



Haus Museum Weimar

Tourism Promotion - Illustration Design - Web Design

Jiannan Zhang - Prof. Dr. Jens Geelhaar

IDMC - Interface Design Masterclass - Media Faculty

Bauhaus Universität Weimar

2018 Summer Semester



Houses in Weimar

Inspiration

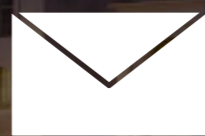
As a foreign student and a tourist in Europe, I am truly impressed by Weimar, regardless the Bauhaus culture or long history of this city itself. The one part I love the most, is the local buildings that definitely show people's attitude to life qualities, that they respect every details of life and bring their own characters into the architectures here, Just look at the colorful walls, decorated windows, well-designed gardens, there is no way to not be touched.

Project Target

My idea is to select 100 houses in Weimar and create illustration works as a set of souvenirs, such as a picture book and postcards. In the meantime I would like to present them online as a website using html programming skills. In all it is a tourism promotion project.



Picture Book



Postcards



City Map



Website

Picture - <https://www.weimar-touristinformation.de/>



Illustration work

So far I have already done some work according to some locations in Weimar.

When I was drawing these pictures, I tried to save the whole process which I could put on the website. Together with a story of why I chose a certain house, what this house is and even some information about the house owners, I would like to let people feel like they are reading a book of this city.



Illustration work

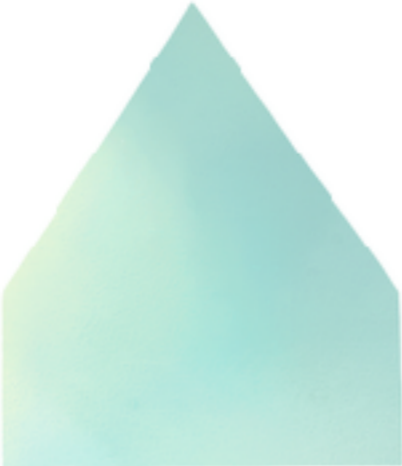
So far I have already done some work according to four locations in Weimar.

When I was drawing these pictures, I tried to save the whole process which I could put on the website. Together with a story of why I chose a certain house, what this house is and even some information about the house owners, I would like to let people feel like they are reading a book of this city.









