

rising Joji Rich Bro
3rising Joji Rich Bro

WORLD'S SUMMER

2018

YANWEN BU

WANDINESS

Hi-Glee

Last night, I lost all my patience

*You were fucked up, I was
wasted*

Midsummer madness

I can't take it no more, no more

Fuck the ru-u-u-ules

Ru-u-u-ules

Ru-u-u-u-oh

MY SUMMER

Ru-u-u-ules

Ru-u-u-u-oh

Make it make sense

Make it make sense, I

Can't hide a heart in a black tint,

You were off the bullshit and the

tablets

wUnder 21, both savage





YANWEN BU
my song book

*I don't feel control
I'm better on my own
I'm used to being so gone for way too long*

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*"how 88rising is making a
place for asians in hip-hop"*

comprehension



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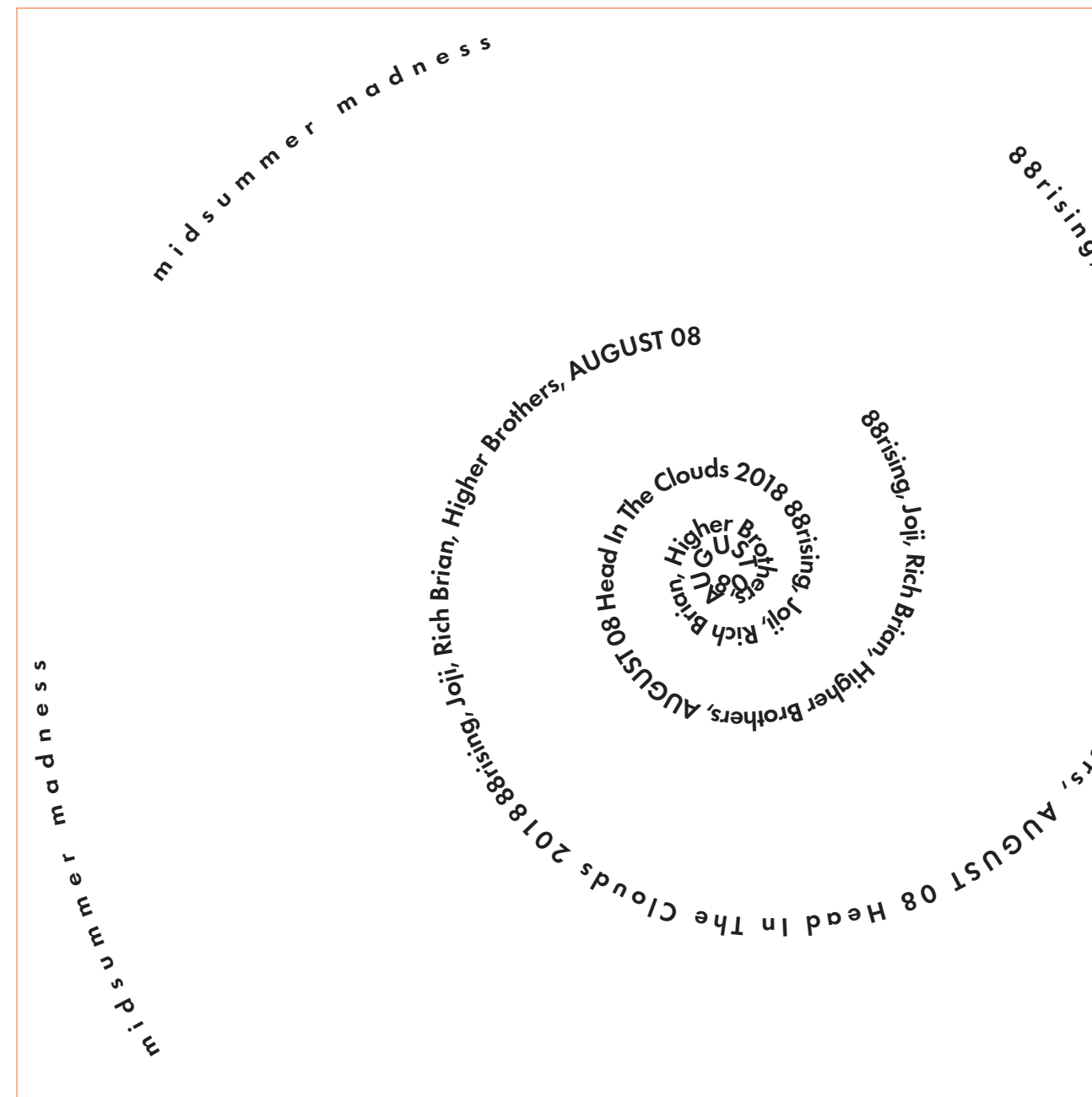
FIRST

TIME

WEAR RING

- 1. spiral**
- 2. beach + sun**
- 3. personal essay**

S P I R A L +



#2-4 Composition + Space

regular weight
 12pt type
 black type
 white background

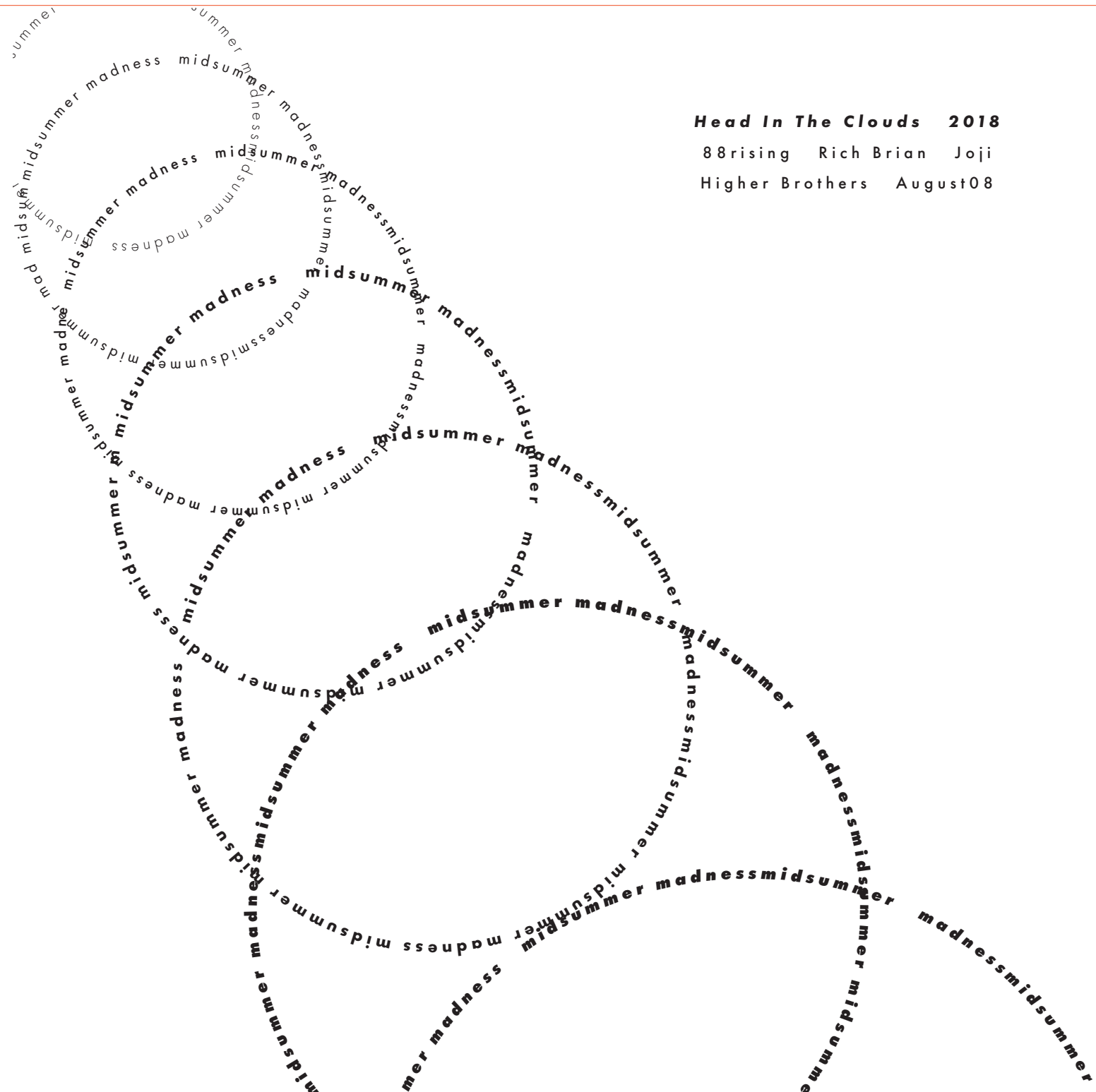
#3-3 Composition + Space + Letter Size

regular font
black type
white background
one point size per cover



#5-4 Chracter Weight + Italics

all font choices
black type
white background
one point size per cover



Head In The Clouds 2018
88rising Rich Brian Joji
Higher Brothers August08

#6-1 Type Size Combinations

all font choices
black type
white background
all point size combination





#8-4 Color + Patter

all font choices
 white background
 all point size combination
 "multiply" effect available
 any 2 PMS colors from the Patone+ Solid Coated swatch palette

