

HSIEH, CHEN-TING: "Alice, WHERE ARE YOU GOING?" album design.

**Album Conception:**

This is a design is for the album of the Taiwanese singer: HSIEH, CHEN-TING, named as "Alice, WHERE ARE YOU GOING?".

The main conception is "HOME".

With the company of the songs, we understand that our home is formed by our families, who are as fragile and not naturally strong as who we are. Because our families want to protect us, the home was born and exists. No matter our family gives us hurts or love, we can find and become the significance of our family through the process of learning. The album "Alice, WHERE ARE YOU GOING?" elaborates losing and hesitation once caused by the family. Sometimes our family can't heal these hurts or even more, family is the reason causes the hurts, our emotions and experiences caught from our life journey thus become the mucilage to fill in the vacancy of our life. And the power of cure constructed by "empathy that growing from thousand times of having no choice", "fade-away anger because time goes by", or "warm and kind consideration by other people" are the main ideas of the album package design. Therefore, I built up this album by using "stitch and mend" as the impression.

Sincerely wish that all of audiences can pick up the needle, sewing every song by one and one stitch, and get comfort and therapeutic feeling by finish the creations. Clear up confusion caused by the family or recall glorious memory that brings by our family. Make "cure" to be our home's most beautiful and warmest annotation.

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<https://ysolife.com/eli-hsieh-alice/>

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