

MUSEUM OF

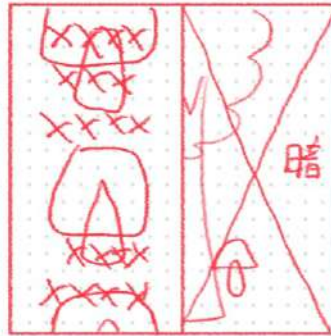
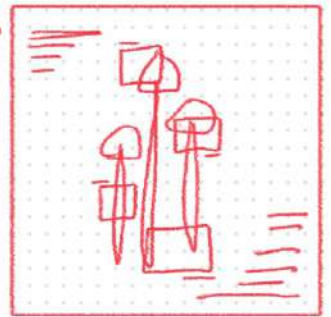
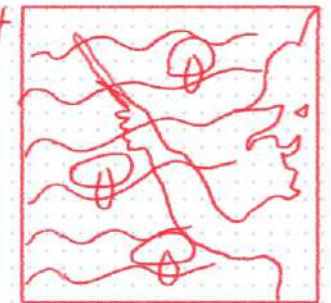
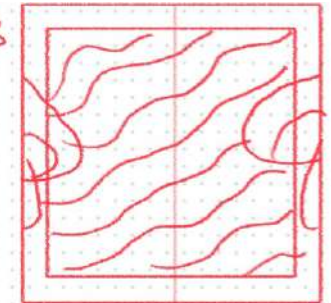
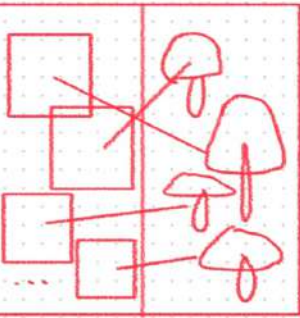


Jiang Yuxin
ID:35810467
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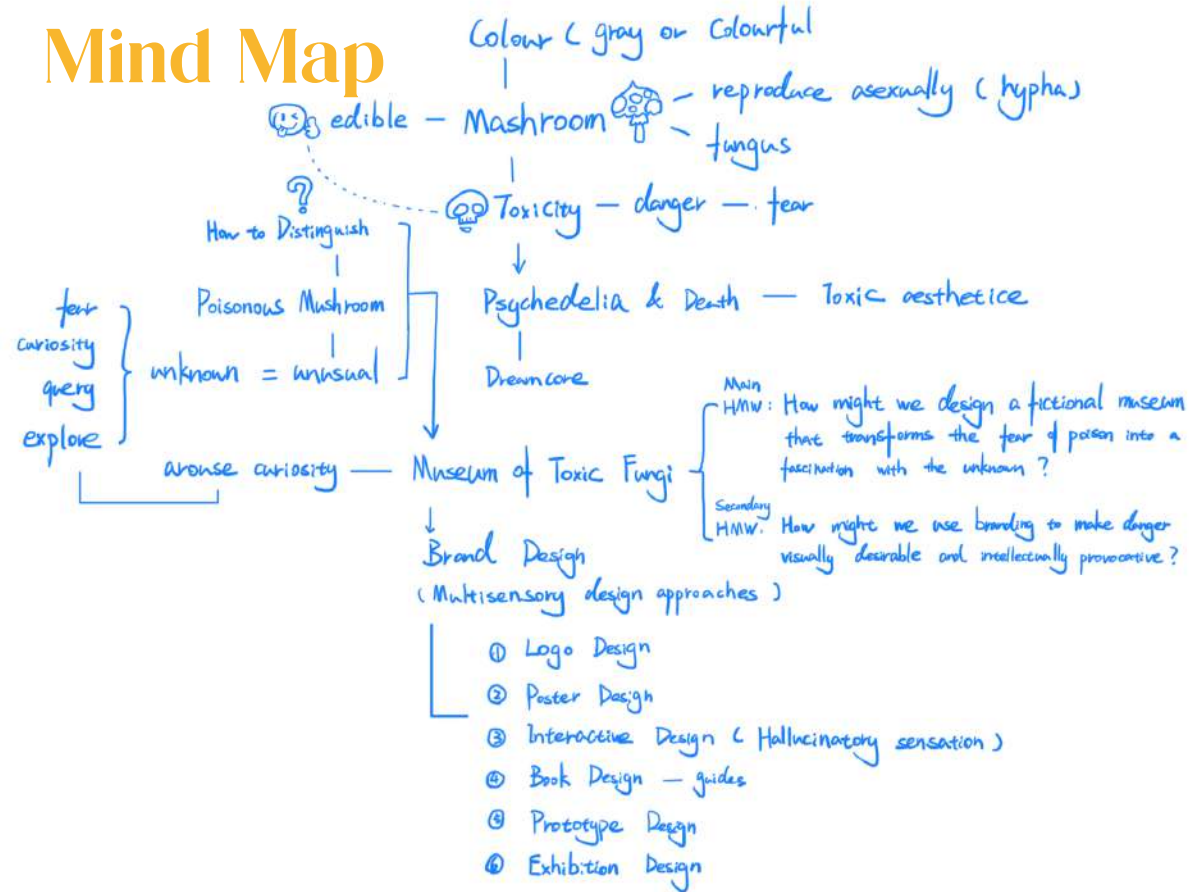
RESEARCH AND PROCESS