#9-5 CMYK + Solids + Glyph Pattern

all font choices
all point size combination
CMYK (full color)



**B
E
A
C
H** + **S
U
N**

#5-3 Chracter Weight + Italics

all font choices
black type
white background
one point size per cover

head in the clouds
2018

W I B S K M M E B W A B N E S S

88rising Rich Brian Joji Higher Brothers August08

88rising, Joji, Rich Brian,
Higher Brothers, AUGUST 08
Head In The Clouds
2018



#2-1 Composition + Space

regular weight
12pt type
black type
white background



#4-2 Character Weight

all font choices without italics
black type
white background
one point size per cover



#6-5 Type Size Combinations

all font choices
black type
white background
all point size combination



#9-4 CMYK + Solids + Glyph Pattern

all font choices
all point size combination
CMYK (full color)



In this design I apply some pattern of special glyph to create a background of sea.

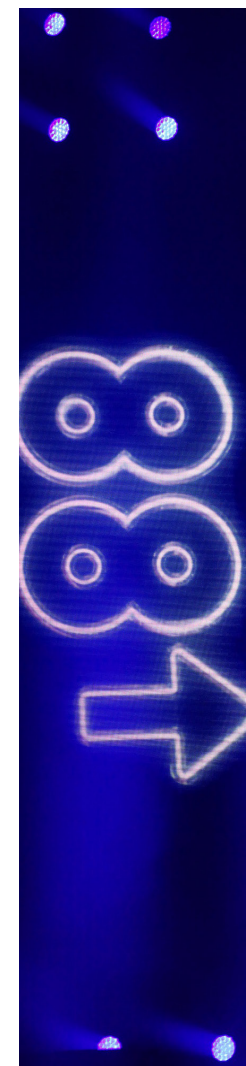
#9-1





Personally, I always like to listen to some upbeat hip-hop and R&B music. The bright and dynamic rhythm of those music could provide me with a lot of positive feelings such as confidence, excitement, and so on. As soon as I push the button of playing the music, I could release my stress, even depression instantly. *Midsummer Madness* is the song that fits what I just said. Here is some basic information about this song. It is a song by musical collective 88rising, featuring Japanese singer Joji, Indonesian rapper Rich Brian, Chinese hip-hop group Higher Brothers, and American singer AUGUST 08; in addition, this song is written by five people, Brian Soewarno, George Miller, Maurice Powell, Ray Jacobs, and Zhen Ding; the single was released on 7 June 2018 from the album *Head In The Clouds*.

The reasons I choose this song is based on two aspects: the music itself and what the meaning behind the music. Firstly, the music itself is definitely pleasant to listen to. I heard the *Midsummer Madness* by browsing random songs recommended by Spotify two years ago. The intro made me fall in love with this song immediately. It is started with an attractive hook by Joji's unique voice, singing "Last night I lost all my patience...Rules...". His high voice makes this song refreshing just like chilling on a beach with my best friends in Midsummer. And the lyrics let me urgently want to know more about what happened next. The singer AUGUST 08 follows up with the first verse, which smoothly and melodious connects the hook at the beginning with the hook after his singing. Then, Rich Brian begins his rapping with the second verse. This verse is mainly talking about disregarding the rules of love that is between a girl and him. The flow right here matches to the beat so skillfully and perfectly that whenever I listen to the second verse, I would nod my head to the rhyme. Higher Brothers come into play at the last. In the third verse, they bring a Chinese rap with a special regional feature, which helps to constitute a more distinctive song. I never saw such amazing chemical reactions collided by combing a Chinese hip-hop group with an English hip-hop song.



As a result, *Midsummer Madness* is a dulcet song. Secondly, I love the lyrics and the meaning of the song. Ignoring and disregarding the rule is the main theme of *Midsummer Madness*. Sometimes, rules are not the truth. Back in the 1950s, for example, LGBT groups were oppressed for a long time because of their sexual orientation. However, a number of people spontaneously organized the Stonewall Riots to revolt against a police raid and the discrimination toward LGBTs. Although they broke the rule at that time, they got a much inclusive environment and freedom for us today in turn. Besides the meaning of lyrics, what is more, 88rising's concept of making a place for Asians in hip-hop music interests me profoundly. As a Chinese, most of the hip-hop music in my playlist are performed in English. I truly hope to see some great songs in Chinese, Japanese, Korean, etc, prevailing in the whole world. Not limited to music, I also hope that there are more and more Asians appearing in all kinds of fields. 88rising indeed makes it happen. Furthermore, *Midsummer Madness* known by plenty of people is the song that helps 88rising to achieve their concept. In conclusion, I choose *Midsummer Madness* as my favorite song with considering its musicality and significance.

Midsummer Madness stores my memories. Summer is my favorite season because I could go back to China and hang out with my friends. I like to play this song and the whole album of *Head In The Clouds* with my friends chilling around because these songs give me a vibe of summer. Therefore every time when I play this song in other places, I would reminiscence the good time spent with my friends in China. These memories just show up in my mind as pictures passing by. They remind me how enjoyable I was lying on the "sand bed" made by my best friend and I, as looking at the stars on a beach. I could easily recall how the wind was blowing my face that night while listening to these songs. They also remind me how crazy I was dancing at a club (legal in China) with my friends without caring about how people look at us.

In my opinion, *Midsummer Madness* is a song about me. It not only corresponds to my music taste and concept but also preserves wonderful moments of my life.

USEFUL
RECOMMEND

- 1. feelings
- 2. "how 88rising is making a place for asians in hip-hop"
- 3. comprehension

