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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.