

PORTFOLIO

ARCHITECTURE & GRAPHIC DESIGN

— 2018 - 2021

LUCAS YUNG WOO CHUNG

Lucas Yung Woo

CHUNG

Architect and graphic designer

SKILLS

ADOBE CC

Photoshop
Illustrator
After Effects
InDesign
Premiere

3D

Rhinoceros 5.0
Blender
Revit BIM

WEB DESIGN

Figma
Visual Studio Code
HTML
CSS

OTHER

Procreate
AutoCAD

LANGUAGES

Spanish (Advanced)
English (Bilingual)
Portuguese (Native)
German (Intermediate)



CONTATO

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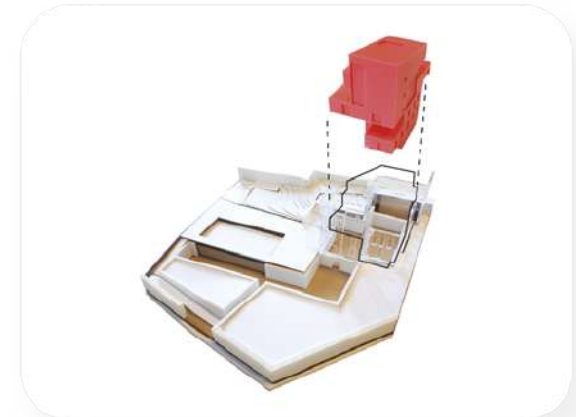
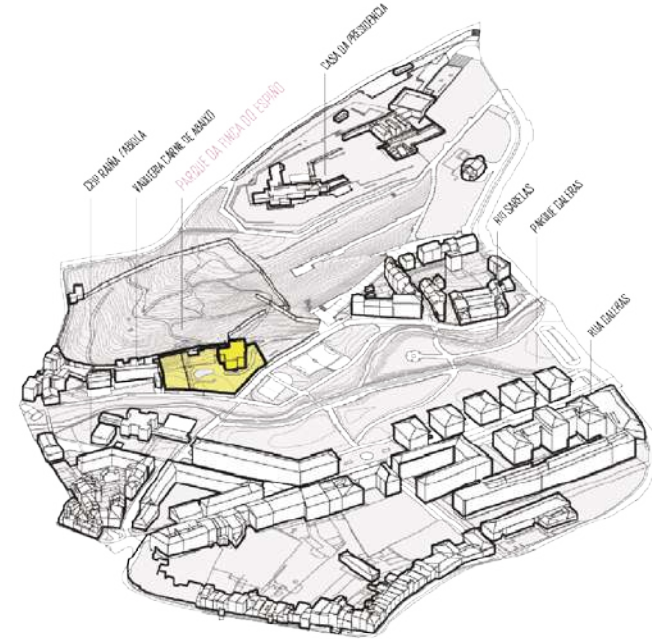
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ARCHITECTURE

ON REVAMP // EN REFORMA

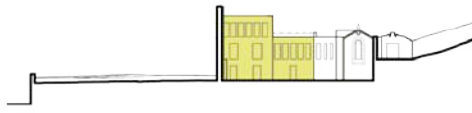
Santiago de Compostela is known worldwide for its popular Camino de Santiago. Apart from its religious tradition, there is more to learn and explore in the city besides being the final destination of the pilgrimage.

ON REVAMP is a project that explores our senses and appreciates the sensitive concepts and uniqueness of the city, which like the abandoned palace, could cease to exist without proper attention and care.

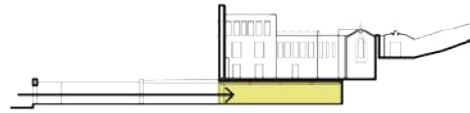




01 // Existing



02 // Supporting walls



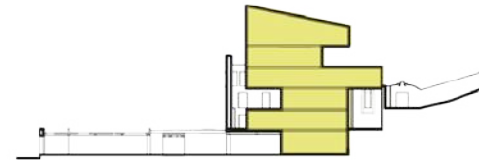
03 // New underground access



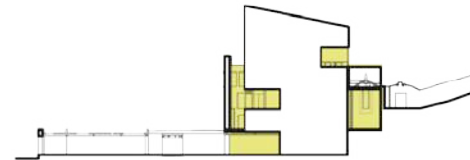
04 // Green canopy



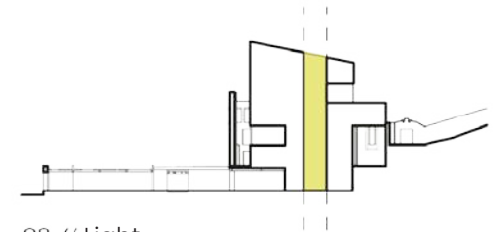
05 // Height and views



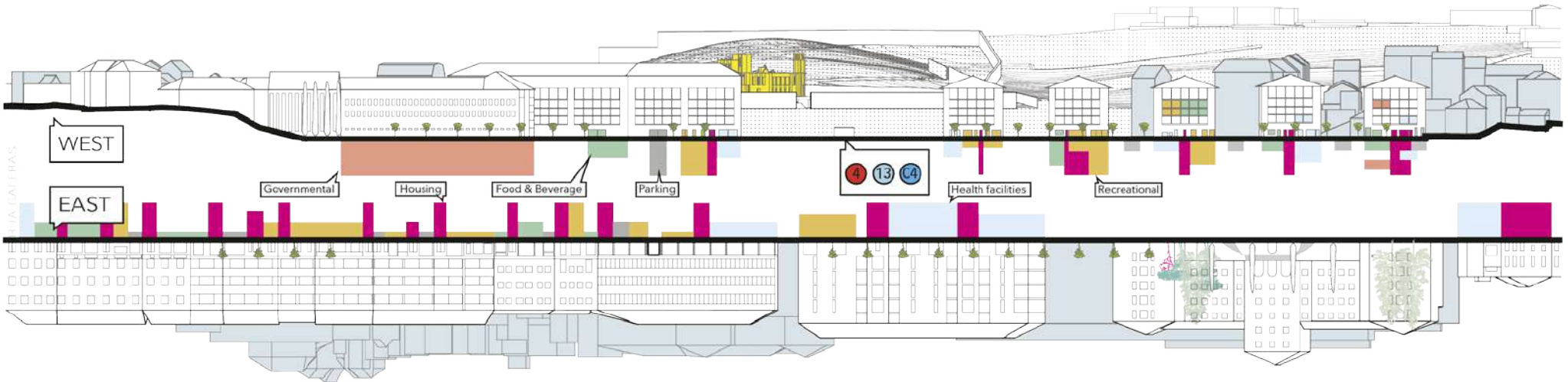
06 // Mass

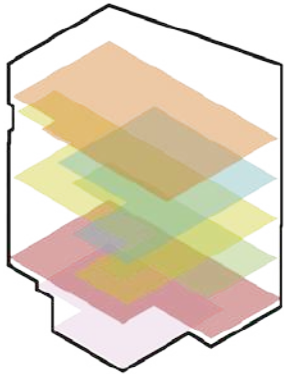


07 // Void

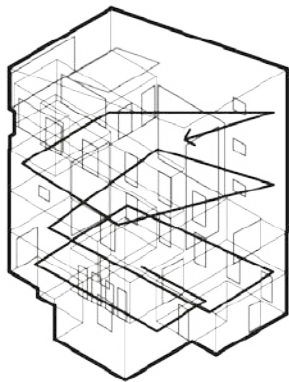


08 // Light

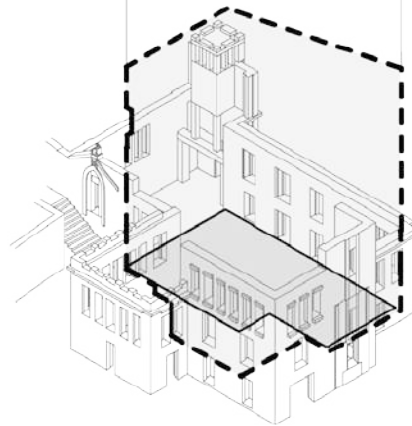
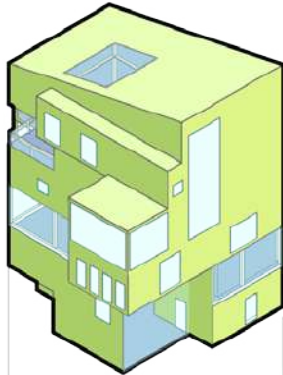




