

# Workshop: Pandemic Product

## Guidework 指南工作

### Biography

Guidework: A small-scaled creative studio based in Beijing, founded in 2018. They are dedicated to bringing original, fun and design-oriented contents and products to the market. During the pandemic, they created a booklet named 'Safety! Safety!'. They collected over 400 'Special Period Passes' from all over the country and assembled them into a booklet in the hope that the products of this special period would be preserved. The cover is made of the same non-woven fabric as the mask.

指南工作是一个成立于2018年的小型创意工作室，致力于将原创、有趣和设计导向的内容和产品带到市场。在疫情期间，他们制作了一本名为《Safety! Safety!》的小册子。他们从全国各地收集了超过400个“特殊时期通行证”，并将它们汇编成册，希望这个特殊时期的产品能够得到保存。小册子的封面是用与口罩相同的无纺布制成的。

### ***Safety! Safety!*** 指南工作

The recording of the book 'Safety! Safety!' launch:

指南工作新书《Safety! Safety!》发布会记录

<http://www.notion.so/Guidework-Book-Launch-9f6a4d50881447b3ad82c4d742ada572>

Welcome to the launch of the new book ***Safety! Safety!***, we are a small studio called ***Guidework***. For many audiences who often come to (Shanghai Artistic Book Fair) ***abC***, we may be new faces, because it's the first year of ***Guidework*** to participate in the ***Artistic Book Fair*** Shanghai, because last year, we went to the Beijing fair. Coincidentally, this year is the 2nd birthday of our studio. At this time, we came to

Shanghai to attend the **abC** book exhibition which is really a great pleasure and honour for us.

Guideswork  
abC  
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First, we will briefly introduce our studio, because basically we are still new faces to you. We usually take some design projects as well as running our own workshop. Due to the pandemic this year, our workshop did not operate properly but the previous year we had worked in this way several times and received positive responses.

The form of the workshop is about everyone working together in 48 hours or in a few days. Of course, the most significant point is that we will also do our own works that will be published independently. These are the two books we have produced. The first one is called **The Board** and the other **Safety! Safety!** Therefore, today we're going to talk about the first work we will publish at the Shanghai abC—**Safety! Safety!**

48  
The Board  
(Safety! Safety!)  
abC



Overall presentation



Overall presentation

In fact, the word “出入平安 (Chu Ru Ping An)” is quite common in our daily lives, and appears most as the print of door frame in China (the meaning of the Chinese word of 出入平安 means that “safely going in and out”. It is an idiom of China). As a result, when we see the word, we will feel that it is a positive expectation, “going in and out” is such a common thing that we always do during normal times.

But, you know, since the outbreak of the pandemic early this year, the “going in and out” thing started to become unusual, even special. Our studio began working on the sixth day of this Chinese New Year, which was the time that our communities had not yet locked down and before communities distributed passes to each resident. At first, the of checking passes was not that strict but with the fast spread of the virus, not just in our community but in many residential areas, the pass became of utmost importance. Then, we’d realised that we were witnessing a phenomenal event happening. It was incredibly weird that we came to rely on a pass in order to live.

In about February or March, we saw some public and self-made activities launched online, like “Exposing your passes “, “Collecting everyone’s pass” and so on. When I saw them, I felt that it’s meaningful to do something similar. From our point of view, the pass seems to be the mark of this period.

That reminded me of a book ***Old Sparks (Collection of Objects No .1)*** of Shiwei CAI. We used to call the script on the side of the matchbox the “sparks”, CAI collected all the matchboxes in China then and made them into a book. According to this, our current passes are more like the “food coupon” which we had decades before. A lot of people have mapped out the collection of the food coupon in China, including in Guangxi Province. Normal University Press has just issued a book this year, called ***China in the Tickets***. In this sense, the pass must be seen as a representation of our current time and act as a witness to our experience during the special year of 2020. What is more, we’ve just found out that the Chinese

National Museum is also issuing an announcement to collect information about everyone during the pandemic, and the pass is playing a key role as a “special reference” artefact.

[illegible]

Last February, we decided that we must organise such an event because it is so significant. Therefore, we sent our posts in WeChat, Weibo and other platforms, calling for passes from all over China. We started this activity during the earlier period of the pandemic, and we tried our best to find various ways of collecting passes, even changed the name on our website to “Calling for Passes”. We stopped collecting last July, and even got some passes at the *abC Book Fair* in Beijing.

