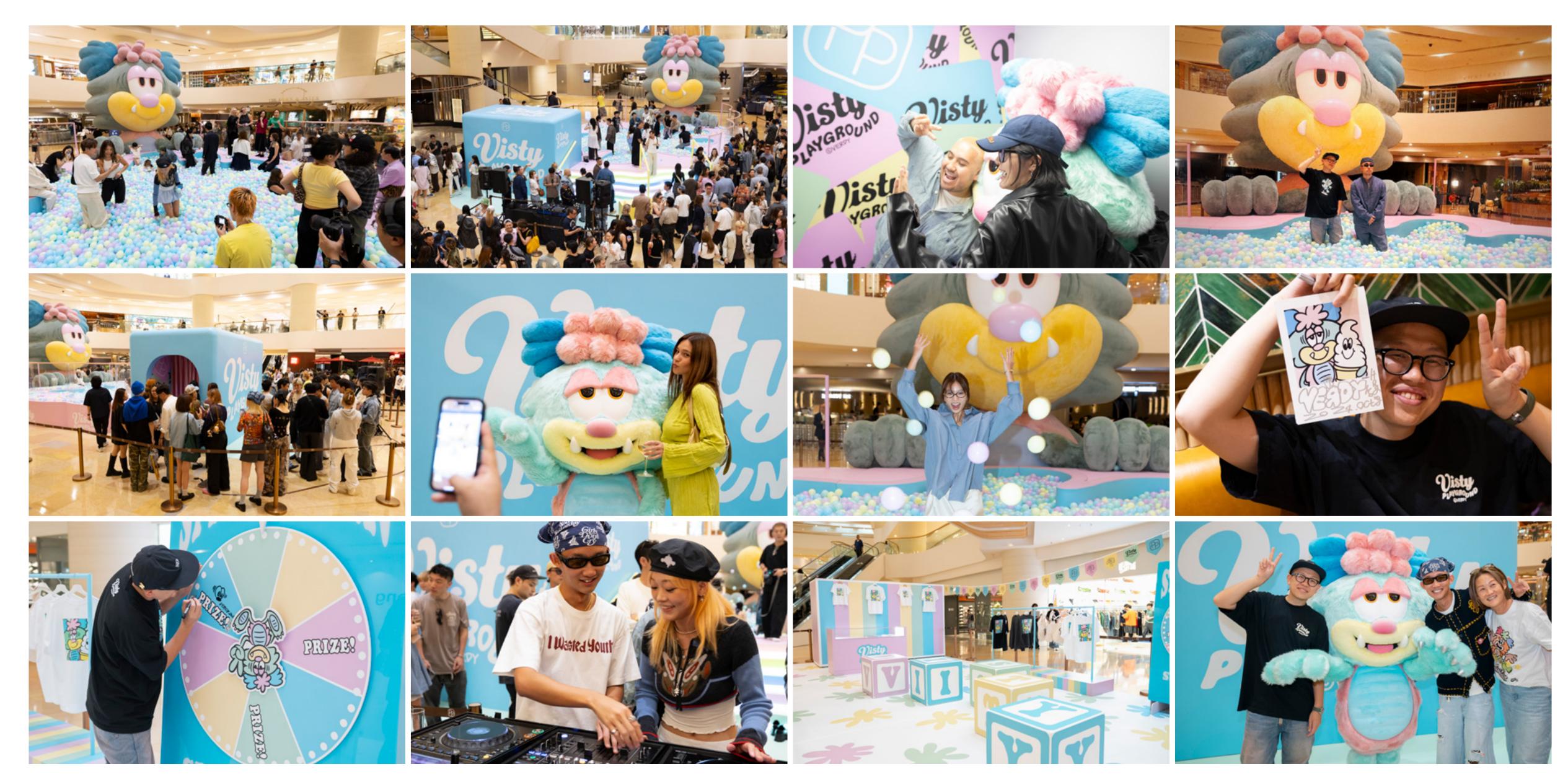
Visty Playground by ©Verdy







Visty Playground by ©Verdy



BILLIONAIRE BILLIONAIRE



TYSON YOSHI x BBC ICE CREAM
Creative Direction & T-Shirt Artwork



"PLEASE SHARE" BY MCDONALD **CURATED BY KEVIN POON**

Brand Campaign and Cultural Activation Artists Management, Set Design, Event Planning and Execution Print, Digital, Video Content and Collaterals

Participating Artists:

VANDYTHEPINK JON BURGERMAN GYUHAN LEE UFO 907 FRANK NITTY

GARETH T. KAYAN SABRINA CHEUNG

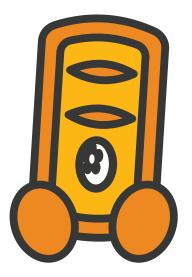
In Partnership with: M+ | West Kowloon Cultural District DDB HK Sandbox



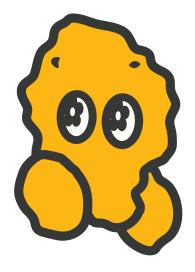
ACNUGGET ART WORLD

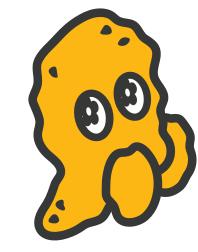


































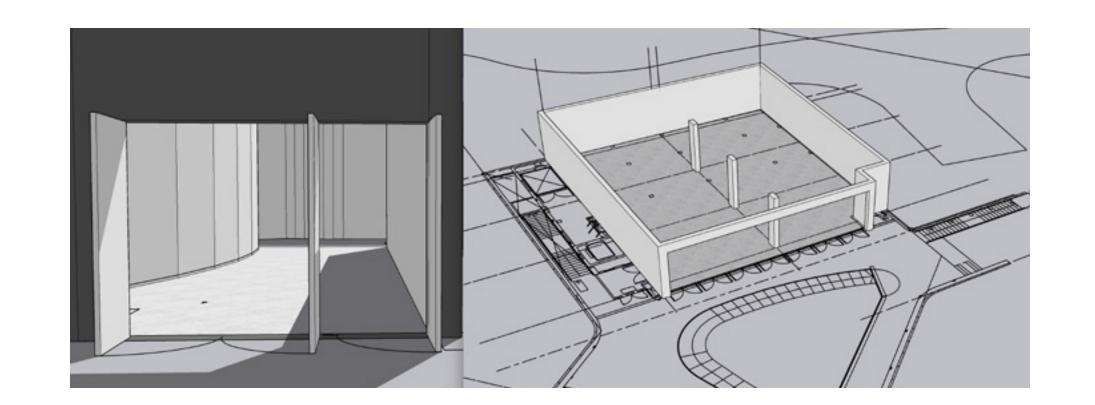






MERCHANDISE PLUSH









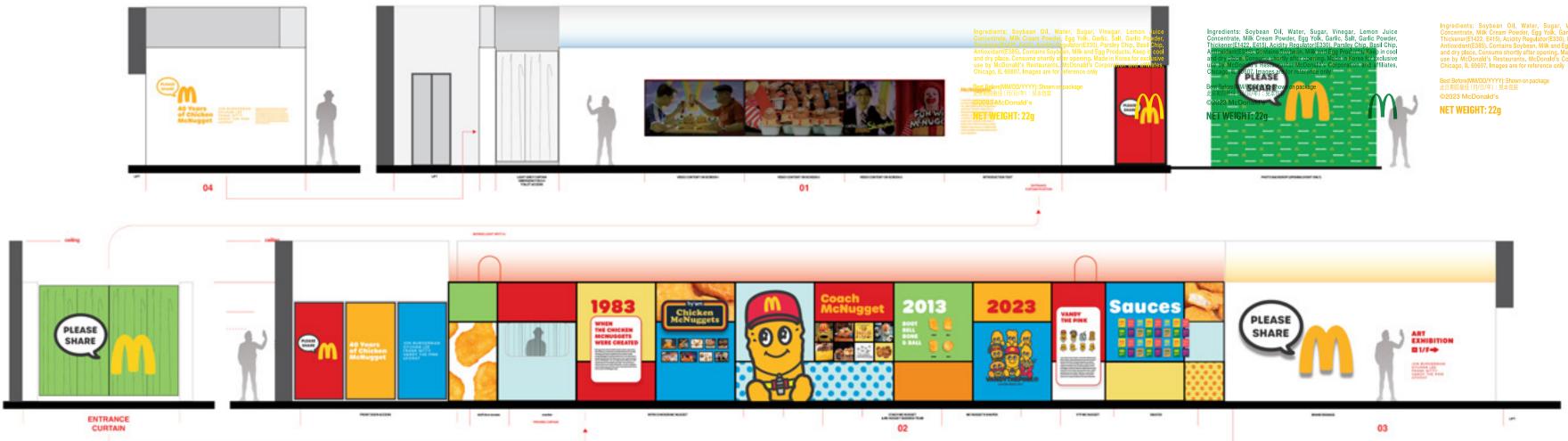












COACH MC NUGGET G/F OUTDOOR





DESCENDANTS

DESCENDANTS | ART EXHIBITIONS AT K11 MUSEA

Lead Creative & Execution Set Design, Event Planning and Execution Print, Digital, Video Content and Collaterals Participating Organisations:

WOAW Gallery Micky Meng Ouyang Art Consulting K11 MUSEA Moser Co. Watches

DESCENDANTS

A GROUP PRESENTATION CURATED BY MICKI MENG, MELANIE OUYANG LUM & KEVIN POON

SEPT 2-17, 2023













DESCENDANTS | K11 MUSEA



Micki Meng

MICKIMENG

In 2018, curator Micki Meng founded a non-profit publication and research hub challenging the existing frameworks available to artists. She sought stewardship from leading art figures including Susanne Ghez, Hank Willis Thomas, Laura Owens, Franklin Sirmans, Nion McEvoy, and others who served on the Board. As a publication, the organization commissioned texts by notable writers including Nathaniel Mackey, Olivian Cha, and Rita Gonzalez.

In 2019, Meng was offered a hand-me-down space by the artist community, and Friends Indeed was born. Our first gallery location was founded as an absurdly small experimental vitrine featuring works for sale by leading local and international contemporary artists. The gallery borders San Francisco's historic Chinatown and downtown Financial District, beneath a Philip Johnson designed building, overlooked by the three Corporate Goddesses. In Fall 2021, Friends Indeed expanded to a second location in Bayview. The new gallery is near to the ICA San Francisco where Meng is a founding partner.

As a curator-led gallery, our artwork placements are primarily with museums, foundations or collectors involved with them to support the longevity of the artists we champion. Often times, we work with international curators to organize exhibitions, talks, and special projects. Our gallery-cum-institution reimagines the traditional framework of what a dexterous contemporary art space looks like; borrowing from both to meet the needs of artists today. We support emergent conversations of diaspora in today's hybrid and international canon, mentorship for young artists, with an overall aim of fostering a healthy and equitable arts eco-system in the San Francisco and global art dialogue.

Friends Indeed Gallery is founded by Micki Meng with Eric Li and Nazlı Ercan.

friendsindeed.art | @mickimeng_sf



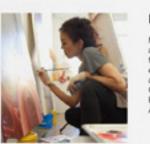


WOAW GALLERY IS PLEASED TO ANNOUNCE THE DESCENDANTS, A GROUP PRESENTATION OF OVER 20 INTERNATIONAL ARTISTS AND OUR SOPHOMORE RETURN TO K11 MUSEA, RUNNING FROM FRIDAY, 1 SEPTEMBER THROUGH TO SUNDAY, 17 SEPTEMBER 2023. THE EXHIBITION IS CURATED AND ORGANIZED BY MELANIE LUM, MICKI MENG, AND KEVIN POON, PRESENTED BY WOAW GALLERY IN VENUE PARTNERSHIP WITH K11 MUSEA. TAKING UP THE ENTIRE 6F, KUNSTHALLE OF K11 ART & CULTURAL CENTRE, K11 MUSEA, THE



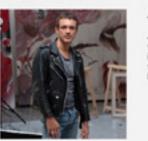
KEITA MORIMOTO

Japanese-Cenedian artist Keita Morimoto's (b. 1990, Osaka) paintings combine an edectic mix of historic, contemporary and personal influences, Inspired by the dramatic use of light and dark in the Dutch Golden Age paintings, Morimoto combines his classical compositions with subtle-references to anime, street tashion, and youthful rebellious subcultures. His narrative paintings relate to personal experiences while hisluminous depictions of both natural and artificial light create magical and mysterious backdrops.



MEESON JESSICA PAE

Meeson Jessica Pae was born in Indianapolis, Indiana, and currently lives and works in Los Angeles and Seoul. She received her fine art degree from University of California Los Angeles. Her solo exhibitions and group exhibitions have been shown internationally throughout Axis and Europe as well as nationally. She is a recipient of the James Irvine Foundationis California Nov Visions Award, the Durfac Foundation's ARC award, the Hans G. and Lordis W. Burkhardt Foundation Award, AHL Foundation Award, and the Beverly Alpey Award.



JACOPO PAGIN

Jacopo Pagin's (b. 1988, Italy) works both pay homage to historical artistic techniques, and present a contemporary perspective on everyday life and its mysteries. His dream-like, luminous carreace transport viewers on a temporal voyage throughhis imagination, and a journey throughart from the Renaissance to the contemporary era.