(Hand-drawn scans)

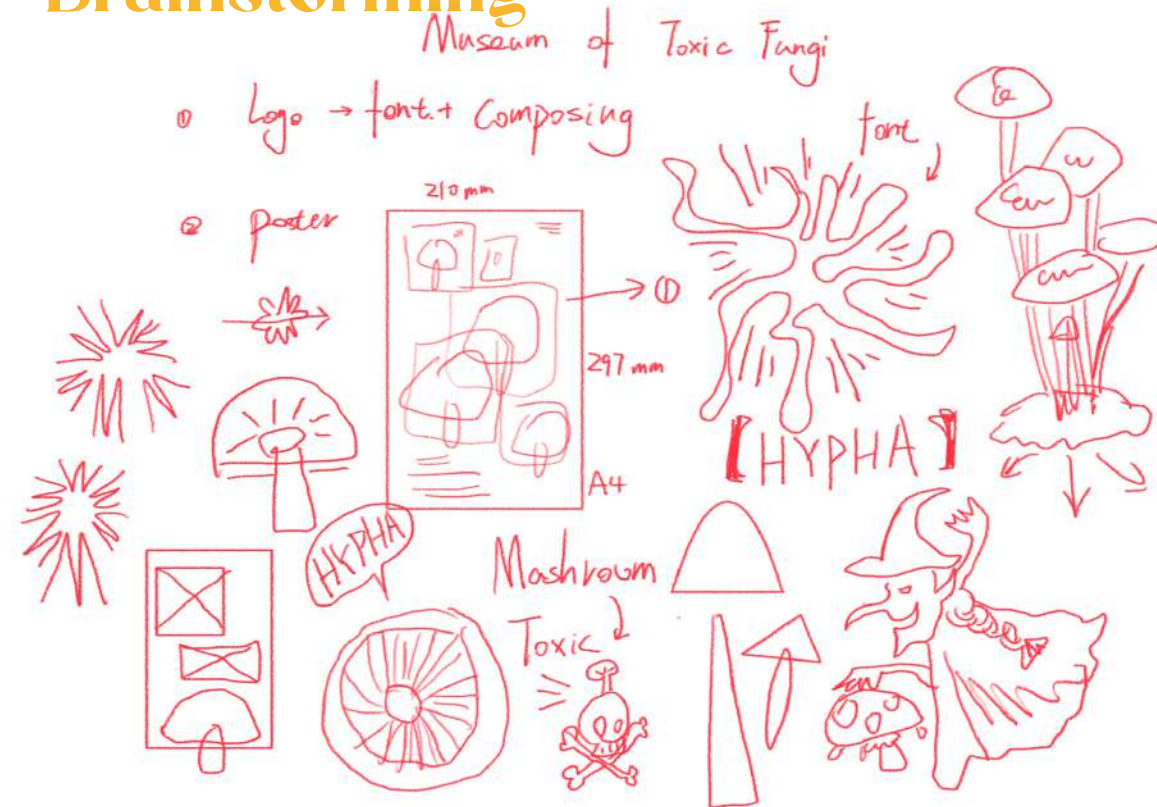
Book Design Sketches



Mind Map



Brainstorming



Logo Design Drafts

Museum of Toxic Fungi



PROJECT OVERVIEW

Short abstract :

Purpose:

This project addresses the question: How can design transform cultural fear of toxicity into aesthetic fascination and critical reflection?

The Museum of Toxic Fungi is a speculative design project that creates a fictional museum brand around poisonous mushrooms. It aims to shift fear into curiosity by using visual identity, exhibition graphics and narrative storytelling.

