

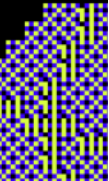
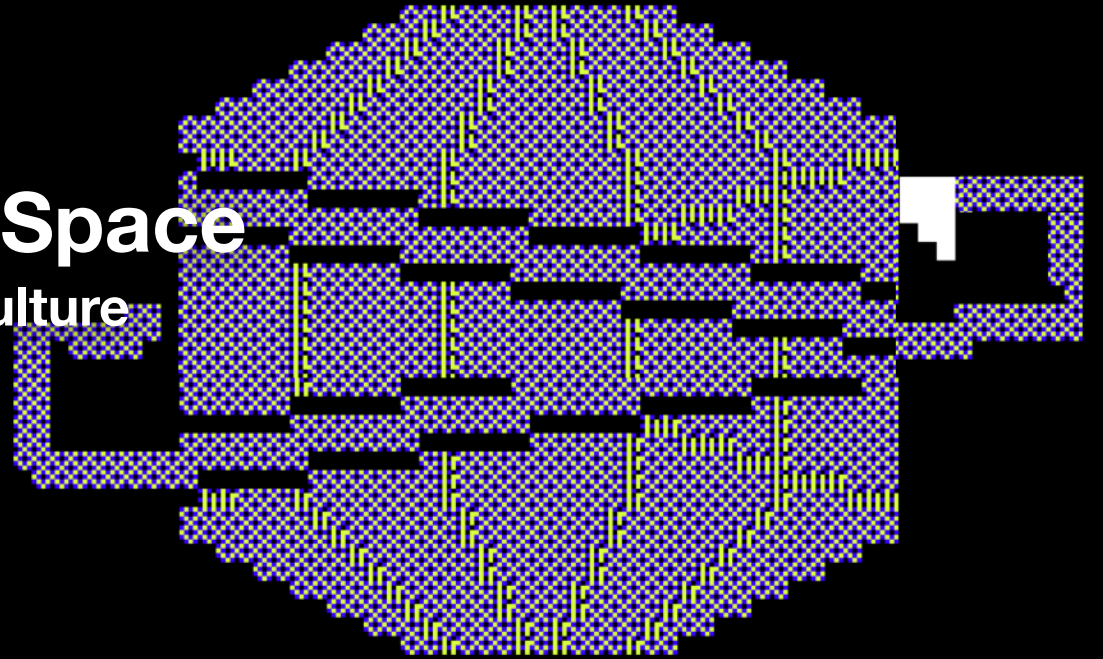
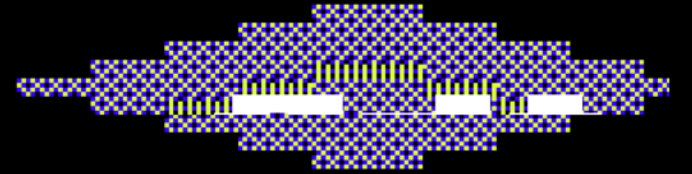
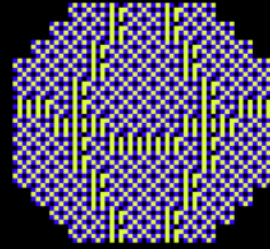
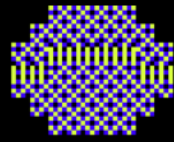
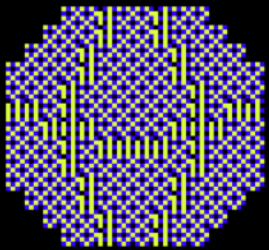


} Toyoyo.

PIXEL TEMPLE

Berlin Debut at Migrant Bird Space

Between gaming aesthetics, AI-era image culture
and speculative environments.

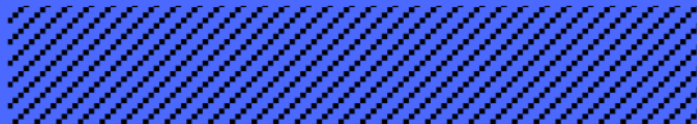


} Toyoya Li

Contemporary pixel artist working across gaming culture, moving image, installation, fashion, and speculative digital environments. Works across animation, NFT, installation, fashion, and digital culture

Selected Collaborators / Platforms

- Nike / NOCTA
- Vans
- BMW
- Tmall
- Shibuya Pixel Art Festival
- K11





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Bird
Space

} Toyoya Rebuilding Digital Memory

Pixel Art Practice

Toyoya builds pixel-based worlds at the intersection of gaming culture, speculative futures, and the emotional memory of early digital life.

His return to 8-bit vernacular reclaims the handcrafted logic of digital culture — transforming pixel into a contemporary emotional language.