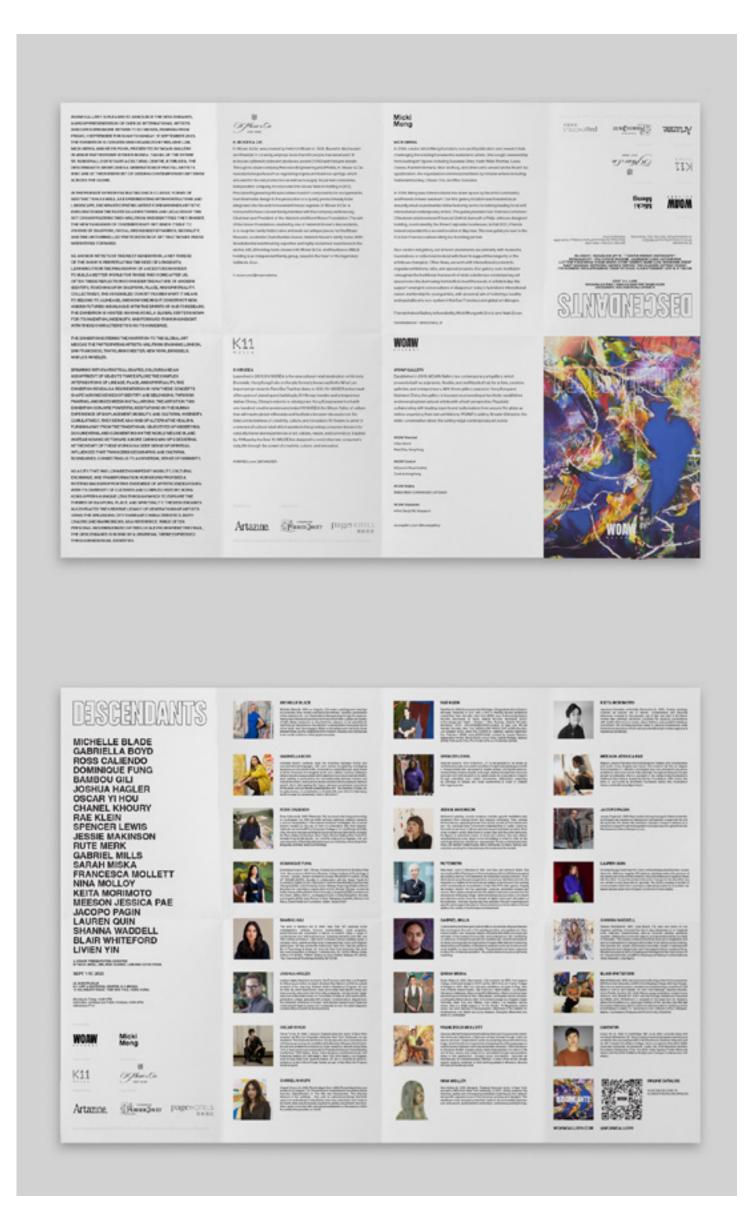


LAUREN QUIN

Drawing the eye in with electric colors and seemingly pulsating lines, Lauren Quin's (b. 1982, Los Angeles, CA) abstract paintings exist at the juncture of the deeply personal and the universal, the point where each begins to bleed into the other—for, as she proves in her work. If young too the into either, you are certain to loop back into its opposite. The artist is dealing in modes of communication both micro and macro, internal and external, to achieve her keenly allusive repertoirs of imagery and forms of mark making.

DESCENDANTS

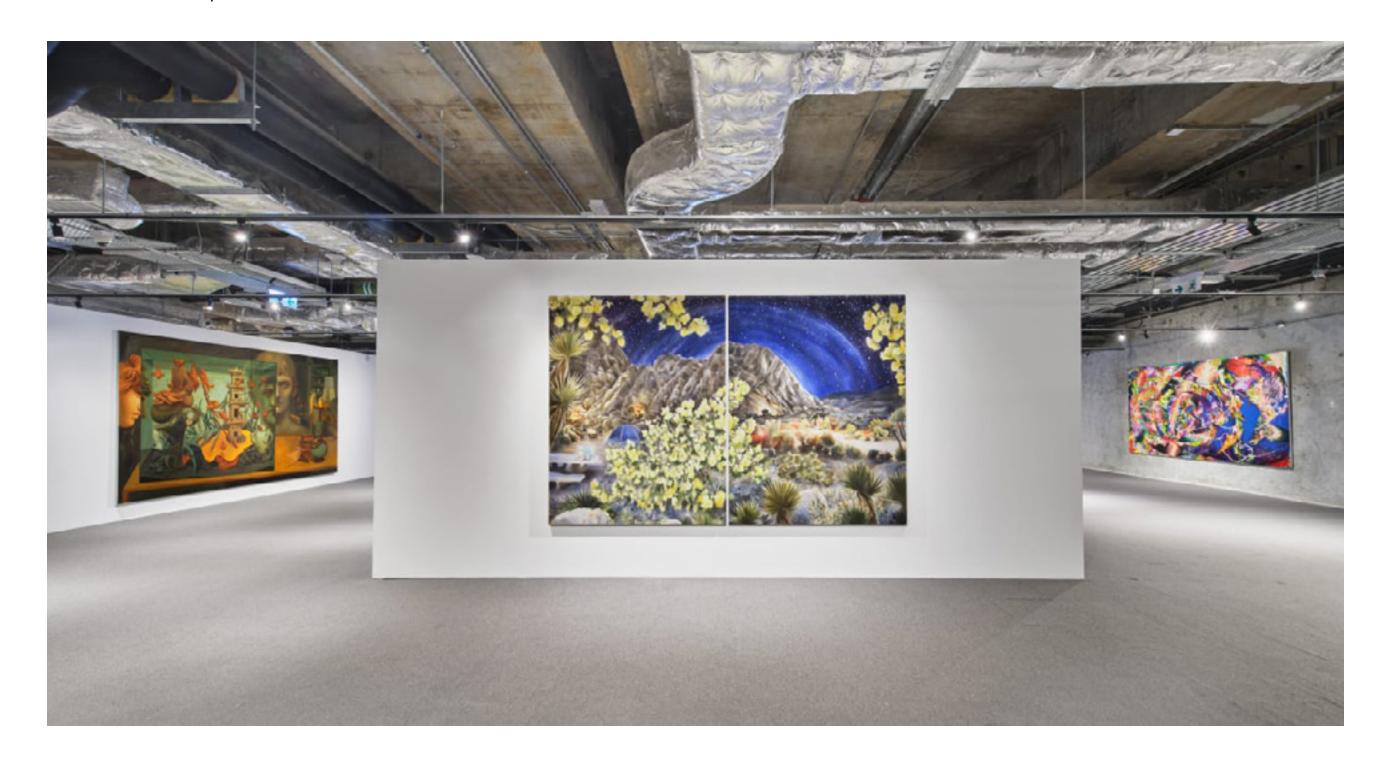
MICHELLE BLADE
GABRIELLA BOYD
ROSS CALIENDO
DOMINIQUE FUNG
BAMBOU GILI
JOSHUA HAGLER
OSCAR YI HOU
CHANEL KHOURY



Printed leaflet | A2



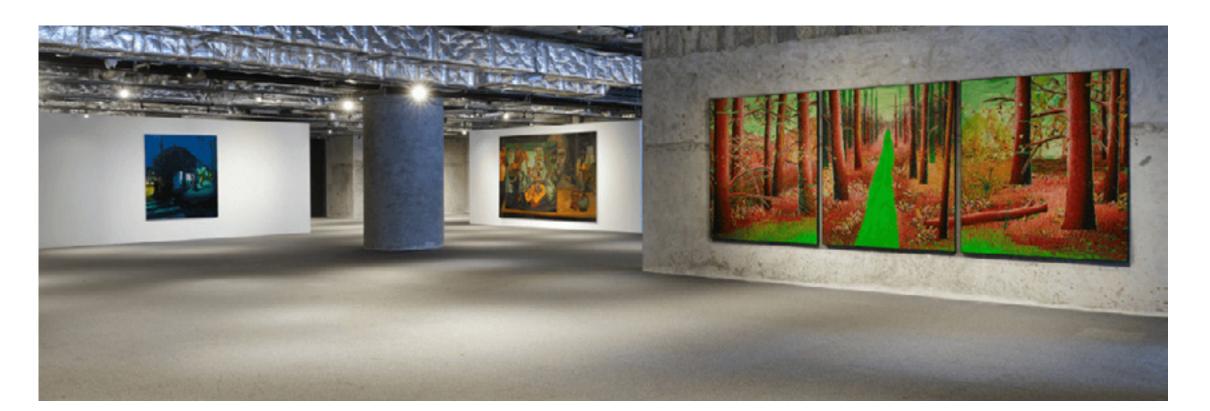
DESCENDANTS | K11 MUSEA













Alfonso Gonzalez Jr.
Anabel Juàrez
Aryo Toh Djojo
Austyn Weiner
Daniel Gibson
Darren & Candice Romanelli
Diana (Dee) Alvarado
Esteban Ramòn Pérez
Greg Ito
Hilary Pecis
Jaime Muñoz
Jan Gatewood
Kara Joslyn

Lauren Satlowski

Mark McKnight
Mario Ayala
Melvino Garretti
Michael Alvarez
Pedro Pedro
Peter Shire
Ryan Preciado
Sayre Gomez
Sonya Sombreuil
Sula Bermùdez Silverman
Tidawhitney Lek
Veronica Fernandez
Wendy Park
Zoé Blue



HOT CONCRETE
CURATED BY SOW & TAILOR
PRESENTED BY WOAW GALLERY
AND K11 MUSEA

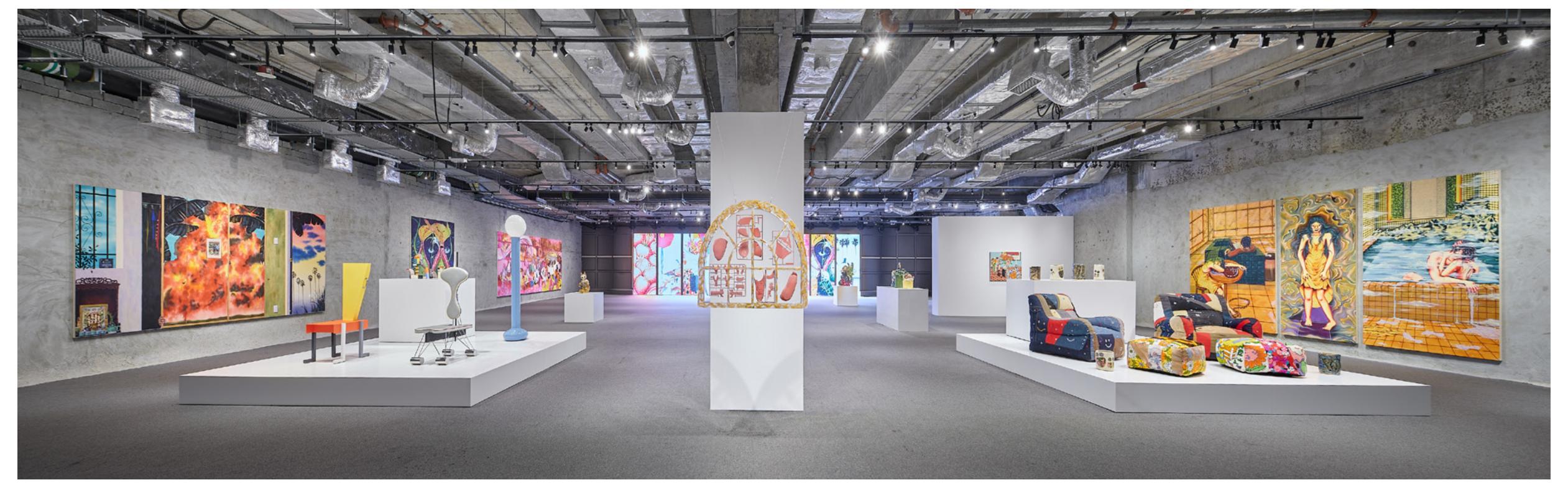
Lead Creative & Execution
Set Design, Event Planning and Execution
Print, Digital, Video Content and Collaterals

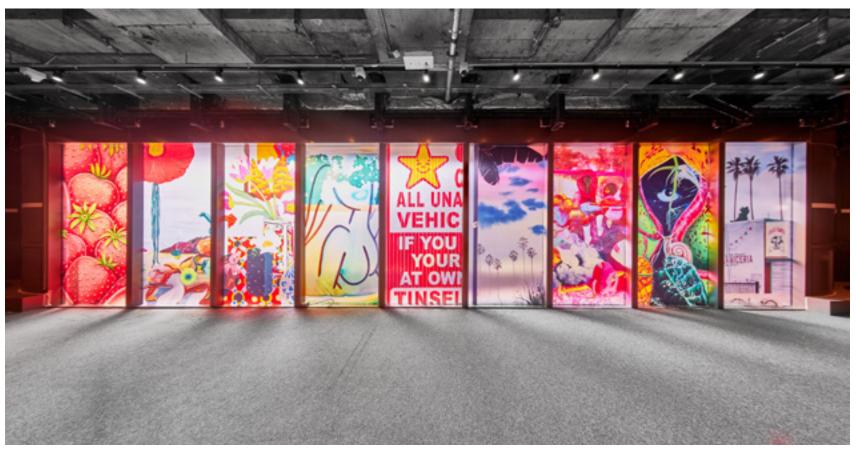
Participating Organisations:

WOAW Gallery Sow & Tailor Ouyang Art Consulting

K11 MUSEA UBS Hong Kong Moser Co. Watches

HOT CONCRETE | K11 MUSEA



















MICHAEL ALVAREZ | LIMITED EDITION SKATE DECK

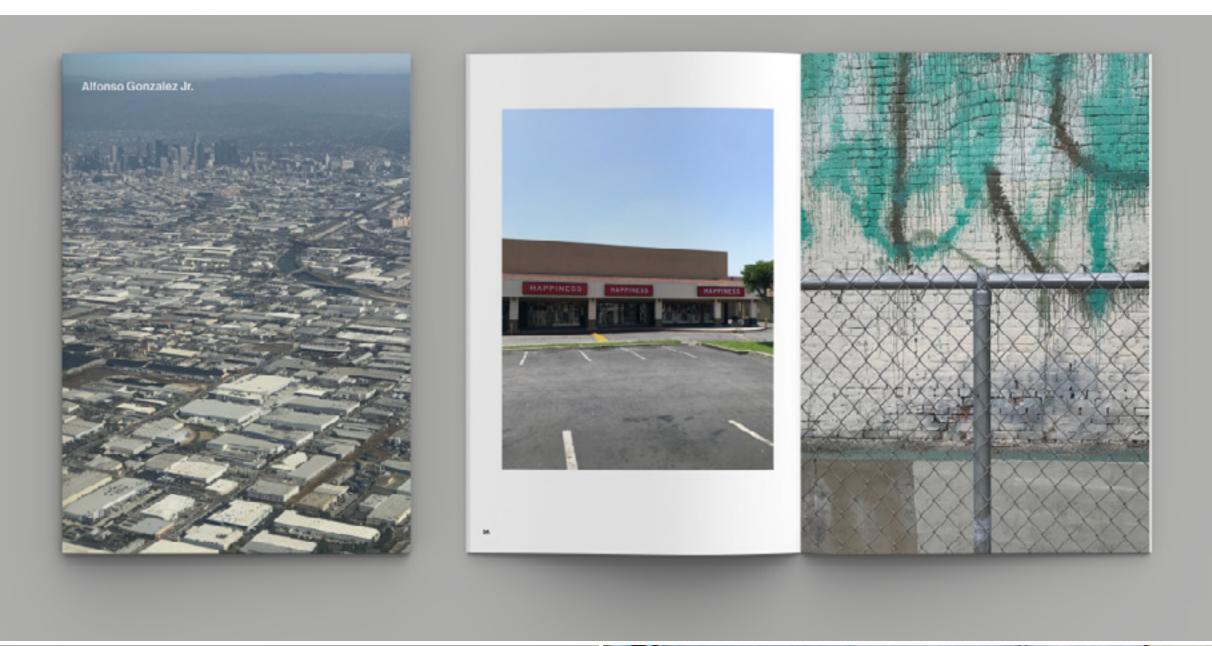
SKATEBOARD DECKS | TRIPTYQUE LIMITED EDITION OF 44 DECKS PER ARTWORK

With the participation of WOAW Gallery, SOW & TAILOR Gallery, and VICTORIA SKATEBOARDS

Original painting by **Michael Alvarez**



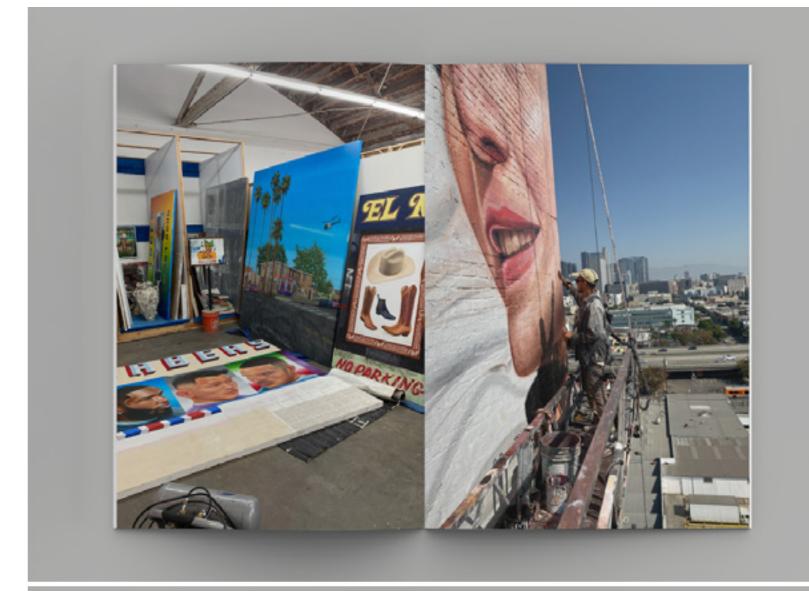






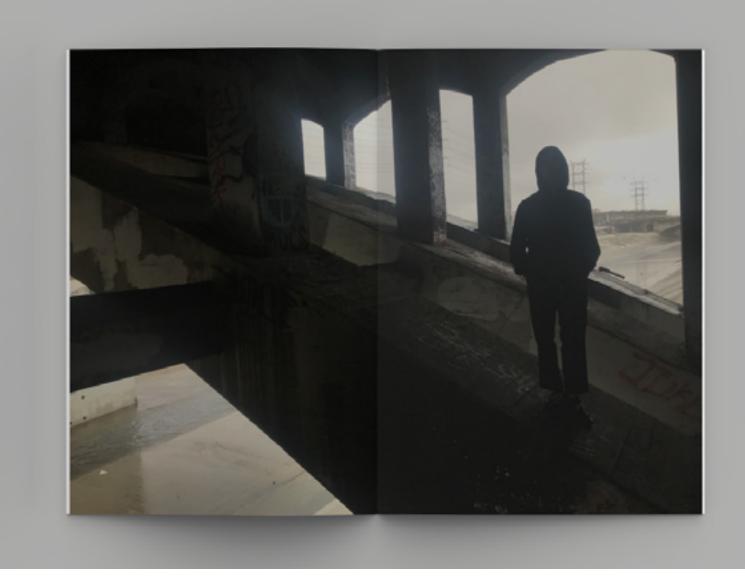


HOT CONCRETE | Alfonso Gonzales Jr.

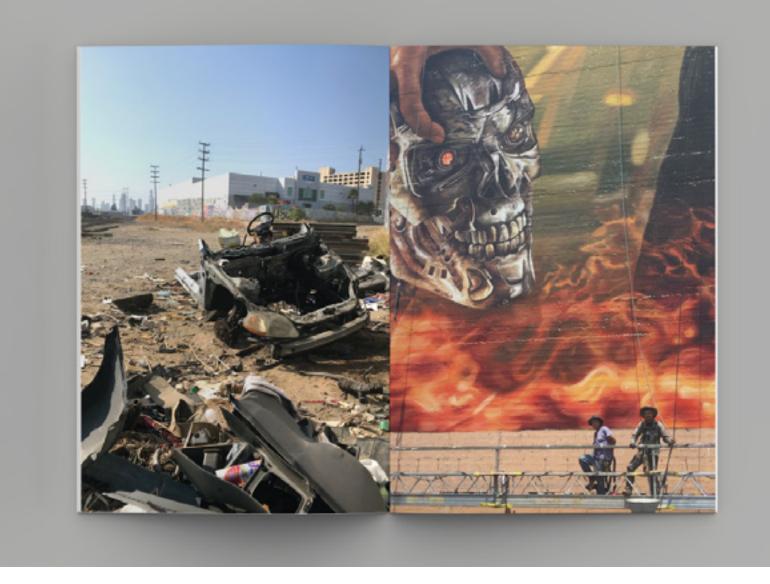












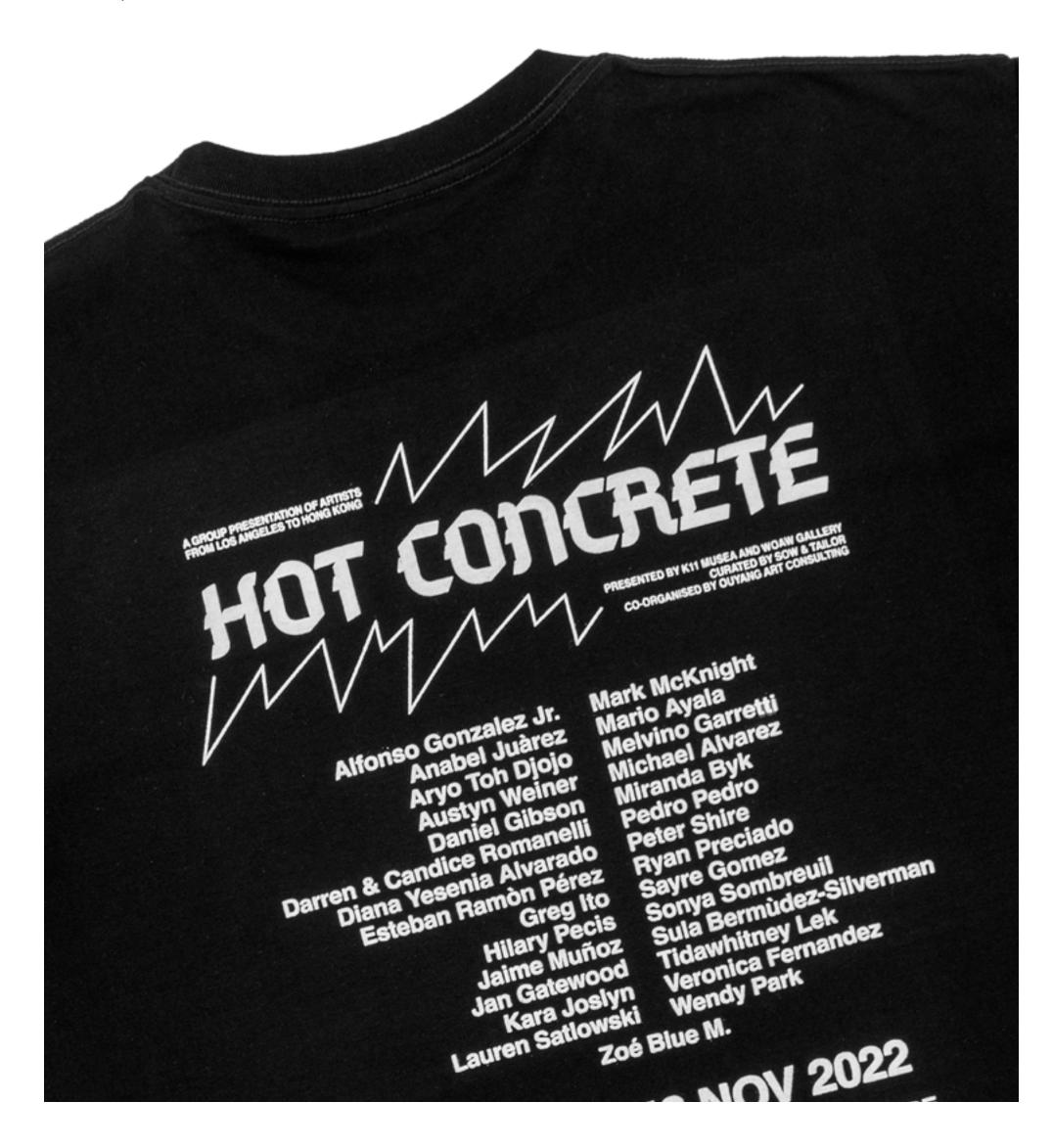




Exhibition Catalog Publishing 8'10 x 11'2 124 pages







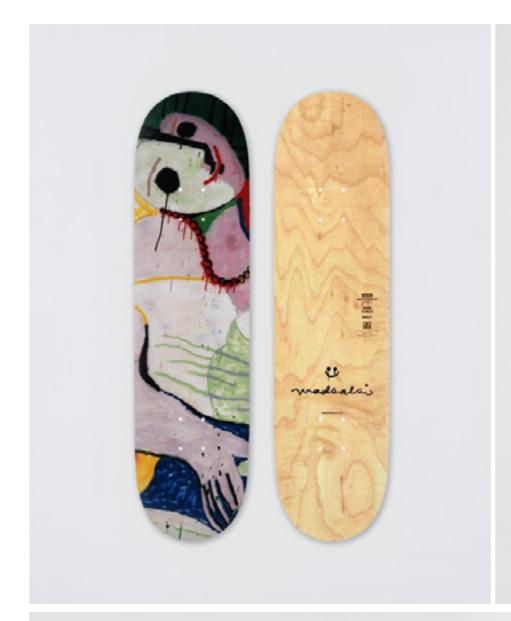




























30

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

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

Neo Jomon: Beans



Limited Edition & Packaging Bronze scultpure in wooden box Edition of 50 + 6AP Hand signed certificate