This project challenges common perceptions of toxicity and invites visitors to reflect on nature, danger and cultural symbolism—all through conceptual design and immersive brand experience.

CONCEPT DEVELOPMENT

Certain mushrooms, such as those of the *Psilocybe* genus and *Amanita muscaria*, were used in early religious rituals and shamanic practices to communicate with deities or for spiritual exploration—reflecting their role as entheogens (Verywell Mind, 2012; Biotechnol Adv, 2023)

Traditionally, bright colors are thought to warn predators (aposematism). However, many deadly mushrooms exhibit diverse colors, and coloration does not reliably indicate toxicity (Wikipedia, 2025) .

Initial symptoms include gastrointestinal distress—severe vomiting and diarrhea—followed by a deceptive recovery phase. Ultimately, patients may suffer liver and kidney failure, jaundice, seizures, and coma (CDC, 2017; Wikipedia, 2025)

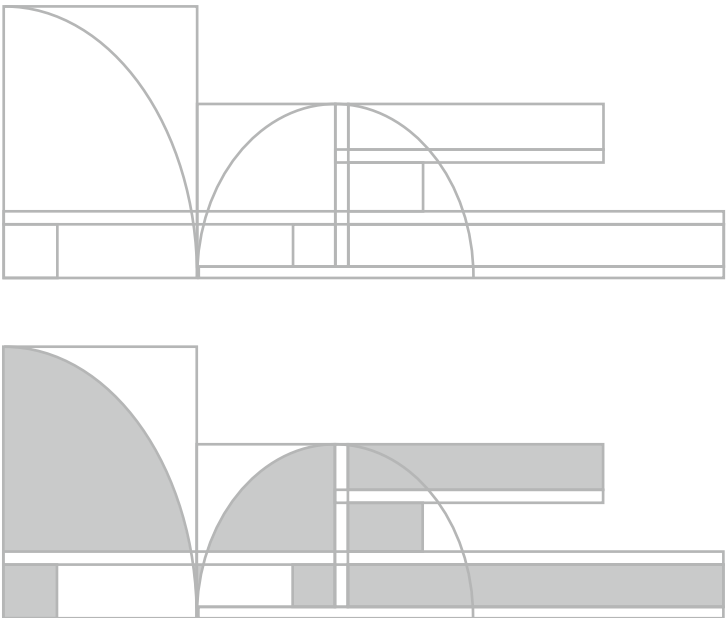


Many poisonous mushrooms contain compounds such as psilocybin/psilocin or ibotenic acid and muscimol (from *Amanita muscaria*). These substances act on the central nervous system and can cause hallucinations, ataxia, and distortions in emotion and spatial perception within 30 minutes to one hour of ingestion (Schultes, Evans, 2005; Sindic et al., 1988)

Although hallucinogenic mushrooms are generally non lethal, some cases have involved anxiety, paranoia, or transient psychosis (Umhau et al., 2012)

Toxins such as amatoxin, muscarine, and gyromitrin are fungal secondary metabolites. They kill predators by inhibiting RNA polymerase, GABA receptors, or acetaldehyde dehydrogenase (StatPearls, 2025; Wikipedia, 2025) .

LOGO DESIGN



BOOK DESIGN

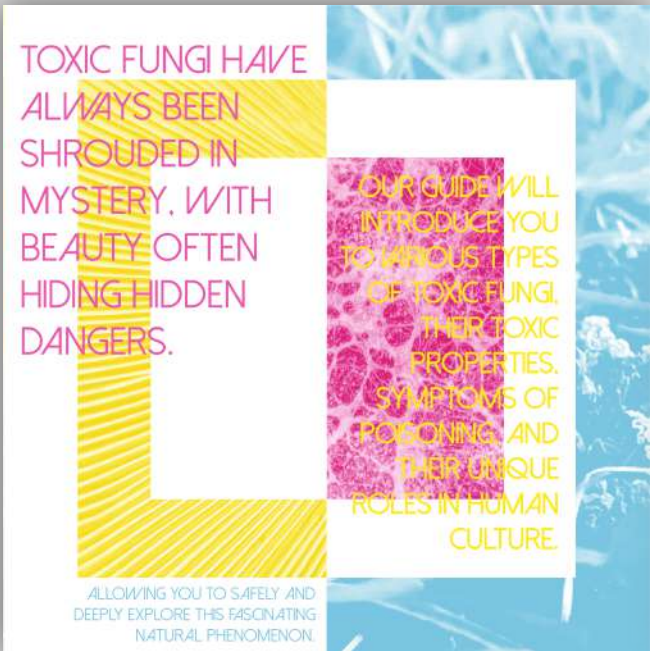


The guidebook I designed is in the form of folded pages, divided into eight units, each page using distinctive colors and information structures to guide the viewer step by step into the world of poisonous mushrooms. The reading style unfolds as it is folded, creating a narrative experience of “revealing secrets step by step”.