} Selected Projects — In-Context Applications

Urban Pixel Environment— Tiānmù Large-Scale Screen Installation, Hangzhou

Animated artwork displayed on the 172-metre ICBC Tiānmù Screen, Hangzhou, 2023.

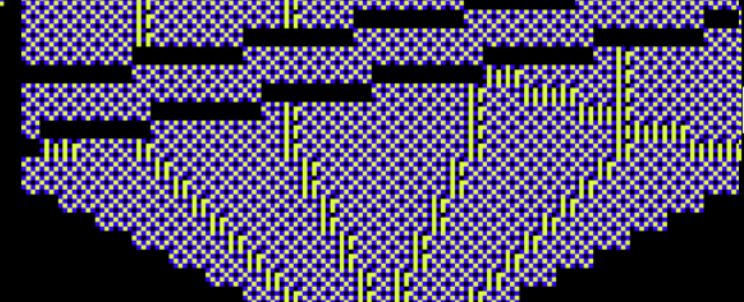
In the architecture of the digital world, objects and beings exist only as projections of their physical counterparts. Rapid, fragmented experiences loop like a machine endlessly retraining human perception. Flora acquires new hybrids — plant skin fused with animal skeleton. The human figure reduces to a two-sided icon: primal consciousness mapped onto a digital-human face.

Pixel becomes urban atmosphere.

Screen Environment

Large-scale animated public installation displayed across the 172-metre ICBC Tiānmù façade in Hangzhou, 2023.





候鳥空間

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} Selected Projects —
In-Context Applications
} 《PLAY GROUND》 |

2024 — *Paradise: PLAY GROUND*, Get It Louder, Haixia Art Center, Fuzhou



Toyoya transforms gaming aesthetics into immersive spatial environments.

} **Selected Projects —**
In-Context Applications

} **Cyber Beings**

Mobile Urban Activation, Shanghai / 2023

Immersive Urban Display System



CYBER.ONLOAD.

Urban Activation

Pixel environments for the contemporary city.

}  CyberGalaxy



} Selected Projects — In-Context Applications} 《CYBERGALAXY》

NFT Dynamic Blind Box, 2022 In collaboration with Yitiao Art & Migrant Bird Space

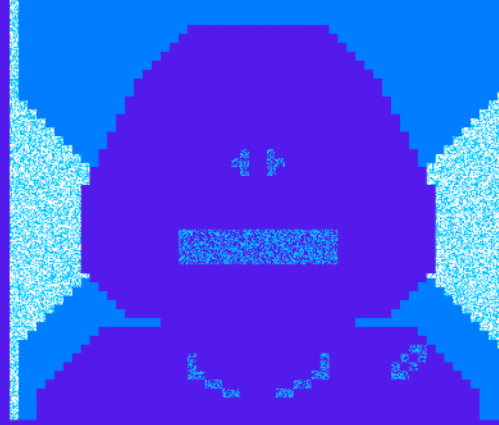
Generative Pixel Identity System

Released in collaboration with Yitiao Art & Migrant Bird Space, CyberGalaxy became China's first large-scale dynamic GIF blind-box NFT release.

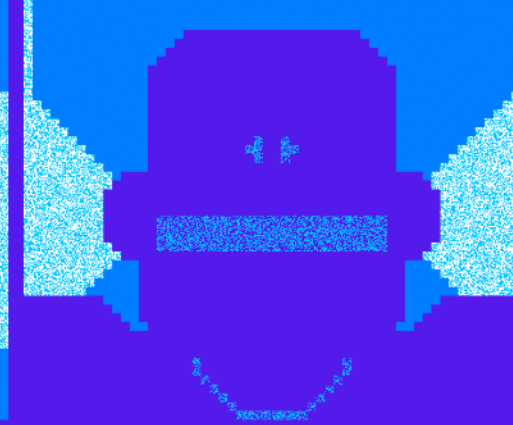
The inaugural drop of 7,200 unique editions sold out within five minutes.

Built from generative pixel characters, speculative environments, and motion systems, the project transformed gaming aesthetics into collectible digital identities.