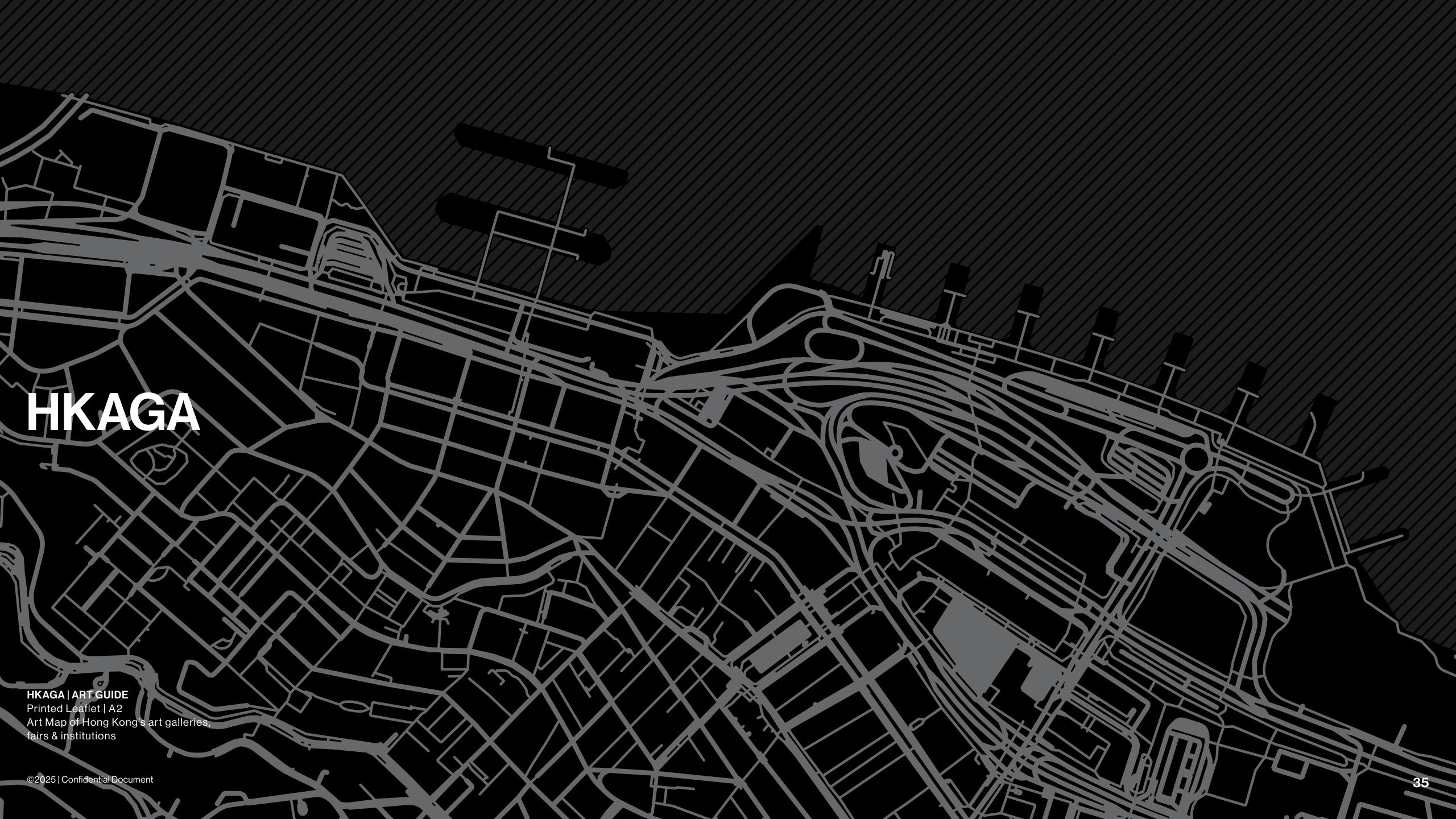






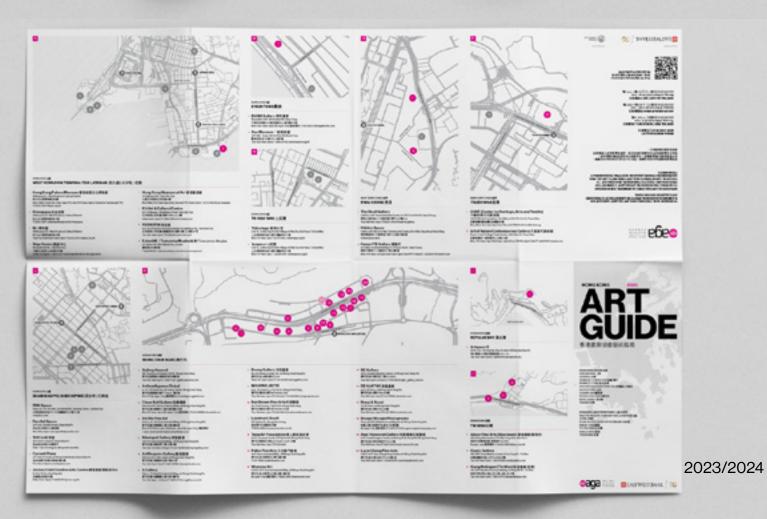
WOAW Gallery
Brand Identity
Logotype and Communication collaterals













VENICE MAGAZINE

Editorial Print 8'25 x 11' Magazine 140 pages



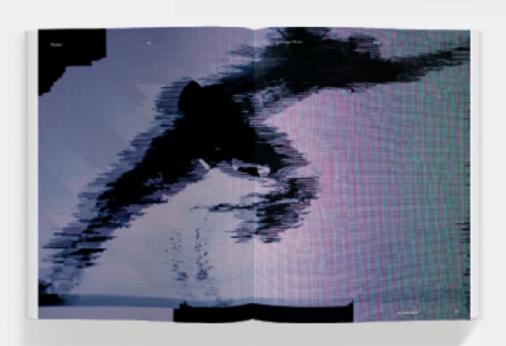
VENICE MAGAZINE
Editorial Print
8'25 x 11' Magazine
140 pages