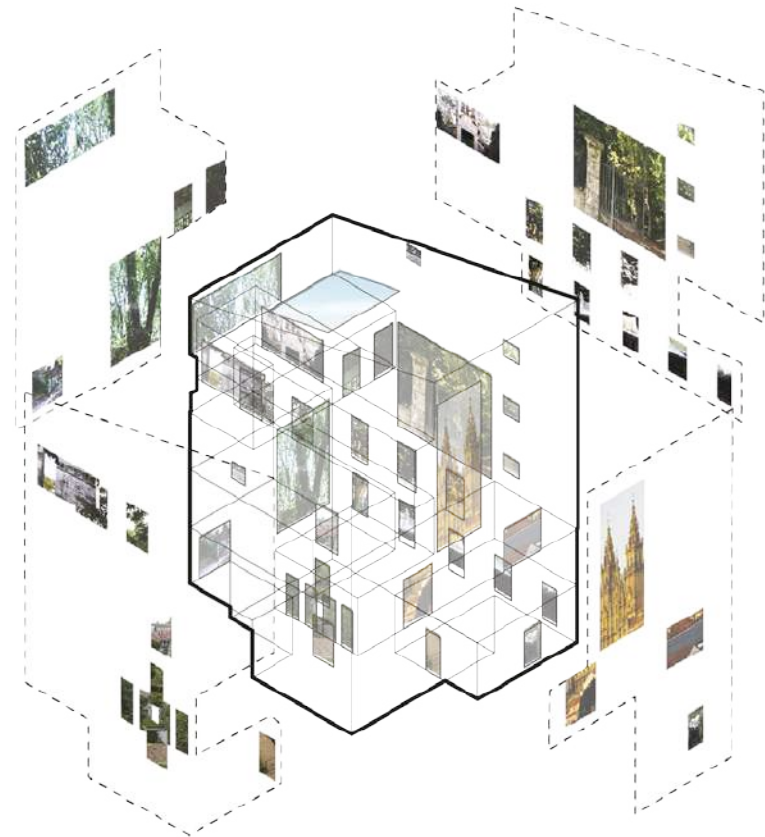
01 // Program



02 // Circulation



03 // Inserion



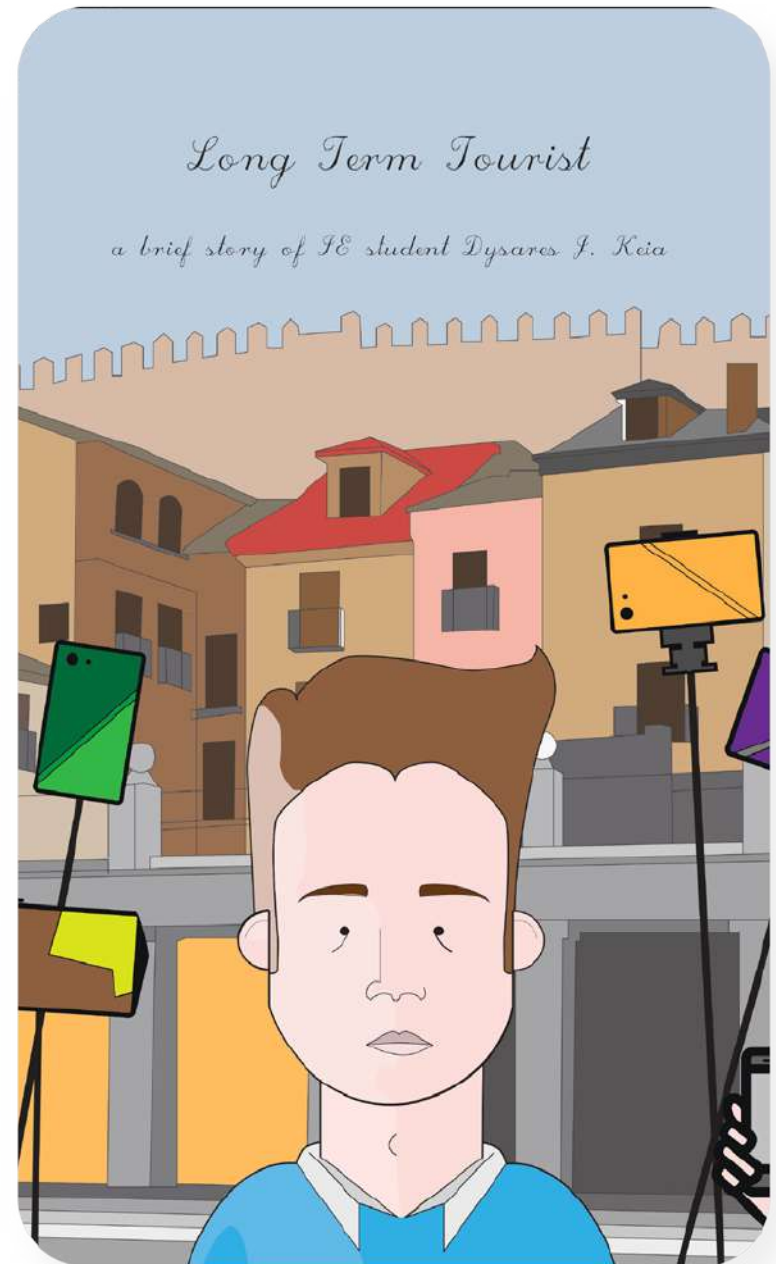
04 // Views



LONG TERM TOURIST

As a means of making the architecture more understandable to all audiences, comic book styles are increasingly being used instead of minimalist black and white drawings.

Like many other ancient cities in Europe, Segovia's main source of foreigners are international students who, for the most part, cannot wait to move to Madrid or more centrally located cities, avoiding all the culture and gems of Segovia. This work reflects the idea of long-term tourists as students, and their day-to-day life in the city.



[story] The comic story of Dysares J. Keia.