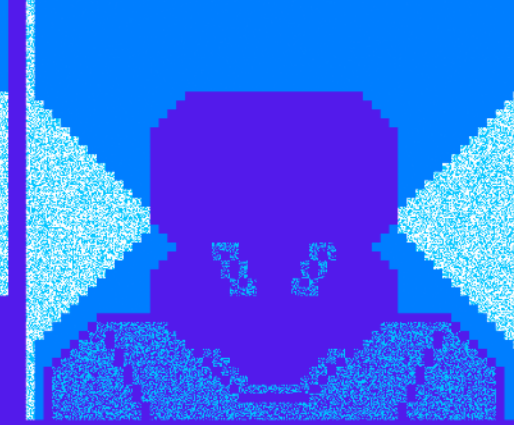
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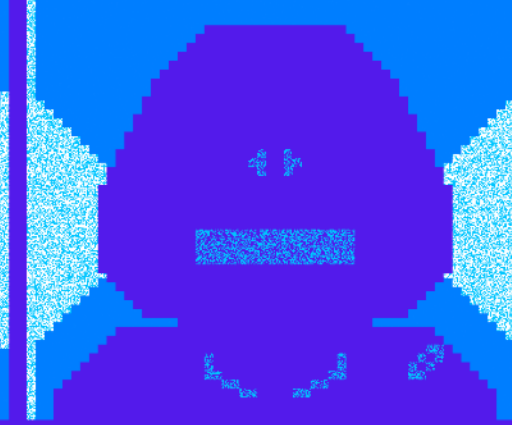
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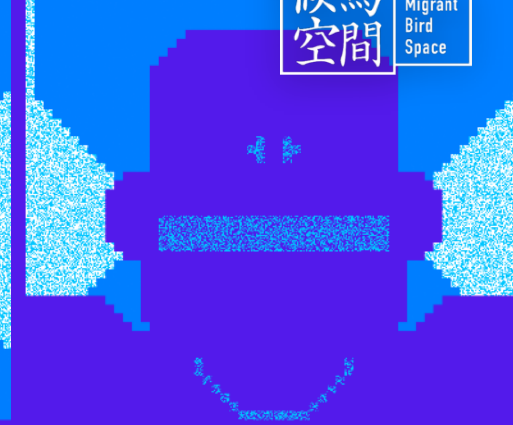
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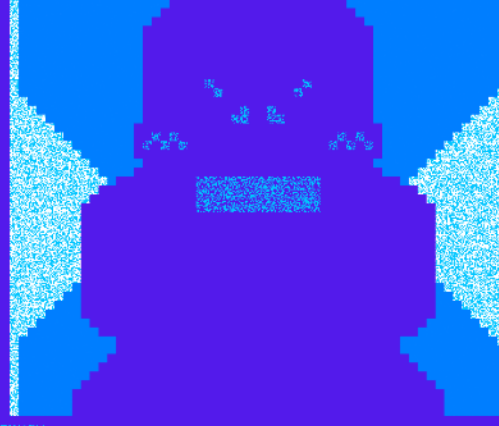
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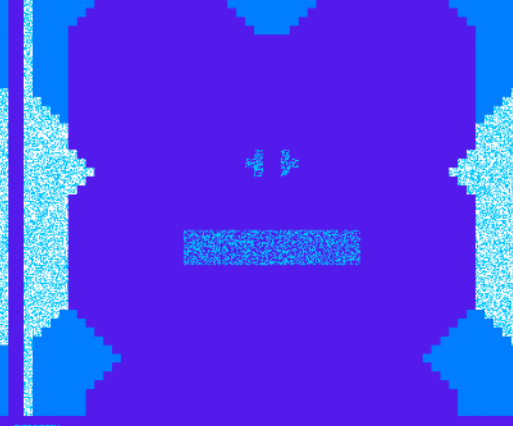
候鳥空間

