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SHANZHAII — A DESIGN PARADIGM IN CHINA

Background:

● **Shanzhai** is a widespread phenomenon in the last ten years in China.
● **Definition** — Shanzhai is a secondary innovation based on imitation.
● **Character of Shanzhai products design** –
  • Cheap Price
  • Low Quality
  • Exaggerated Design
  • Creative Elements

● **Users** — The so-called grass root - the ordinary people
● **Share of the Market** — e.g. Shanzhai mobile phones
  • 2007, 150 million were sold and 10% of the global sales.
  • 2011, 20% of the global sales.

● **Related design cultures and movements** –
  • Anti-Brand
  • No-Brand
  • Mass Customisation
  • Design for Diversity

● **Shanzhai product design** in last ten years illustrates the shift from a constructed idea of a purely imitation and plagiarism to an increasingly innovation and creation.

**The questions** —

• Is Shanzhai a unique phenomenon in China?
• Will the Shanzhai products become brands in the future?
• Why is the scale of Shanzhai phenomenon in China greater than in other countries?

Aim:

This study aims to explore Shanzhai phenomenon by investigating the Shanzhai product design in the early 21 century, a period of rapid industrialization, consumer revolution and urbanization in China.

Methodology:

This research investigates Shanzhai from different perspectives or paradigms to gain a holistic perspective. It combines both qualitative and quantitative research methods to contribute to the understanding of Chinese design culture. Questionnaires, interviews, case studies will be undertaken.

Summary:

This research investigates the nature of Shanzhai, the driving forces behind Shanzhai phenomenon, together with its relationship with other design culture movements, thereby providing a deeper understanding of contemporary Chinese design culture.

• Price: £ 800
  • Apple applications only
• Price: £ 80
  • Google android applications

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