



Discover Who You Are: *Guiding Voices*

Louie Gong

“In order to get good at something, you have to have the courage to risk failure.”



Who is Louie Gong?

- Louie is a young man who discovered his passion and used it to become a true artist and entrepreneur.
- He is from Vancouver, British Columbia.
- He is living proof that we can go far if we follow our hearts.
- Louie has chosen to embrace his diverse ethnic origins.
- He is Native American with Chinese, French and Scottish origins. For him, diversity is a gift and he feels fortunate to have so many aspects to his identity.
- His flamboyant shoe and t-shirt designs have made him a rising star in the fashion world.

“When I started putting my art on shoes, I had no idea it would lead to a Facebook page with over a 2,000 fans in just a few weeks and my first small business. I just wanted to create something that represented me, a person who celebrates the dynamic realities of modern life while maintaining a strong cultural identity. It turns out that many people are also drawn to my shoe art because of what it represents. Others simply appreciate Coast Salish art or the fact that the merger of this art form and pop culture is somewhat new and original. Either way, I feel honoured that people are finding value in something I love to do. I promise to put some of that good energy back into everything I create.”



What is he currently doing?

Currently, Louie:

- Runs a company called 8th Generation.
- Entered into a partnership with the Smithsonian’s National Museum of the American Indian called Design Yourself I AM NMAL and a collaboration with Manitobah Mukluks that led to the “L.G. Gatherer”.
- Participated in a collaboration with Paul Frank Industries that resulted in Limited Edition pillows, blankets and tote bags.
- Launched the Inspired Natives Project.
- Was recently honored with the cover of Native Peoples Magazine, and Native Max Magazine’s list of the “Top 10 Inspirational Natives: Past and Present”.



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Teacher Notes - Louie Gong

After viewing the video segment, discuss the following:

Louie says that “In order to get good at something, you have to have the courage to risk failure.” Can you think of a time when your fear of failing stopped you from trying something new, or taking a risk? How could you have done things differently?

Suggested Tasks:

Take a Walk in My Shoes (Junior)

CGE A self-directed, responsible, life-long learner who examines and reflects on one’s personal values, abilities and aspirations influencing life’s choices and opportunities.

Writing Expectations - Junior

1.3 Gather information to support ideas for writing, using a variety of strategies and a range of print and electronic resources.

Action: After viewing the video and reviewing Louie Gong’s website, students will see that the shoes are a reflection of Louie’s personality. Students will reflect and complete a template listing their dreams, favourite things, things they like to do, things people say about them and what they say about themselves. With this information they design a layout for their shoes and follow it with a descriptive paragraph that describes how the layout reflects them.

T-Shirt Design (Grade 9 & 10)

CGE A collaborative contributor who finds meaning, dignity and vocation in work which respects the rights of all and contributes to the common good.

Identity Expectation - NAC10

Describe the specific characteristics that define cultural identity.

Explain the creation of Aboriginal art forms as a way of maintaining the values, traditions and beliefs of particular communities.

Writing Literacy Expectation - Intermediate

Identify, research and describe visual characteristics and themes.

Demonstrate the ability to incorporate personal interests and hobbies.

Action: Students will create a mosaic for a class t-shirt that will incorporate the various individual passions, and feelings of the class. First, show students the image: The Spirit of Haida Gwaii. Then each student will create a design that demonstrates some aspect of themselves. It can speak of their cultural identity/background, interests, family, friends, etc. Students will bring their individual designs together to create a mosaic that will be printed onto a t-shirt. Students then reflect on the process of combining all ideas into one mosaic.