Migrant Bird Space

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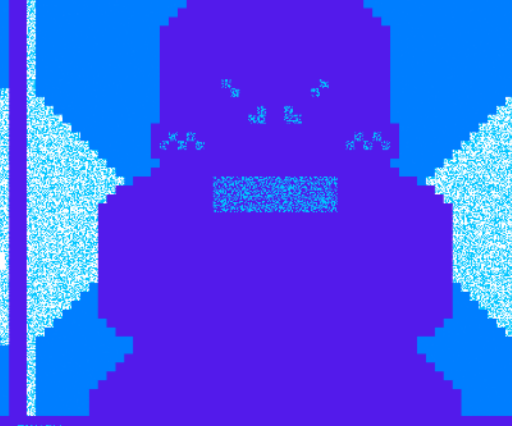
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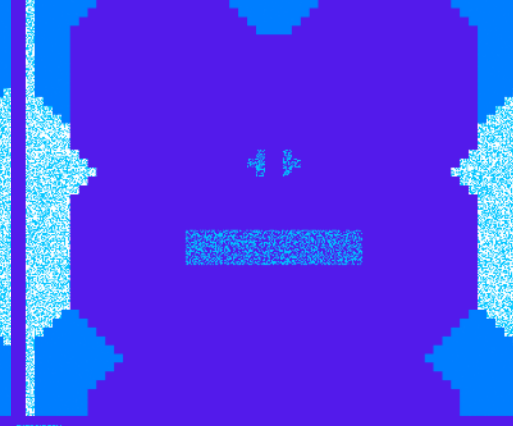
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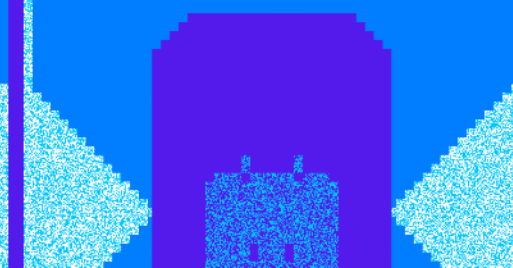
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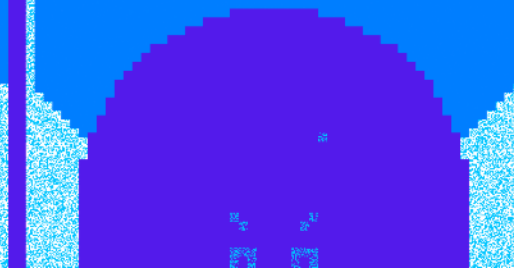
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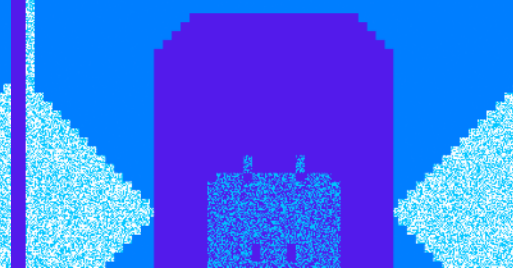