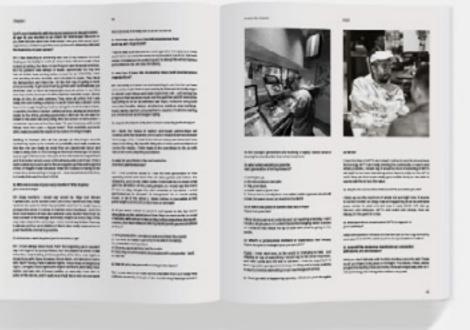












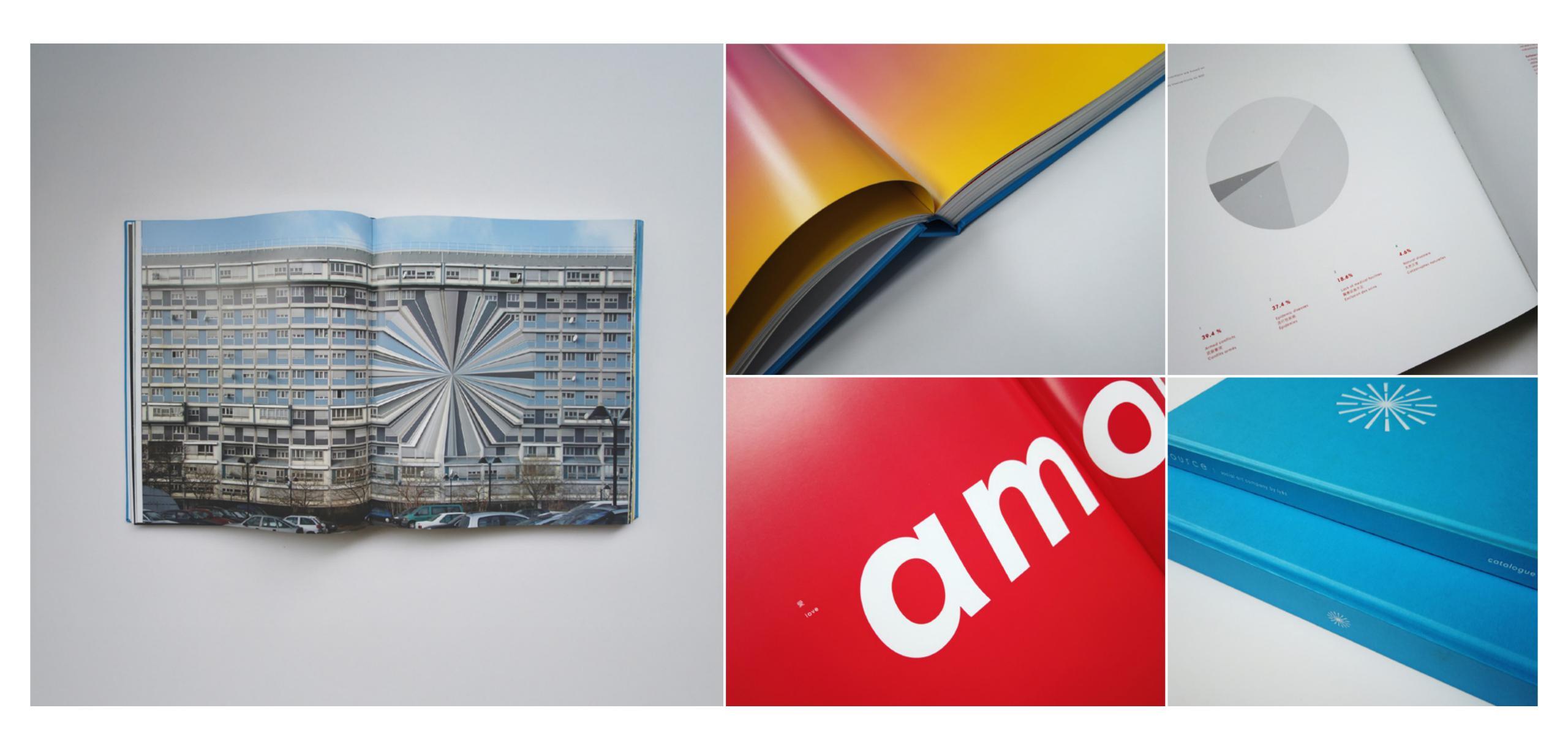






source By Lyes Olivier Sidhoum

Art Book & Identity design

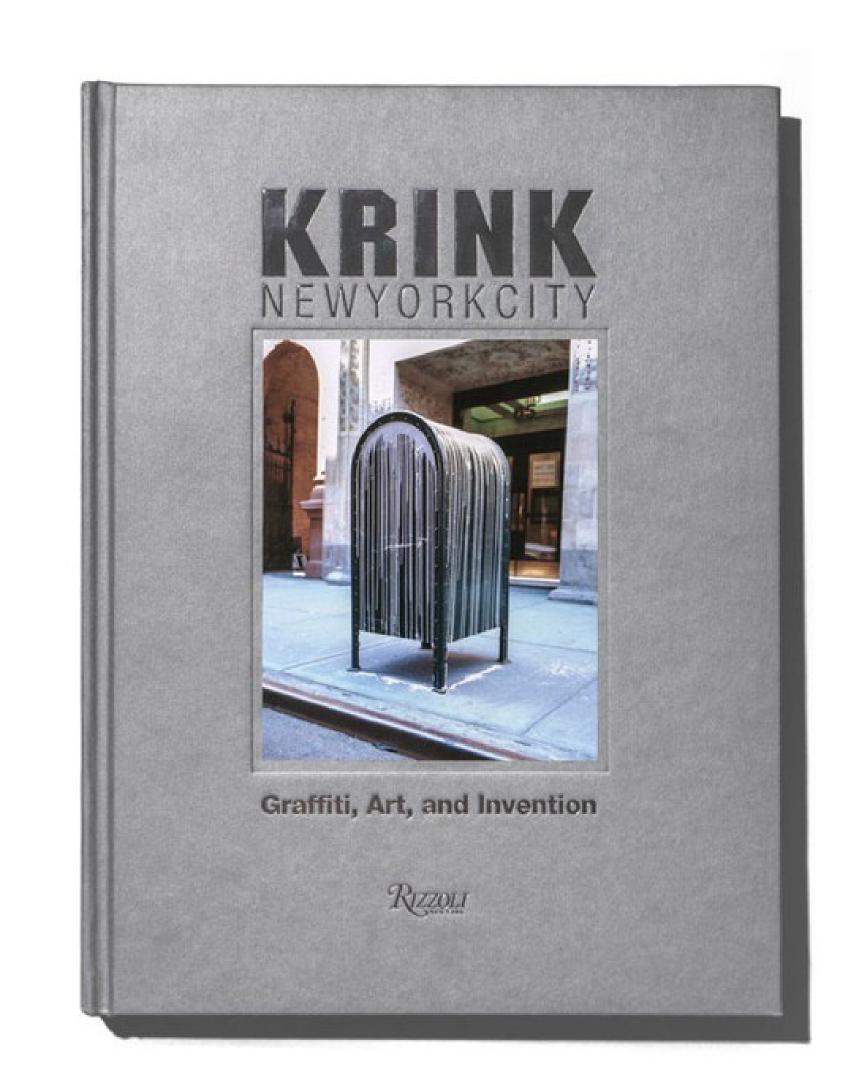


Graffiti, Art, and Invention

by Craig Costello



















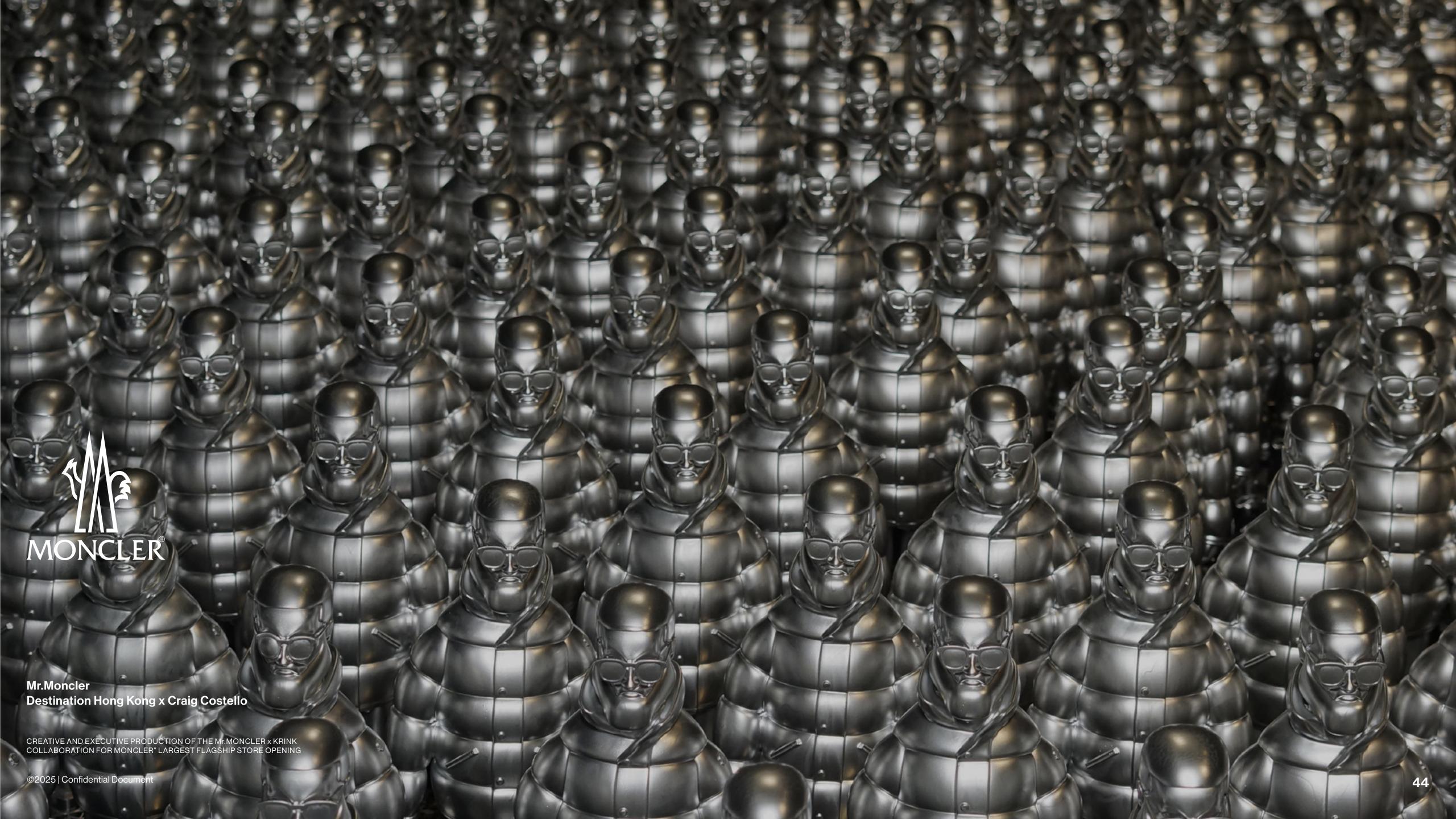




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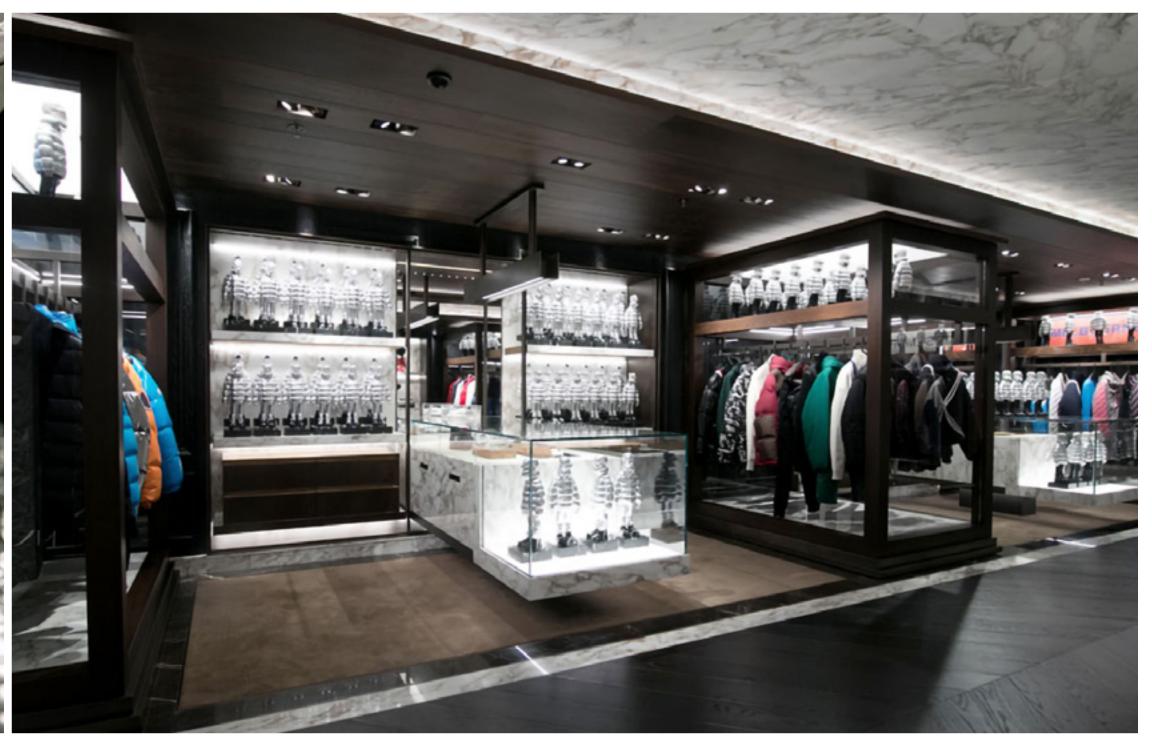
Publishing Art Direction and Book Design

Agency: gca.com Creative, Art & Design Direction: Tanguy Willems and Krink Studios 9' x 12 ' Hard Cover 240 pages









SAMPLE FIGURE HAND PROCESS by CRAIG COSTELLO | KRINK

IN STORE DISPLAY

CLIENT PARTNER AGENCIES MONCLER GLOBAL SOCIAL/CAPITAL ARR - All Rights Reserved Itd.

LOCATION: DATE: HONG KONG NOVEMBER 2017



NikeLab VISION-AIRS | Art Central Hong Kong











PARTICIPATING ARTISTS :

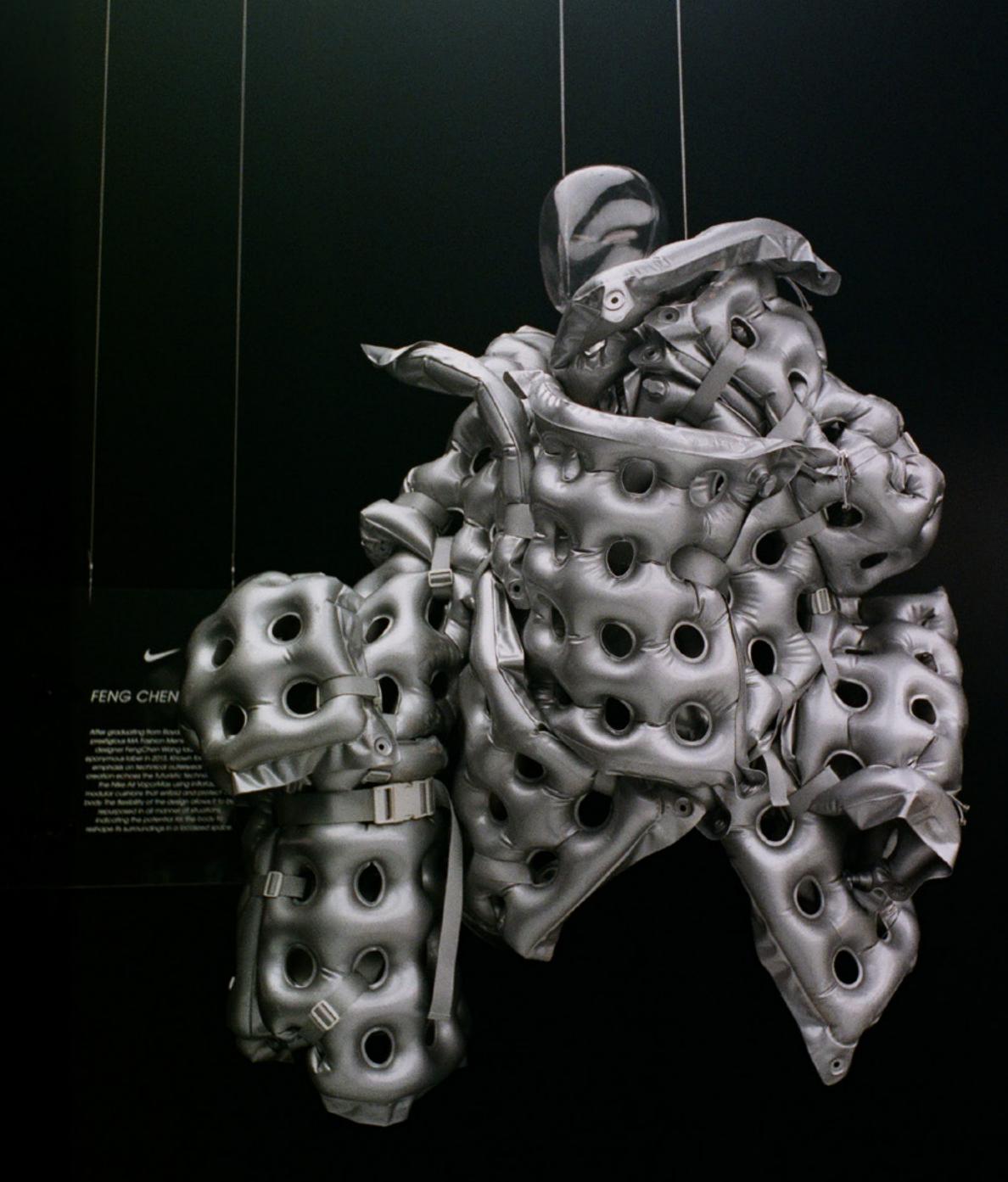
COLLECTIVE STUDIO /BETTY NG JOURDEN / ANAIS MAK FENG CHENG WANG WANBING HUANG HONH1m | CHRIS CHEUNG LAURENT SEGRETIER

CLIENT:

NIKE

SOCIAL/CAPITAL HONG KONG MARCH 2017 AGENCY : LOCATION : DATE :

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









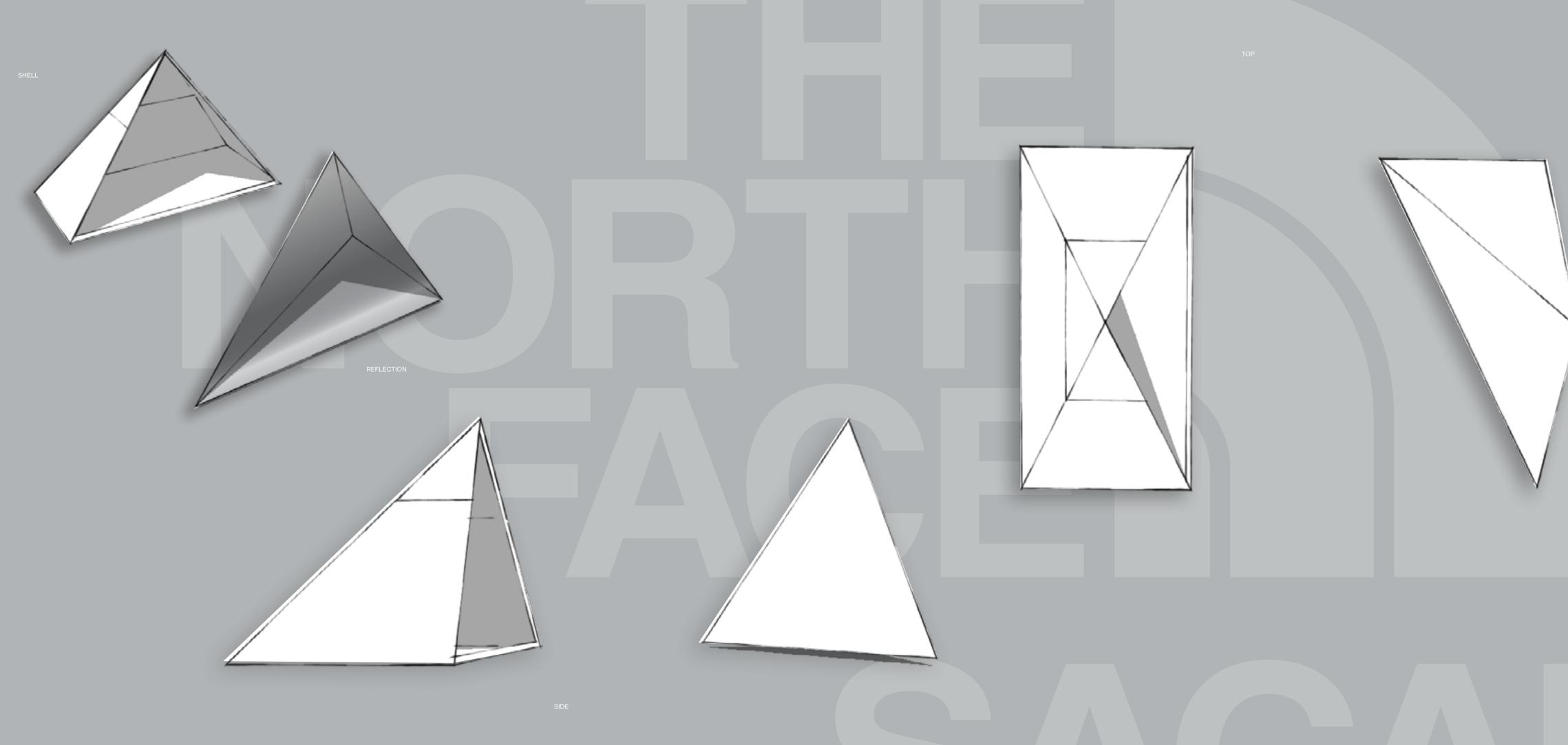




The North Face x sacai | Pop Up Installation

CONCEPT & DESIGN OF THE NORTH FACE x SACAI POP UP FW18 LAUNCHES. AT DOVER STREET MARKET LONDON AND PACIFIC PLACE HONG KONG COLLECTION LAUNCHES. 52

Sacai x The North Face



INSPIRATION IS COMING FROM WITHIN AND REFLECTS UPON OUR SURROUNDING WE WOULD LIKE TO CREATE AN ALTERNATIVE PERCEPTION WITHIN THE CONFINE SPACE FOR THE AUDIENCE.

