

NEW
NORM

thenewnormstudio.net

info@thenewnormstudio.net

studio
magazine
living

Services

Instagram

[@newnormmag](#)

[@_thenewnorm_](#)

[@newnormliving](#)

Behance

[behance.net/alison_choi](https://www.behance.net/alison_choi)

Website

thenewnormstudio.net

THE NEW NORM STUDIO

studio
magazine
living



ABOUT US

THE NEW NORM STUDIO is a creative agency working across the fields of photography, content creation, social media management, and publication.

Based in Hong Kong

What We Do



Our services include;

Content creation and
management of social media
platforms
Social media marketing strategy
Photography

Video
Art Direction and Styling
Sponsored Blog and
Instagram Posts
Publication Design

THE NEW NORM STUDIO is a creative agency working across the fields of photography, content creation, social media management, and publication. We work closely with you to develop a strong, authentic aesthetic with interesting and engaging content that bonds customers with a brand, making them feel connected, seen, and cared for. We're motivated by our passion for visual storytelling, to bridge the gap between images, texts, and design, celebrating a brand's philosophy and individuality.

New Norm Magazine and New Norm Living are extensions of our brand. New Norm Magazine is a bi-annual lifestyle and travel magazine, while New Norm Living is a lifestyle store, selling an array of products by independent designers and artists.

Social media marketing strategy

Social media platforms are one of the many ways for brands to interact with their customers and clients.

We work closely with you to develop a strong, authentic aesthetic with interesting and engaging content that bonds customers with a brand, making them feel connected, seen, and cared for.

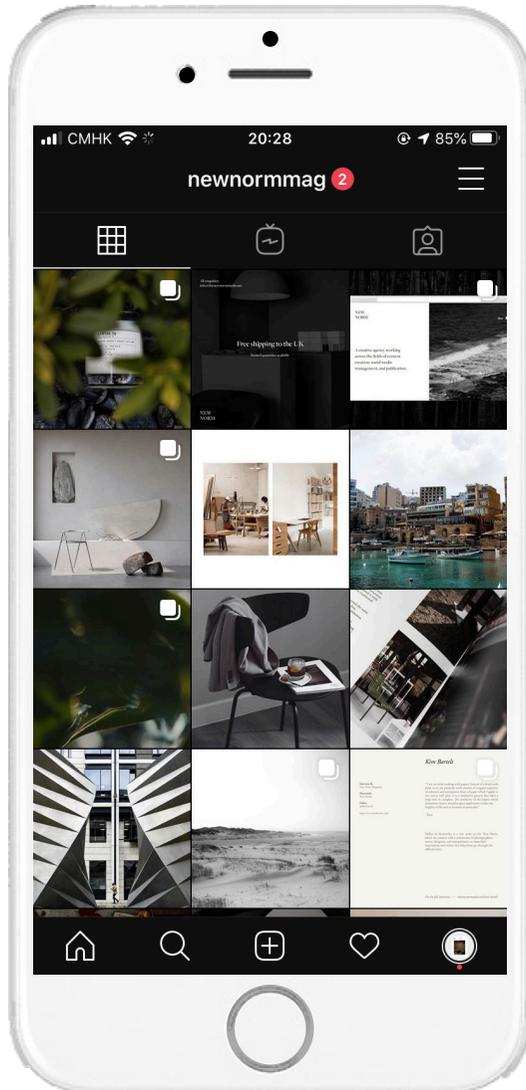
Instagram

For a more attractive and consistent feed, we will conduct an in-depth study of viewer preferences and propose ways to improve; for increased engagement and activations for your brand or company.

Facebook

We tend to have a different audience for Facebook profiles/pages. We will develop detailed stories to attract viewers along with a proposal on how to improve engagement through advertisements.

Instagram



1 . Instagram

Propose the use of various posts and captions to improve engagement and activations for each brand or company.

2 . Stories

Create an instagram template for you; a clean and informative layout that encourages interaction with your audience while keeping up to date with the latest news and trends.

3 . Highlights

Design the icons for your highlight section.

4 . Posts

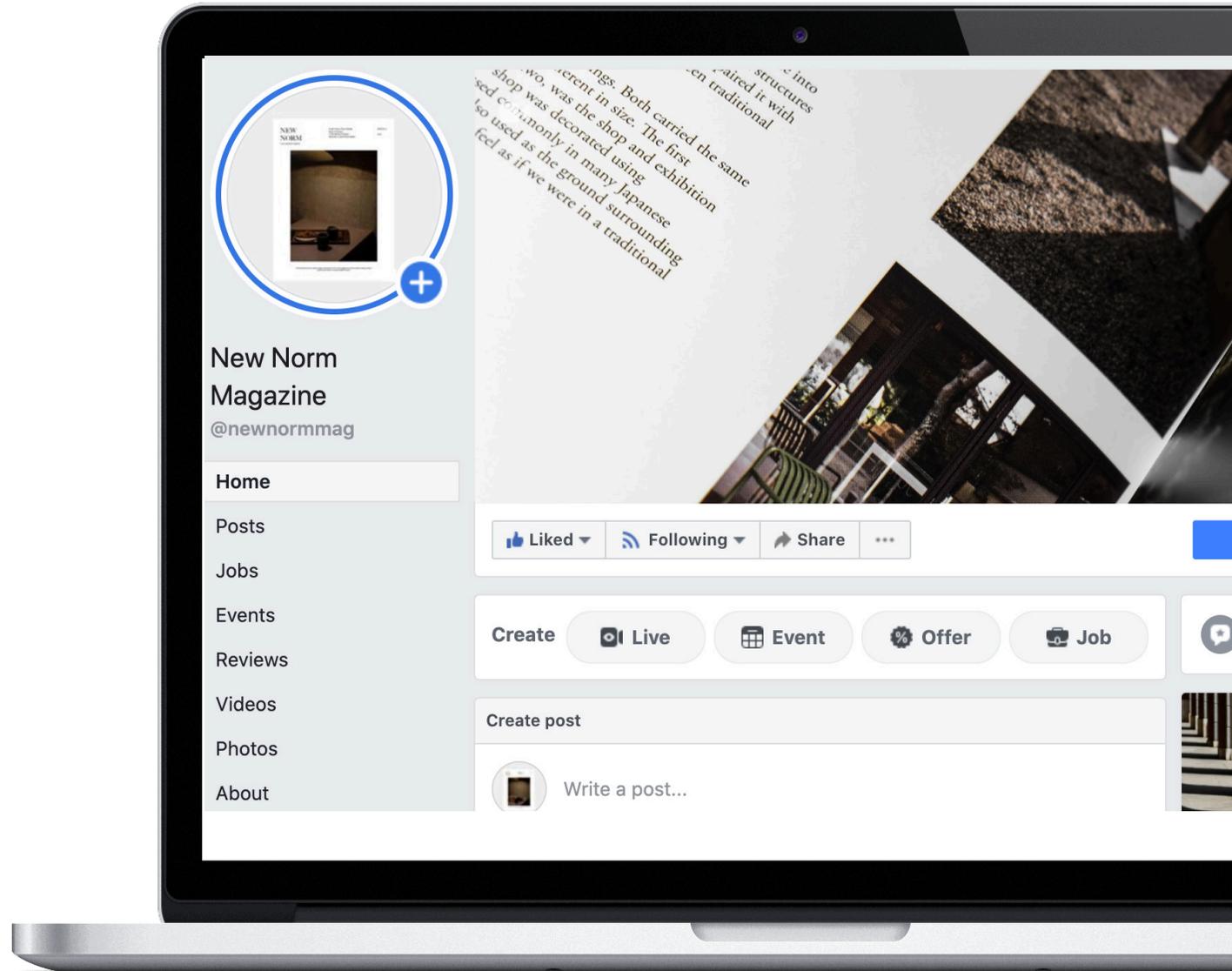
Arrange the layout of the instagram feed and design different templates based on the photos and information that you have, along with customised hashtags and the captions for every post.

