



### CHAPTER 5: CONCLUSION

I have sought to build a product that has global appeal by incorporating distinctive Chinese culture - based characteristics. Through communication with *Haier* product users, the majority of respondents said if they could afford to, they would prefer to use higher quality and better performing products from companies such as *Sony*, *Braun*, *Philips*, *Panasonic* and *Sharp*. *Haier* already has a large market share in China and could positively change their market positioning, if *Haier* could promote their products as being well designed and well manufactured. It also offers *Haier* an opportunity to tune their marketing strategy towards global markets, to become an international company, and a brand that truly represents Chinese culture, in similar ways that *Sony* and *Braun* were found to represent their cultures. New product development for *Haier*, utilizing Chinese symbols, will provide a focus for the Chinese market; however, styling is also consistent with global trends and consumer expectations of quality and access to the latest technology. For this reason, I welcomed the opportunity to incorporate within my final concept *Haier's* latest technology: an advanced speaker system.





This project aims to develop a product design strategy that provides a Chinese manufacturing company with innovative products for both the local and the global market. Whilst I focused upon designing a music system for the *Haier* company, it has not been an easy task to convince them of the merits of the new design strategy. While they supported my research, they decided not to secure the copyright to my design. So I approached other companies. A copyright agreement was signed with *Sampo* and the stereo system is on sale in retail stores in Taiwan.

*Sampo* will soon bring the product to a world market. In the beginning, I set out to assist a Chinese manufacturer by providing them with an opportunity to more effectively enter the global market place. Whilst I can't predict the exact extent of success in terms of increased global markets, I can suggest that the project has been successful because a Chinese company purchased the copyright. **They clearly believe it will sell to Chinese people and other nationalities too.**



### **Culture - based design considerations and explanations for a hi-fi stereo system: Butterfly-E**

#### **5.1 In-depth discussion of product design concepts**

In the design of the stereo system, my research took Ch'ing Dynasty clothing as an inspiration. As already mentioned, one of the defining characteristics of such clothing, was the uprightness of the words, deeds and bearing of whoever wore them, symbolizing dignity and steadfastness. Clearly the attempt by this design research to apply Ch'ing Dynasty clothing types to product design is a very bold experiment. Looked at simply from the style of the stereo system (*Butterfly-E*), when placed in a living room or study, its unique lines give people a sense of stability, because the broad spaciousness and sleeves of Ch'ing Dynasty clothing are highly refined and stable. (For a better sense of the points made here, please refer to the product model photographs, posters and idea sketches in this section).





When the stereo system *Butterfly-E* is used, the first thing the user notices is the product's similarity to Ch'ing Dynasty clothing. This design simultaneously draws upon the styling of traditional Chinese drums for its speakers.

At the same time as reviewing how current modern design sometimes stresses the refined beauty of product lines or comfort of use and functionality, the culture - based design discussed at length in this research provides a distinctive approach to design, which can be used as a reference point for future design research.





### 5.2 Developmental nature and limits of the concept

In order to clarify whether the Chinese culture - based elements (Ch'ing Dynasty clothing) can be applied to automobile design, this project considered the question of whether Ch'ing Dynasty clothing could be applied to the design of cars, domestic items such as brooms, or other objects?

The answer was negative, because the special nature of Ch'ing clothing symbolizes stability and dignity and a broom would be inappropriate for such symbolism.





### 5.3 Comparison of the advantages of culture - based design over other design methods

This research has presented a number of examples to highlight the fact that many developed countries have passed through the Industrial Revolution, various design reform movements and the development of successful design enterprises. This process has in turn given rise to design models and foundations that have ensured culture - based characteristics and meanings in different countries have become an integral part of their design cultures.

A view of China and Taiwan, and other countries in Asia, where design development has yet to mature, shows the lack of such crucial design elements. Instead, there is a prevailing tendency to blindly pursue or copy design methods from other countries, in the process losing one's own potential for unique style and distinctiveness. This research seeks to provide a way of uncovering elements from my own culture that can be transformed into conditions suitable for product design. However, it must also be consistently emphasized that the application of culture - based elements must be combined with modern design considerations, such as ergonomics, so the products will also function well.

**Project Three will further develop culture - based design ideas with a new industry partner - this time one from Taiwan my country.**