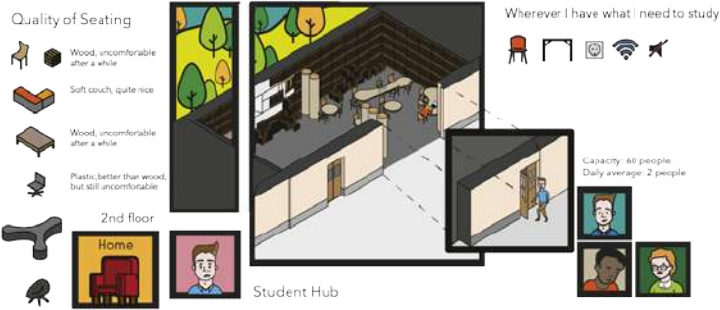
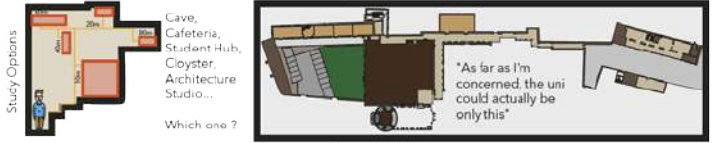
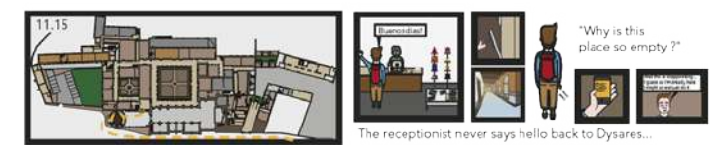


"Well, I guess I shall go to uni...it's the only way I can focus"

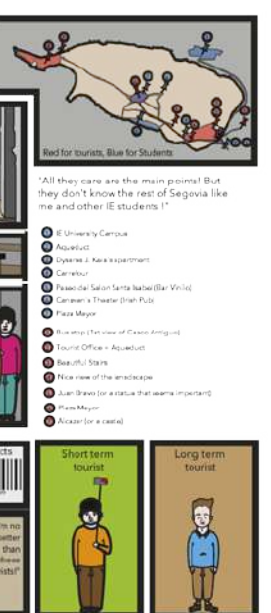


"I could sit here if I wanted to, even though it is not designed for seating at all!" - said Dysares, about the stairs

Profile Name: Dysares J. Keia Age: 22 years old Bachelor: Architecture Enjoys: Comfortable furniture, amenities, warmth and fresh air Hates: cold, boring spaces, restricted activity



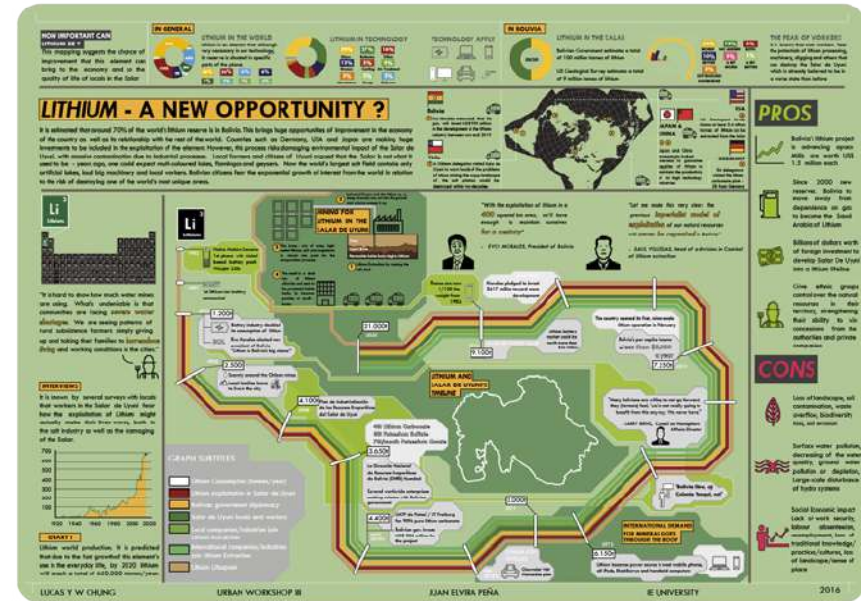
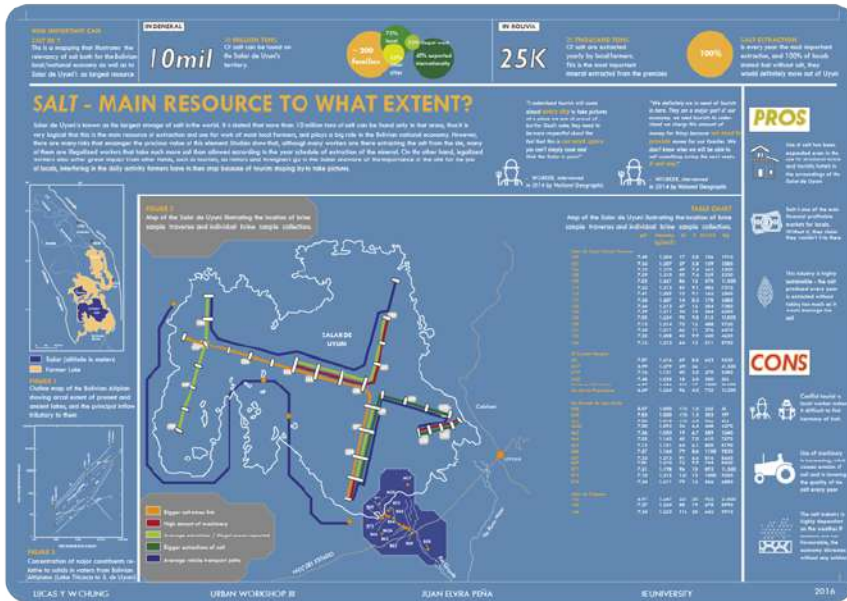
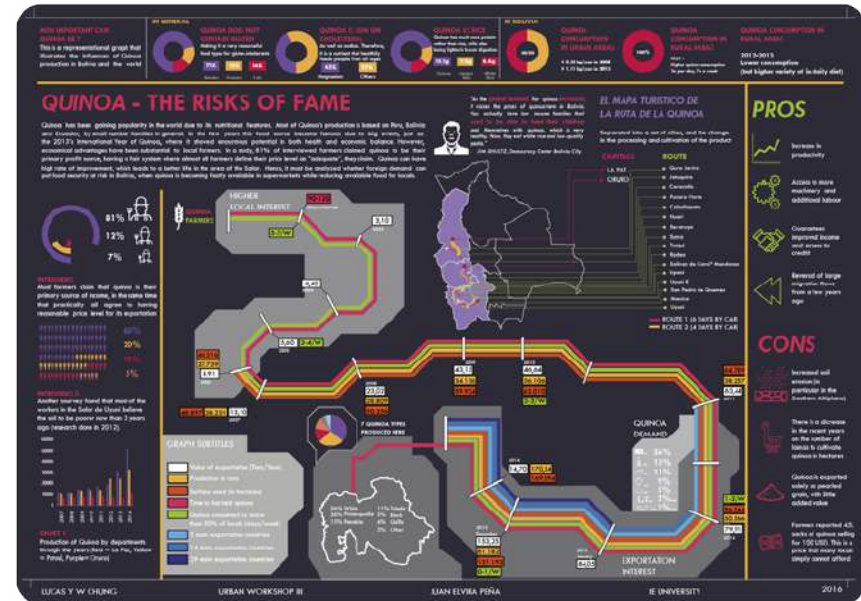
[re]inventing student life?



SITE ANALYSIS

Salar de Uyuni is the largest salt production area in the world, which arouses great interest from foreigners (tourists) as well as companies due to the richness of the soil in the area.