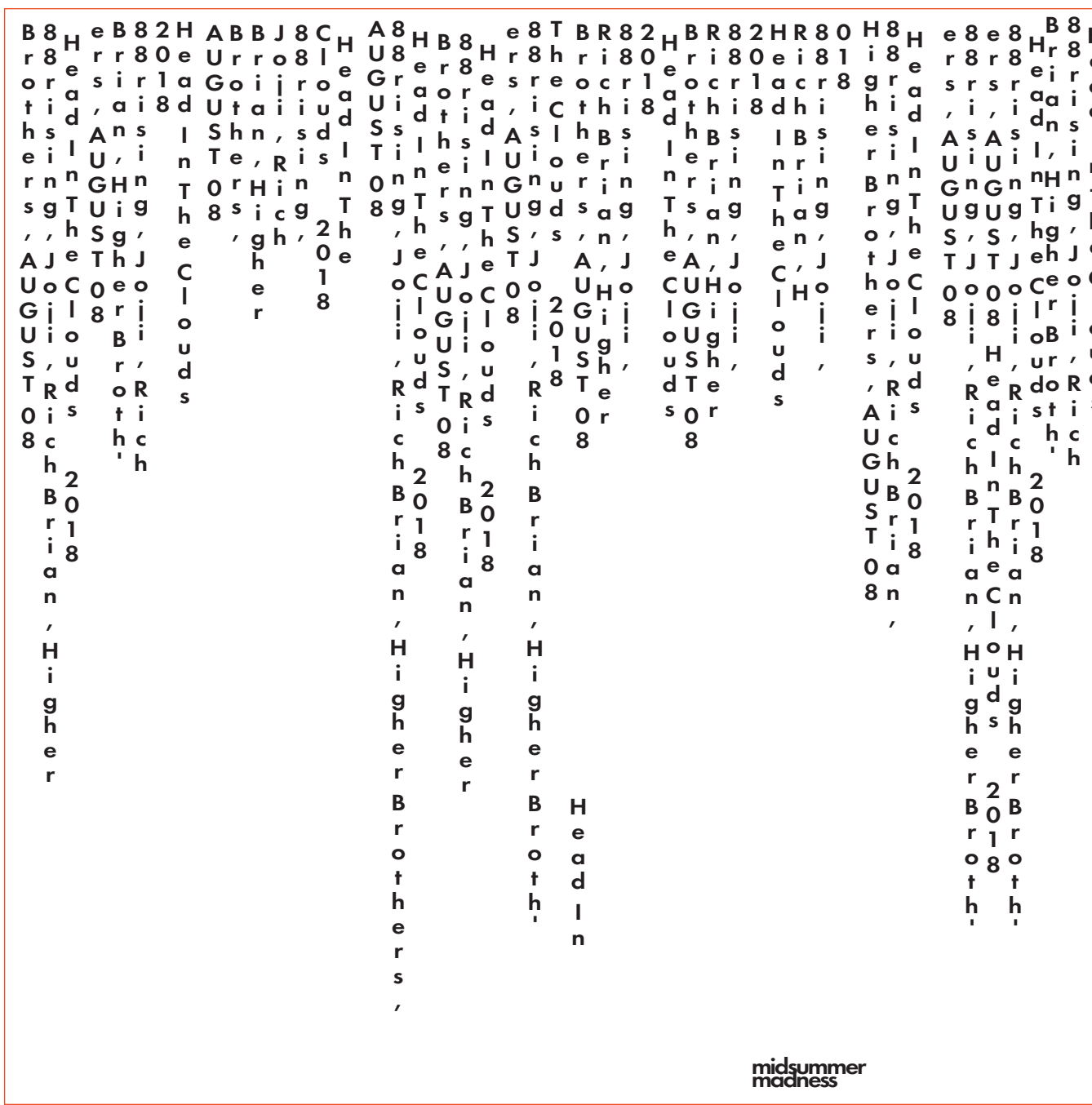
THE
TIMME
HEAR
PI

FEELINGS+

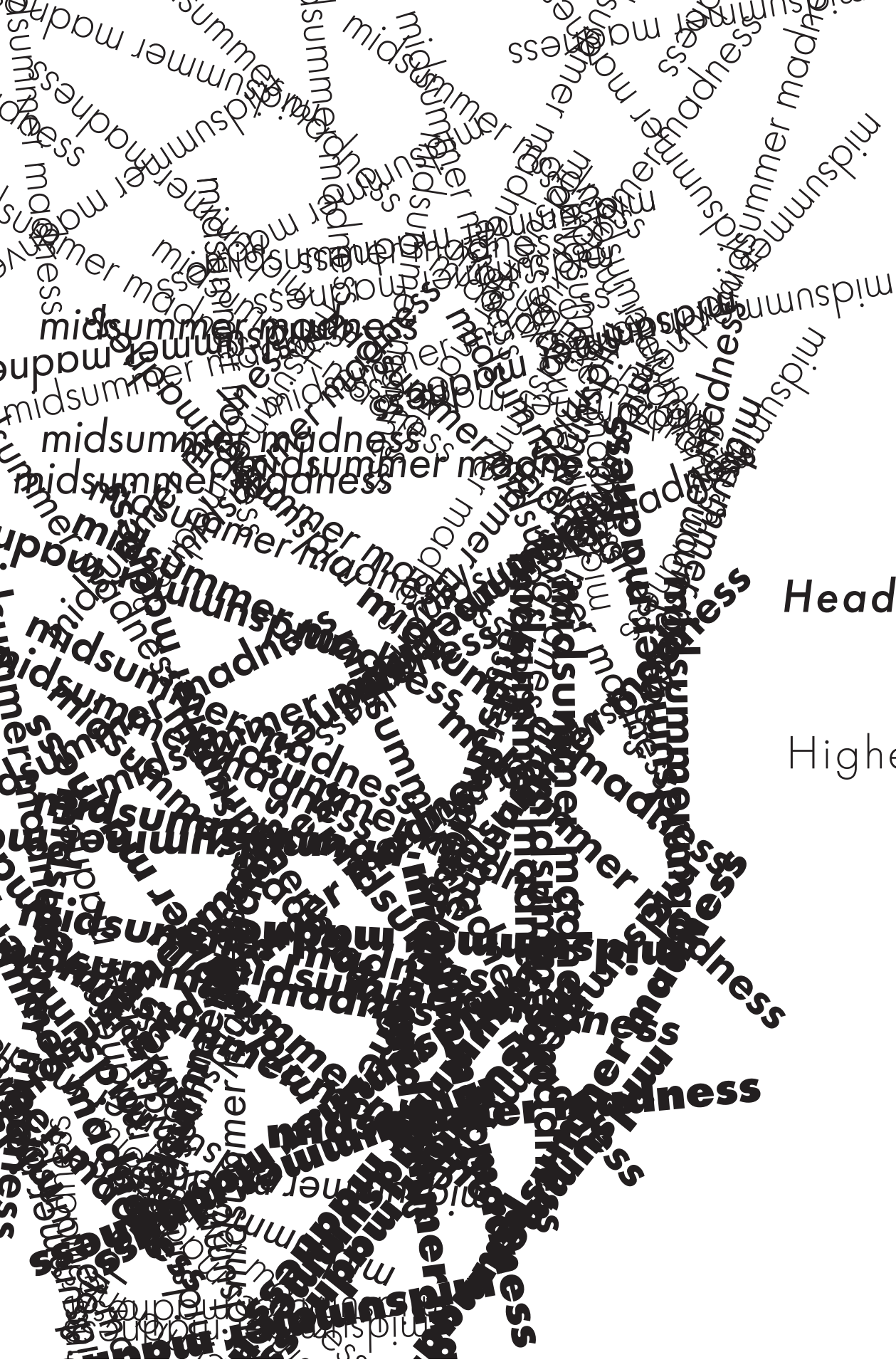
Through imitating electrocardiography, I try to express the excitement that summer gives me

