

Breathscape

A Sensory Ritual System Rooted in Tea Culture

Breathscape responds to modern overstimulation and fragmented daily rhythms by offering a non-ingestive, low-effort ritual that fits contemporary lifestyles.

Low-energy Daily Practice

Tea-derived Aromatic Materials

Contemporary Interpretation of TCM

Time-based Ritual Design

Organ-oriented Sensory System



Brand Mission

Drawing from Traditional Chinese Medicine, Breathscape translates the relationship between tea, time, and the human body into a contemporary sensory ritual. The project pairs six classic tea types with the body's daily rhythm, transforming tea-derived aromas into incense cards designed for breath-based engagement. Rather than focusing on instant relief, Breathscape encourages awareness of bodily cycles, offering a structured ritual that reconnects users with balance through time, scent, and intention.

Logo System

Primary



Secondary

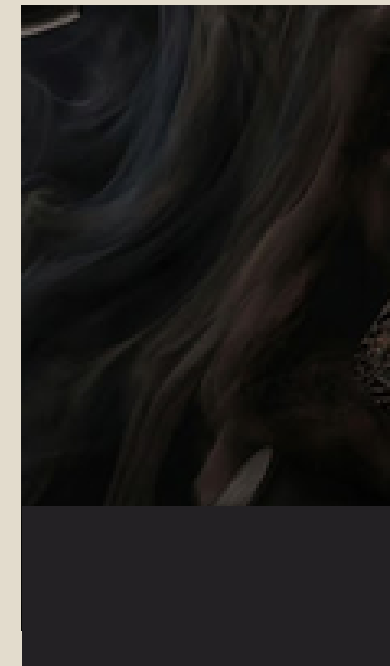
气流之间
BREATHSCAPE



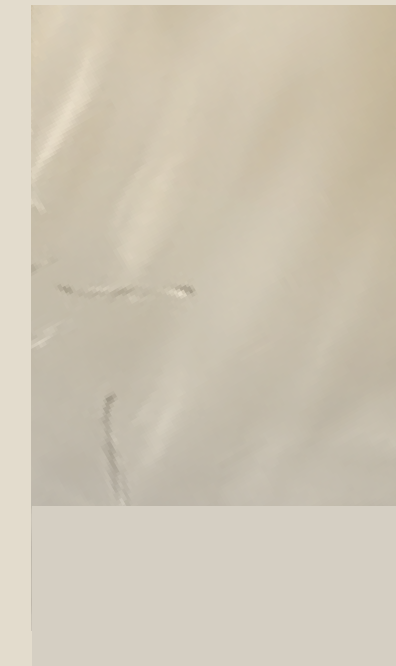
Tagline



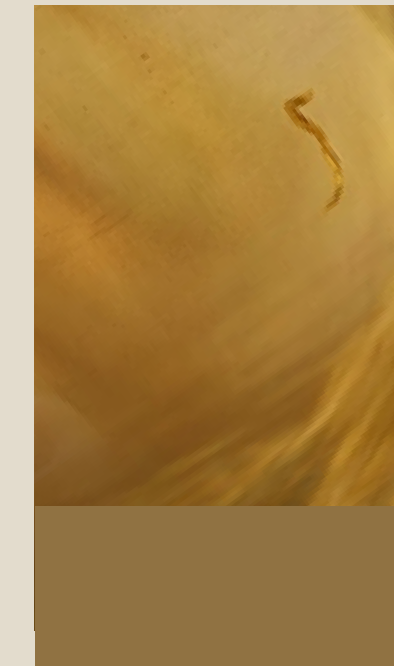
Brand Color