Finally, we collected more than 400 passes, and because we began collecting at the beginning of February, which was months before then, when we started sorting the passes out and we found something interesting.

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At the beginning of the pandemic, the passes produced in February which are very simple and printed in black and white, only allowed each family to go out every two days. The one-off







Various passes



Various passes

As the pandemic went on, the pass design became more advanced. The communities on the same street would have a uniform pass design. Like a pass from a neighbourhood we collected near Beijing Capital Airport, they're in different colours, blue is for the ordinary resident living in the neighbourhood, red is for the aircrew, for the airport staff. We also find that, in some places, passes are divided into resident pass and non-resident pass.

Here are some passes we collected at the **Beijing abC Book Fair**. During July last year, the outbreak in Beijing was coming to an end. At that stage, the passes we collected have a lot of traces of daily usage. Personally, I really like these kinds of passes, they don't look as smooth as we first collected, but these traces are the records of our common experience during that time. Then, the pass was used for so long that many of them have plastic coats, but still with obvious marks of usage. Like this pass, distributed in March, with a severe back tear and the user has taped it up, but the most interesting thing is that there is a small line of words under it: released on June 6, 2020. During the outbreak, the community was locked down and no one could get into the community without passes until June 6th, 2020. Therefore, look at that line, it says "reused on June 14, 2020", due to the second outbreak in Beijing—the pandemic was serious again at that time, so the passes were reused then.

北京市昌平区北七家镇七家社区  
居民出入通行证  
姓名：张三 abC 有效期：2020年7月1日至2020年7月31日  
社区居委会：七家社区居委会  
联系电话：010-12345678  
备注：2020年6月6日发放，2020年6月14日重新使用  
2020年6月6日发放，2020年6月14日重新使用

We also found a lot of unexpected stories about passes during







The pass on the right is the one that was thrown into the washing machine

In addition, we carried out a lot of analysis after getting them, including the font printed on the pass. For the passes were mostly made by the communities themselves or designed by the small printing shop in cooperation with communities, so the fonts are very common, such as Bold, Song, Chinese line block letters, official script and other normal computer fonts. From the font of these passes, we can see how the so-called “folk design” is done. Originally, the passes were very simple, with only the words of “temporary pass” or “community pass” on it. Later, there were more and more slogans on them. The slogan was “Preventing the pandemic, everyone has the responsibility “. I think this may also be a very effective strategy in Chinese community control. Consequently, we put all the slogans on the passes together, like a board of “commentary subtitles”.

400





Similar slogans on passes

Initially, we were thinking about how to present these hundreds of passes, and then we felt that we did not need to do too much designing or special arrangements. What we have done is just put the passes together, since this represents everything, and we did not need to explain too much what they were because everyone has their own experience in relation to them. Now when we put these passes together, many different things came to mind: it is like evidence of history, the map of what we were going through during that time. Thus, we decided to name the book ***Safety! Safety!***, and we wanted to make it look like the mask we wore during the pandemic. It was also the same size as the mask. Additionally, the cover of the book used the same material as the mask: non-woven fabric—as far as we know, this may be the first book to use mask material. We went with a soft hardcover form for this.

Hardcover is usually formed by attaching a cloth to a piece of cardboard and then re-bound, but because there are many holes in the non-woven fabric, it could not be placed directly



on the cardboard. To overcome this, we studied with the printing factory for a few months and bought all kinds of non-woven fabric. Finally, we found a kind of non-woven cloth that was attached to the paper itself, so we put it on the printed paper to make the cover of the book. At the same time, we also made white leather straps like masks on the cover.