Using the aesthetics of the subway lines as a representation reference, it is possible to define stages for each of the main elements of influence, facilitating the reading of the analysis.



HOW IMPORTANT CAN TOURISM BE? This is a mapping that illustrates the influences of tourism an economic and social influence in the Salar de Uyuni

IN GENERAL

BOLIVIA AND THE WORLD
The country of Bolivia is known to be the 4th most visited country in the world. It is also estimated that much of visitors go specifically to see the Salar de Uyuni as main attraction.

4th

MOST VISITED IN BOLIVIA



IN BOLIVIA

BOLIVIA AND THE WORLD (IN MILLIONS/YEAR)

FRANCE	55.3M	USA	37.3M	CHINA	56.6M	GERMANY	31.9M
UK	29.3M	CANADA	16.2M	INDIA	8.6M	AUSTRALIA	8.1M



AVERAGE TRAVEL COSTS IN BOLIVIA (USD PER PERSON/DAY)



TOURISM - WHO IS WATCHING WHO?

Uyuni town, these days, lives to a large degree off tourism. There's a dominating infrastructure that caters, in particular, to backpacker tourism. In addition to various hostels and eateries, there are several companies offering tours of the Salar. Closer to the Salar, or in one case right on it, hotels built from blocks of salt have become an attraction in themselves. In a way, it is possible to argue that much of the economy of Uyuni, of the locals of the city and farmers in its surroundings depend mostly on tourists rather than on the low financial income they gain with their everyday's jobs. Visitors allow these to gain a much higher income with touristic and local attractions that on a first glance, does not have as much influence in low seasons. The main attraction of the area is of course going out onto the Salar de Uyuni's vast expanse of a flat white desert. It's such a weird and other-worldly environment that it appeals to many visitors from all over the world.



PROS

- The amount of interest to the site might benefit the whole world and foreign governments/NGOs/companies to invest in the preservation of the Salar.
- Tourism has also financial benefits both for income of foreign currency and for local companies and farmers who seek for alternatives of touristic interest.

The increase of tourists in the area also aids the increase of local interest in investing in the Salar, thus improving the quality of life in there.

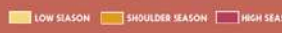
CONS

- Local workers claim that tourism has lowered the quality of their lives for the general ignorance of farmers in the Salar or being the site for working.
- Many tourists also have claimed to be scammed commonly in Uyuni salt mines in the Salar, possibly making the relation local vs tourists worse.
- Touristic tours and profits are now "too" known, and that leads to most tourists to go only to already known places, not learning more about the rest of the culture.

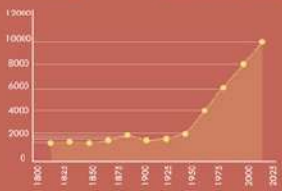


HIGH AND LOW SEASONS

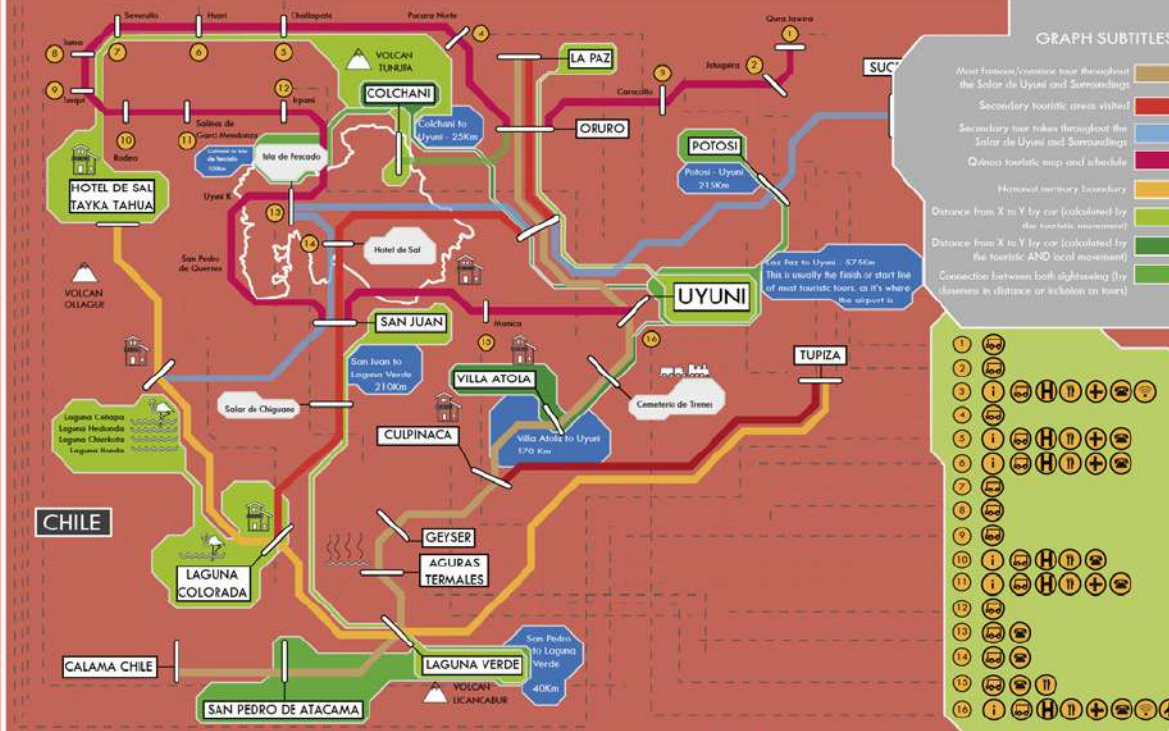
Weather conditions determine the percentage of tourists in the whole country, and that includes the Salar de Uyuni. The period from June to September has a clearer weather where the Salar seems as more reflective to the sky, as well as the amount of internationalists that are during their vacations period.



"The main attraction of the area is of course going out onto the Salar de Uyuni's vast expanse of a flat white desert. It's such a weird and other-worldly environment that I'm sure it will also appeal to any tourist." - Brendan Murphy, tourist



POPULATION GROWTH IN HUNDREDS
The growth of population in the surrounding cities of the Salar de Uyuni has grown in an exponential rate after the 1950's. The Salar then both tourists and locals have been interested in what this area has to offer.



GRAPHIC DESIGN

DISTINTO Magazine

Distinto is a magazine edition aimed at raising awareness of and contrasting media from the East and Spain, providing professionals with creative work, whether in graphic design, illustration, media, cooking, fashion and environmental issues.