CLIENT : THE NORTH FACE UE
PARTNER AGENCY : SOCIAL /CAPITAL

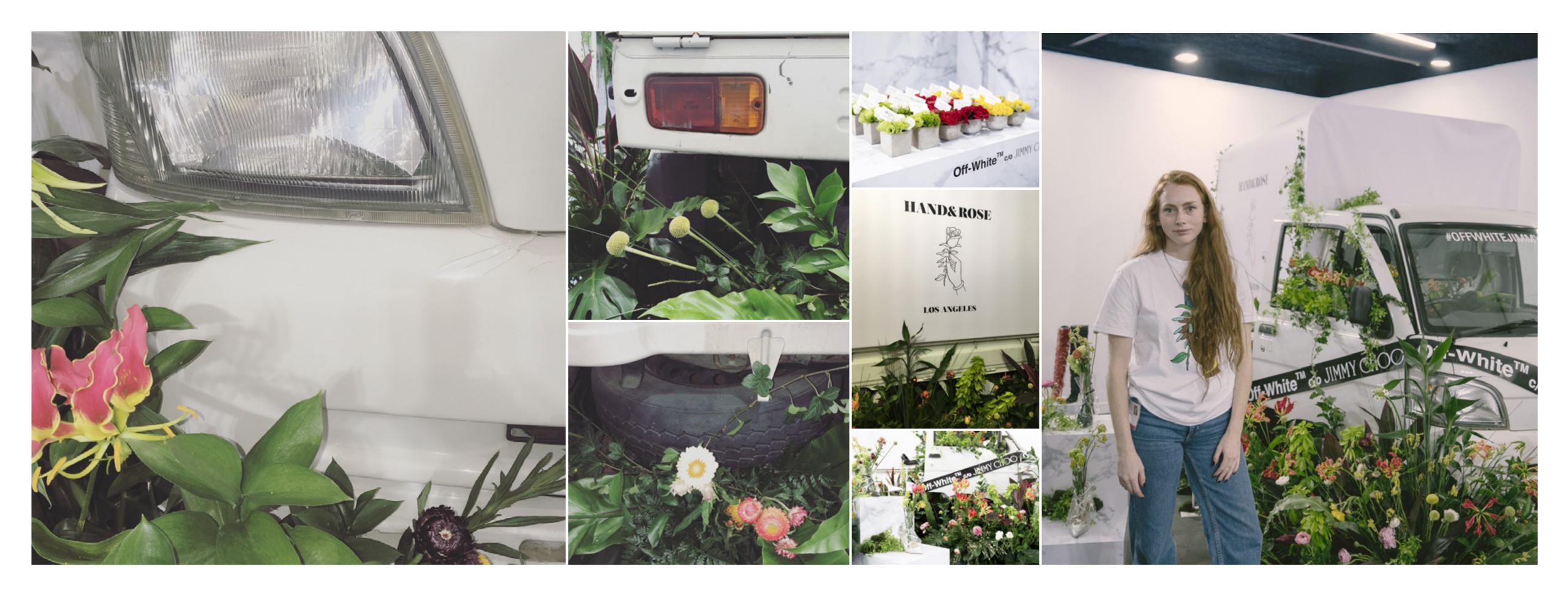
LOCATION:

DSM LONDON & HONG KONG PP SEPTEMBER 2017

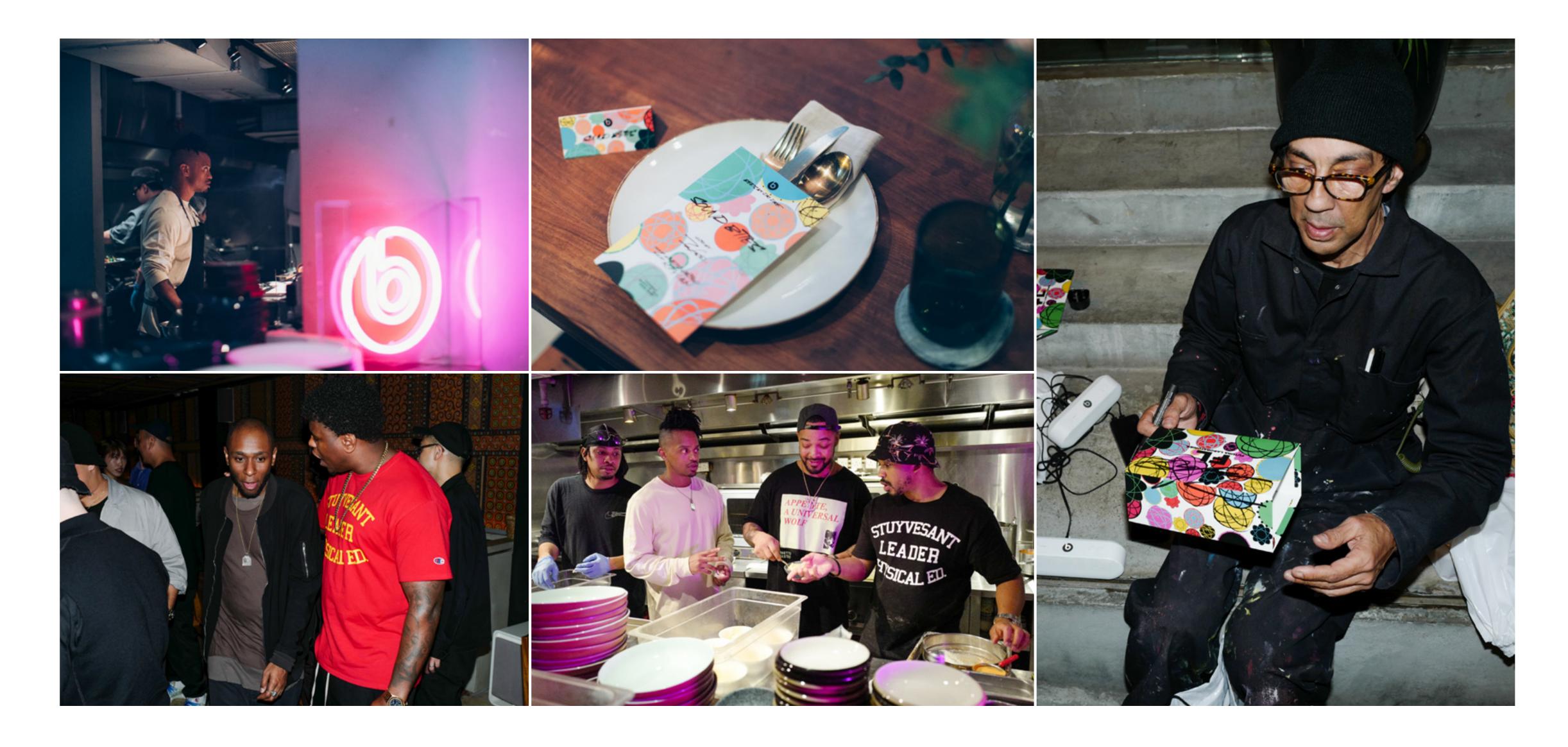


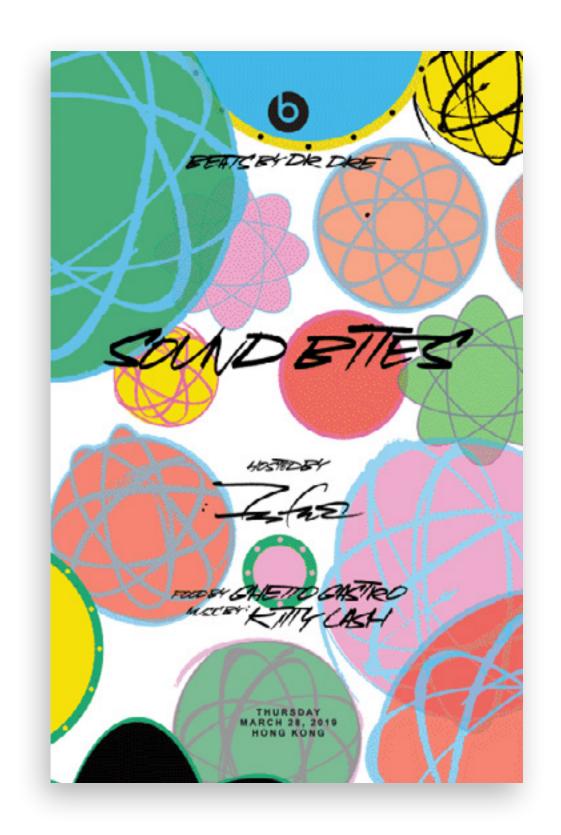
ON SITE DISPLAY | PACIFIC PLACE - HONG KONG