#2-3 Composition + Space

regular weight
12pt type
black type
white background



midsummer
madness



Head In The Clouds 2018

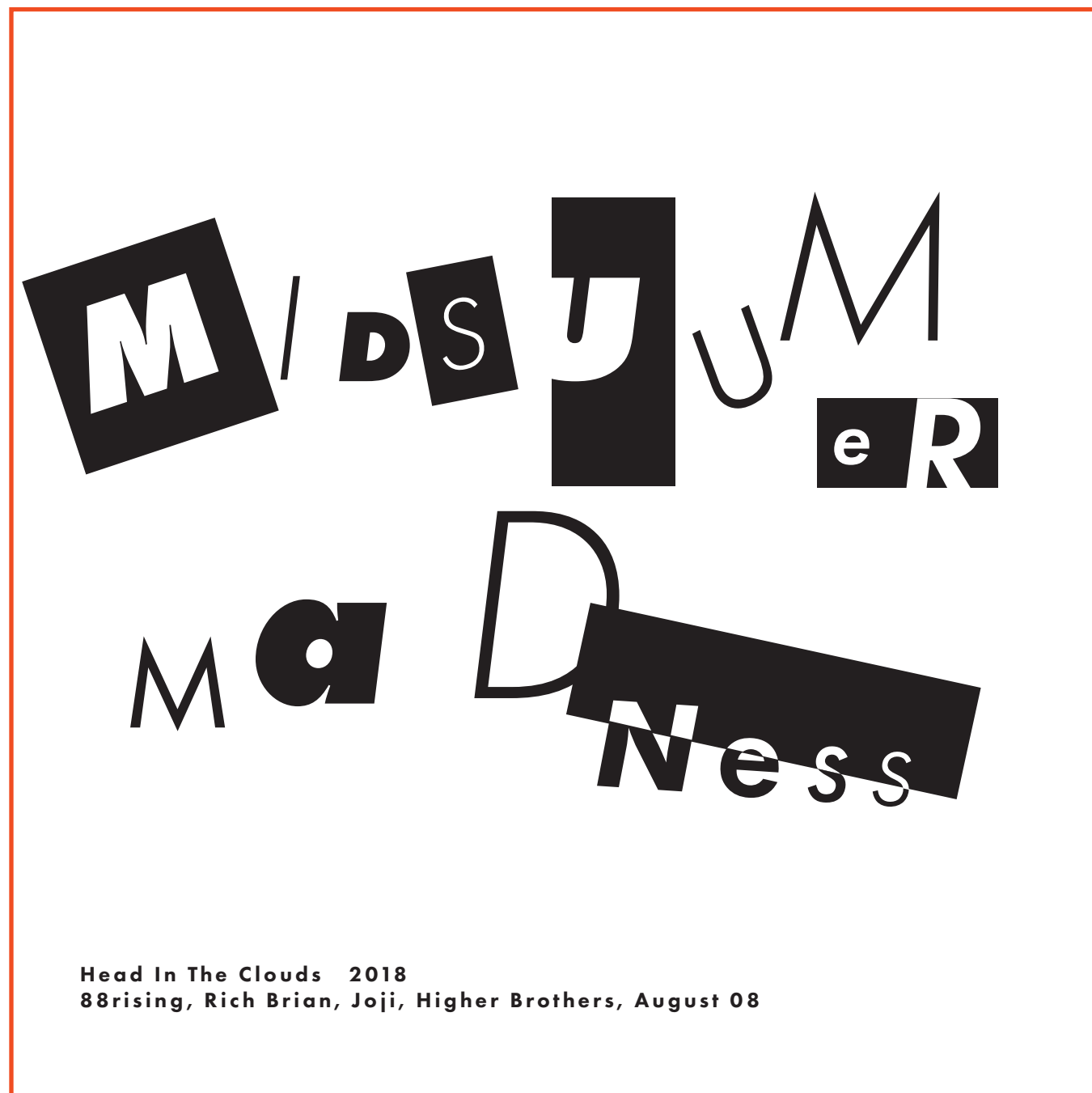
88rising

Rich Brian Joji

Higher Brothers August08

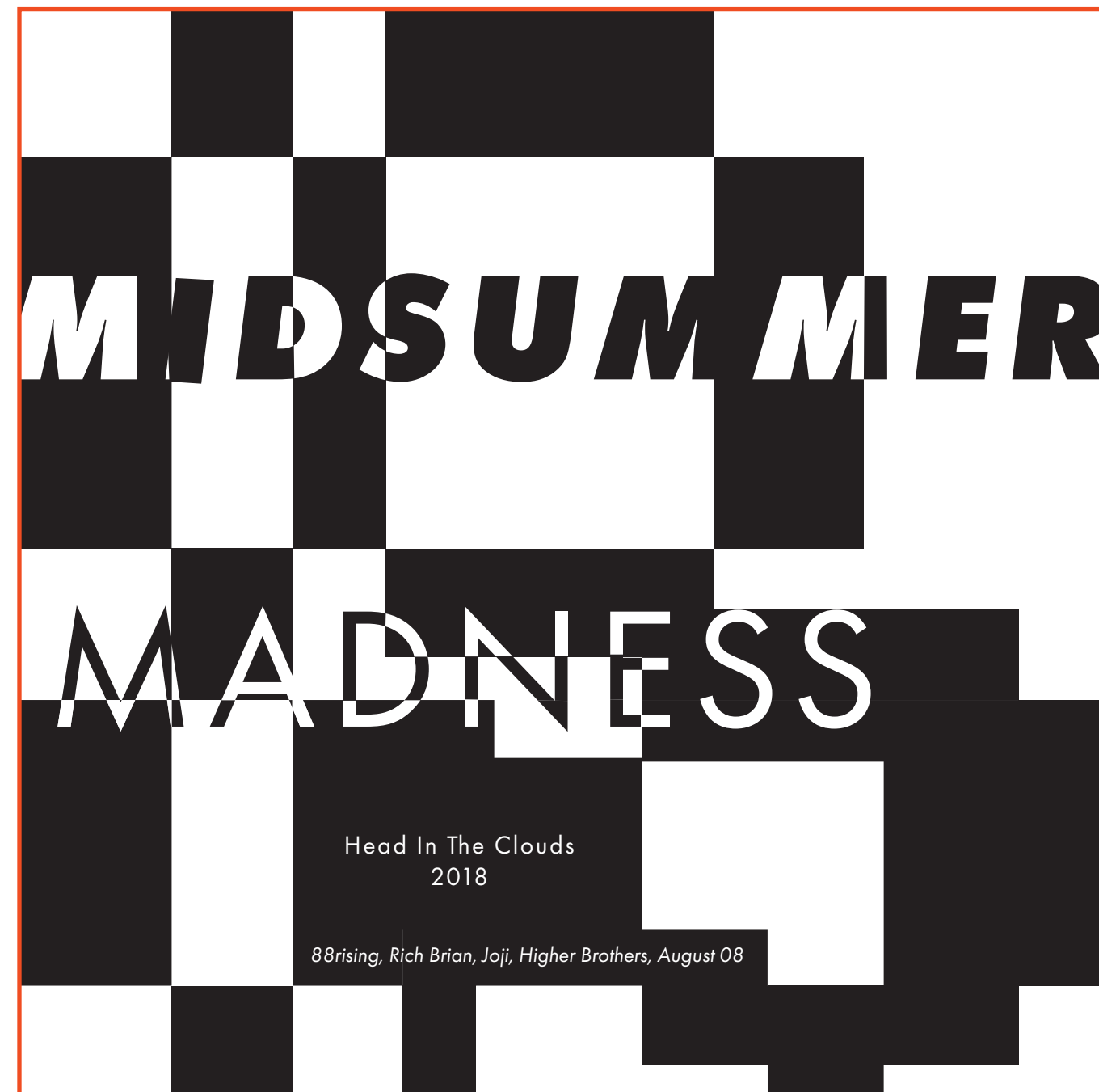
#5-2 Chracter Weight + Italics

all font choices
black type
white background
one point size per cover



#7-4

A letter in detective novel



#7-3 Rules + Blocks

all font choices
all point size combination
white background

#7-5

MAAD

Head In The Clouds

88rising Rich Brian Joji



2018

Higher Brothers August 08

SOUND

Jump into a pool in summer.

#8-1 Color + Patter

all font choices
white background
all point size combination
"multiply" effect available
any 2 PMS colors from the Patone+ Solid Coated swatch palette



#8-5



88rising, Rich Brian, Joji, Higher Brothers, August 08

Head in the Clouds 2018

I was shocked!
I was shocked!