0

FRONT
COVER
&
BACK
COVER



1

Guided
Tours To
Illustrate
The
Objectives
Of The
Exhibition



2

Category
Of
Poisoning
By Toxic
Fungi



3

Identifying
Types Of
Toxic
Fungi



4

The
Fascinati
ng
Chemistr
y Of Toxic
Fungi



5

What
Happens
After
Poisoning?



6

Toxic
Fungi In
Culture



7

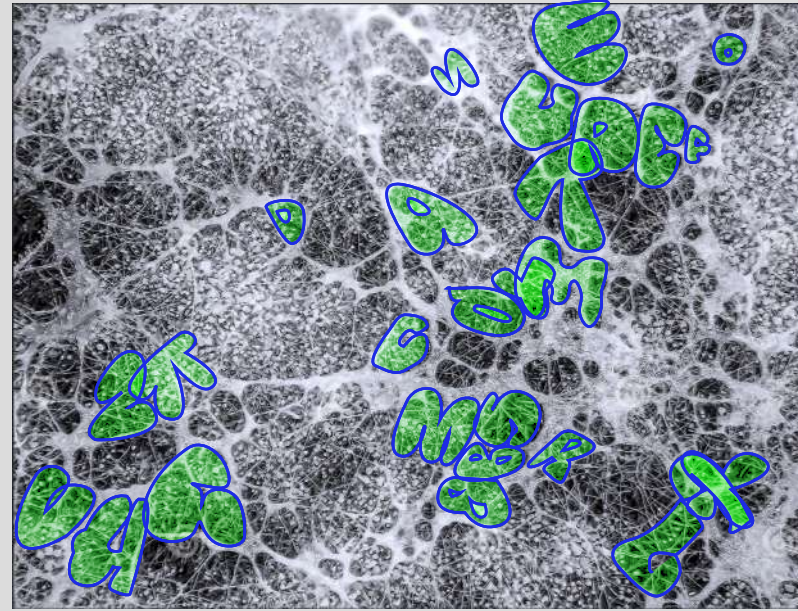
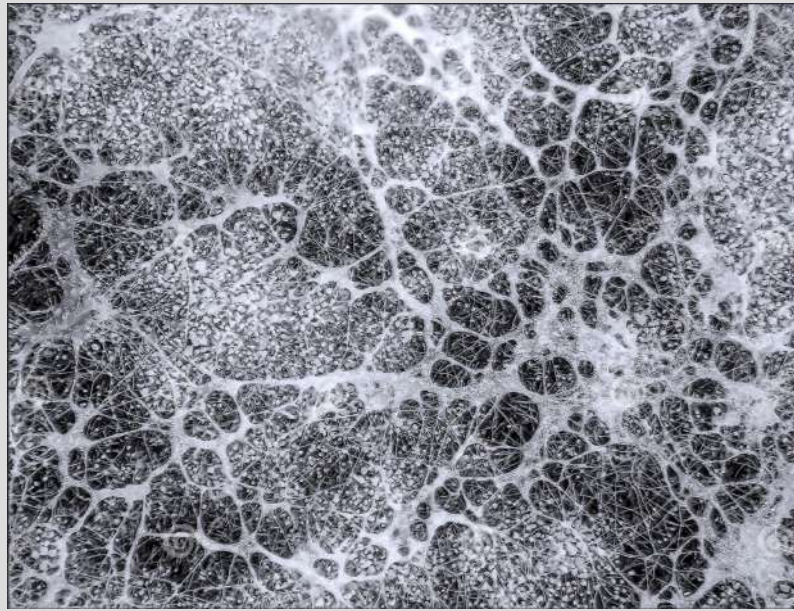
How To
Safely
Identify
Toxic
Fungi