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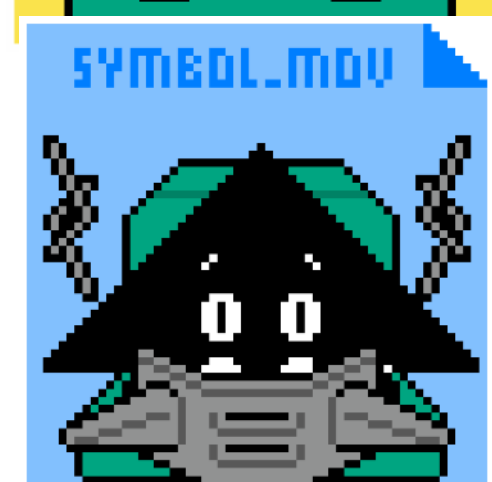
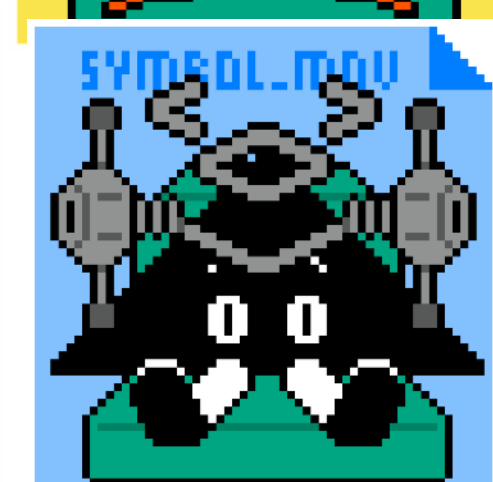
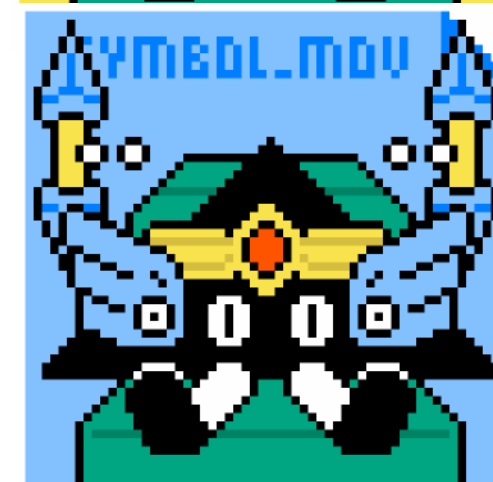
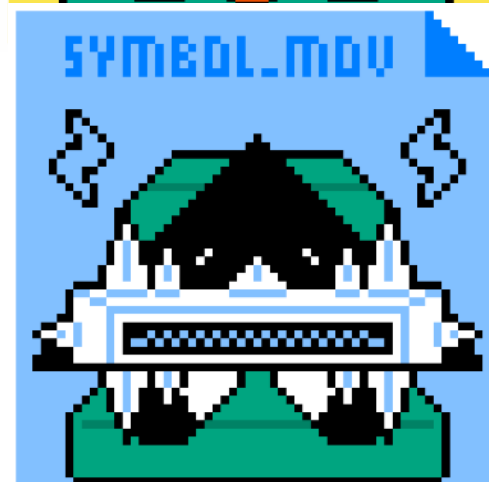
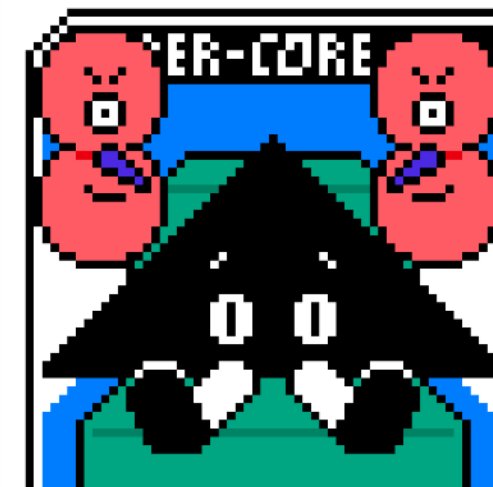
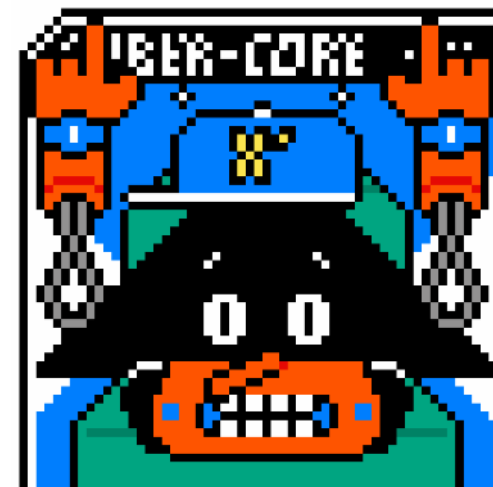
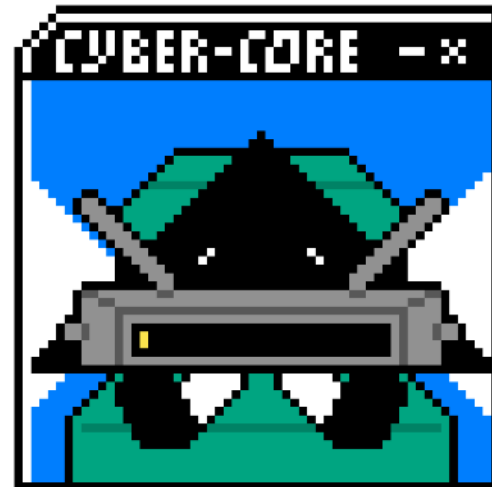
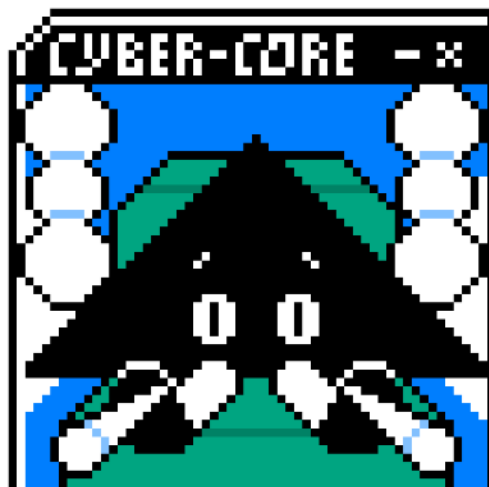
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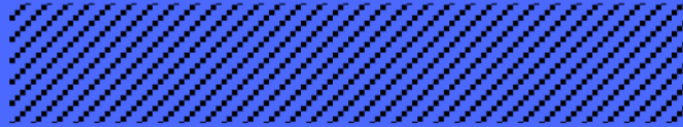