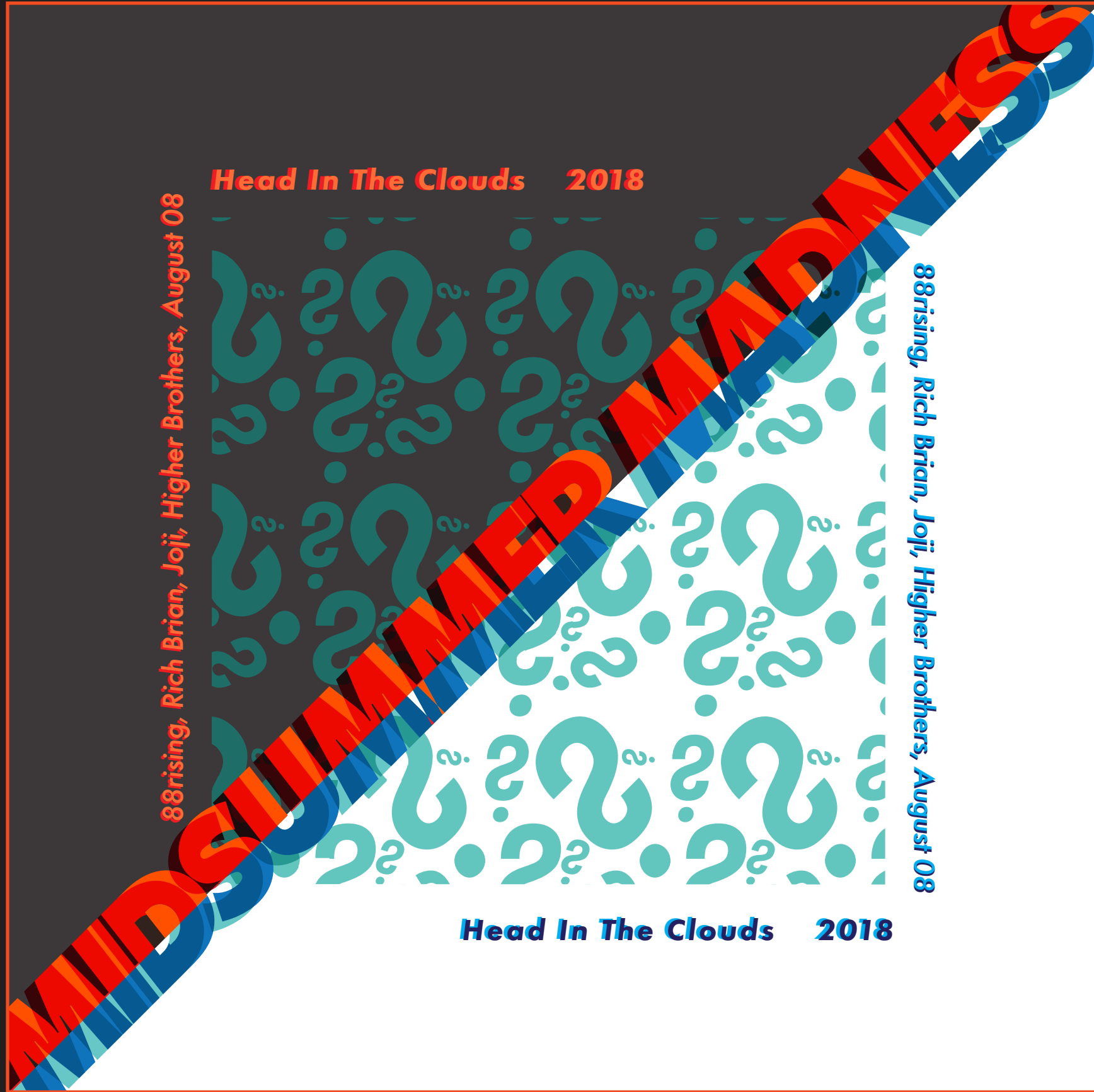




#9-2 CMYK + Solids + Glyph
Pattern

all font choices
all point size combination
CMYK (full color)

Head In The Clouds 2018
88rising, Rich Brain, Joji
Higher Brothers, August 08



"On the floor of Miyashiro's office is a neon 88rising logo, which features the number 88 and the Chinese characters for "rising." In Chinese, eighty-eight means "double happiness."

How 88rising Is Making a Place for Asians in Hip-Hop

With artists like Rich Brian and Higher Brothers, Sean Miyashiro's company is an authority on how to create pop-culture crossovers

by Hua Hsu
March 19, 2018

88rising

Profile:

an American mass media company that founder Sean Miyashiro describes as a "hybrid management, record label, video production, and marketing company".

gained popularity as a musical platform and label primarily for Asian American and Asian artists who release music in the United States

Albums:

Black Cab - Higher Brothers 2017

Amen - Rich Brian 2018

Cannonball - Sen Morimoto 2018

Head in the Clouds - 88rising 2018

Ballads 1 - Joji 2018

Five Stars - Higher Brothers 2019

The Sailor - Rich Brian 2019

Head in the Clouds II 2019

Moonchild - NIKI 2020

Nectar - Joji 2020

88rising is distinguished by its idiosyncratic tone and its up-to-the-nanosecond appreciation of hip-hop's youthful, Internet-driven trends. In the year and a half since "Rappers React to Rich Chigga," the company has gone from documenting these underworlds to becoming a part of them. The staff began collaborating with new rappers such as XXXTentacion, Ski Mask the Slump God, and Killy.

This was good business, and it also lent 88rising, as a predominantly Asian company in hip-hop, a kind of credibility. Its artists often borrow from the idioms of black culture, but in a way that's increasingly detached from the music's originating streets and struggles. Instead, their sensibility celebrates the free flow of the Internet, in which cultural crossovers should be fast, frictionless, and shorn of historical context.

Hip-hop is 88rising's core, but its periphery is always changing. Despite the global popularity of Japanese anime, Korean pop music, and Korean e-sports competitions, 88rising has been judicious about how it interacts with these preexisting markers of Asian popular culture. Its early videos featured Asian beauty vloggers, electronic-dance-music d.j.s, and a radiantly weird philosopher-bodybuilder named Frank Yang. There are hypnotic videos starring a renowned Japanese mixologist whose cocktails resemble tiny terrariums, and a series in which a sushi chef makes onigiri—rice balls—that resemble the rapper Lil Uzi Vert or the K-pop star G-Dragon. Recently, 88rising began chiselling away at its dude-centric world view, hosting videos featuring the Korean-American dance producer and singer Yaeji, the Korean-American

rock musician Japanese Breakfast, and the Japanese pop singer Rina Sawayama. This year, Miyashiro began managing the R. & B. singer august 08, the company's first non-Asian act. Miyashiro said that the harshest critics of 88rising are often Asian-Americans. "Asian-Americans my age are typically scared," he told me. "And when something starts to penetrate, like we are, for whatever reason, the Asian-Americans are most skeptical." Given the relative scarcity of Asian-Americans in popular culture, it's understandable that expectations fall on those with some degree of clout—witness the anxieties that surrounded the success of the comedian Margaret Cho, in the nineties, or of the rapper Jin, in the two-thousands. Both were scrutinized by fellow Asian-Americans, many of whom were worried that they would bring negative representations to a broader audience. Miyashiro said, "They're, like, fearful of making sure that we don't offend anyone. Making sure that we're staying safe. Making sure we don't appropriate anything."

He mentioned Niki, an Indonesian R. & B. singer who knew Imanuel in Jakarta. In a video that she had collaborated on with 88rising, the object of her affection is white. "There were these Reddit threads about this guy," Miyashiro said. "Being, like—I'm not joking—'What's up with 88rising having this white-male-Asian-female-type fetish shit?' Some wild shit, bro." Miyashiro said that, at the 88rising offices, the controversy reminded staffers of the power they had to shape perceptions of Asian people. But he noted that some of the Asian-American men in the office argued that it was up to those who felt emasculated to, as he said, "do something about it and be fuckin' fire."

Head In The Clouds 2018 88rising, Joji, Rich Brian, Higher Brothers, AUGUST 08

Defining every word in the song title.

mid
sum mer
seN d A w
S

#2-3 Composition + Space

regular weight
12pt type
black type
white background

COMPREHENSION+

88ris-
ing, Joji, Rich
Brian, Higher
Brothers, AUGUST
Head In The Clouds
2018

MIDSUMMER MADNESS

88rising, Joji, Rich Brian,
Higher Brothers,
AUGUST 08
Head In The Clouds
2018
88rising,
Joi

#2-5

The performers of Midsummer Madness comes from different countries in the world, so the circle

in the middle symbolizing the Earth.