Facebook

1 . Detailed captions

2 . Stories

3. Brand introduction/ stories

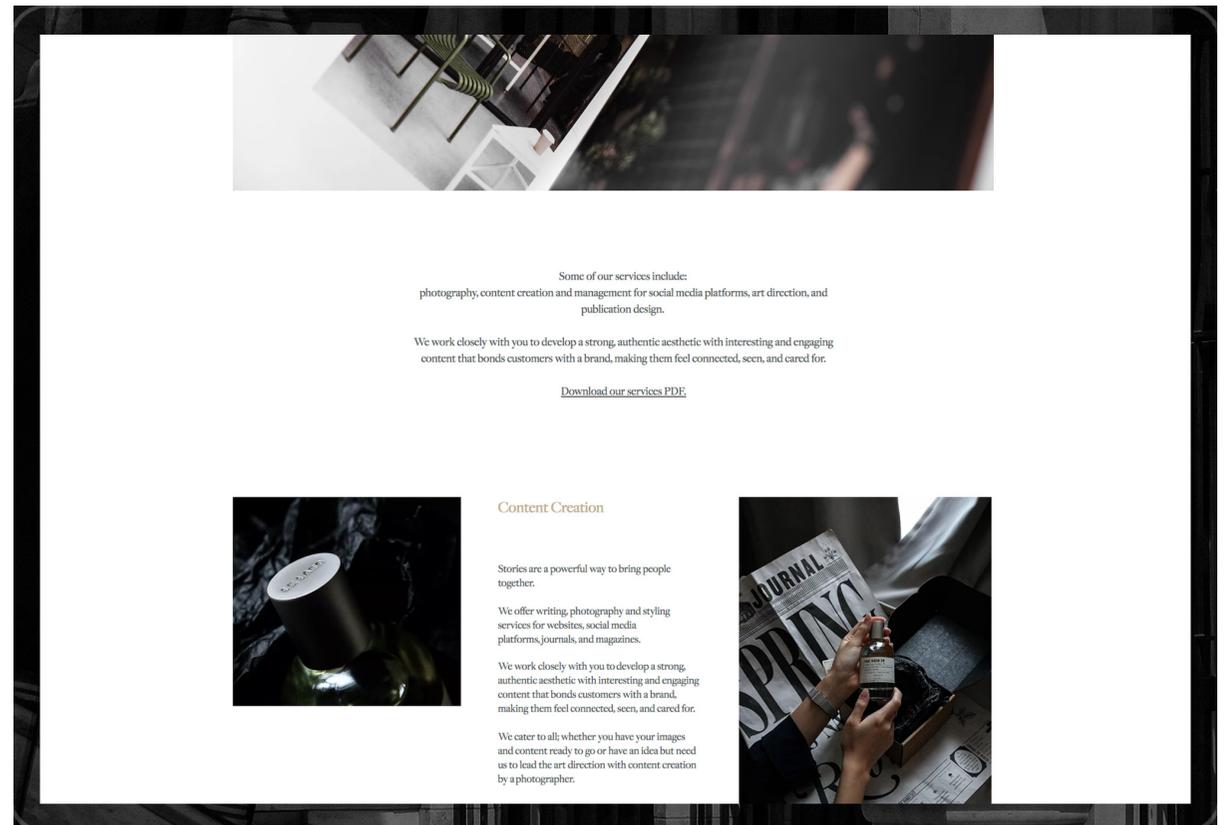


Website

1 . Visal language

2 . Ways to improve

3. Key words



Audience analysis

Selected Works - K11 Musea

K11 MUSEA Strategy THE NEW NORM STUDIO

01



Promote

through a digital medium, to focus on ways to present different brands to the audience

02



Lead

being representatives of leading art and design trends in Hong Kong

03



Education

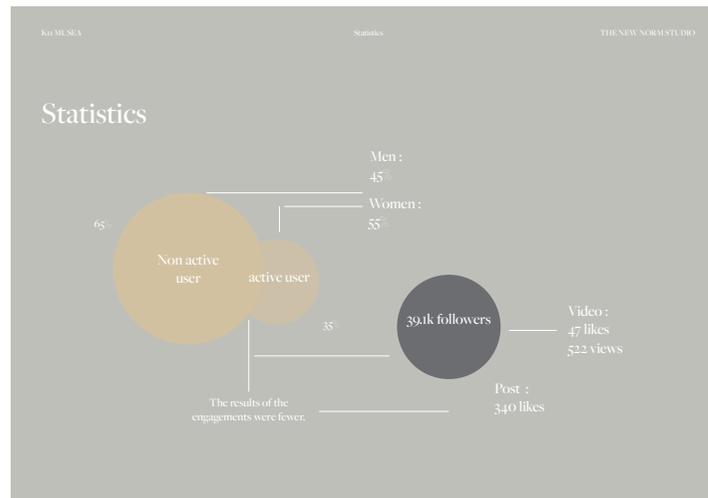
enable people to have a deeper understanding of art, culture, and design.