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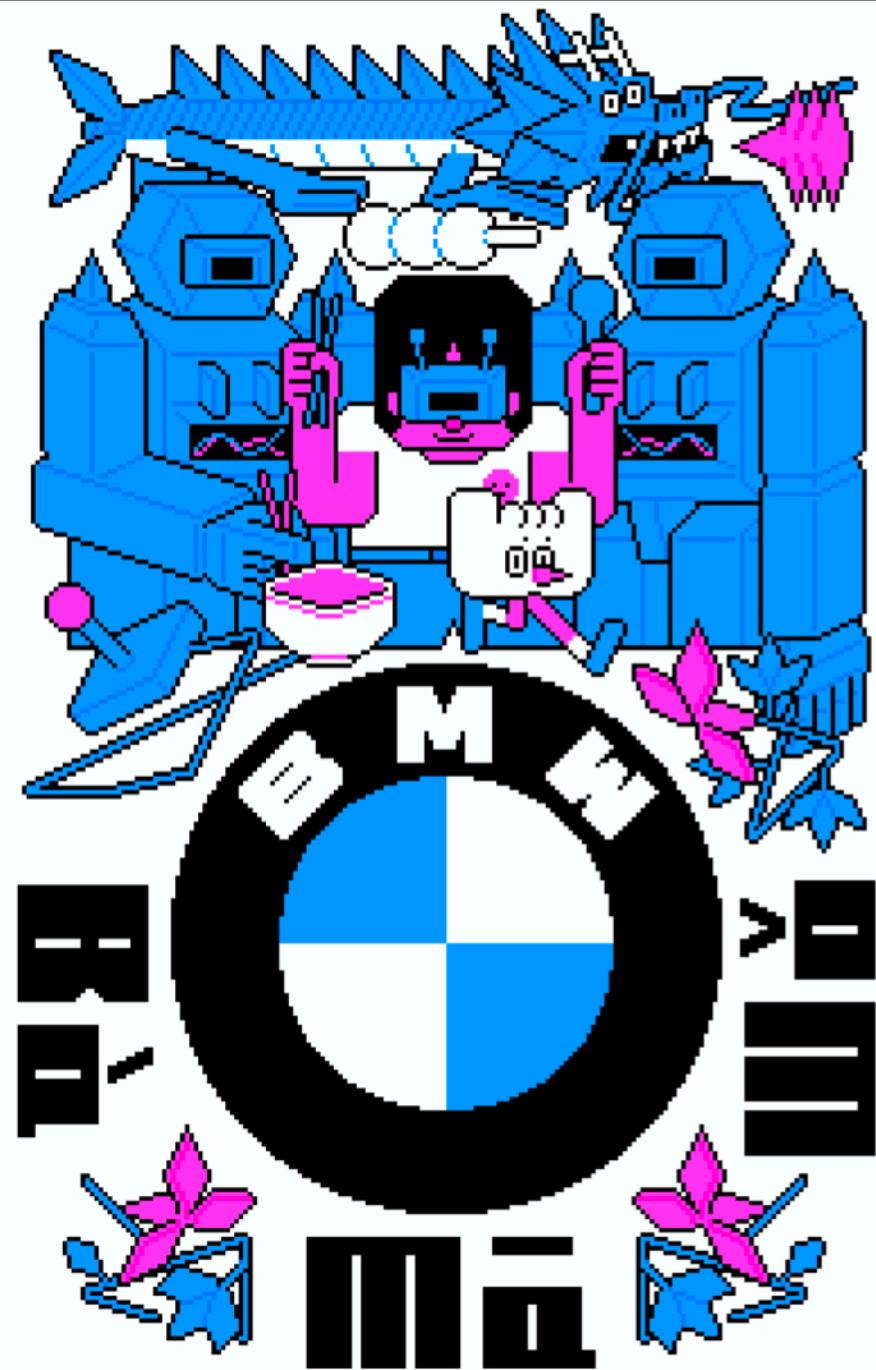
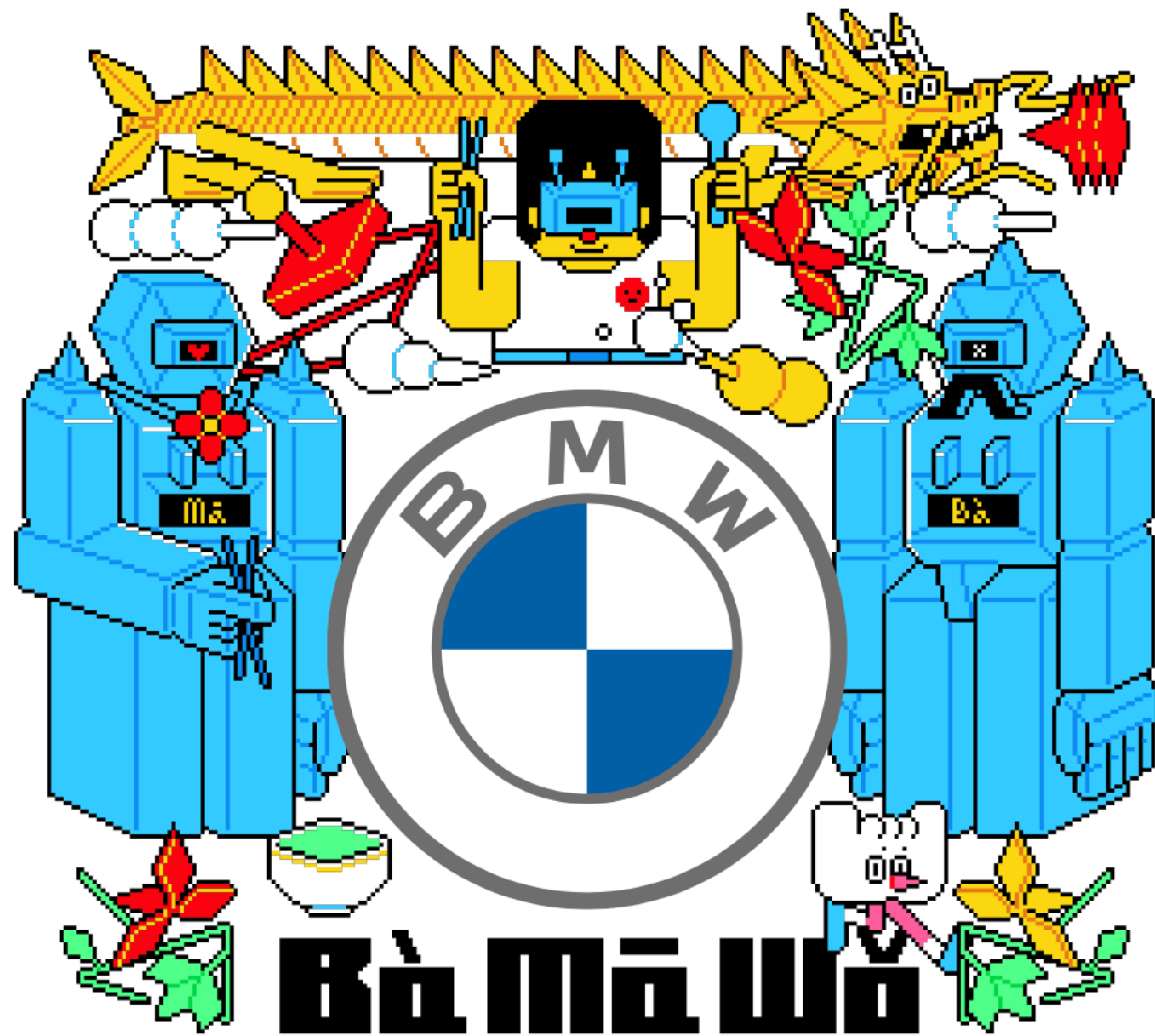


