



# University of HUDDERSFIELD

## University of Huddersfield Repository

Chen, Yi and Gao, Yun

Shanzhai—A Design Paradigm in China

### Original Citation

Chen, Yi and Gao, Yun (2011) Shanzhai—A Design Paradigm in China. In: Research Festival 2011 (Research Poster Competition) University of Huddersfield, 28 March - 2 April 2011, University of Huddersfield.

This version is available at <http://eprints.hud.ac.uk/id/eprint/17248/>

The University Repository is a digital collection of the research output of the University, available on Open Access. Copyright and Moral Rights for the items on this site are retained by the individual author and/or other copyright owners. Users may access full items free of charge; copies of full text items generally can be reproduced, displayed or performed and given to third parties in any format or medium for personal research or study, educational or not-for-profit purposes without prior permission or charge, provided:

- The authors, title and full bibliographic details is credited in any copy;
- A hyperlink and/or URL is included for the original metadata page; and
- The content is not changed in any way.

For more information, including our policy and submission procedure, please contact the Repository Team at: [E.mailbox@hud.ac.uk](mailto:E.mailbox@hud.ac.uk).

<http://eprints.hud.ac.uk/>

# SHANZHAI — 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?



iPhone

- Price: £ 800
- Apple applications only



iorgane

- Price: £ 80
- Google android applications

## 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.