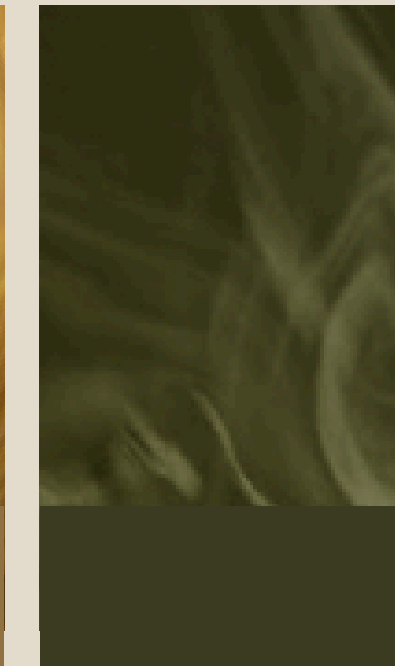
Deep Rest Black
#232124



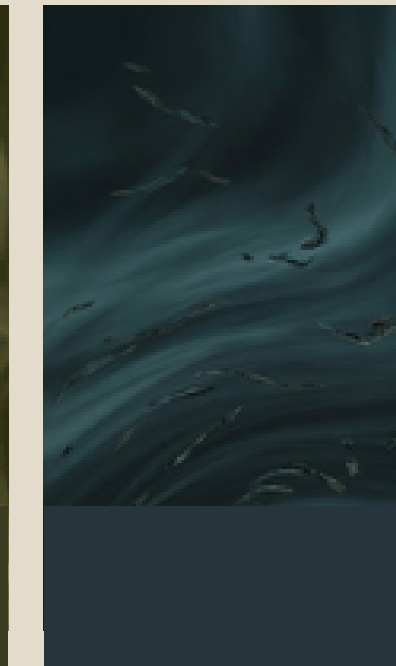
Clarifying Cream
#D5CFC3



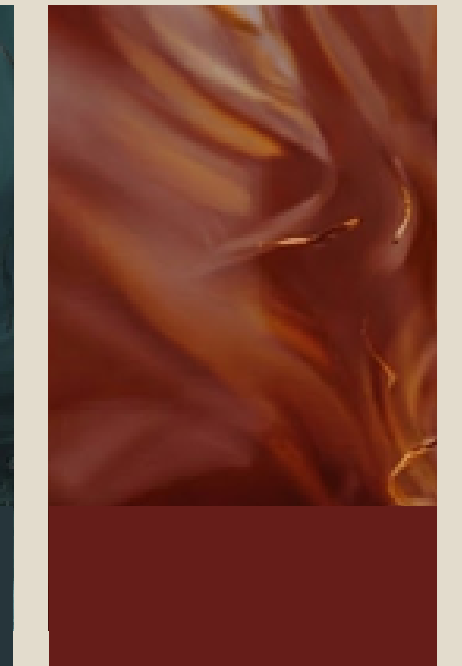
Comfort Ochr
#907242



Healing Green
#3A3B21



Wisdom Blue
#26353B



Vitality Rust
#661D19

Typography

Bai Wuchang Cocoa
Regular
(Chinese Headline)

霁白

Source Han Sans
Regular
(Body)

以六大茶类为灵感，「气流之间」承载东方香气文化，通过一片片可燃的香薰纸，将茶的沉静、自然与节奏带入当代生活。我们相信，香气不仅是气味，更是一种疗愈的路径——它穿过鼻息，唤醒感官，引导心境归于平衡。

Pangram
Regular
(Headline)

STILL MORNING

Acumin
Regular
(Body)

White, yellow, green, blue, red, and black teas each carry a distinct scent and healing rhythm—cooling, warming, cleansing, calming, uplifting, or grounding. Their aromas soothe the mind, nourish the body, and reflect the quiet balance between nature and self.

Product Overview

This collection includes a set of interconnected tools designed to guide users through a time-based tea scent ritual. From selecting the appropriate scent card to completing the ritual cycle, each component plays a specific role in supporting awareness of daily rhythm, bodily perception, and intentional use.