**400**

**400**



## Exterior design

In addition, we made a notebook in the same style and a brochure to make a set. The brochure was printed on press paper, and the content was the information we collected about

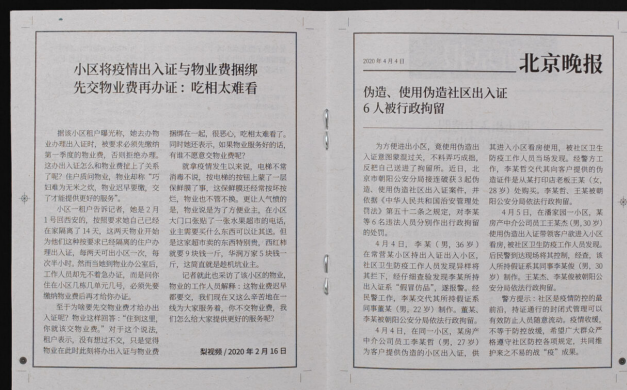
passes and access during our collection of the passes. We collected about 100 stories and selected 30 to be included in the brochure. These stories also have various topics, as an example, hot topics in a society like: "A man without a pass was refused to access the community, then he said: my dad is from the Municipal Committee, you'll have trouble tomorrow", "Community security and household conflicted, the woman said," I won't show you a pass even if I tear it". There are also some funny ones: "As a result of refusing to show the pass, the person was required to participate in community service ", "A criminal gang was caught because they did not hold their pass". Then, of course, there are some sweet stories, "a pass helped a stray to find his home ", "Use your pass to find the owner of the wallet ". In more than 30 stories we collected, there was one I thought to be the most meaningful. When we were searching for passes, we knew that the pass was not first used in 2020 because of a piece of news we found about SARS on June 20 2003, which's 17 years ago. At that time, the community had begun to implement the lockdown strategy by using passes. However, unfortunately, we could not see what a pass in 2003 looked like now. If someone had produced such a body of collective work, the information could have lasted longer. Whereas people at that time might not believe that after 17 years, a similar thing could happen again.

我们收集了大约100个故事并选择了30个故事包含在手册中。这些故事也有各种主题，例如，社会上的热门话题：“一个没有通行证的人被拒绝进入社区，然后他说：我爸爸是市政委员会的，你明天会有麻烦”，“社区安全和家庭发生了冲突，女人说，”我即使把通行证撕了也不会给你看通行证”。也有一些有趣的故事：“由于拒绝出示通行证，这个人被要求参加社区服务”，“一个犯罪团伙被抓是因为他们没有持有通行证”。然后，当然，也有一些温馨的故事，“一个通行证帮助一只流浪狗找到了家”，“用你的通行证找到钱包的主人”。在30多个我们收集的故事中，有一个我认为是最有意义的。当我们寻找通行证时，我们知道通行证并不是在2020年首次使用的，因为我们发现关于SARS的新闻是在2003年6月20日，那是17年前。那时，社区已经开始通过实施通行证策略来实施封锁。然而，不幸的是，我们无法看到2003年的通行证现在是什么样子。如果有人能制作出这样一部集体作品，信息可能会持续得更久。而那时的人们可能不会相信，17年后，类似的事情可能会再次发生。





## News booklet



## Inside page



## News about SARS

When we come to the **abc book fair**, ourselves, or the people who come to our booth, might feel that we don't fit the whole atmosphere of the book fair which is mostly illustrations, comics or photography. Our work, it is not avant-garde or trendy photography, just a piece of an ordinary pass. However, I think there such work should be done; this is also the significance of the **Guideswork**.

Both of our current works are very practicable topics. Once an audience came to our booth and asked if we were only concerned about the community. I would like to borrow the Biao XIANG's view of "nearby"—We want to start with people and things that happened nearby. We want to rediscover the surrounding life through such works and observe the space of our own lives. If you want to summarize what we do with a few keywords, that may be—find the topic that is "nearby" and stick to the topic for a while. Taking collecting more than 400 passes as an example, we could let the audiences go back

to “nearby “, intervene in “nearby “, observe nearby life, and even create their own “nearby “.

Last year in Beijing, **abC** heard a lecture from the director of the **abC Art Book Award**, his ideas overlapped with the vision we want to achieve by doing this. We hope to tell you through the work that such a book is not just about what I want to do and what I could do, but also about how it could be done.

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The above is our brief introduction about the work ***Safety!Safety!*** and our ***Guideswork*** studio. At last, I would like to thank everyone who provided us with their passes. We should remember that summer was accompanied with masks and passes and we hope that the work of the passes is no longer a reflection of our current situation but has become a historical material record. I hope we can go back to the world without passes. Thank you all.

[illegible]

**Please feel free to share with us your ideas about special products during the pandemic!**



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