DESIGN UPDATES ASIA

From Taipei

Design Network Asia

Greetings

日本デザイン交流協会

理事長

Shinichiro Arai

Looking ahead, Asia should become a strong motive force behind future world economic growth. For the region to fulfill this capacity, it is necessary that we draw on our geographical, historical, political and economic relations and cooperate such that the dynamism of each nation can exist alongside that of other nations, instead of each country trying to develop on its own. As a motive force of economic growth, the region will contribute to our very existence and will spur development while maintaining an equal balance and harmony amongst all. This is surely to have a positive effect on the future of the international community.

In this kind of situation, we can expect design to focus on the direction of regional development and to continue to correspond to development more and more changes come about. This should help to rationalize and better development.

We started publishing this journal in hope of paving the way towards closer relations in the Asian Pacific region. We aim to provide designers with the means for reporting on their activities at home and sharing their thoughts, as well as to raise greater incentive to develop design activities that may prove useful towards forming a better international community. Your constructive participation will be most appreciated.

Design Network Asia

7. Exhibition of Winners of Taipei International Street Furniture Design Competition

8. International Outstanding Product Pavilion

C. International Young Designers’ Workshop, September 20 to 24, 1995

To stir desire among young designers to come and participate in ICSD ’95 Taipei, the International Young Designers’ Workshop will be divided into small groups. Internationally renowned professional designers will speak and lead projects, with a professional leading each group of young people in discussions and design interaction.

Meanwhile, design professors from design schools and departments of design around Taiwan will also be group leaders to help with project support in such things as paper work, modeling products, and reporting workshop achievements.

ICSD ’95台北

台中市及び台北市のデザイン振興機関/CETRAは、ICSD’95台北/インターナショナル・デザイン振興機関の第19回国際デザイン会を来年8月開催します。この会議の主要者となるデザイン振興機関・CETRAは、この会計約500人の国内外の工業デザイナーの参加を目的としており、協力者3000人、オプジェクト3000件に対する投票を実施することに、このイベントに参加するデザイナーズナイトの開催は、台湾の国際デザイン習合会（TWTC）が予定されています。

テーマ

変化する世界とデザイン者—21世紀における内容

A. 集合デザイン者会「ICSD’95台北」(1995年8月22日～24日)

参加者数：コンペティションを活用した登録を実施します。さらに、設計コンペティションセッションを開催し、参加者の対話の深さをさらに高めます。また、CETRAのフィールドワークスケープにおいて設計セッションを開催し、当会の会長を含む各種の設計者に参加していただきます。本会議は午後に、パレルミースタジオで準備され、議論するテーマは次の3つに大別されます：変化するライフスタイルに対するデザイン、環境と文化に対するデザイン、デザインの新しい視点を示す各々のデザインパネルを開催されます。

1. ショーケースデザインパネル
2. ショーケースデザインパネル
3. ショーケースデザインパネル
4. ショーケースデザインパネル
5. ショーケースデザインパネル
6. ショーケースデザインパネル
7. 入会式及びデザインコンペ
8. 入会式及びデザインコンペ

C. 国際的若手デザイナーのためのワークショップ（1995年7月20日～24日）

ICSD’95台北に参加する若手デザイナーたちの興味をもつため、国際的な若手デザイナーの中でワークショップでは、次のようにデザインに対する興味をもつ方々、デザインの文化に対する認識をもつ方々に向けて、ワークショップとしての役割を果たす。また、ワークショップの参加者が若手デザイナーのためのワークショップとして、1995年8月22日～24日開催されます。
TDC Design Gallery

Since 1991, the Hong Kong Convention & Exhibition Centre has been home to a prestigious gallery highlighting the best of innovative product design in Hong Kong. A creation of the Hong Kong Trade Development Council, the TDC Design Gallery is in the vanguard of Hong Kong’s emergence as a regional centre for design services. It provides a permanent showcase where Hong Kong designers and manufacturers can sell their products, test market them, and attract enquiries from local importers and overseas buyers.

More than 18,000 new products are featured each year in a congenial atmosphere, making the Design Gallery an interesting and compelling place to visit for local residents and international visitors. The success of the Design Gallery concept stimulated designers, who previously were not involved, into product design. Lines of specially developed products exclusive to the Design Gallery have been created, notably, a series of clocks inspired by nature’s elements and created by local designer Alan Yip. His “Element Clocks” are now sold at prestigious retail outlets throughout the world.

The British Design Museum supported the TDC Design Gallery by organizing “The Best of British Design” three in October 1993. Other international partners for Design Gallery activities have included German Design Council, Lexus, Porsche, and Harley Davidson.