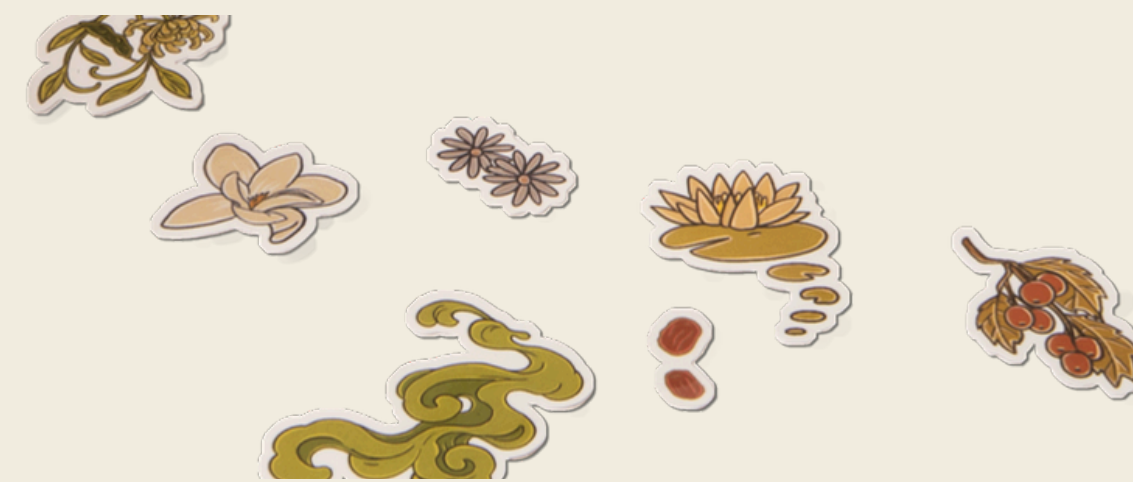
The Incense Cards

Six sculpted incense cards derived from real tea materials. Each card corresponds to a specific organ and time segment, serving as the core trigger of the ritual system.



The Guidebook

A structured guide that explains the time-based logic of the six tea scents, helping users understand when and how each scent is intended to be used within the ritual system.



Stickers

Visual markers that support ritual continuity, memory anchoring, and habit reinforcement.