04



Communication

to create a bridge for the brands to interact with the audience

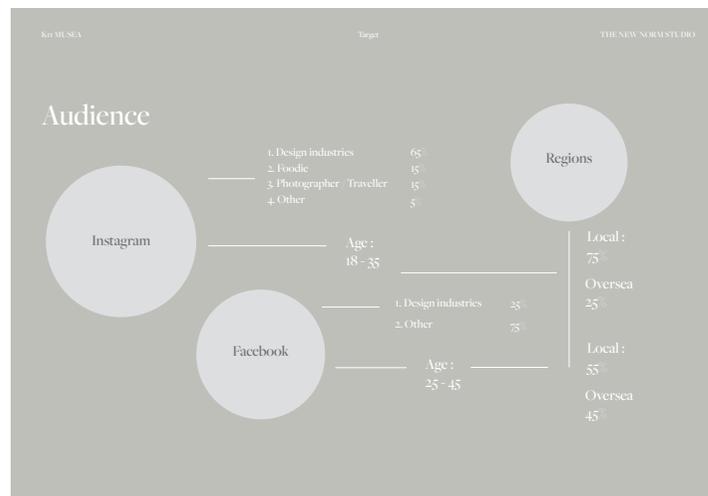


K11 MUSEA THE NEW NORM STUDIO

IDENTITY

in social media platforms

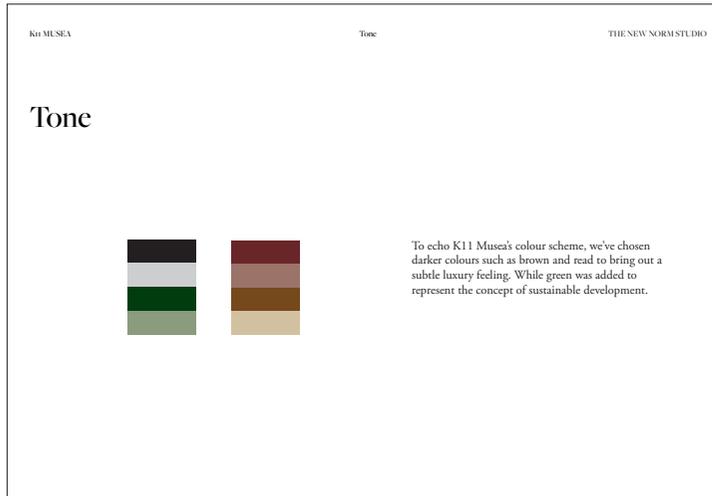
- ARCHITECTURE
- ART & DESIGN
- CULTURE
- FASHION
- LIFESTYLE
- GASTRONOMY

An analysis of the gender, age, and occupation of your audience and investigate user preferences, i.e, preference to photographs or videos, and what time to post.

Visual

Selected Works - K11 Musea



Tones , the feeling and language of a social media platform

ARTISTS



Content Creation

We offer copywriting, photography, video and styling services for websites, social media platforms, journals, and magazines.

We believe that powerful and effective storytelling can be achieved through the medium of photography and writing, which has slowly become essential to tie down the tone and personality of a brand.



Content Creation and Strategy:

Stories are a powerful way to bring people together.

We work closely with you to develop a strong, authentic aesthetic with interesting and engaging content that bonds customers with a brand, making them feel connected, seen, and cared for.

We cater to all; whether you have your images and content ready to go or have an idea but need us to lead the art direction with content creation by a photographer.

CONTENT CREATION

We take the time and effort to understand your brand and deliver, unique and authentic visuals for you.

Focusing on cultures, design, and craft, we aim to develop strong aesthetics that evoke emotional resonance and connection.

VISUAL STRATEGY AND STYLING

Depending on the need, we can take full charge in the curation of a visual feed for social media platforms and help create content, communicate ideas and engage with audiences.

We offer customised solutions that will heighten the aesthetics of your brand's SoMe channels.

As a visual editor, we can align your visual strategy with your company's philosophy, target group and brand positioning, gaining a stronger and more authentic online presence.

Includes:

Content map and visual language proposal, production of images, videos, Instagram story templates.

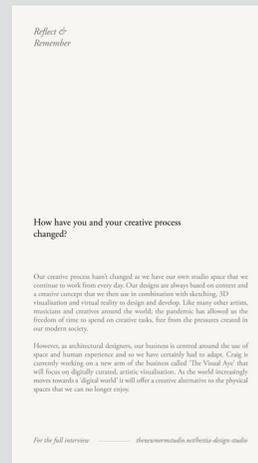
01

02

Selected Works

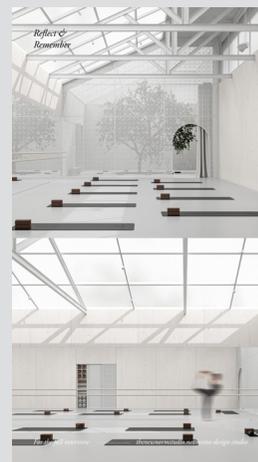
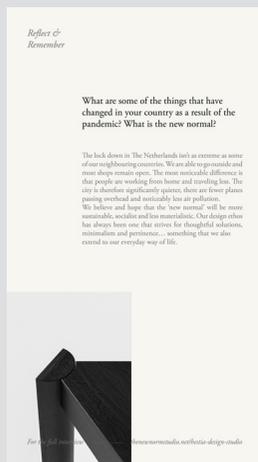
Instagram stories

Reflect & Remember. The idea was to create an inspiring platform to motivate and learn from one another and to grow from this new context, the pandemic.



Hestia Design Studio

Hestia is a design and architecture studio based in Amsterdam, founded by Scottish designers Craig Hepburn and Jennifer Campbell. Together, they create spaces, products, and experiences for ambitious businesses and inspired individuals.



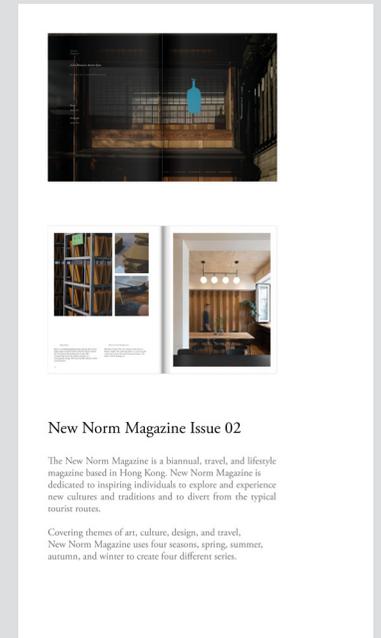
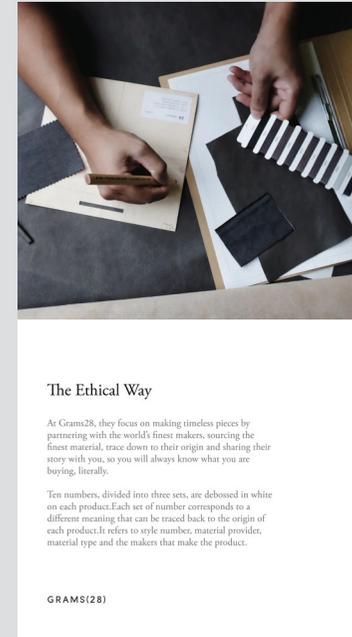
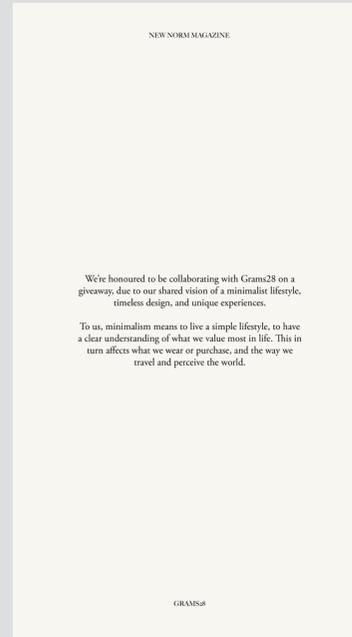
Selected Works