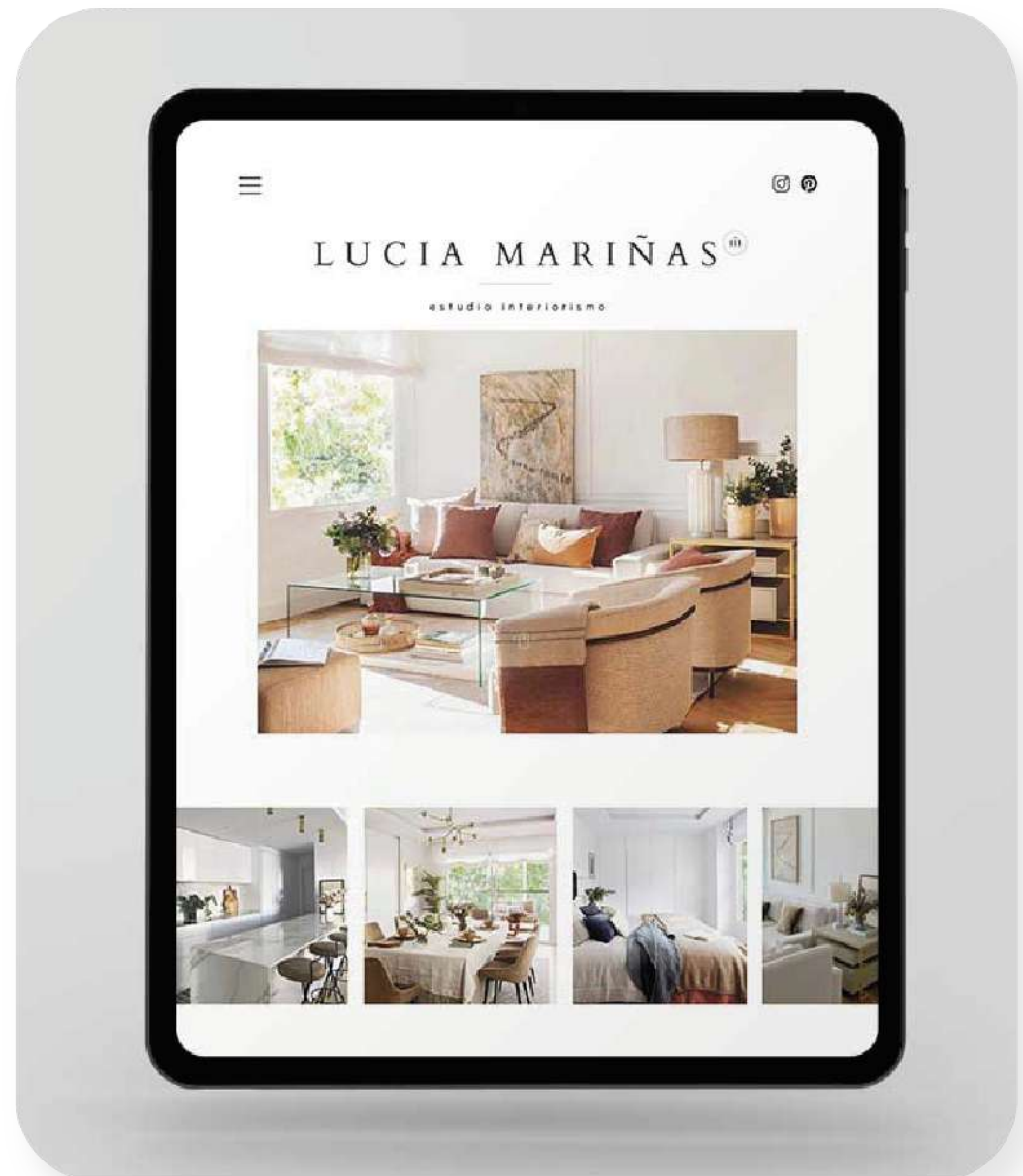
With the objective of developing a volume from scratch, the page layout, typography and distribution of information were designed to be easy to understand and open to both Spanish and Japanese audiences.

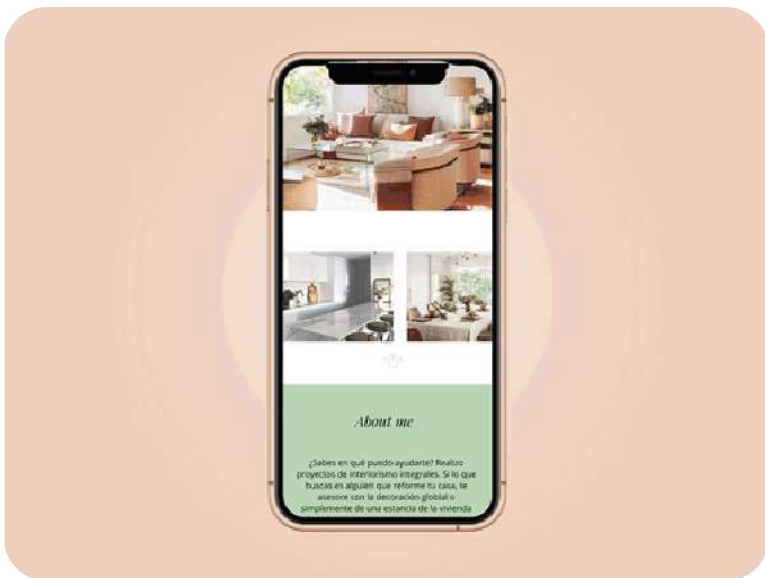
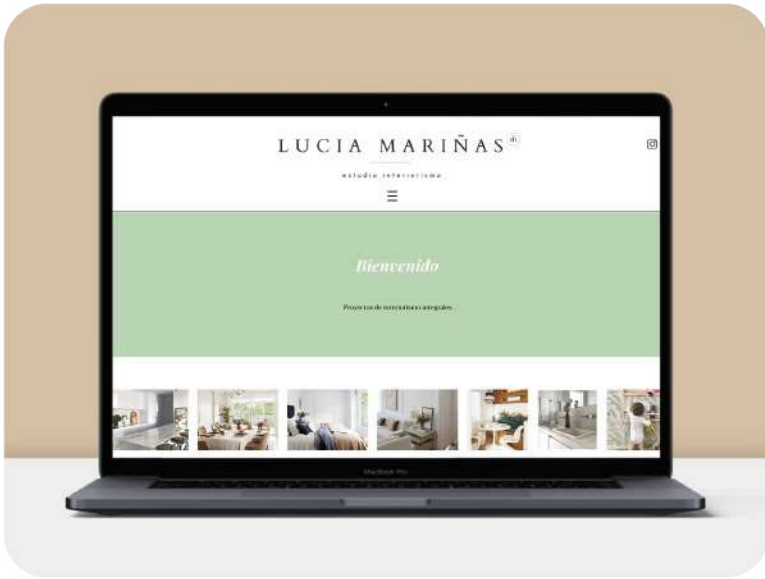




LUCIA MARIÑAS

Development of official website for Interior Designer Lucia Mariñas and her brand through digital media, using Figma software for the prototype.





TESYR

Development of the Corporate Visual Identity for TESYR (Tecnologías Eléctricas Sostenibles y Renovables), a research group focused on the area of Sustainability.