Mead

Inthecloud2018

**88riSing joji richbrianhigh-
erbrothersaUGust0MMeadin-**

thEclouds2018

**88Risingjojirichbrianhigher broth-
ersauMust08heADiNthE-**

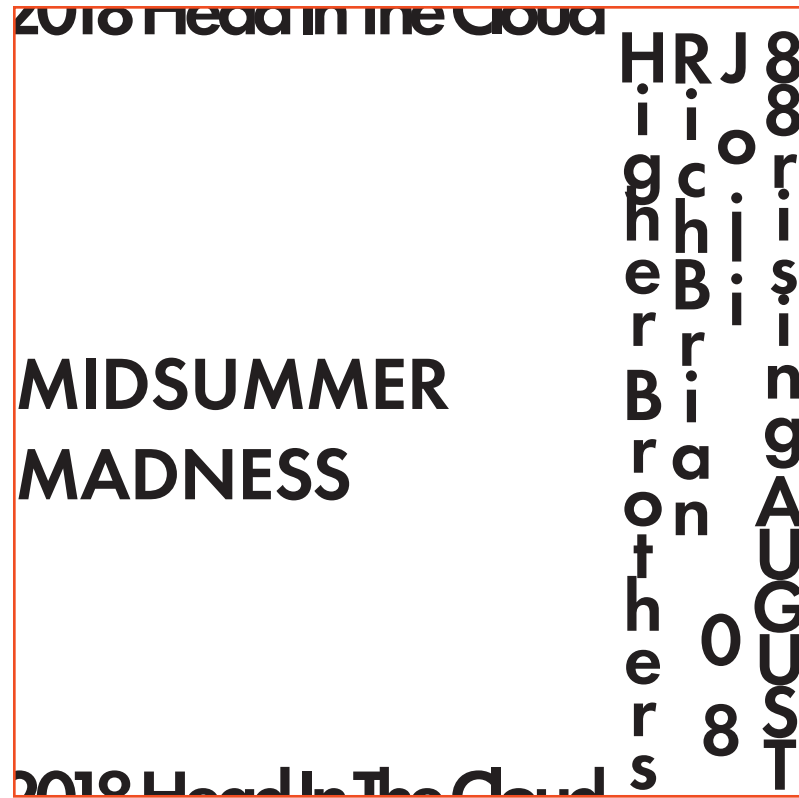
cloudS2018

**88riSingjojirichbriaahigher
brothersaugust**

08

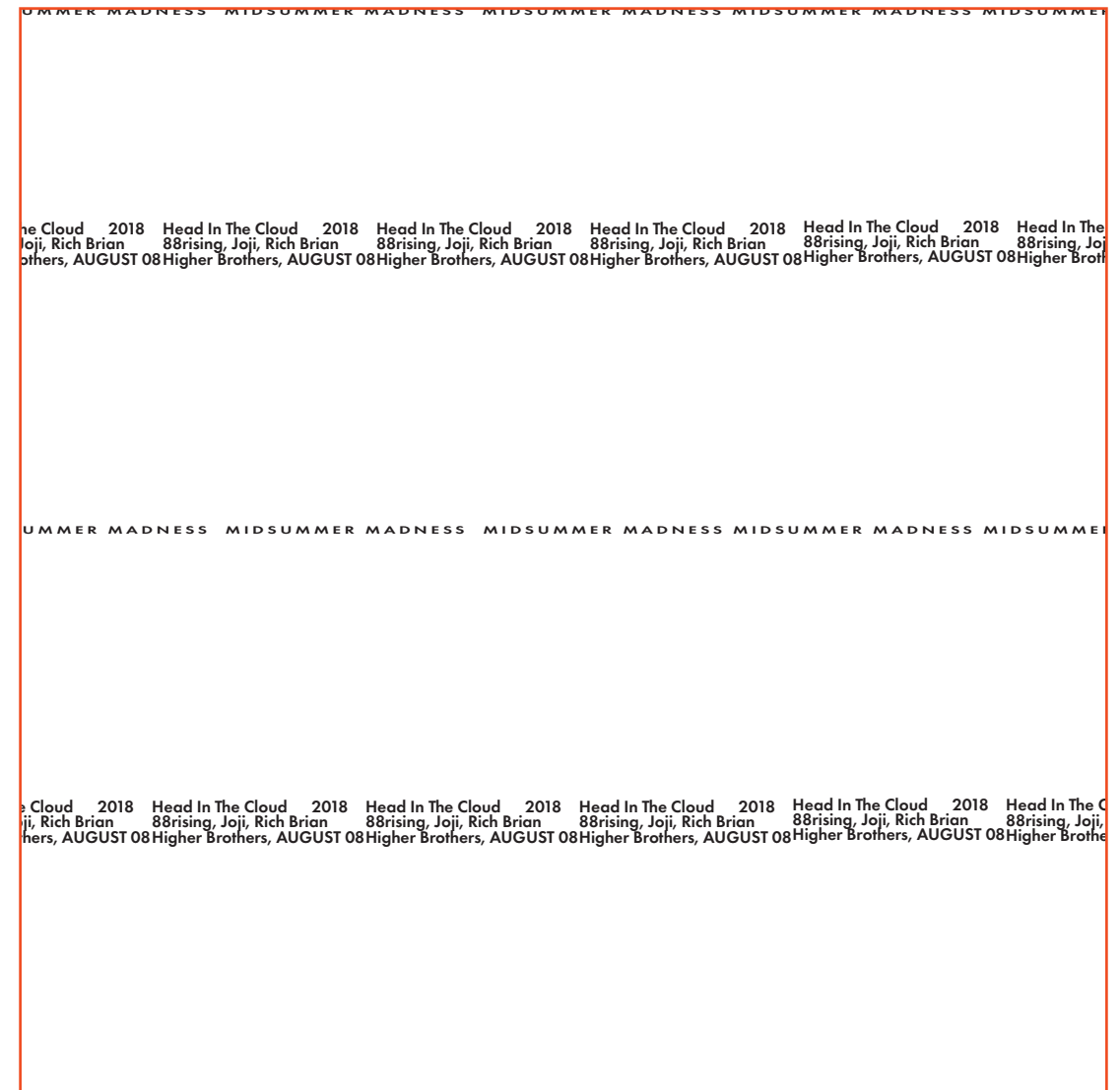
#4-3 Character Weight

all font choices without italics
black type
white background
one point size per cover



#3-1 Composition + Space + Letter Size

regular font
 black type
 white background
 one point size per cover



#3-2

88rising, Joff, Rich Brian, Higher Brothers, AUGUST 08
88rising, Joff, Rich Brian, Higher Brothers, AUGUST 08
88rising, Joff, Rich Brian, Higher Brothers, AUGUST 08
88rising, Joff, Rich Brian, Higher Brothers, AUGUST 08
88rising, Joff, Rich Brian, Higher Brothers, AUGUST 08
88rising, Joff, Rich Brian, Higher Brothers, AUGUST 08

M I D S U M M E R M A D N E S S

Head In The Cloud
Head In The Cloud
Head In The Cloud
Head In The Cloud
Head In The Cloud
Head In The Cloud
Head In The Cloud
201808080808

#3-5

A stamp

Dear Yanwen Bu

Make it make it sense, I. Can't hide a heart in a black tint, I. You were off the bullshit and the tablets. Under 21, both savage. All these blurry nights feel the same to me. Heart full of hate, no vacancy. Only one you gonna blame when it's over. Can't look me in my eyes when you sober. Hey, I'm the one you call when you feelin' low. Running up a check just to help you cope. I just want to live in the moment. You just want to fight 'cause you lonely. Tryna see a milly then be really up. Rockstar crash in my Bentley truck. You need all my love. You've got all the love