Instagram stories and journal

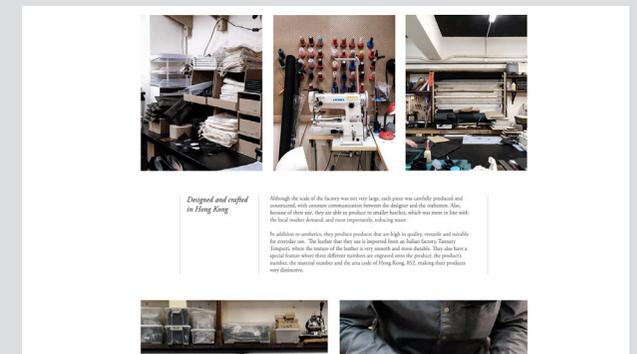
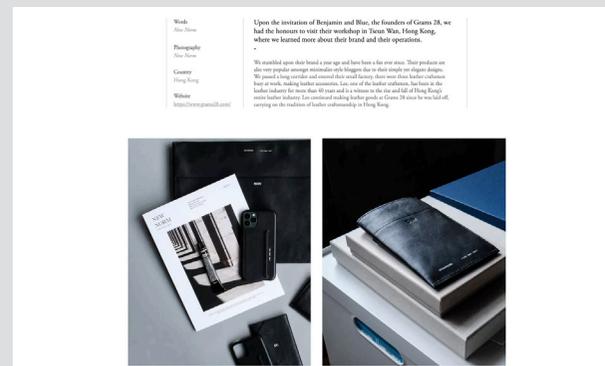
Instagram giveaway with grams 28 and journal feature.

Grams 28

Grams 28 is a leather accessory brand based in Hong Kong. At Grams28, they focus on making timeless pieces by partnering with the world's finest makers, sourcing the finest material, trace down to their origin and sharing their story with the other, so you will always know what you are buying, literally.



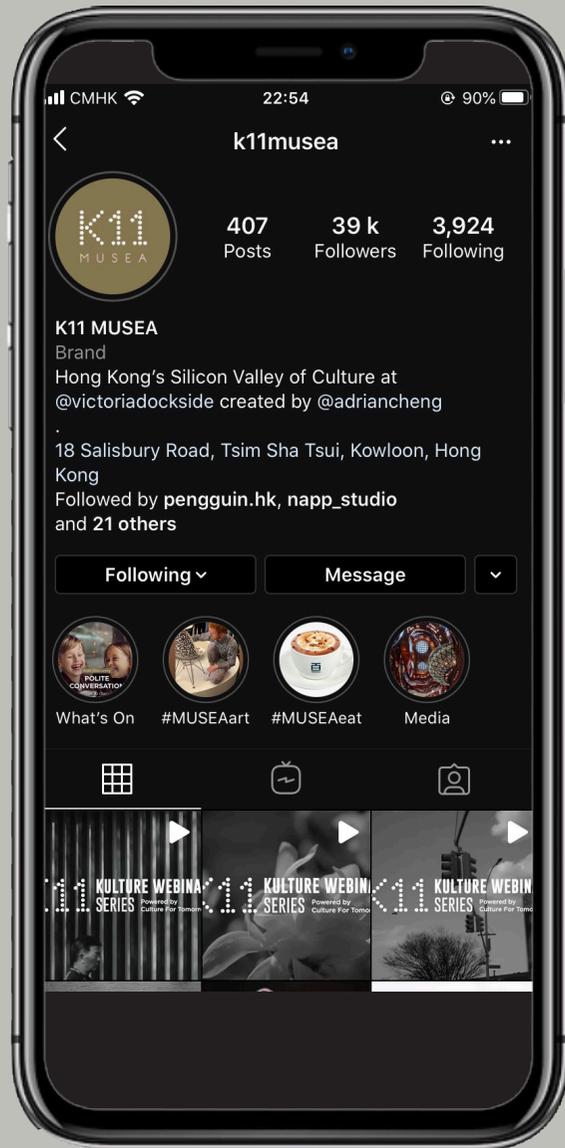
Stories



Website

Select Works

Proposal for K11 Musea



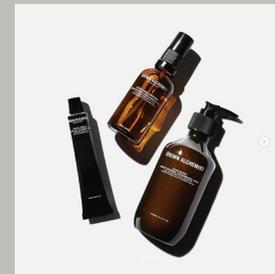
Introduce a store or brand



Social activation: styling guide



Social activation: story behind a brand



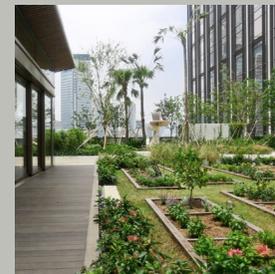
Product / brand introduction



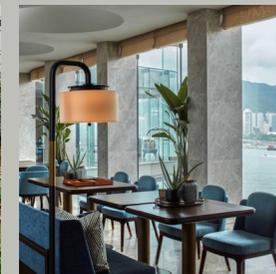
K11 Musea lives



Restaurant introduction



Social activation: Event promotion



Restaurant introduction: focusing on the views



Social activation: Recipes



aesop

Product Photography

AESOP HAND CREAM

Shiro Ohtake continues to use his distinct method of combining readymade and found objects into different compositions for Time Memory / Patch 5, creating a multilayered study of materiality, form, and process. The unsolicited bulk mail and packaging that arrive daily at his home create forms that project off the canvas to occupy a three-dimensional space like a relief sculpture. The aged brown-coloured surface, the rips and damages on the objects, and the irregularity of the collage arrangements are reminiscent of the imperfect nature of memory. Ohtake's Time Memory Series maps an abstracted itinerary of production, consumption, and the flow of time through everyday materials.



New Publication
New Storytelling

K11 MUSEA



FLOWER DECORATION CLASS

Shiro Ohtake continues to use his distinct method of combining readymade and found objects into different compositions for Time Memory / Patch 5, creating a multilayered study of materiality, form, and process. The unsolicited bulk mail and packaging that arrive daily at his home create forms that project off the canvas to occupy a three-dimensional space like a relief sculpture. The aged brown-coloured surface, the rips and damages on the objects, and the irregularity of the collage arrangements are reminiscent of the imperfect nature of memory. Ohtake's Time Memory Series maps an abstracted itinerary of production, consumption, and the flow of time through everyday materials.