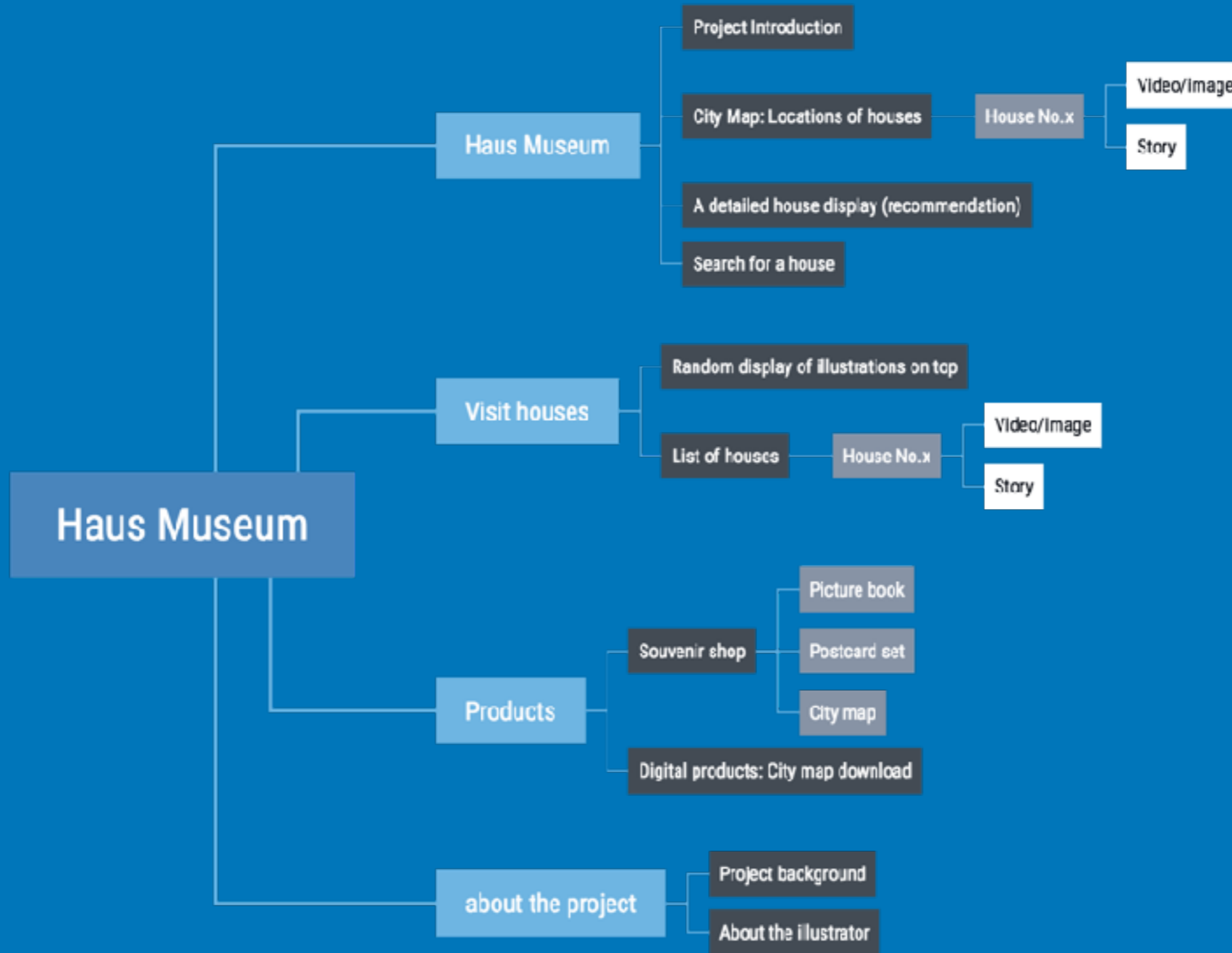


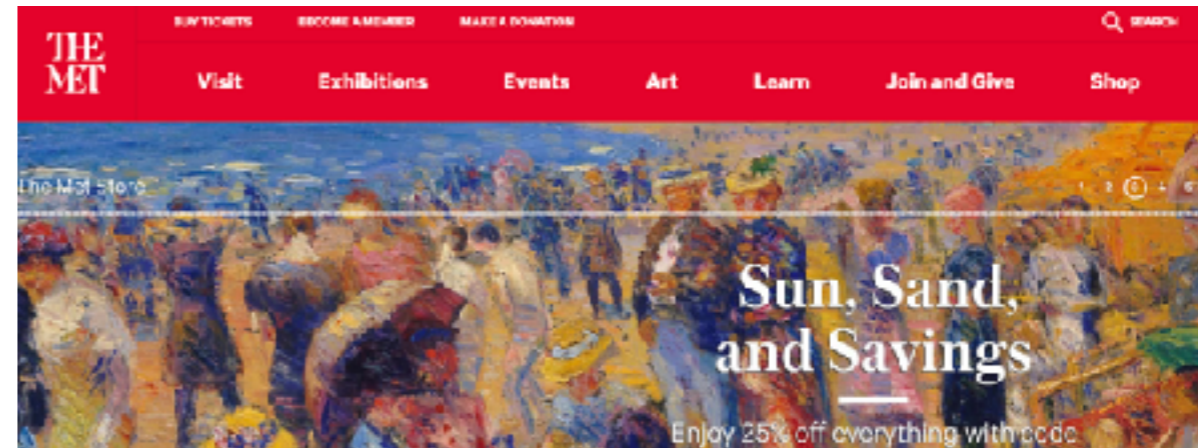
The audience

This website is initially targeted for those people who are not in weimar yet. It gives them a chance to first take a glance of the city, find what they are interested in and then plan for a trip to Weimar. They can take a look at the city map on our website, where all the houses will be pinned down to. People who are already in Weimar can just simply take the picture book for travel.

I hope this project can help attract more visitors to Weimar to explore not only the famous sites but also some ordinary buildings, which have their own unique charm as well.

Picture - <http://wilkinsonbrothers.com/portfolio/town-map-illustration/>





Some references

<https://www.vangoghmuseum.nl/en>

<https://www.metmuseum.org/>

<http://www.musee-orsay.fr/>

<https://www.ludwigmuseum.hu/>