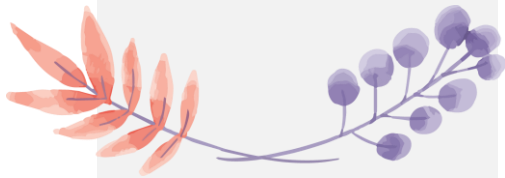


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About Me – Passion for Art

I am Eva Wang, a passionate advocate for the intersection of art, design, and culture. With a deep-rooted belief in the power of creativity to inspire, connect, and transform communities, I am thrilled at the prospect of contributing to the vibrant vision of the IAK Culture Association.

My journey in the realm of art and design began with a profound appreciation for the rich tapestry of human expression. Guided by this passion, I pursued formal education in Painting and Film Art and honed my skills through hands-on experience in various artistic endeavors.

Throughout my career, I've had the privilege of collaborating with diverse teams and communities to bring creative visions to life. From conceptualizing immersive art installations to crafting visually captivating branding campaigns, I've always strived to infuse each project with authenticity, innovation, and cultural resonance.

In my role as Art and Design for the IAK Culture Association, I am committed to leveraging my expertise to amplify the voices of artists, designers, and cultural influencers from around the world. Whether through curating thought-provoking exhibitions, organizing dynamic workshops, or spearheading collaborative initiatives, I am dedicated to fostering an inclusive and dynamic creative ecosystem that celebrates diversity, fosters dialogue, and drives positive change.

With a keen eye for emerging trends, a passion for storytelling, and a collaborative spirit, I am excited about the opportunity to contribute to the continued growth and impact of the IAK Culture Association. Together, let us embark on a journey of exploration, innovation, and inspiration as we shape the future of art, design, and culture.

我是王潇滴，一个对艺术、设计和文化交汇处充满热情的倡导者。我深信创造力有着启发、连接和改变社区的巨大力量，我对能够为IAK文化协会充满活力的愿景做出贡献感到非常激动。

我的艺术和设计之旅始于对人类表达丰富多彩的深刻欣赏。在这份热情的指引下，我接受了绘画和电影艺术的高等教育，并通过各种艺术实践经验不断磨练自己的技能。

在我的职业生涯中，我有幸与不同团队和社区合作，共同实现了多个创意项目。从构思沉浸式艺术装置到打造视觉引人注目的品牌宣传活动，我始终努力将每个项目注入真实性、创新性和文化共鸣。

作为IAK文化协会的艺术和设计人员，我承诺利用自己的专业知识，放大世界各地艺术家、设计师和文化影响者的声音。无论是策划发人深省的展览，组织充满活力的工作坊，还是领导合作项目，我都致力于营造一个包容、充满活力的创意生态系统，庆祝多样性、促进对话，推动积极变革。

凭借对新兴趋势的敏锐洞察力、对叙事的热情和合作精神，我对能够为IAK文化协会的持续增长和影响力做出贡献感到非常兴奋。让我们一起踏上探索、创新和启发之旅，共同塑造艺术、设计和文化的未来。

Education

- Beijing Film Academy 北京电影学院- Film Art, Bachelor's degree- 电影美术 本科 2001.09 - 2003.09
- Sichuan Fine Arts Institute 四川美术学院, 1993.09 - 1995.09

Leadership

- Netease Inc. 网易: Business Cooperation Director
- Sichuan TV 四川卫视: Program Production

Achievements

Achievements:

- Industry influence - Reached cross-border marketing cooperation with many high-quality brands in real estate (covering 26 real estate projects), hotel industry (cooperated with 3 national chains), and catering industry (cooperated with Yum! Brands). Formed the Yanxuan IP offline matrix, ultimately realizing the commercial project of marketing-customer acquisition-sales.
- Business value-added - Achieving sales revenue from various offline scenes, thereby realizing the dual value of sales and marketing promotion. From 2017 to 2019, the "Yanxuan HOME Series" commercial cooperation has been fruitful.
- With relatively low implementation costs, it has generated tens of millions in sales revenue for Yanxuan and established a replicable business model.
- Project Awards - The cross-industry collaboration between Atour Hotel and Netease Yanxuan has become one of the best cases in the hotel and e-commerce industries; awarded the "Best Project Award" by Netease Yanxuan in 2018.
- 行业影响——与地产业（覆盖 26 个地产项目）、酒店业（合作 3 家全国连锁）、餐饮业（合作百胜集团餐饮）等多家高品质品牌。达成跨界营销合作，形成严选 IP 线下矩阵，最终实现营销——获客——销售的商业项目。
- 商业增值——获得各线下场景的销售流水，实现销售与市场宣传的双重价值。2017 年至 2019 年，“严选 HOME 系列”务合作
- 仅以较小的落地成本即为严选带来数千万销售额，并形成可一套复制商业模式。
- 项目奖项——亚朵酒店与网易严选跨界合作成为酒店及电商行业最佳案例；获得 2018 年度网易严选“最佳项目奖”