VIDEO FOR CLASS



Flower decorating classes for all ages

Shiro Ohtake continues to use his distinct method of combining readymade and found objects into different compositions for Time Memory / Patch 5, creating a multilayered study of materiality, form, and process. The unsolicited bulk mail and packaging that arrive daily at his home create forms that project off the canvas to occupy a three-dimensional space like a relief sculpture.




02/07 - 12/07

Shiro Otake

Size	Material
53 x 46 x 9.5 cm	bemp cloth, cotton cloth, duoseed cloth, tissue

Shiro Ohtake continues to use his distinct method of combining readymade and found objects into different compositions for Time Memory / Patch 5, creating a multilayered study of materiality, form, and process. The unsolicited bulk mail and packaging that arrive daily at his home create forms that project off the canvas to occupy a three-dimensional space like a relief sculpture. The aged brown-coloured surface, the rips and damages on the objects, and the irregularity of the collage arrangements are reminiscent of the imperfect nature of memory. Ohtake's Time Memory Series maps an abstracted itinerary of production, consumption, and the flow of time through everyday materials.

Photography Competition

Photography Competition




Competition

If exposed in small photos, it feels more direct and the viewers can understand the various classifications at the first time to see the profile.

skt.com.cn

Selected Works

K11 Musea, Instagram stories

Stories

Different series can be created for Instagram and Facebook stories with interactive and engaging templates.

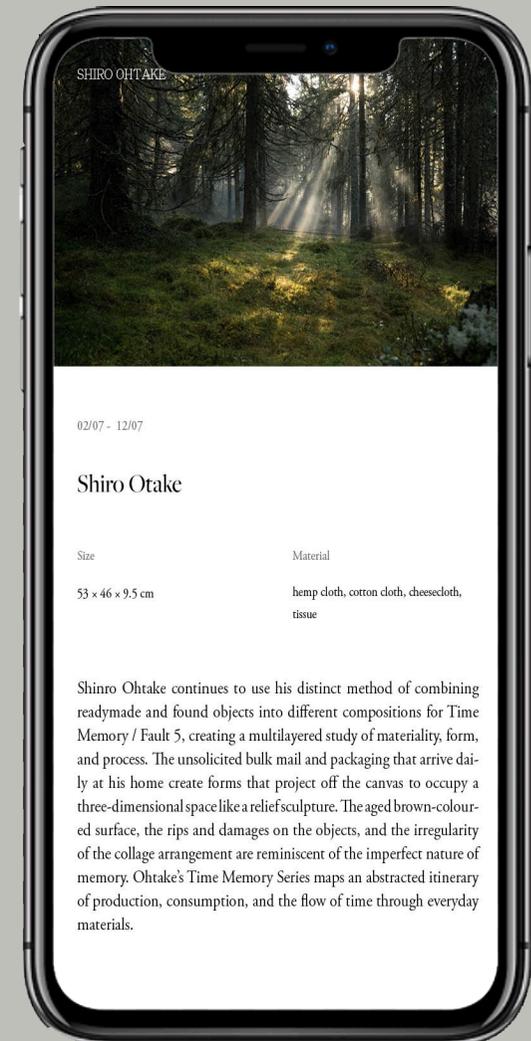
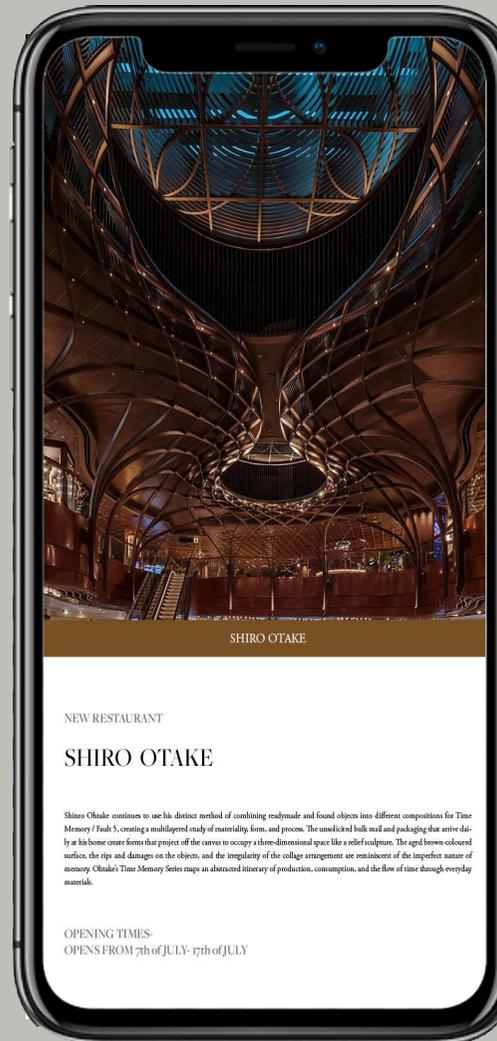
Instagram stories

Social engagements and activations

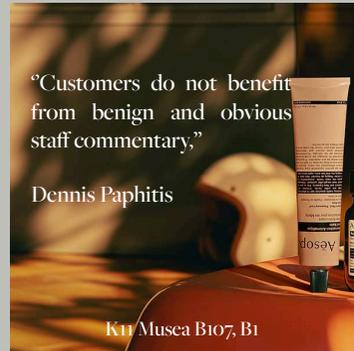
1. Virtual Galleries

2. Events

3. Questions



Content Creation



Brand story

Introducing the stories of different brands. It can inspire the viewers and increase the storytelling aspect of the platform.



Art Class Live

Drawing or crafting short live videos will attract people who love art.

About Art

Select Works

THE NEW NORM STUDIO



01



02



03

- 01 Arashiyama Bamboo Grove
- 02 Basao Tea House, Hong Kong
- 03 St. Stephen's Basilica, Budapest
- 04 Le Labo Styling Concrete
- 05 Flatlay of clothing
- 06 Men's Grooming Products
- 07 Old Store in Hong Kong
- 08 Streetscape Hong Kong
- 09 Ruins of St. Paul's, Macau



