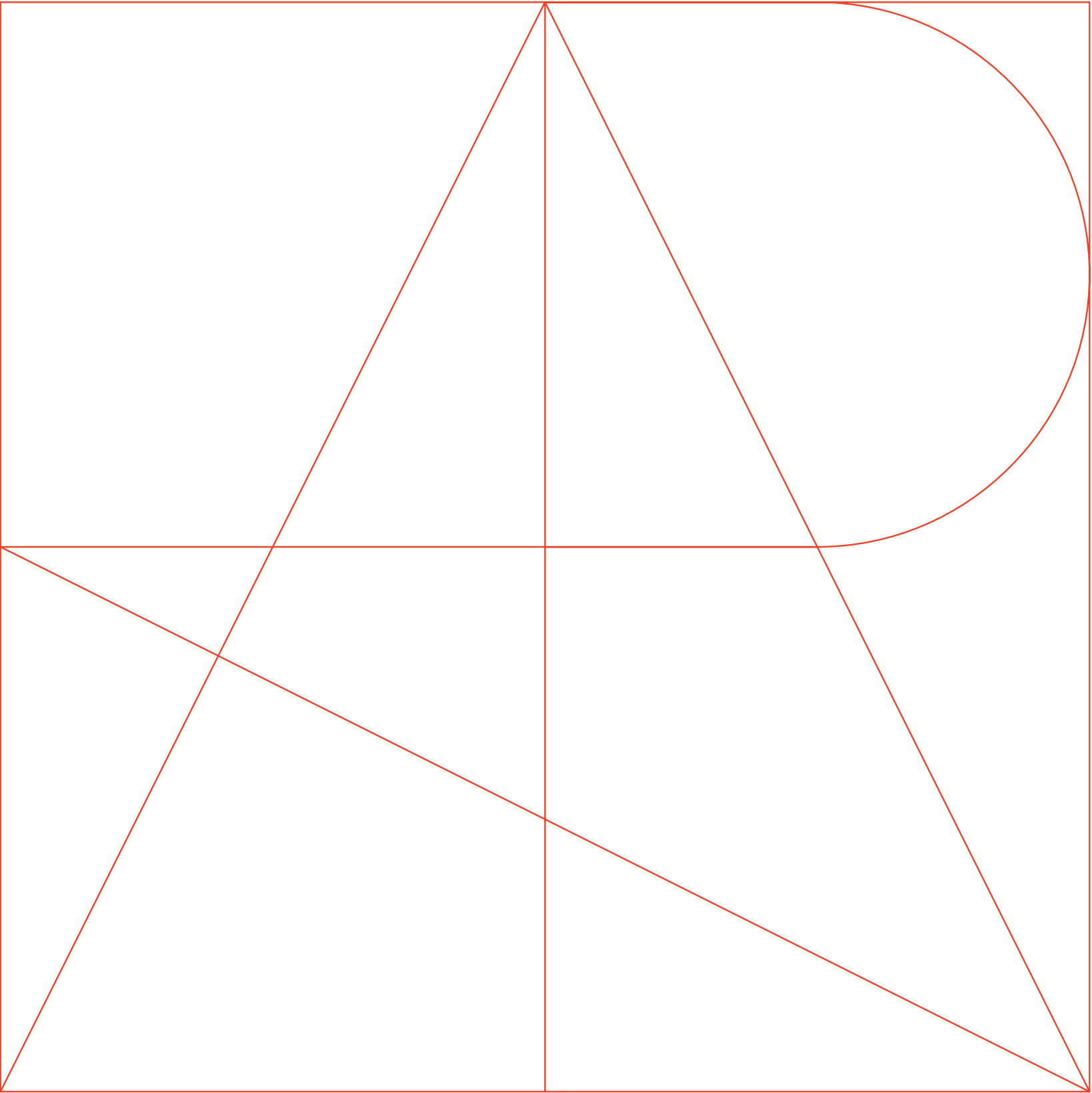


A RISING TIDE

Poster Series 2024

CADC March 2015

A Rising Tide works to cultivate leadership and increase visibility of Asian and Pacific Islanders working in design for the built environment.



Logomark, designed in 2022. The mark uses a square grid to form the letters A, R, and T. The letters API are also built in (Asian & Pacific Islanders), as the core of ART and its mission. The resulting geometries are used to construct layouts across all applications.

Their work showcases
API designers and brings
visibility to their work and
connects API designers
to potential collaborators,
clients, and consumers who
are increasingly seeking to
support diverse voices.