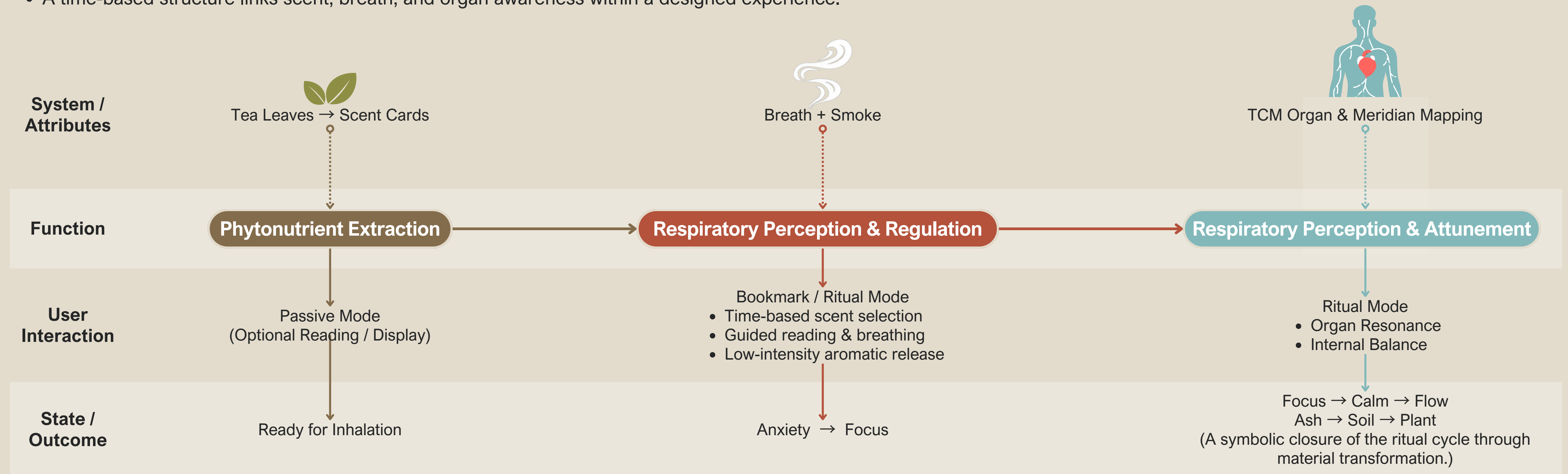
Vessel & Brush

A two tier structure designed for grounding. The lid holds the burning incense while the base captures the ash. The act of collecting and clearing ash marks the completion of each ritual cycle.

Breathscape: Tea-Based Scent Cards For Organ Resonance

Breathscape explores how tea aroma, breath, and time-based rituals can be translated into a structured sensory system inspired by Traditional Chinese Medicine.

- Tea-derived aromatic compounds are transformed into inhalable scent cards.
- The system guides users through perception, attention, and ritualized interaction.
- A time-based structure links scent, breath, and organ awareness within a designed experience.



Six Tea-Based Breathing Forms

A Time-Based Sensory System Inspired by Traditional Chinese Medicine

Each form translates tea aroma into a structured breathing experience, mapping scent perception to time, rhythm, and organ awareness.



NIGHTROOT



STILL MORNING



AZURE MURMUR



VERDANT WHISPER



GOLDEN QUIET



EMBERLIGHT QUIET

Tea Base	Dark Tea Extract	White Tea Extract	Oolong Tea Extract	Green Tea Extract	Yellow Tea Extract	Black Tea Extract
Primary Organ	Kidney 🍵	Lung 🍵	Spleen 🍵	Liver 🍵	Stomach 🍵	Heart 🍵
Perceptual Focus	Deep, earthy notes support grounding and restoration.	Light, clean notes support openness and respiratory clarity.	Balanced, layered aromas support rhythm and transformation.	Fresh, uplifting aromas support release and movement.	Warm, rounded notes support circulation and digestive ease.	Rich, warming aromas support circulation and gentle vitality.

Designed to follow the body's daily rhythm

Each scent appears more than once, reflecting cyclical balance rather than linear dosage.