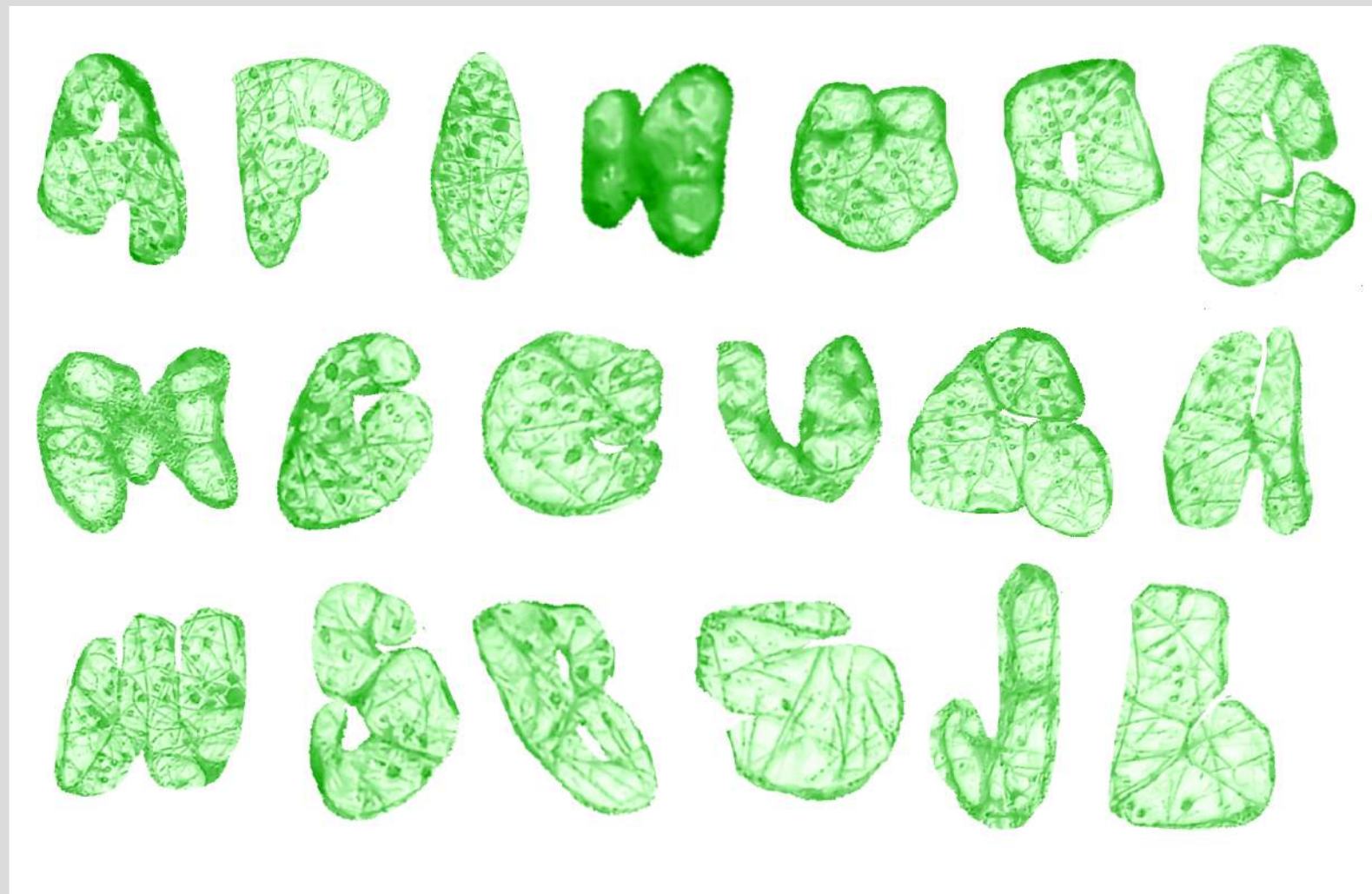
8

Warm
Reminder
Before
You Leave

FONT DESIGN



I attempted to translate microscopic mycelial forms into letter structures, creating a set of custom alphabets with an organic and flowing feel.



POSTERS DESIGN





EXPLORE
THE
DANGERS,
BEAUTY
AND
ILLUSIONS
OF TOXIC
FUNGI.

MUSEUM
OF
TOXIC
FUNGI
DANGEROUS BEAUTY

LONDON
TATE MODERN
2025.9.1-6



A
VISUAL
JOURNEY
ACROSS
NATURE
AND
MORE.



MERCHANDISE DESIGN