To further promote the cause for design, numerous product design and graphics competitions, exhibitions, fashion shows, publications, Design Gallery & Fashion Library are sponsored and organized annually by the Design Gallery.

Contemporary issues including education, environment and information exchange are also among the factors influencing the continued development of the TDC Design Gallery in its mission to serve Hong Kong designers.

TDCデザインギャラリー

1991年3月、香港コンベンション&エキシビジョンセンターには、香港の最高水準の革新的なデザイン製品を集めた素晴らしいギャラリーとして開設されました。香港貿易開発機構と連携したTDCデザインギャラリーは、デザインギャラリーとサービスを行うという意味で、香港の地域のセンターとして先駆的役割を果たしています。このセンターは香港のデザイナーやクリエーターが自らのデザイン製品を販売し、試作のためのギャラリーを行います。また、香港のデザイナーやクリエーターが海外のデザイナーから引き合いを求めるという機能を提供する展示場としての役割を果たしています。

例えば、この素晴らしい製品のなかで、18,000件以上の製品を展示され、香港は最大のものの一つとして海外からも注目を争取するものとも言えます。このデザインギャラリーは特に魅力的な場所となっています。このデザインギャラリーのコンセプトの一部は、すでに製品のデザインに従事しているデザイナーたちにも対象を向けています。デザインギャラリーの一部として展示される製品が作り出され、また多様な素材そのものはここに、香港のメディアであるAlan Yip氏の自然素材をインスピレーションを得て制作された時計は、デザインの新たな時代を示しています。時計の「タイムズ」は、地球の中で最も新しい時計の一つです。

 Prepared by: TDC Design Gallery

TDC Design Promotion Activities of The Japan Industrial Design Promotion Organization (JIDPO) was established in 1989 on the basis of the recommendation by the Council of Design Promotion, an advisory body to the Ministry of International Trade and Industry. Design Promotion activities have been conducted closely inter-related with various organizations and the people concerned. The activities of JIDPO are classified as follows.

1. Information Activities

Design information activities are the core of the design promotion by JIDPO. Information activities include data collection, analysis, processing, reference service, research and so on. Exhibitions, seminars and publications are also the effective media of information service.

2. International Cooperation

As a member of ICSIID, we have been endeavoring to promote the close relations with foreign organizations through exchanging information, publications, participating in the international meetings, surveys and so on. JIDPO currently has contact with approximately 400 design organizations in the world.

3. Publications

JIDPO publishes the following periodicals: “Design Japan” (twice a year, English) “Design News (quarterly, Japanese)” “Good Design Selection (annually, Japanese)”, etc.

4. Assistance to the Regional Design Promotion Activities

JIDPO supports the establishment of regional design centers and organizes design conferences, seminars or workshops in various cities for the promotion of regional industries through design.

5. Selection of Good Design Products (G-Mark Products)

G-Mark system was inaugurated by the Ministry of International Trade and Industry in 1957 and it has been carried out excellently by JIDPO. The purpose of the system is to select the commodities of superior quality with good design to make industry as well as consumers recognize the importance of design more and improve design quality to the highest standard.

6. Design Development Center

Today’s designers must be trained to be interdisciplinary so as to act as coordinators between other professional skills. JIDPO established the Design Development Center in 1993 to provide designers with updated design and managerial skills and to establish the network for intercommunicating between designers and small industries.

7. Others

JIDPO organizes the committees.

For studying design as a cultural behavior in industry.

For protecting design and trademark rights.

G-Mark品質認定制度は通産省によって昭和32年に創設され、JIDPOが運営業務を行っています。この制度は製造ディザインの品質を認定することにより、製造業を含むすべてのデザインの重要性を認識させ、より良い生活のためにデザインの質を向上させることを目的としています。

6. デザイン発展センター

今日のデザイナーは他の分野のプロフェッショナルならびにコーディネーターとして活躍するための基礎的な教育を求められています。JIDPOはデザイン品質の向上化、デザイン及びマーケティングの可能性を発見し、デザインと中小企業をつなぐネットワークを構築するために、デザイン発展センターを設立し、平成7年3月に設立しました。

7. その他

産業文化庁設置、デザイン・商標権侵害対策などを実施しています。
From Nagoya

With tentative inauguration set for autumn of 1996, the projects of the International Design Center NAGOYA Inc. are rolling along.

Building for IDC NAGOYA Inc. - Implementation of construction took place on 24 March. The site has attracted a lot of attention with its colorful facade by three typographers designers. Foundation will be completed next spring.