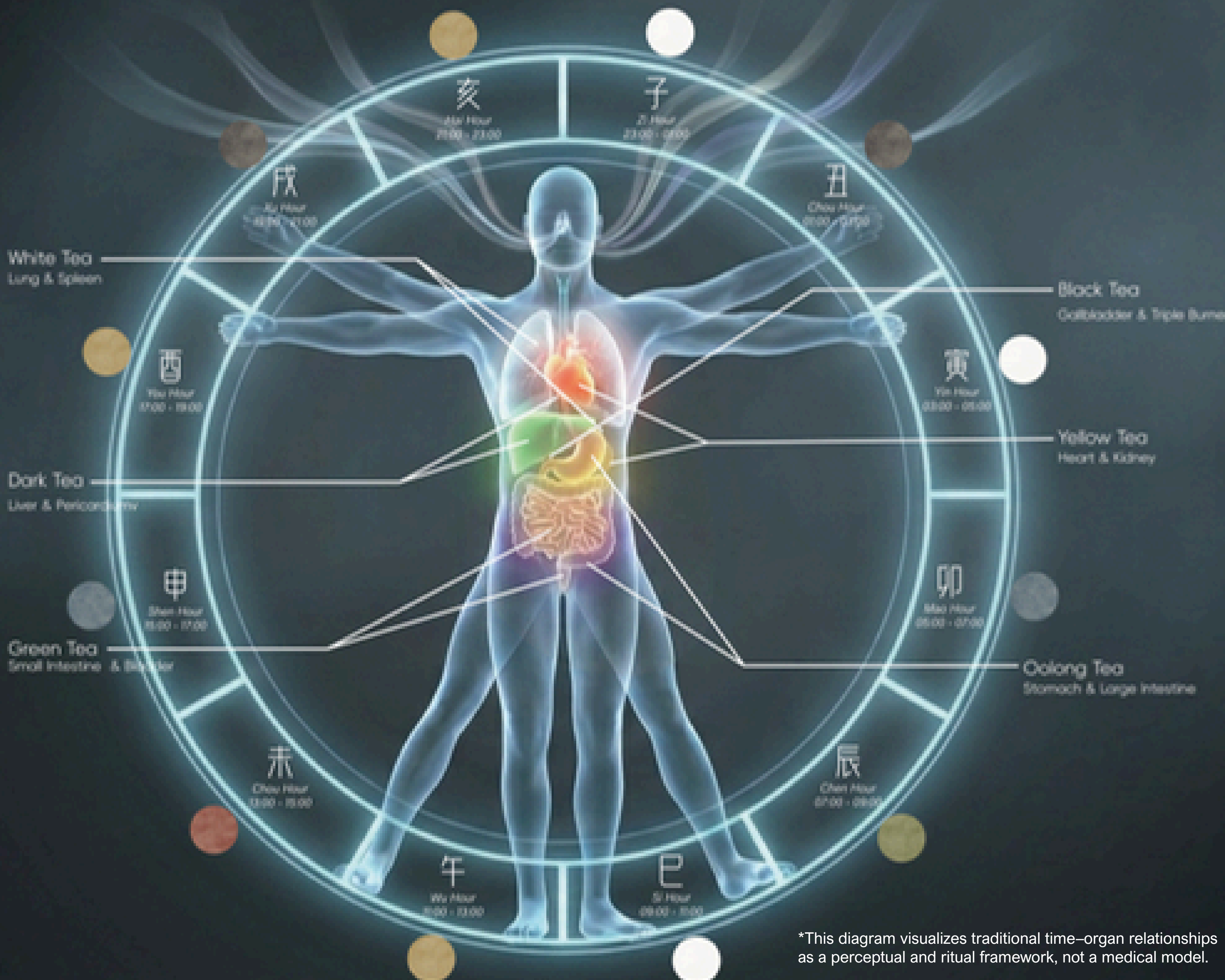
*This system is a perceptual and ritual framework inspired by Traditional Chinese Medicine, not a medical or therapeutic device.

Breath of The Organ

Breathscape introduces a new category of ritual design based on tea by creating a visual language translating traditional medical philosophy into a contemporary sensory design system.

TCM Reference

- **White Tea** : Nourishing the Breath & Digestion
- **Dark Tea** : Protecting the Core & Flow
- **Green Tea** : Fluid Metabolism
- **Yellow Tea** : Harmony of Fire & Water
- **Black Tea** : Energy Distribution & Decisiveness
- **Oolong Tea** : Clearing & Purging



*This diagram visualizes traditional time-organ relationships as a perceptual and ritual framework, not a medical model.