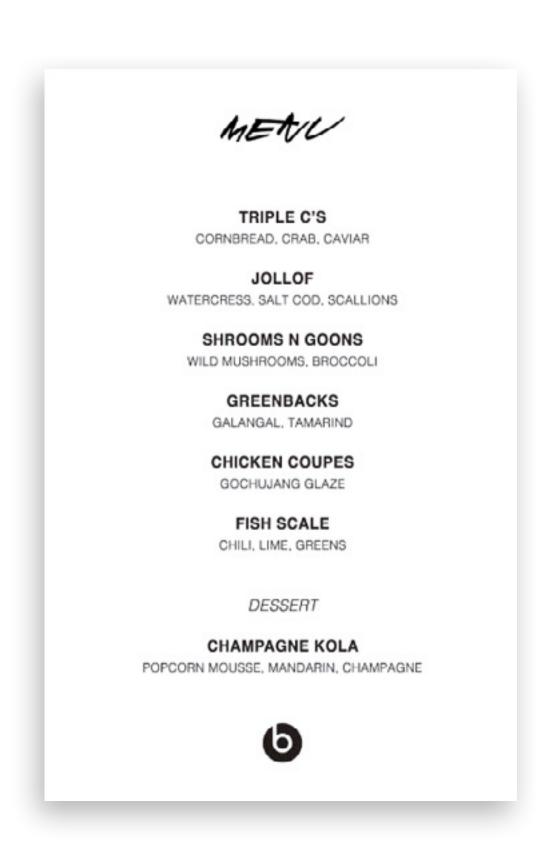






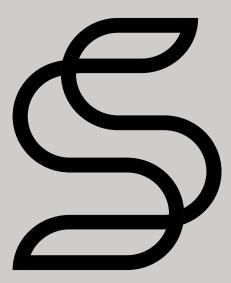


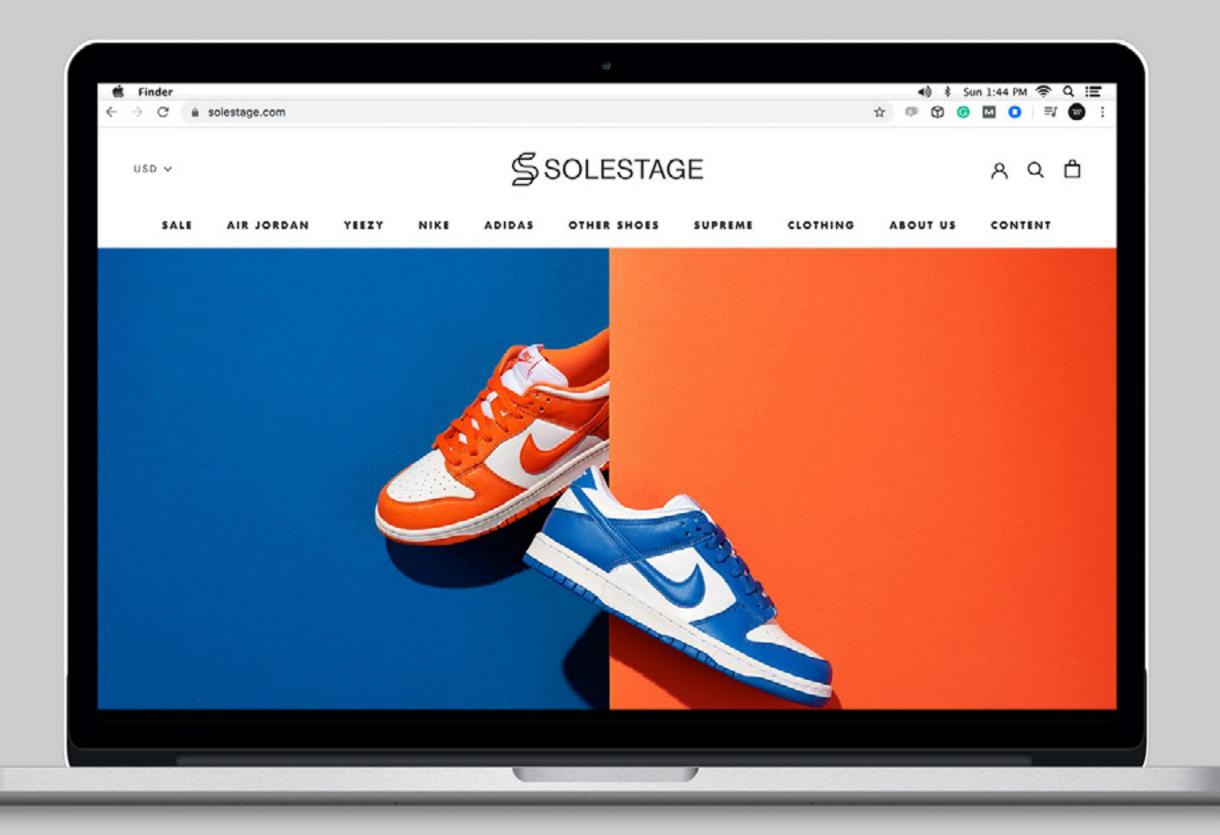






Flyer, Printed Menu, and T-Shirt





SOLESTAGE Logotype and Visual Identity

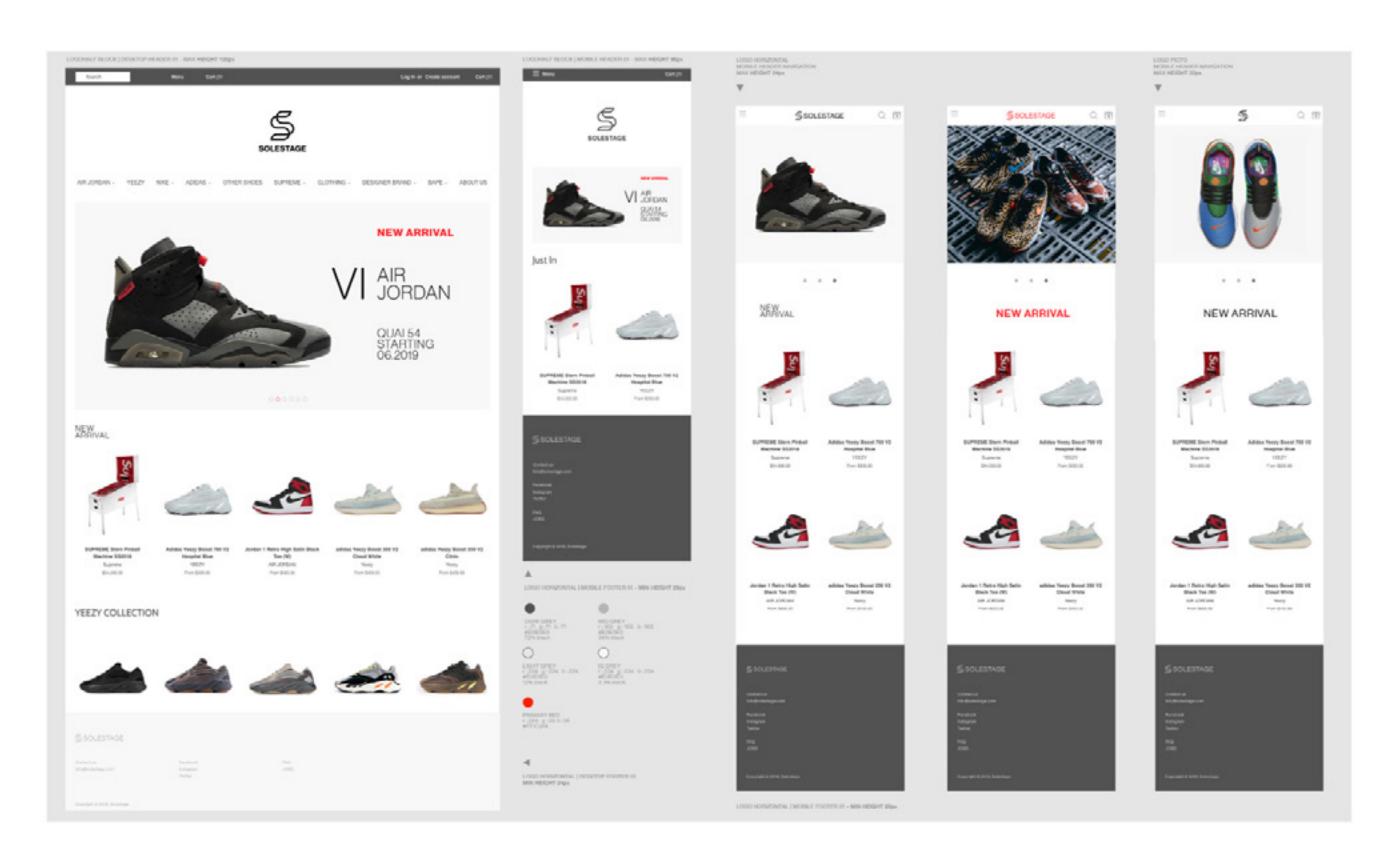


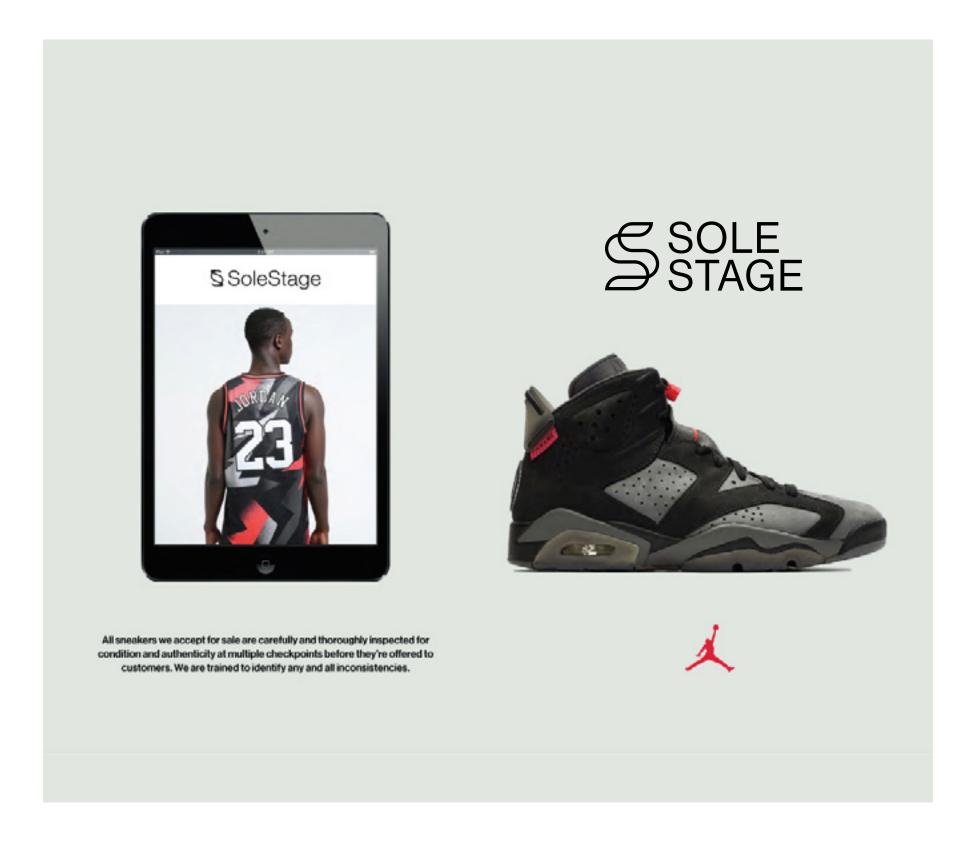
CLIENT SOLESTAGE AGENCY OG LLC







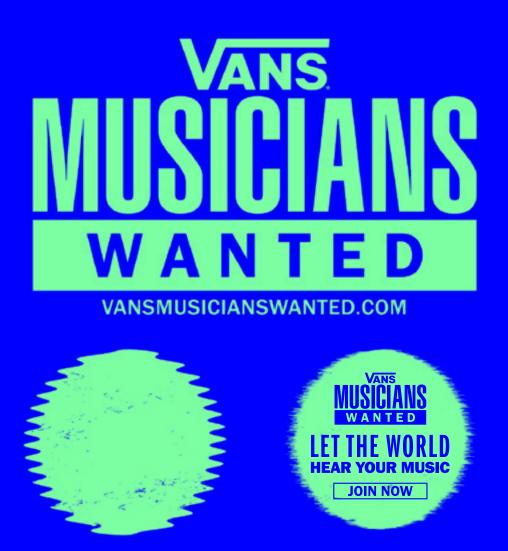




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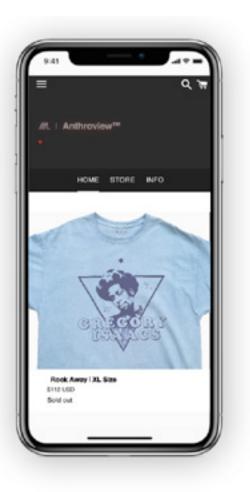














The Real Side. Intro, 2:47. Me & My Crew, 4:47. Locked In Spofford, 3:52. Peer Pressure, 4:17. Skit #1, 0:19. Hold Down The Fort, 4:08. Bitch Ass Nigga, 3:24. Juvenile Hell. By Mobb Deep. 1993 • 14 songs. Play on Spotify. 1. Intro. 0:470:30. 2. Me & My Crew. 4:460:30. 3. Locked In Spofford. 3:510:30. 4. Peer Pressure.



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Infintite Archives









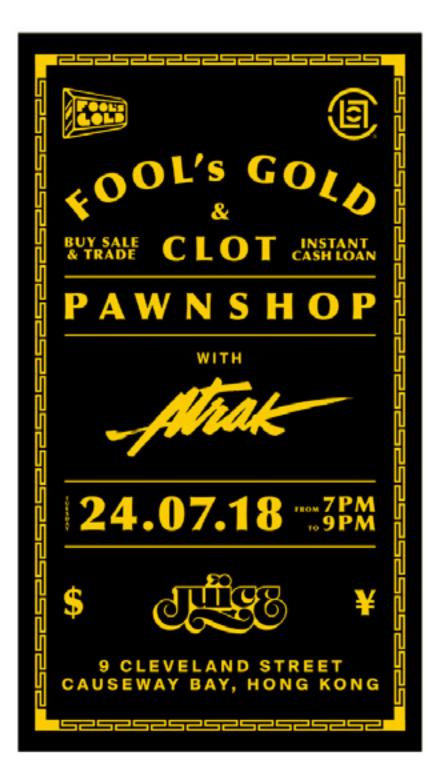








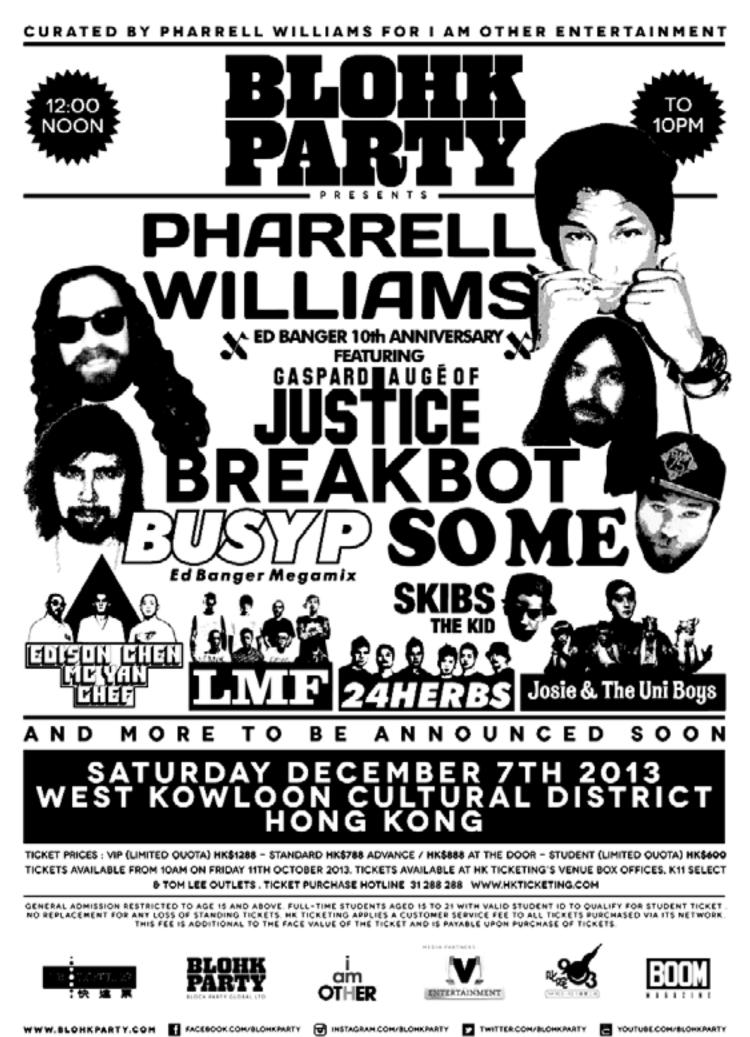














BLOHKPARTY

PUSHAT Leah LaBelle

SEE BANGER 10th ANNIVERSARY FEATURING SEE BREAKBOT DE SOME

GRAND MASTER FLASH

ECECN FILEN ME VAN FILEF



JOSIE HO & THE UNIBOYS

24HERBS

UFO DJ

THE DOLLS: MIA MORETTI

AGENT SMITH

DJ KISS

YASMIN EVE SPECIALL SKIPS











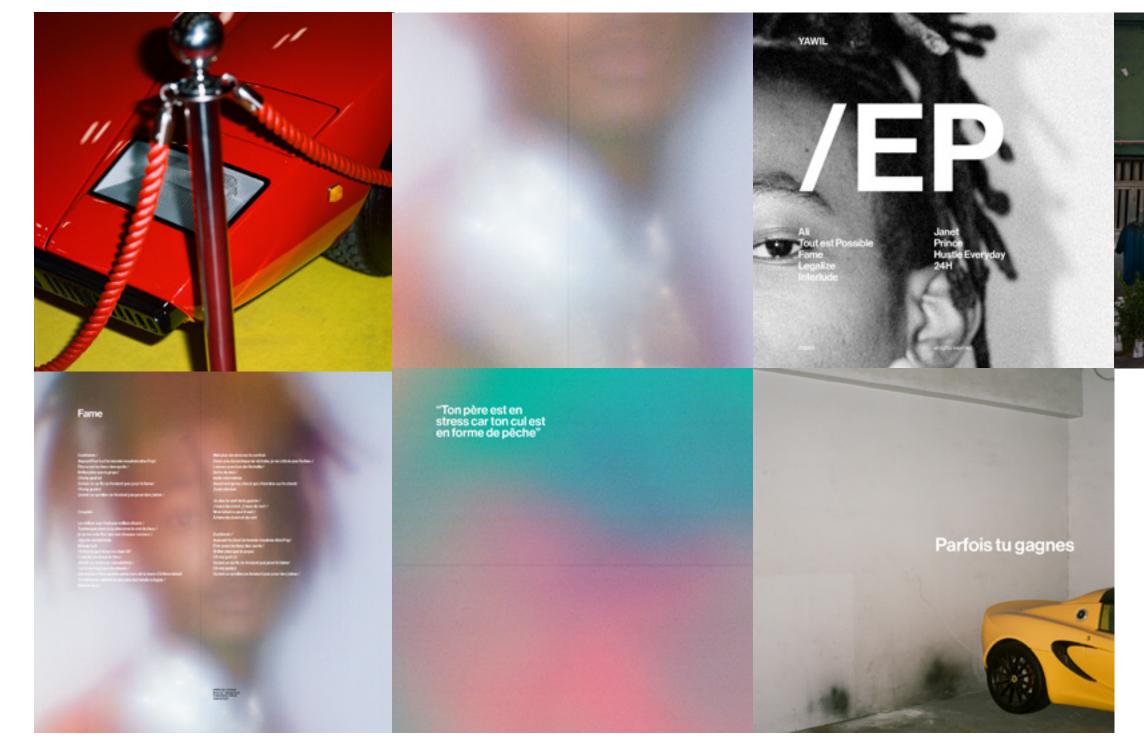
*Original artworks by Cali Thornhill Dewitt