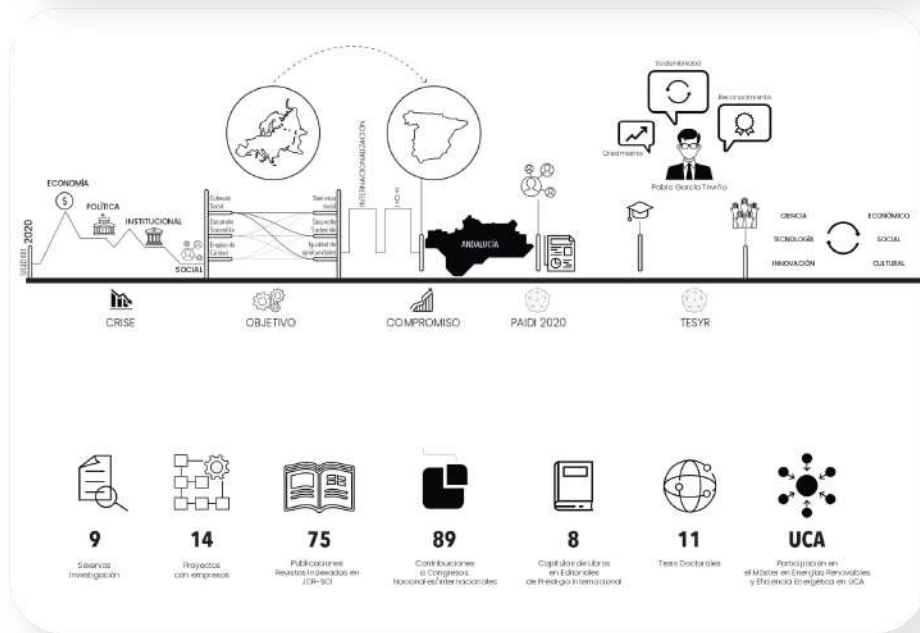
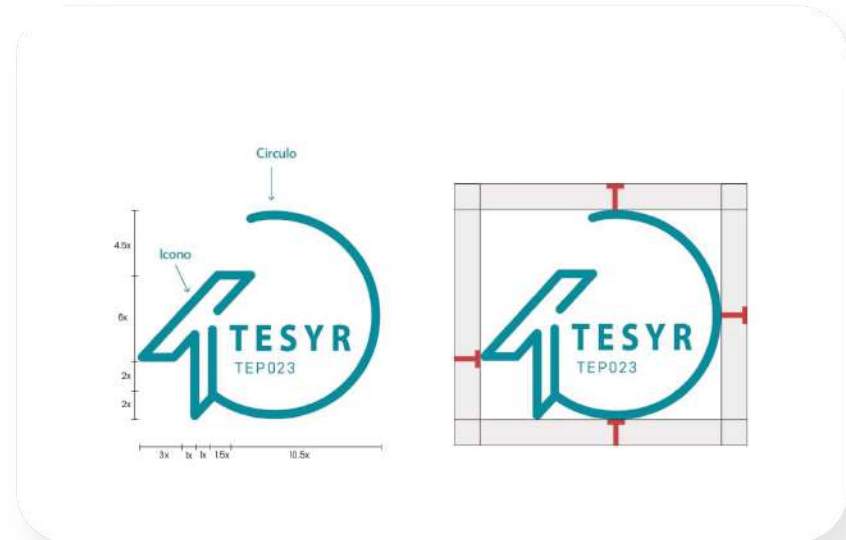
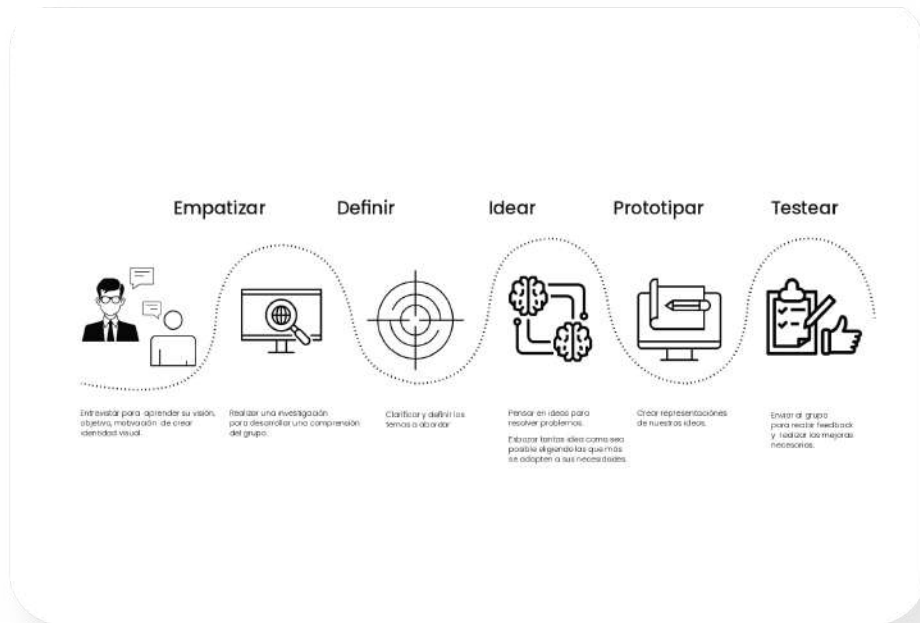
Commercial:

https://www.youtube.com/watch?v=ieoXRqfZTLy&ab_channel=LucasChung

Logo animation:

https://www.youtube.com/watch?v=MpFHUYc3WtE&ab_channel=LucasChung



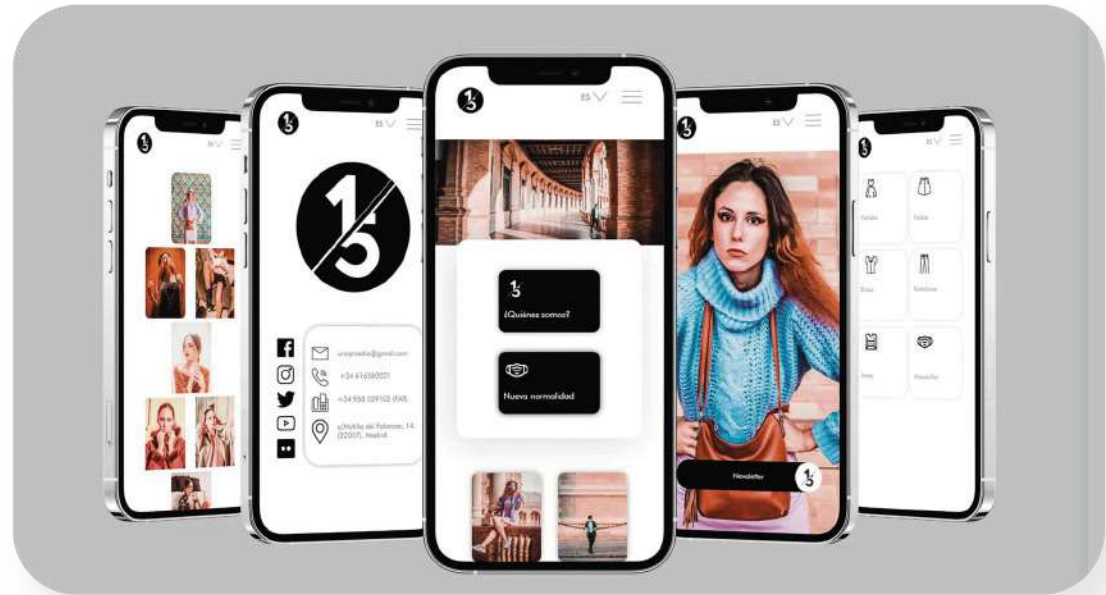




1.5m

Imaginative clothing brand as a design study of a corporate image. The name of the company we made is called 1.5m. The foundational motif, is the global pandemic of Covid-19.

This number (1.5) represents the social distance we are obliged to maintain in relation to another person, regardless of whether they are loved ones or not, this being one of the many characteristics and standards that exist globally.



FISIOTERAPIA 4D

Commission for the development of the logo of the clinic **Fisioterapia 4D (F4D)**.

The main concept of the design is the movement and harmony of several elements, since F4D works in different specializations of Physiotherapy.