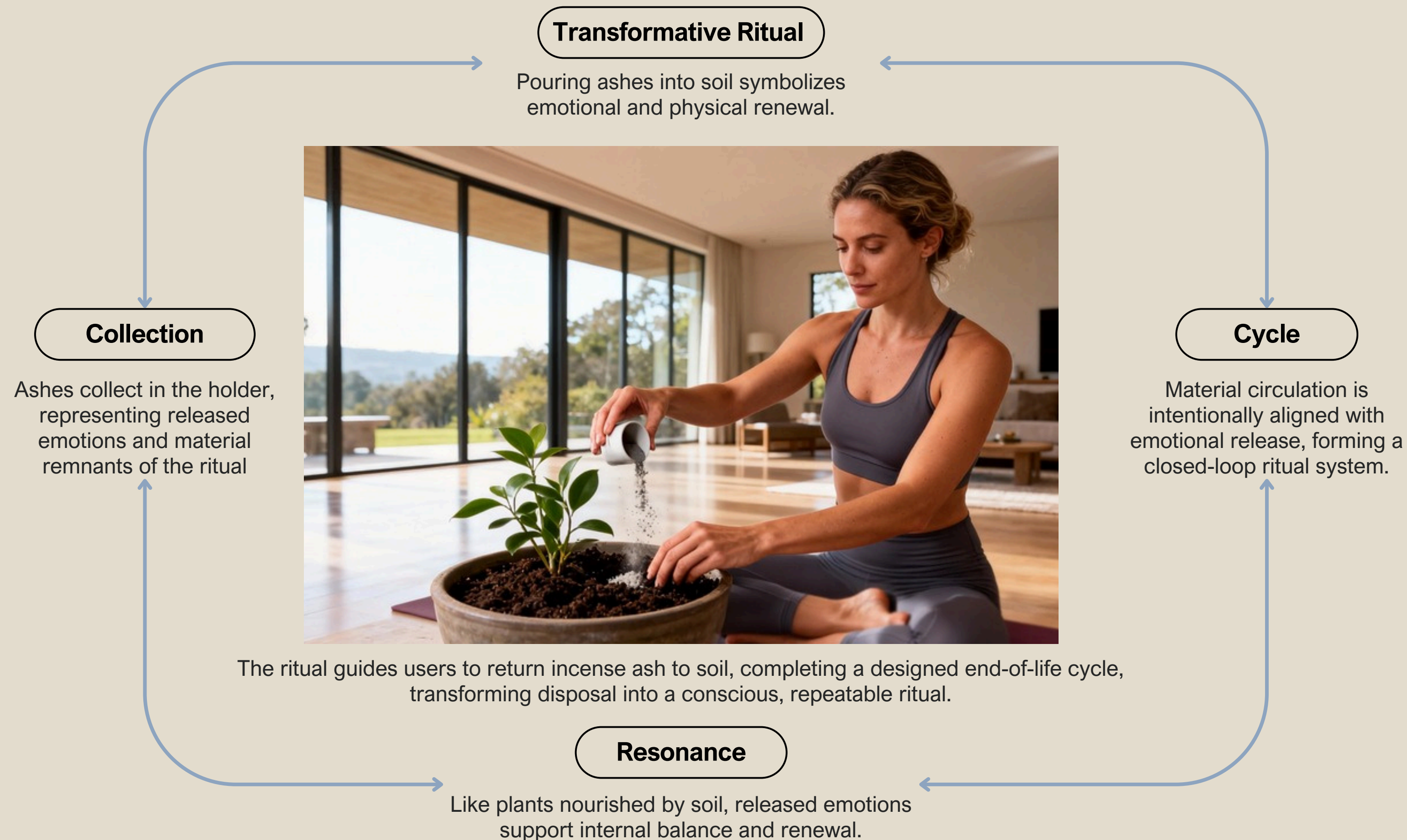
Breath of The Seasons

How scent selection shifts with seasonal rhythm, guiding daily rituals rather than prescribing outcomes.



From Ashes to Growth: A Designed Behavioral Loop

Tea ashes symbolize released emotions and the material remnants of the ritual. Returning them to soil embodies ritual, recycling, and sustainable emotional flow.



- Sustainability in Breathscape is behavioral, designed through rituals that shape daily habits rather than just material choices.
- No electricity, no digital devices, and no consumable refills are required during use.
- Crafted from recycled paper with biodegradable inks, the Inhalable Tea set supports a low-energy ritual and circular emotional and material cycle, guiding users through release, reflection, and renewal.

Guided Breathing Ritual Aligned with Organ Cycles



Incense is activated according to the selected organ and time of day.