HONG KONG

CLIENT 3125C PARTNER AGENCY SOCIAL/CAPITAL MARCH 2015









Tout est Possible

Refrain

Crois pas sigu'on dit /
Tout est possible /
Rien ne change pour les homies qui y croient à demi/
Jai vue des bro passer de 0 à 100 realiquick /
Jai vu des bro monter et puis redescendre real quick / Yeah Yeah

Couplet:

Rien n'est acquis /
Tout les jours j'usis au taquet/
Les mains dans cambouis/
Pourtant élès sont taites pour briller /
J'usux être au top de la lique il n'auffit pas de buzzer/
Jai une-camière à construire passe moi la pelle, passe moi les birides /
Jai d'a quelité en quantité, perions en hit /
No-sleep gang mane j'suis tendu comme un string /
Tant qu'j'emplis pas le zénith /
joentinue à fournir la ville /
Dans ma tête c'est Sierra Léon /
J'me creuse la tête en cabine
Orfèvre label (c'est mon label)
Fait pas d'plaqué (on est certifié)
La pour danes /
Dans 10 ans on ve s'faire-sampler/

Dans 90 ans tu vas l'en rappeler/

Refrain

Crois pas s'qu'on dit /
Tout est possible /
Rien ne change pour les homies qui y croient à demi/
Jai vue des bro passer de 0 à 100 real quick /
Jai vu des bro monter et puis redescendre real quick /
Yesh Yesh

Por

Tu sais que les gons spéculent /
Car dos élus y'en a pas trop /
Tu sais que les gens tabulent /
A propos des gens tout en haut /
A croire qu'il y'ausait une solution secrète /
Mais dit moi l'étais où ,
Guand tout le monde charbonnais /
Yeasah l'étais où /
Dit moi dit moi yeash /
Tôtais où /

YAWIL



Ali Tout est Possible Fame Legalize Interlude

Janet Prince Hustle Everyday 24H

at some



Ali

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THE ARCH HOUSE BY PORTIER HOTELS

Brand Identity
Creative and Art Direction
2024

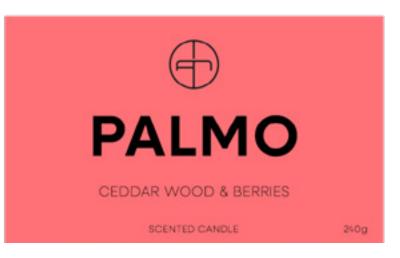
door signag notebook key room stationary soap dispenser essential oils pack

2025 | Confidential Document

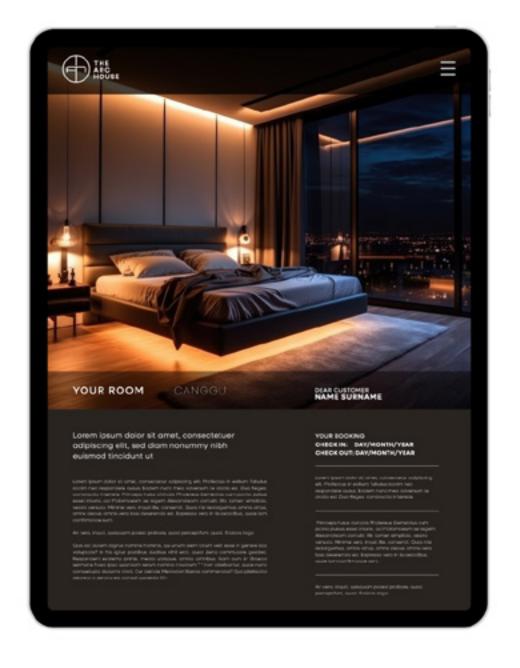
The Arch House | Canggu























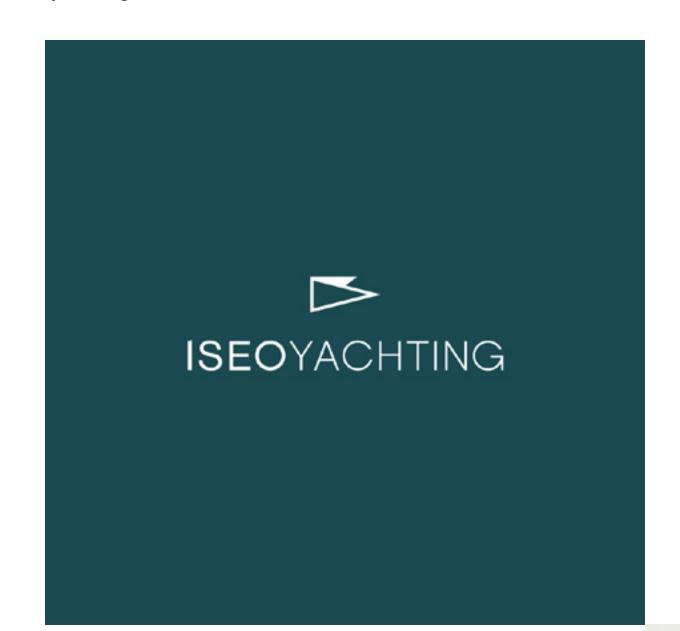


SEOYACHTING



ISEO YACHTING

Brand Identity Logotype, Website Marketing collaterals





> ISEOYACHTING

ISEOYACHTING



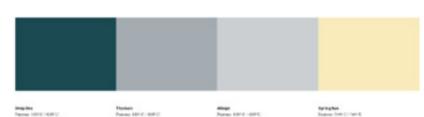
Iseo has established its position as a pioneer in the world of yachting, luxury, and lifestyle. With its innovative and top-of-the-line luxurious yachts and services, Iseo has successfully pushed the boundaries of yachting experience to new horizons.

(80) Yuchting Benkrum is a premises podrt drafter and brakmage film faced in Hong N. 20th jenn 20 years of opprience in the indy, sity, 1950 Yaciting Synviors often a sold reor services including yeart drafters, you're sales and purphase, management, as well as exercise and nacedian planning.

They have a terror transmiss yearth catering to the needs or individual and cognitive one and their loan of professionals provides personalized services to ensure that our clients' herets and expectations are exceeded. MENTAL PARTIES

ABCDEFGH UKLMNOPQ RSTUVWXY

POMAN PALETTE



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Sometimes Statements Statements Set of Filler

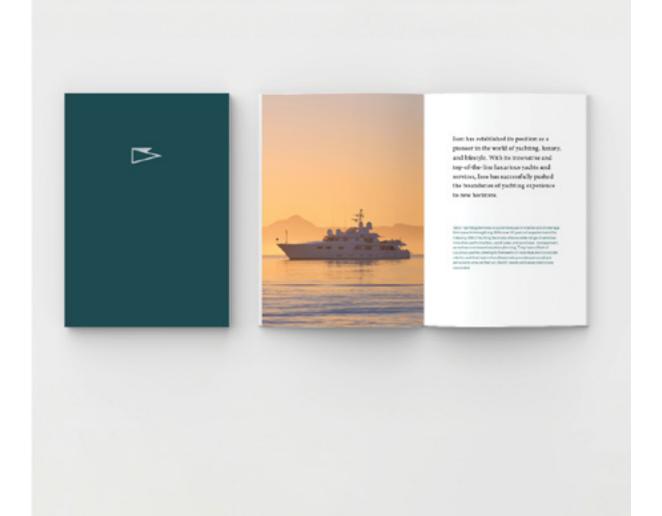
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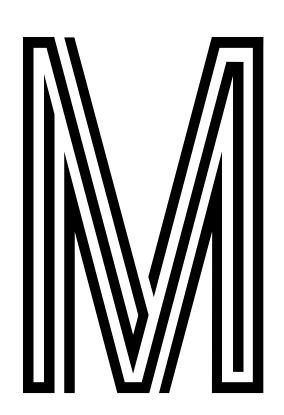














Post†p

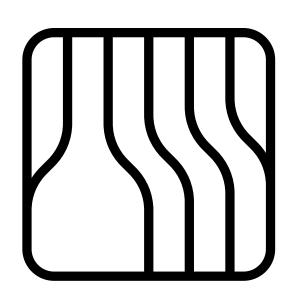
grapes.

SPACESHIP

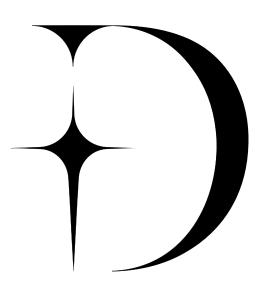
OOO BAR



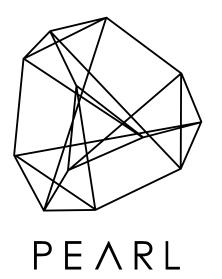


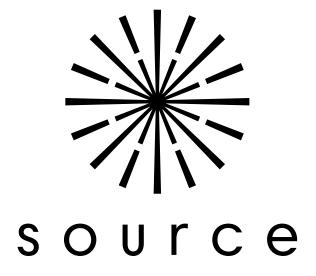


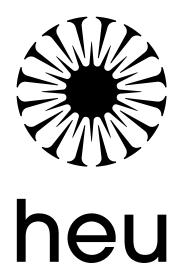












My name is Tanguy Willems, a passionate Art Director and designer based in Hong Kong. I have created premium brand experiences in the lifestyle and fashion industry for over 20 years. I'm offering a comprehensive range of creative services and solutions across cultures, media, and disciplines.

From inception to delivery, each step in the process is tailored to produce the right design, activations, and community engagement that resonates with your audience.

The commitment is always to create genuine values that nurture the client's narrative to the end-users in their physical and digital realm.

Skills:

CREATIVE DIRECTION ART DIRECTION

CAMPAIGNS & ACTIVATIONS

GRAPHIC DESIGN

EXECUTIVE PRODUCTION PROJECT MANAGEMENT

GRAPHIC DESIGN

FOR PRINT, DIGITAL & APPAREL BRANDING, LOGO & VISUAL IDENTITY NEW MEDIA, MOBILE & WEB DESIGN

CHARACTERS & ILLUSTRATION

APPAREL DESIGN

PRODUCT & TOY DESIGN

Softwares:

Clients / Assignements

2006 - Present

Adobe CC suite Illustrator

Indesign Photoshop

Lightroom After Effects

Media Encoder Firefly (Al visual content generator)

Dreamweaver / XD

Sketchup 3D Serato DJ

OBS Livestream

Google Suite

MS Office PowerPoint/Word/Excel OSX Page/Keynote/Numbers

ADIDAS

AGNES B ART CENTRAL HK

BALMAIN BEAK

BEATS

BILLIONAIRE BOYS CLUB/ ICECREAM

BLOHK PARTY

CENTRAL EMBASSY BANGKOK

CLOT

COCA COLA / SWIRE

COMPLEXCONELEPHANT GROUNDS

ESPRIT FURLA

HAR

GALERIE PERROTIN ASIA

Gri Group FOREVER 21 H&M HK EXPRESS J.CREW

JORDAN BRAND JUICESTORE.COM

K11

KAEN TEPPANYAKI

KENZO KHROMIS KITSUNE KOTUR

KRINK NYC

LANE CRAWFORD
LOUIS VUITTON / LVMH GROUP

LULULEMON

MARY KAY

MATCHESFASHION.COM MAXMARA

McDONALDS HK MCM

KRUG

MEDICOM TOYS
MOET & CHANDON

MONCLER MORTY'S MOYNAT NIKE

OFF-WHITE c/o Jimmy Choo PACIFIC PLACE / SWIRE

PEPSICO.

RED MAGICREVOLVE RIZZOLI NEW YORK

SACAI SOLESTAGE SOURCE

THE NORTH FACE

VANS ASIA VOLAR

WOAW GALLERY

1800 MIP

FLAT 2F AND ROOFTOP LOT 338, 61 NAM WAN, PENG CHAU, N.T HONG KONG Birth Date: Gender: Nationality: Residency:

9: 30/05/1977 Male y: French

Hong Kong | HKID: R345566(0)



Tanguy Willems
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