04



05



06

Instagram

@newnormmag

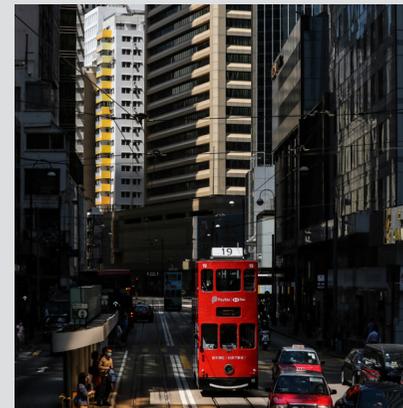
@_thenewnorm_

@newnormliving

THE NEW NORM STUDIO



07



08



09

Select Works

LE LABO

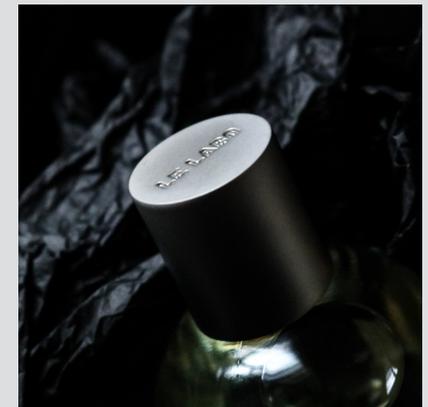
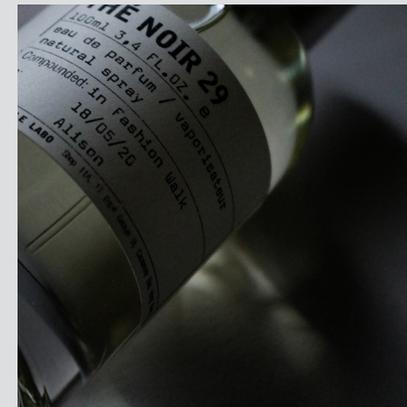


Le Labo, a journey through the senses

I close my eyes, letting the scents of the woods and mountain ground come to me, allowing my imagination to take me on a journey.

I'm transported to a dark and dense forest, surrounded by a thick mist of cedarwood, vetiver, and musk. The aroma intensifies and whisks me away to a sandy beach, where I sit and listen to the sound of the waves, while a soothing note of black tea comforts me.

Le Labo creates soulful fragrances that allow our senses to be infused with and experience the scent with one's entire being. THE NOIR 29 is a sensuous and addictive aroma crafted around black tea, uniting the mystical depth of cedarwood, vetiver, and musk with fruity notes of fig and bay, building layers to a dark, leafy, hay, and tobacco shade.

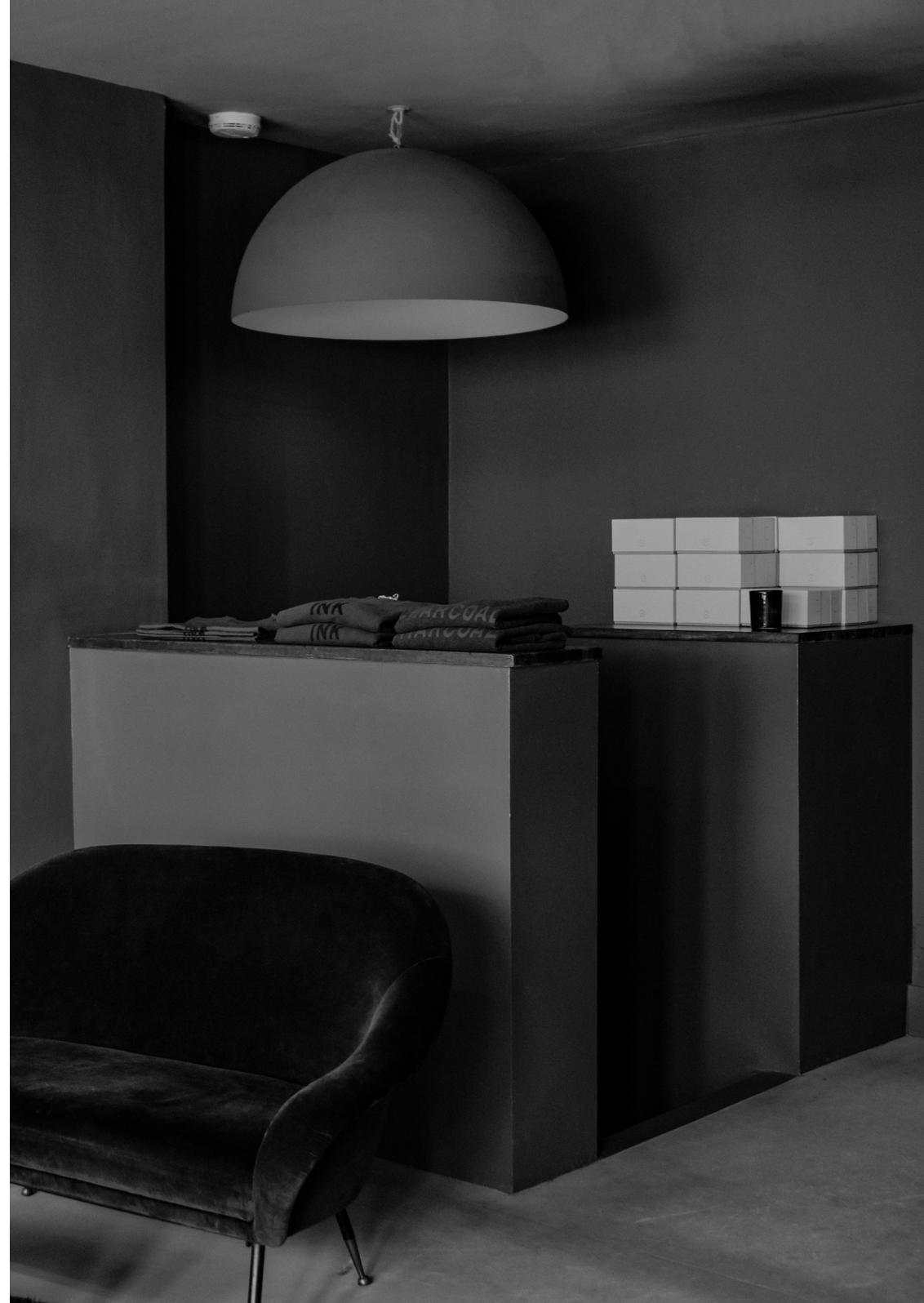


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Interior Portfolio

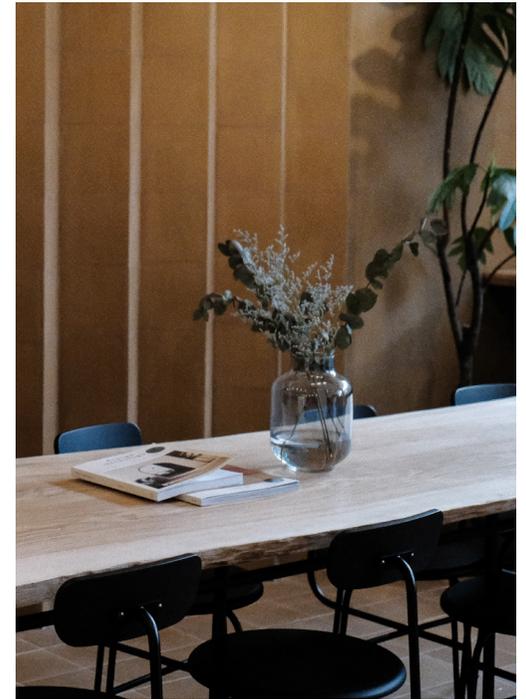
THE NEW NORM STUDIO



Elephant Grounds, Shop 705, level 7, K11 Musea, Victoria Dockside,
18 Salisbury Rd, Tsim Sha Tsui, Hong Kong