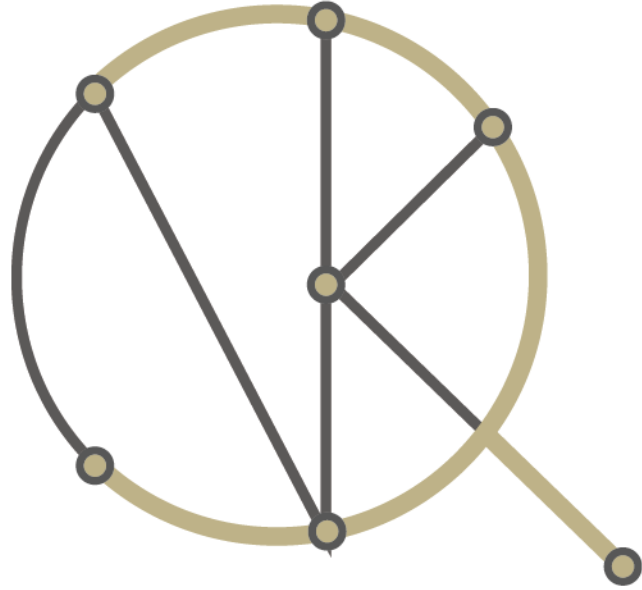
FISIOTERAPIA 4 D



FISIOTERAPIA 4 D



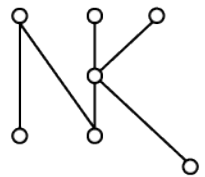
FISIOTERAPIA 4 D



KUALITAS

NKQ

Commission for the development of the logo of the qualitative research and professional training company Neringa Kalpokas Qualitas (NKQ).



PUBLICITY

Advertising development for campaigns for Colgate and Samsung.

For the concepts, there was a study of their fields, as well as the competition of the brands in terms of price, popularity and advertising personality in general (drama, humor, elegance, etc.).





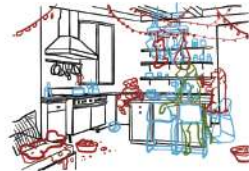
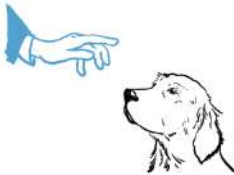
Only for the teeth you want to keep.





FORBU

Advertising campaign for the company Forbu, company of cameras for dogs or other pets at home.



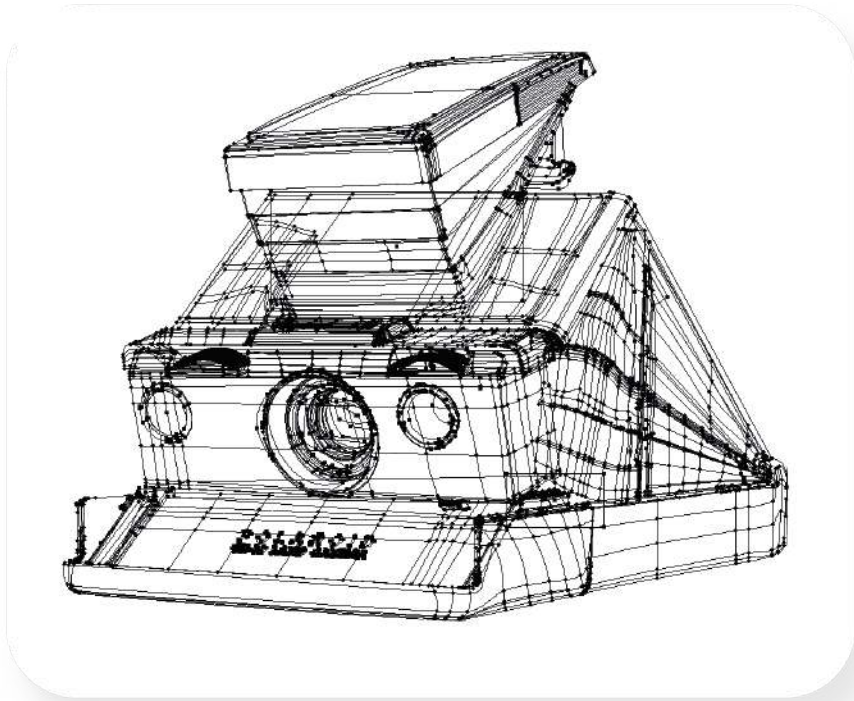


POLAROID Calendar

Development of pages for a Polaroid calendar, as part of a partial study work.

The objective was to validate the realism of the vectorized element within a photograph with light treatment in Photoshop.







@lucas.looks



LUCAS LOOKS

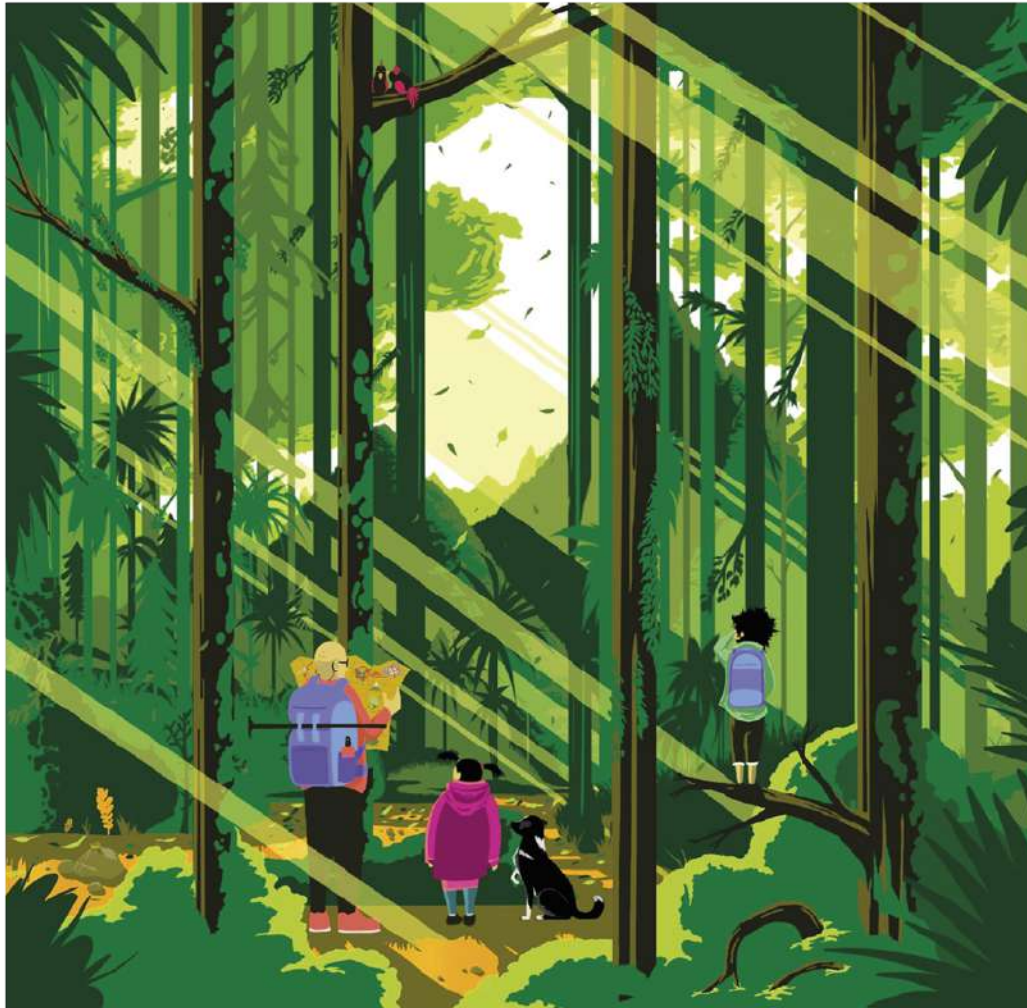


GRUMPY AFFECTION // *AFECTO MALHUMORADO*

Personal and autonomous work by LucasLooks, Grumpy Affection is a volume that talks about family, and our strange ways of showing our affection for other members of the family.