} Selected Collaborators & Platforms

Hero Collaborations

- Nike/NOCTA
- BMW
- Tmall
- JNBY
- Additional Collaborations: Kappa / MO&CO / gxg / O bag

} **BMW CNY | Sticker**



} nike Shanghai |

**Digital Installation & Meme Design for NOCTA — Collaborative apparel series
between Drake and Nike, Canada**

Digital Installation & Meme Design for NOCTA — Collaborative apparel series between
Drake and Nike, Canada

In-Store Digital Installation — Nike Shanghai



候鳥空間
Migrant Bird Space

NOCTA®



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} Future Driver / Speculative Interface Narrative for OPPO ColorOS 21

A motion-based pixel universe imagining emotional navigation systems for future digital life.

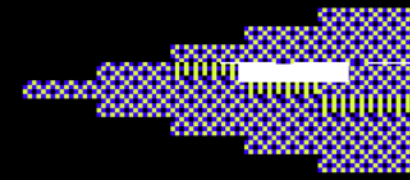
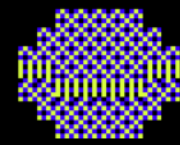
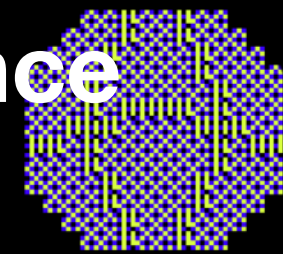
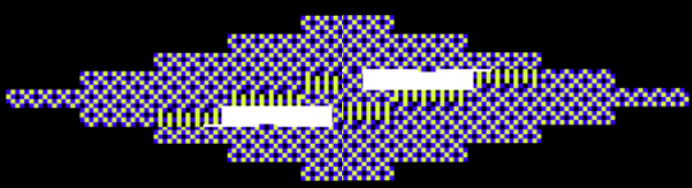
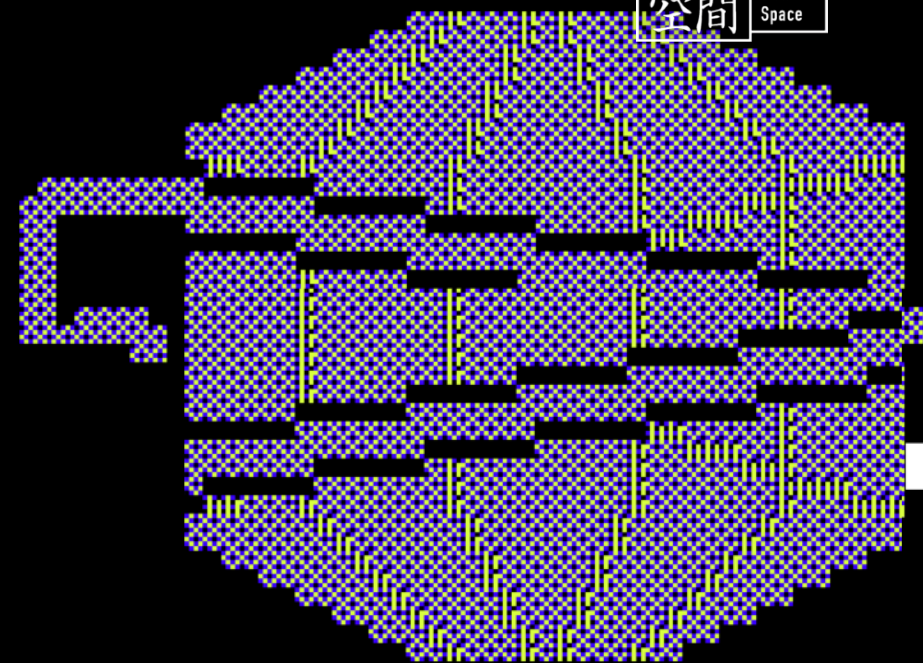
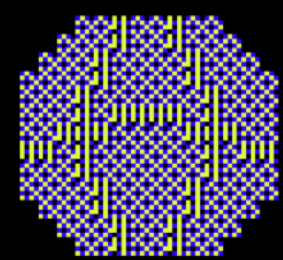
THE FUTURE DRIVER

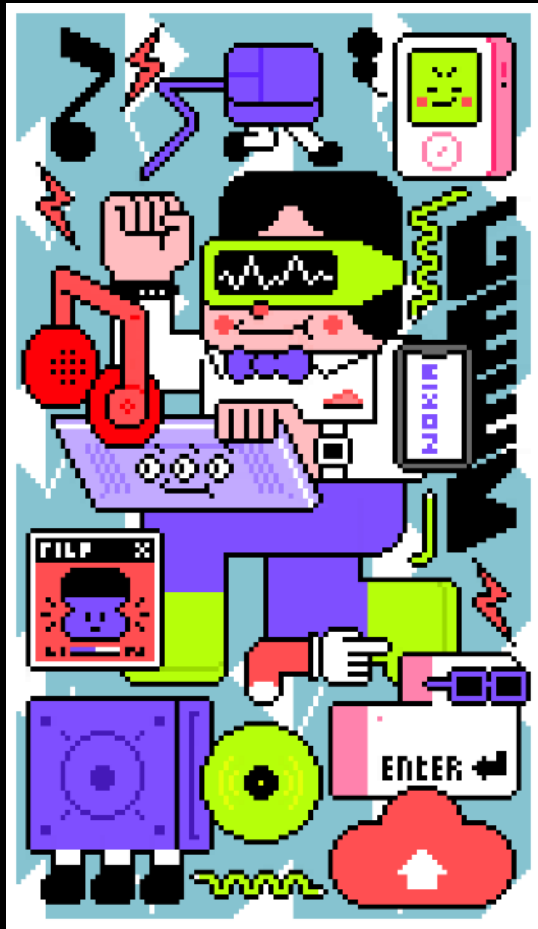
The Future Driver

A 90s astronaut navigates fragmented digital memory through a speculative interface system. Floppy disks become emotional archives. Pixel environments evolve into navigational tools between parallel realities.

Developed for OPPO ColorOS 21, the project merges gaming nostalgia, interface culture, and speculative futures into a motion-based visual narrative.

} **NOKIA H5** | 2020
**Screen-Based
User Experience
Visuals**





Mobile-Based Visual Experiences

Pixel-based visual stories exploring the emotional memory of early mobile culture, gaming interfaces, and screen-native life.

Created for smartphone-based interaction systems and digital youth campaigns, these works merge retro UI aesthetics with speculative contemporary identities — transforming handheld screens into spaces of imagination, intimacy, and emotional projection.

Collaboration Formats

Toyoya's visual language can extend across:

- Interactive mobile narratives
- Brand campaigns & motion systems
- Retail & public screen installations
- Urban activations & pop-up environments
- Generative digital identities
- Interface-driven storytelling
- Fashion & capsule collaborations
- AI-era visual ecosystems



THANKS

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