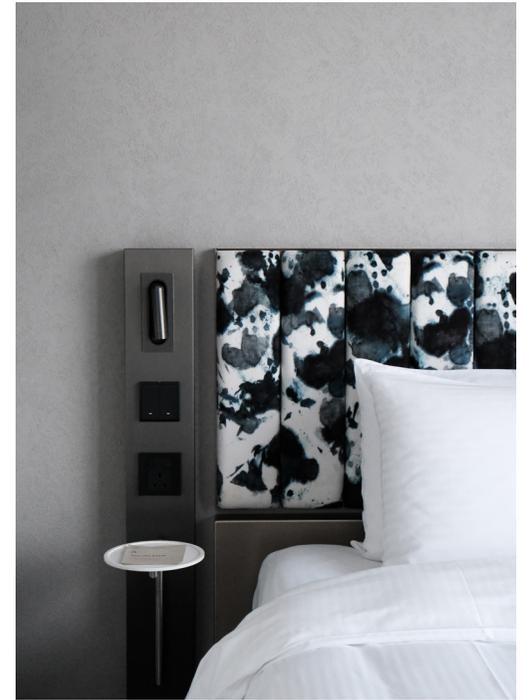


BASAO, 16 Pak Sha Road,
Causeway Bay, Hong Kong

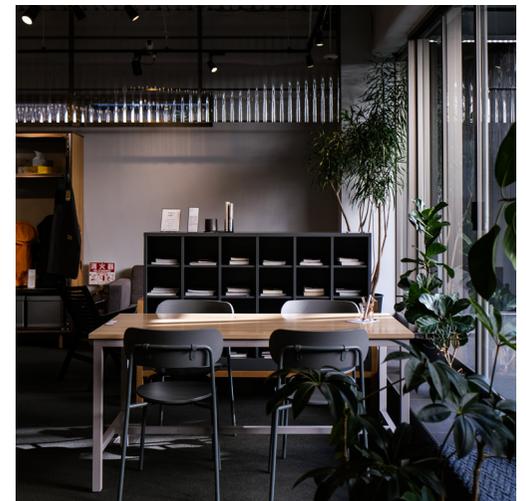
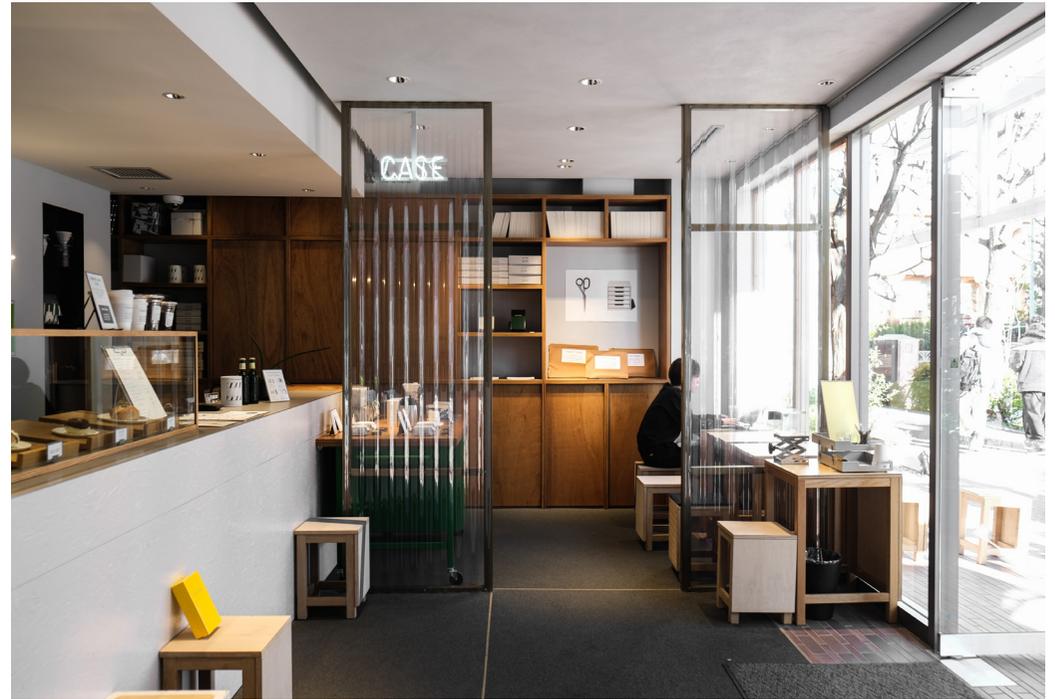


Unto This Last, 230 Brick Lane,
Shoreditch, London, E2 7EB

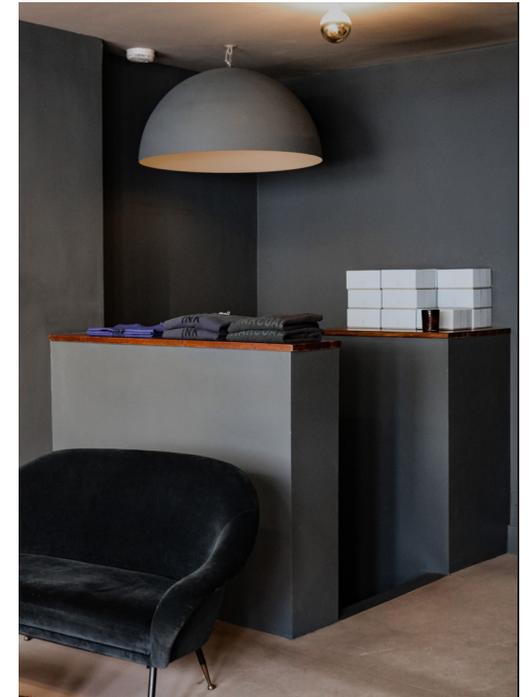




THINK OF THINGS, 3 Chome-62-1 Sendagaya,
Shibuya City, Tokyo 151-0051, Japan



Perfumer H, 106A Crawford Street,
Marylebone, London, W1H 2HZ





Publication Design



The weather in the UK is always gloomy, rainy and cold, and I've always been looking for a small little island where I can take a trip to, to escape the crowded and busy city. Many Europeans, in hopes of enjoying the sun, would try and find cheap plane tickets to smaller islands and popular destinations include Greece, Italy, and Spain, which tend to be very hot in the summer. After being introduced by some of my friends, I began researching this tiny island called Malta. Malta is an island country located in the center of the Mediterranean Sea, often referred to as the back garden of Europe. Malta was colonized by multiple countries and had only declared their independence in the year 1964, the most influential rule would be the British rule, that governed the island for over a hundred years. This is particularly evident in the architectural style and street design of Malta.