A grandfather with his two grandchildren, along with his dog, go to different places and find themselves in strange, sometimes amusing, situations.





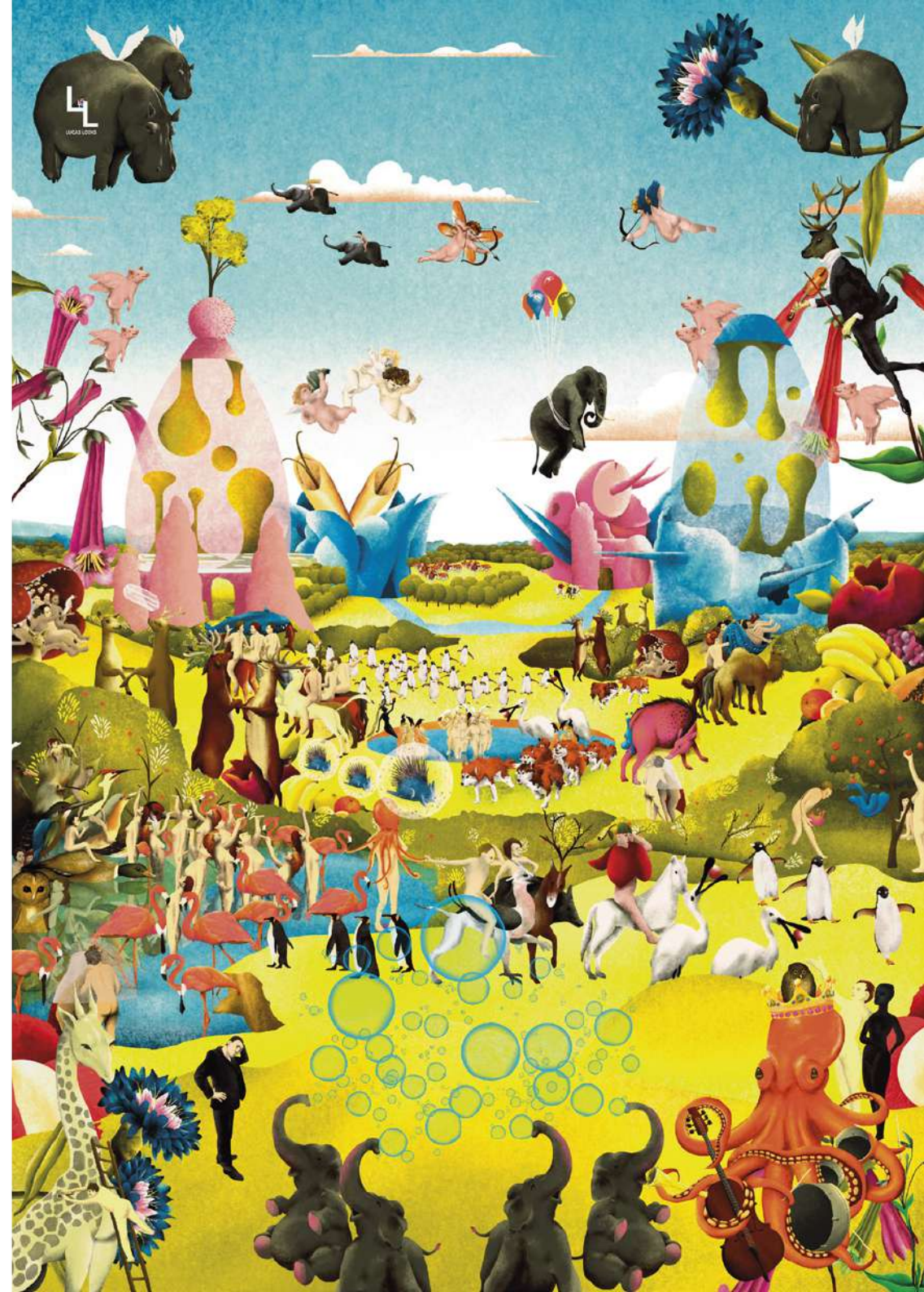






COMISSIONS

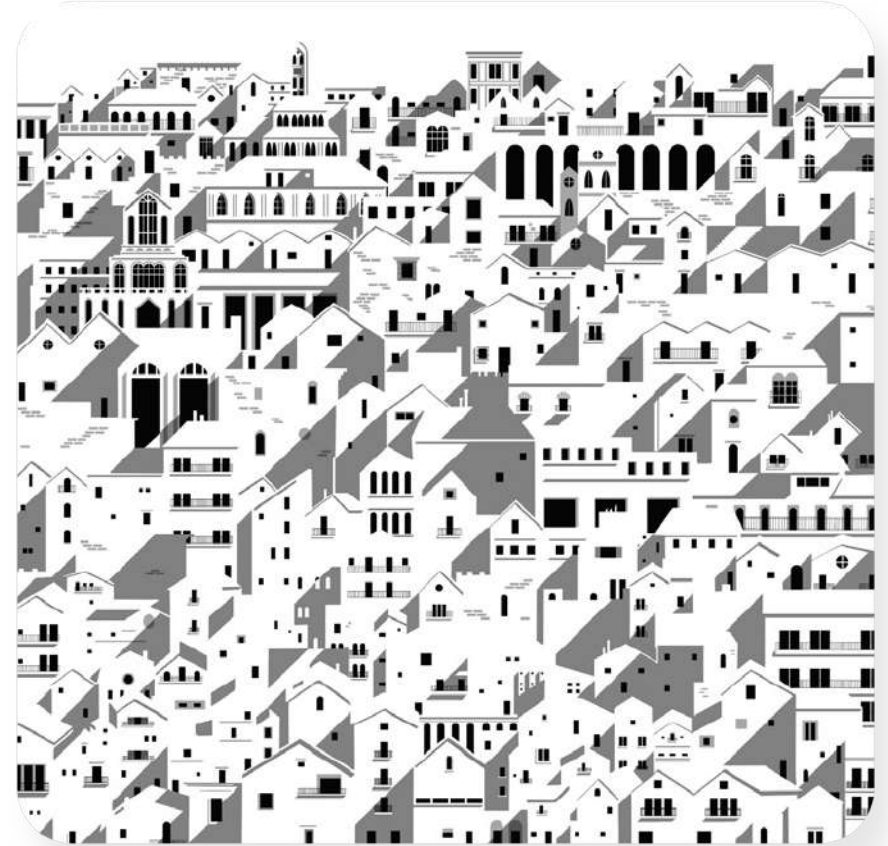
Customized illustrative works for clients with different graphic design needs.



Bosch painting
Client: Roberto Martinez
2019



Coffee
Client: Ivana Radivojevic
2020



Casco Antiguo
Client: Mario Lopez
2020



Bunny
Client: Groovy Forever
2021





Puppy
2021



Hamster
2021



Blinki Packaging
Client: Roberto Martinez
2021





thank you