Design Seminar & Workshops - Entitled "Health & Living", a 3-day seminar for 20 in-house designers and 20 managers of design-oriented manufacturers took place on March 3-5. Working in cross-disciplinary teams, the designers strived to develop an integrated ability for concept design and presentation skills whilst the managers learned to analyze and evaluate proposals for product development. With heated discussions flying around the room, the groups worked till 1 am each night. On the last day, advisors for the seminar, Mr. Ichiro Shimbada and Prof. Akiko Takehara praised each team’s enthusiasm and efforts. For most participants, this workshop provided a rare opportunity for them to work with partners from other firms. Not only different and refreshing perspectives were gained but new friendships were formed in the process.

Museum - Basic concept and outline have been developed. The museum will be divided into 4 zones: inspiration zone, creation zone, communication zone, and evaluation zone. To fully use the limited space available, a show case system has been devised. A collection consisting of 2,300 industrially-produced American Art Deco artifacts from the 1030's has been added to our collection. With assistance from the members of Chubu Council of Designers Organization, a historical research is being conducted on outstanding design from Nagoya area.

Information Gathering and Dispersion - As part of ICSD's DIS International Database projects, the preliminary research for the establishment of a global database on design-promoting institutions around the world was initiated this January. We are in the process of making this international register which will be kept at the Secretariat of ICSD, ICOSGRA and IWI, available via E-mail.

In addition, the following joint projects are being organized with JDPO (Japan Industrial Design Promotion Organization), JDF (Japan Design Foundation), and JFDA (Japan Packaging Design Association).


14th ICSD / AMCOM Meeting Cum Travelling Exhibition in Japan - On November 4 and 5, Nagoya will be host to the 14th International Council of Societies of Industrial Design Asian Member Countries Meeting (ICSD/AMCOM).

Coordinated by our center, the meeting will be attended by the 8 AMCOM member countries - Australia, India, Japan, Malaysia, Singapore, South Korea, Taiwan and Thailand. In conjunction with this meeting, "Design Forum Asia 1994", a forum open to the public will be held for the participating delegates to exchange ideas with leading Japanese designers. Furthermore, to promote the design activities of each member country to the public, the first AMCOM Traveling Exhibition with well-designed products from member countries will be opened in Nagoya. Additional Japanese products will be added to introduce Japanese design to other Asian member countries when this exhibition travels to India, Singapore and Australia.

"From Japan ... to Fourth International Design Forum, Singapore" - Our center is very honored to participate in the 4th International Design Forum '94 by coordinating, in conjunction with Japan Packaging Design Association, selected award-winning packages from Japan Packaging Design Award 1993 to be exhibited at the Raffles City Convention Centre in Singapore from Oct 19 to 23.

"From Japan ... to BIC04 Slovenia 1994" - 11 carefully-selected Japanese products will be participating in the Fourteenth Biennial of Industrial Design (BIC04) in Ljubljana, Slovenia from October 11 November 11.

International Design Center Project is, 1996 autumn period, to be opened. First, it will be the 8 member countries around the world. On February 24, there has been a decision to develop the 1030's stylishness, the establishment of a show case, and the addition of 2,300 American Art Deco artifacts. Thereafter, together with the members of Chubu Council of Designers Organization, a historical research is being conducted on outstanding design from Nagoya area.

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"From Japan ... to BIC04 Slovenia 1994" - 11 carefully-selected Japanese products will be participating in the Fourteenth Biennial of Industrial Design (BIC04) in Ljubljana, Slovenia from October 11 November 11. Designers from these countries have won many prestigious design awards in recent years, including the red dot award, the IF award, and the Gmark award. In addition, the international design center project is expected to strengthen the ties between Japan and the other countries, and to promote the exchange of design ideas. The center is also planning to hold a conference on sustainable design in the near future.
Paul Y. J. Cheng has been the Executive Director of the Design Promotion Center of the China External Trade Development Council in Taipei since 1979. He studied fine arts in Taiwan before joining an industrial designer at Eisei University in West Germany. Mr. Cheng has taught design at a number of educational institutions and is also attached to associate professor of the Commercial Design Department at the Ghuangnan University and associate professor of the Applied Arts and Design Department of Fuzhou University. He has acted as organizer and executive director of a number of major design events in Taiwan. At present he is coordinator of the comprehensive annual plan of the ROC Ministry of Economic Affairs for the overall enhancement of industrial design in Taiwan.