Best,
Midsummer Madness

#7-1 Rules + Blocks

all font choices
all point size combination
white background

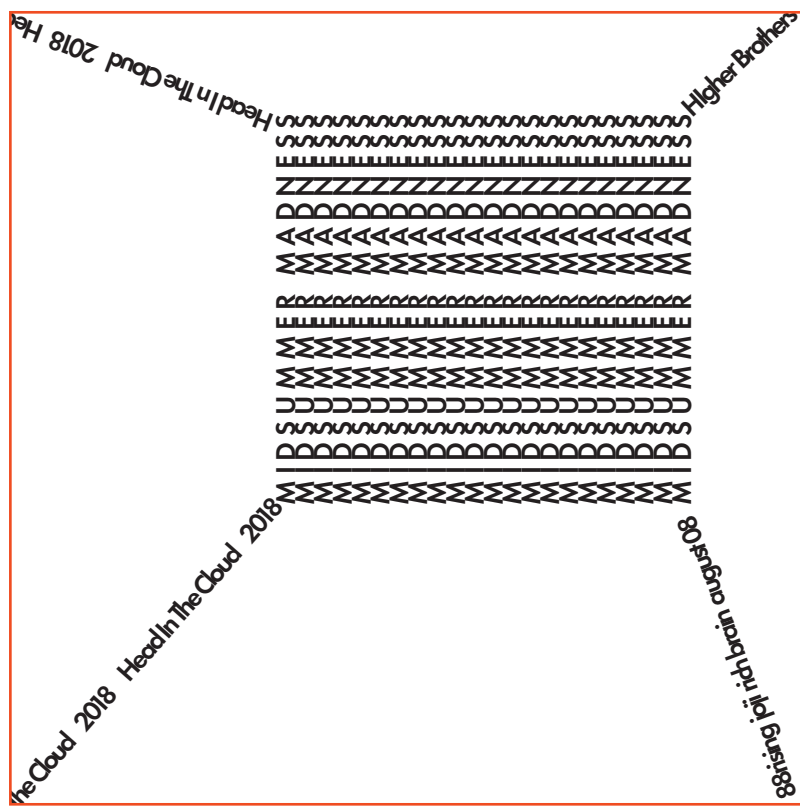


USE OF

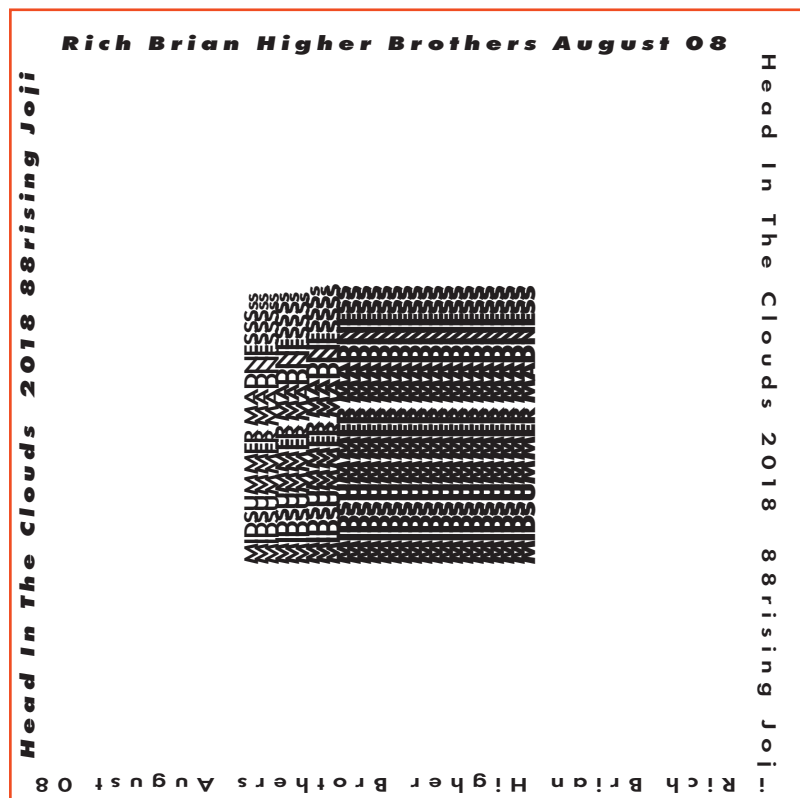
RULES

USE OF RULES+

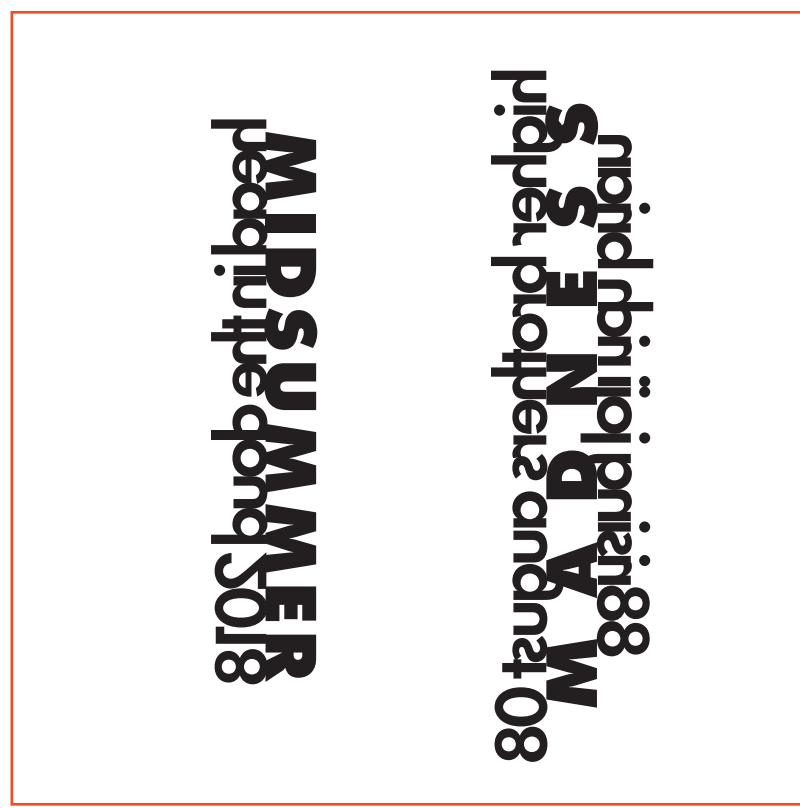
#3-4



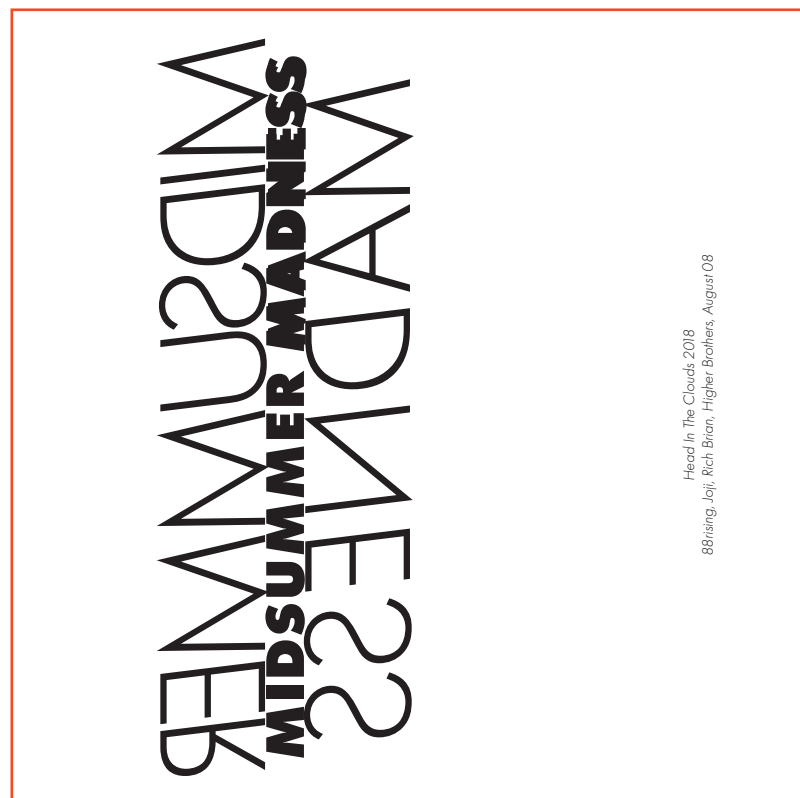
#4-5



#4-1



#6-4



#4-4 Character Weight

all font choices without italics
black type
white background
one point size per cover

MADNESS
I
D
S
U **MADNESS**
M **I**
M **D**
E **S**
R **U** **MADNESS**
M **I**
M **D**
E **S** **MADNESS**
R **U** **M** **I**
M **D**
E **S** **U** **M** **E** **R**