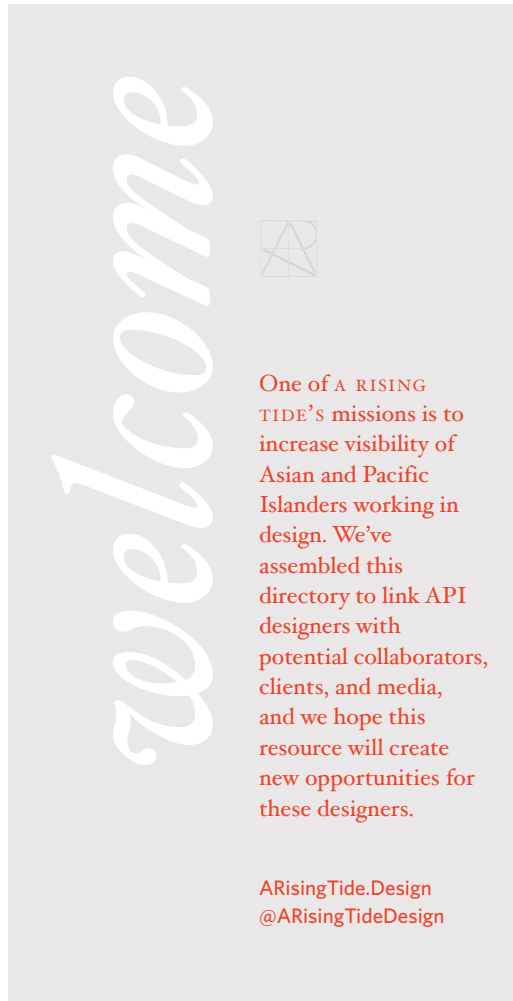
Their work includes hosting events nationwide, and the following posters were used for programming last year.

Posters followed a set of parameters outlined by the identity at right.

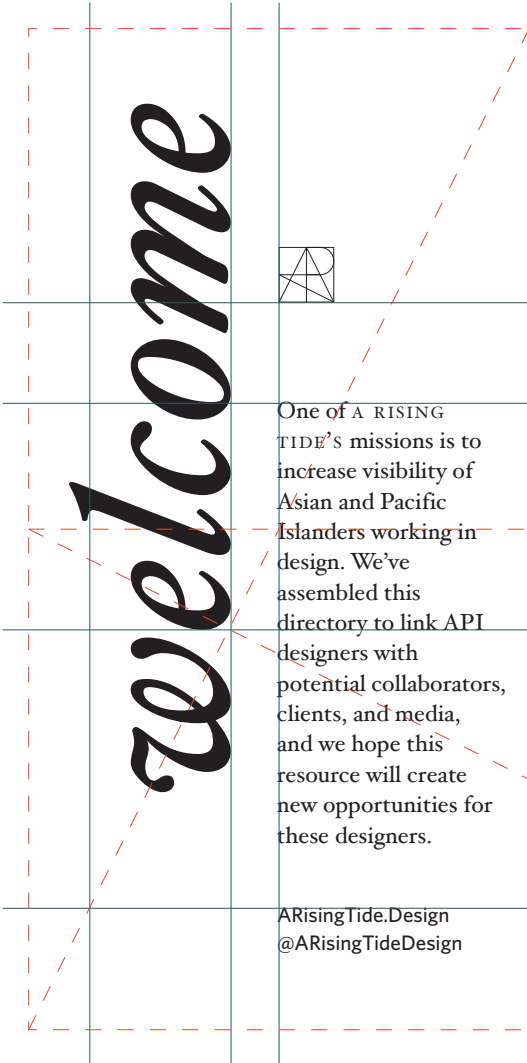
Color —
A minimal palette gives the organization necessary presence and weight, while not being overly complicated or overpowering the content. Designs predominantly use this palette.

- Mulberry Paper
- True Black
- Hibiscus
- East

Typography —
All pieces primarily use the organization’s signature typeface, Hoefler Text by Hoefler & Co., whose deeply classical roots offer a counterpoint to the modest, modern logo.



Layout —
The mark is used as an underlying grid for layouts across applications. In the example below, the guides align with the intersections of the mark (red dashed stroke) and become landmarks for content.



Recipes: A Conversation with Dong-Ping Wong

12 x 18”



Celebrating Lunar New Year with Drinks & Design

12 x 18”



API Design Forum: Navigating Leadership in Large Firms

12 x 18”



A RISING TIDE X YSOA APIS

Weds February 19, 2025
6:30PM

Rudolph Hall
Yale School of Architecture
4th Floor Pit

Recipes:
A Conversation with
Dong-Ping Wong

Join A Rising Tide and YSoA APIS (Asian and Pacific Islander Students) for "Recipes", a conversation with Dong-Ping Wong, Founding Director of Food Architects DPC, an international architectural practice based in Chinatown, New York.

Dong-Ping will explore the role of food as a powerful metaphor for design and community, sharing insights from his unique career and groundbreaking projects. Discover how food influences his architectural approach, creating spaces that foster connection and experience. The conversation will be followed by a Q&A session.

Food and beverages provided.

A RISING TIDE X AAPINHV

Thursday Feb 22, 2024
6-8PM

September in Bangkok
754 State Street
New Haven CT

Celebrating
Lunar
New Year *with*
Drinks &
Design

Join A Rising Tide and AAPINHV to celebrate Lunar New Year in New Haven. Hosted by September in Bangkok, this event brings our community together over drinks, food, and fun design discussions to imagine the future of our city.

A Rising Tide works to cultivate leadership and increase visibility of Asian and Pacific Islanders working in design for the built environment.

AAPINHV is an intergenerational, pan-Asian collective in New Haven.

Thursday, April 3, 2025
6-8pm

HBF Showroom
155 Fifth Avenue, 6th floor
New York, NY

AN EVENT BY
A RISING TIDE

API
Design
Forum:
Navigating
Leadership at
Large Firms

Join us for an engaging evening dedicated to shaping the future of API leadership in architecture and design. The event kicks off with a panel discussion with industry-leaders, followed by a meal and collaborative workshop.

Moderator: Jackie Wong

Panelist: Arthur Liu

Panelist: Vincent Chang

Panelist: Vivian Lee

Thank you.