Having devoted himself to design promotion in Taiwan, R.O.C. for many years, Paul Cheng has directed many prominent design events such as the Taipei International Design Forum, and has also been chairman of the Taipei International Design Interaction (TADI). He has lectured internationally at significant design events including the 1985 ICSD Congress in Washington D.C., the 1st International Design Forum, Singapore, 1988 and the 1989 ICSD Congress, Nagoya, Japan. He has served as a member of the CSD Board from 1986 to 1993.

**FOCUS ISSUE-INDIVIDUAL OPINIONS**

**Design in Taiwan: Prospects for the Future**

Paul Y. J. Cheng

**Background**
Over the past 30 years, the Republic of China on Taiwan has experienced impressive economic growth and increased export volume. These two factors have boosted Taiwan to rank as the world's number one exporter of foreign exchange reserves. The nation's increasingly sophisticated technology and its high standards of education and design appear to underpin Taiwan's potential for developing high quality products.

However, the international image of our products is still bad, perhaps chiefly because some of our manufacturers still rely on OEM production methods. With many factors now making the old OEM system of production less profitable, Taiwan factories have a growing need to add the value of its products, as well as to improve its national and industrial image. Stiff competition from abroad and changing economic conditions at home demand that local manufacturers improve the quality and image of Taiwan-made products.

**Design for a Changing World: Toward the 21st Century**
Considering design development today, in the post-modern era and on the threshold of a post-industrial society, the discipline is still fraught with paradox. It is evolving towards a new model well-suited to the present moment, forming applications of technology to culture. It is building bridges between art and science, economy and human behavior. It is increasingly involved in the emergence of values associated with quality and responsibility and it finds itself in the position of being able to propose creative, yet significant, visions of the future.

Therefore, ICSD '95 Taipei presents a platform for all participants to gain an inside track on change for the 21st century.

**ICSD '95 Taipei Congress, September, 1995**
The Taiwan, ROC government has promised to give its full support to this event. It hopes to make the public conscious of how important design is to the future well-being of the nation's industry. We expect that, through the involvement of our counterparts in neighboring Asian countries and other design societies around the world, we can promote better design, leading to a better way of life.

ICSD '95 Taipei need your participation and energy.

**The Promotion of Design Globalization**
These three strategic objectives reflect the needs of our industries and are in step with international trends in design. In order to speed up the promotion of Taiwan's design globalization, DPC/CEPTA actively participates in all international design activities and has earned the right to host the 1995 ICSD Congress and General Assembly in Taipei. We anticipate that more than 3,000 participants including design professionals and experts from countries around the globe will come to Taipei to exchange ideas and views on the current state of the design profession, design promotion, and design education, as well as other design-related topics.

**Dezign Corporation**
In addition to the above fields, Dezign Corporation is also striving to establish new design standards and norms in today's world.

**Conclusion**
Taiwan's designers should strive to improve their skills in order to meet the challenges of the future. The development of design education and training, the encouragement of design activities, and the encouragement of design-related topics will all contribute to the improvement of the design profession.

**Changing the World for Design**
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**Design**
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The SHANGHAI INDUSTRIAL DESIGN PROMOTION CENTER (hereafter SDIPC) led by Shanghai Municipal Economic Commission is a civilian organization which is engaged in industrial design mainly for industrial system and all of institutions as well as Shanghai. The name-Industrial Design (ID) is used for several decades in the world. It does be an interdisciplinary science which combines with modern technology, economy and culture in all. Anything must exist and develop in its certain circumstances. For each country (region) ID is concerned in economical, science-technological, cultural, qualified people’s, social, policy and enterprises’ circumstances. ID could become flourishing, when these circumstances are good cooperated with it.

The practice of SDIPC proves that some of our efforts play more active role in promoting ID, but other ones seem to be so effective by reasons of circumstance’s restriction. We realize, therefore, that research of both internal and external circumstances are especially important for promoting ID in Shanghai. After study of external circumstance in the world, we have found three main conditions for developing ID as follows:

1. The people’s life is improved in certain degree, and most people have economic base to ameliorate style of life.
2. The marketing economy is realized and developed, and the products are faced to competition in domestic and overseas markets.
3. The science-technological, specially applied technology develops rapidly, so that the design is of possibility for implementation of technical.