88rising

august 08

joji rich brian

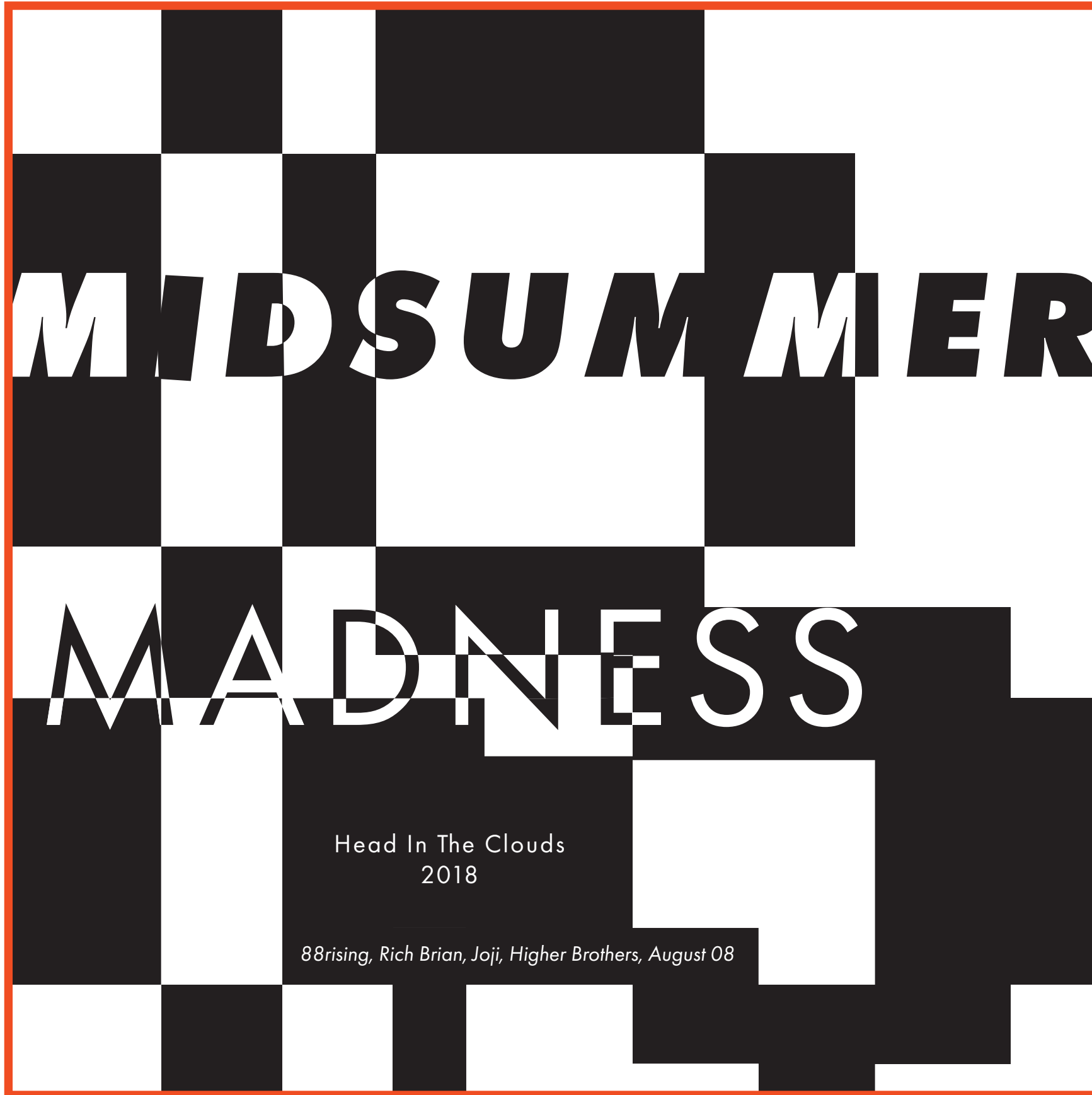
higher brothers

head in the 2018 clouds

Head In The
 Clouds 2018
MIDSUMMER
 88rising **MADNESS**
 Rich Brian
 Joji August08
 Higher Brothers

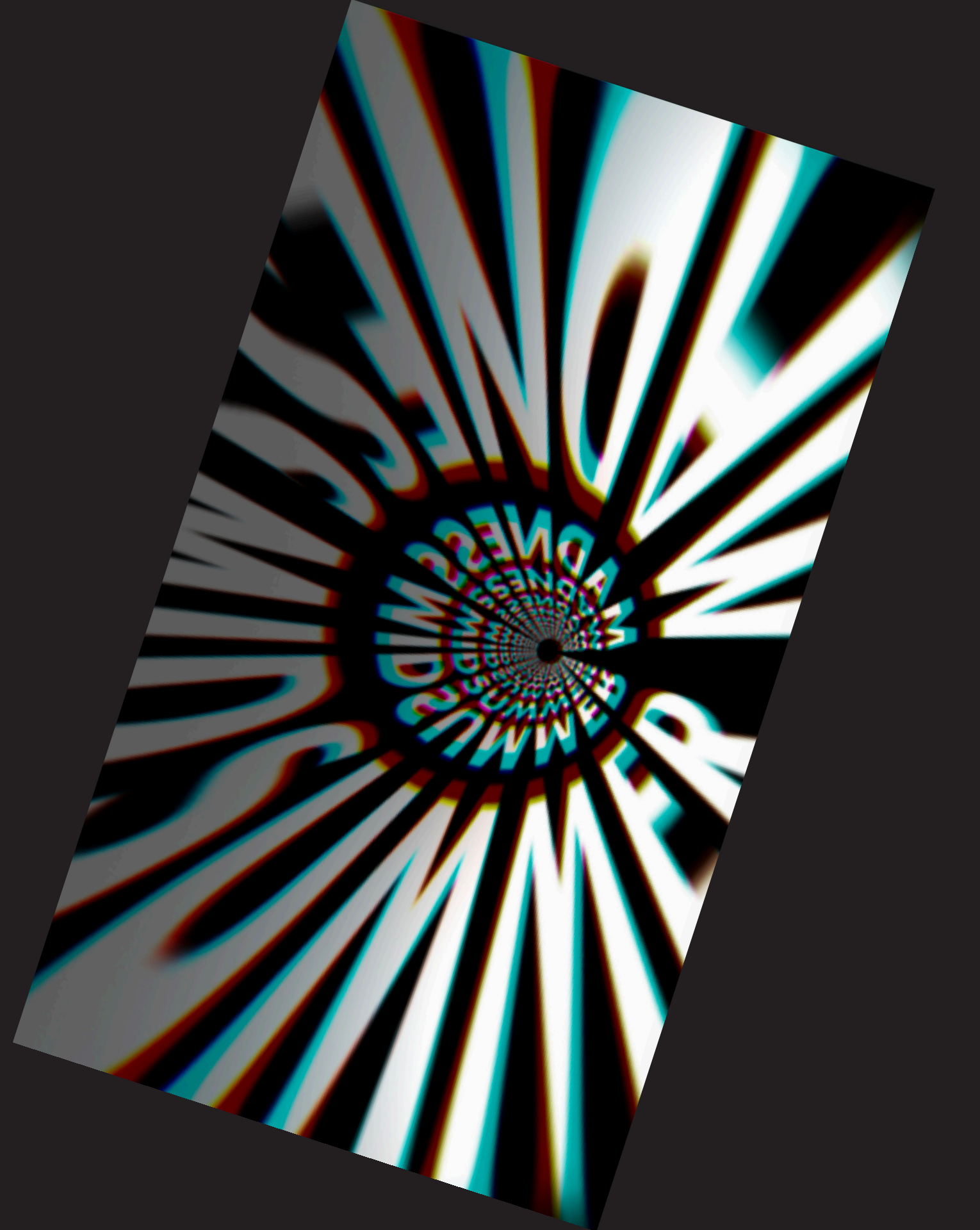
#5-1 Character Weight + Italics

all font choices
black type
white background
one point size per cover



#7-2 Rules + Blocks

all font choices
all point size combination
white background



ANIMATION

[link>](#)

<https://www.youtube.com/watch?v=FYLqillzRz8>
<https://www.youtube.com/watch?v=FYLqillzRz8>
<https://www.youtube.com/watch?v=FYLqillzRz8>

<https://www.youtube.com/watch?v=FYLqillzRz8>

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<https://www.youtube.com/watch?v=FYLqillzRz8>
<https://www.youtube.com/watch?v=FYLqillzRz8>

FUTURA
FUTURA

GO WATCH MY VIDEO

BIBLIOGRAPHY

88rising

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