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THE CLASH OF CULTURES IN PRODUCT DESIGN

Background:

- **Product Design** – is the process of creating a new product to be sold by a business to its customers. It is the efficient and effective generation and development of ideas through a process that leads to new products.

- **The Different Cultures Affect Product Design by** –
  - Different Business Models
  - Different Values Regarding Intellectual Property Right
  - Different Economic & Political Systems

- **The Behind Cultures** –
  - Different Religions and Philosophies
  - Individualism VS Collectivism
  - Different Aesthetic criteria in Visual Art

- **The Questions** –
  - How is creativity evaluated in different cultures?
  - How do the different cultures produce different designs?
  - Will the future design thinking become a mix of East-West thinking?

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

Methodology:
This research investigates product design in China 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 product design, the driving forces behind China’s design movements, together with their relationships with their history and economy background, thereby providing a deeper understanding of contemporary Chinese design culture.

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