After checking into our hotel room, the first thing I did to do was to open step out onto the balcony onto George Bay. At a glance, I felt like I was in a sun shining down, the color of the water was so clear and blue. The water was so clear and blue of the ocean, boats were everywhere. Little fishes were jumping out of the water. May isn't very hot, but it's perfect for this time of year. Under this time of seafoam, the ocean is so beautiful.

Publication Design

PRINT IS NOT DEAD

A publication is a commitment to your content and can connect individuals to your message through a medium other than digital.

We cater to all; whether you have your images and content ready to go or have an idea but need us to lead the art direction with content creation by a photographer.

DESIGN

Turn your ideas into professional - quality trade books, magazines, photobooks or ebooks.

Includes products such as cook books, children's books, comic books, novel, photography book, art book, travel book, magazine, catalogues, brochures, flyers, and posters.

PRINT

Print 1 or 1,00.

Each are printed and bound with quality paper and a choice of soft or hard covers.

Print one copy at a time, or buy many up front for a lower price per unit.

SELL

We hope to support independent authors and designers, offering a platform that celebrates their work and passion.

From novels to magazines, you can print and sell your book on our online platform, New Norm Living.

01

02

03

Process

SHARE YOUR STORY.

We want to start by understanding your story, idea, brand, and market to create a personalized book.



01 Listen

Submit an enquiry form with the services required along with a PDF file containing your story or idea. Our team will have a read through and respond within 3 working days.

02 Research

A session for you to bring questions and ideas to the forefront, and for these to be researched, considered, designed by our team; discussion may be held online via Zoom. Deposit (50% of the total design cost) to be made before we begin curating.

03 Create

Dependent on the length of the project, our team will develop a design that best expresses and represents your story, idea, and brand. A timeline will be discussed and confirmed via email.

04 Print

Complete book design to be presented in digital form. Discussions between you and our team on the paper type, printing quality, and cover style required. Payment of the remaining design fee (40% of total cost).

05 Review

A final and printed version will be presented. For large orders, we would need to confirmation on a sample before the final printing stage.

Select Works

New Norm Magazine Issue 01

Our team was responsible for copywriting, photography, illustration, and layout design.

As a biannual travel and lifestyle magazine, each issue focuses on selected travel, culture, and lifestyle features, presented through a combination of articles, interviews, and visual narratives. The New Norm Magazine is dedicated to inspiring individuals to explore and experience new cultures and traditions and to divert from the typical tourist routes.



SUMMER
Chapter 7
Malá Strana
A view of the historical center near to Malá

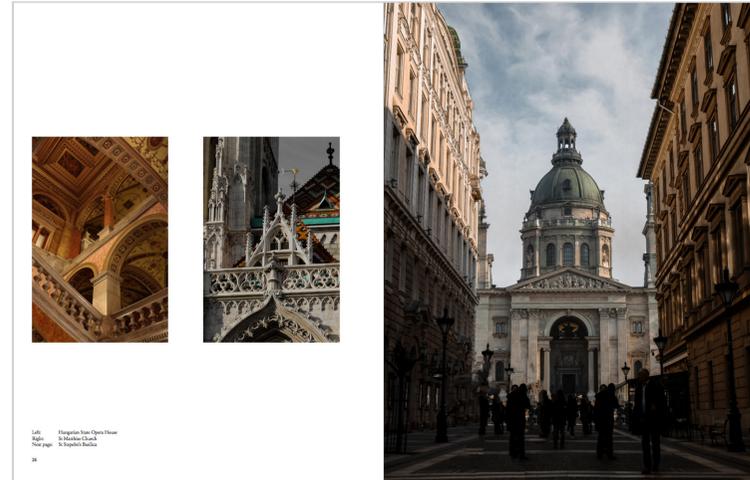


The architecture in Malá is very fascinating, the colour of the balconies, terraces, and doors, just like the history of Malá, a full of colour and history.

While walking into the old city of Malá, blocks of old houses and shops fill my sight. The poor quality of land and in Malá makes it impossible for any growth, it is, however, rich in limestone, and hence became the main material in the construction of Malá's houses.

Despite the change in multiple architectural styles, the importance and use of limestone have remained unchanged. These houses were very warm when they were first constructed, as well as they could easily mix with a brick, but because much stronger after the ending of the war and the creation of the steel and iron. The houses are Malá are mostly built by a red brick mixed yellow limestone, bringing a strong contrast with the clear blue waters.

Looking up, the sky was filled with balconies protruding outward. These balconies are built with wood for structure and each balcony is painted with different colour paints. These balconies were first introduced during the Austro rule of Malá, these balconies had to be built to provide security when the women could talk from a stranger's line of sight, but during the times of the communist era, the balconies were being used as a "lookout post". During the 19th century, the Austro-Hungarian ruler of Malá introduced the idea of new building material here to create one of the most change of Malá, and as the people began decorating their balconies as a way out of the common ways to incorporate a design element.



Left: Hungarian Iron Church Interior
Right: St. Mark's Church
Top: Prague, St. Nicholas Church

Top five reasons to visit Budapest

CONVENIENT TRANSPORT

There are four different types of public transport in Budapest, the metro, trams, bus and boat service. The metro includes the M1, M2, M3, M4, M5, M6, M7, M8, M9, M10, M11, M12, M13, M14, M15, M16, M17, M18, M19, M20, M21, M22, M23, M24, M25, M26, M27, M28, M29, M30, M31, M32, M33, M34, M35, M36, M37, M38, M39, M40, M41, M42, M43, M44, M45, M46, M47, M48, M49, M50, M51, M52, M53, M54, M55, M56, M57, M58, M59, M60, M61, M62, M63, M64, M65, M66, M67, M68, M69, M70, M71, M72, M73, M74, M75, M76, M77, M78, M79, M80, M81, M82, M83, M84, M85, M86, M87, M88, M89, M90, M91, M92, M93, M94, M95, M96, M97, M98, M99, M100, M101, M102, M103, M104, M105, M106, M107, M108, M109, M110, M111, M112, M113, M114, M115, M116, M117, M118, M119, M120, M121, M122, M123, M124, M125, M126, M127, M128, M129, M130, M131, M132, M133, M134, M135, M136, M137, M138, M139, M140, M141, M142, M143, M144, M145, M146, M147, M148, M149, M150, M151, M152, M153, M154, M155, M156, M157, M158, M159, M160, M161, M162, M163, M164, M165, M166, M167, M168, M169, M170, M171, M172, M173, M174, M175, M176, M177, M178, M179, M180, M181, 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