Now, the P.R. China seems to belong to the second scope of sketch map below. Focusing up to own situation, Shanghai Municipal Government adopts relative policy of connecting government with enterprises and educational circles in promoting ID, that is, the government offers varieties of policy for support, enterprises’ management is changed from productive manage to business’ one, universities and colleges set up departments of ID, and the SDIPC organizes various kinds of reduct for designers from industry bureau and industry regions in Shanghai. After series of training courses, the designers capable to design products most limited in aspect of their construction and function would become to complex designers enable to consider things in designing area on base of marketing. Throughout active efforts of SDIPC for development of ID, our expectation is that, more and more enterprises could offer good products, satisfying the marketing demands as much as possible, promotion of economic growth in Shanghai as fast as can, and work of SDIPC goes ahead of most places in our country.

We hope that DESIGN NETWORK ASIA can play a role as bridge and link in development of ID in Asian countries and regions by means of organizing effective activities.
Design Issue in Japan: For greater exchange activities with the Asian Pacific region

Design has done something big in Japan. Its importance has grown as the nation's economy has developed. In fact, in the business world, design has always been synonymous with economic growth.

To put it in simpler terms: companies wisely took advantage of the non-material aspects of design and design know-how in planning products - the key to corporate business planning - and even in sales promotion. And, results have been good. Well, it goes without saying that a company cannot establish itself unless it can generate a profit. And because, in our recent history, each and every company in Japan was able to turn a profit, the country as a whole was able to move upward in the world. On top of the use of design, the introduction of new marketing strategies also added fuel to the fire.

The truth of the matter is, for what regards this point, the US felt her support to these new business tactics while Europe served as a model for development.

However, today, as business becomes borderless, competition amongst manufacturers is getting harsher and harsher. To cut costs, many continue to provide technical support and shift production to Asia. In this kind of situation, from the corporate management perspective, it is still uncertain whether the businessman involved with design and the designer should share the same understanding and speak the same "language". And, with exception to some "leading companies", their approach to evaluating design is still as different as ever. The fact that this situation exists has become a big issue in Japan.

On the other hand, Japan today is rapidly becoming more and more international. In the meantime, she is faced with a greater welfare burden as the population ages. Moreover, society is becoming more information oriented, people are becoming more concerned over environmental issues, and there is the problem of stable energy resources. This has slowed down economic growth. Today, the question is how design is corresponding to Japan's problems.

Not so much a definitive goal in itself, design is one effective means for solving problems. It recommends an idea. It is the know-how that takes into consideration all the conditions surrounding a given subject and puts everything into a easy-to-understand proposal.

Faced with a design dilemma, Japan is ready for something new, something which creates a new style of life along cultural axes, something which adds new value to life. To realize this, we should not depend on the same line design has taken in the west and Japan to date but instead, we have to think in terms of Asia, where so much lives hidden amongst the cultural and traditional diversity of the region.

For the purpose of resolving these issues, the Asia Pacific Design Network wants to work with the nations and territories of the Asian Pacific region.
The Japan Design Foundation was founded in 1981 and, right from the very beginning, has been doing much to promote international change in design as a medium. Some of the programs in which JDF is part include the International Design Competition, Osaka; International Design Award, Osaka; and the International Design Exhibition, Osaka. Since 1989, JDF has been organizing conferences towards furthering exchange and cooperation within the Asian design field. The following is a summary of some of the activities of the center.

1. Asia Pacific Interaction Group '94 APID Head Teruo Takegawa, together with Hidete Koshida(Koshida Art Co, Ltd.), Hiromi Inokuchi(Director, BD inc.) and Takaos Yamasaki (APID). The center was launched in April, 1993, starting operations in April this year. This journal reports on the activities of this center.

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The IMAX Theater is circular in shape with a 32 meter radius and can hold 446 persons for regular projections. The big screen is 28 meters wide by 20 meters tall and the opening movie is already being shown. The facility is complete with a museum shop and restaurant where you can enjoy seaside dining while watching the sun set over the horizon.

The inaugural exhibit on for the opening is the “Women of the Century”, lasting from November 3 until January 22 next year. The exhibit bring 205 posters capturing the transition in fashion, behavior and values, every year from 1895 till today, using Japanese and foreign women as a motif.

From Osaka

The Sunbary Museum is now part of the Osaka's bay area.

The Sunbary Museum opened in Tampsan Harbor Village on November 3, after two years of construction and some 12 billion yen. It sits facing Osaka Bay, adjoining the Kiyukian aquarium, and is the design of world renowned architect Tadao Ando.

The museum is composed of a gallery and a big screen cinema, the IMAX Theater. It has 1,500 square meters of exhibition space where the 8,000 plus poster collection of the museum and glassworks by Emile Gallé will form the basis for rotating exhibits 8 times a year. The museum's poster collection includes works by such famous artists as Alphonse Mucha and Cassandre as well as complete retrospective of the great Toulouse-Lautrec.

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