

·  
·

2007.10.14.

， ，

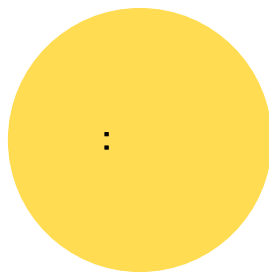
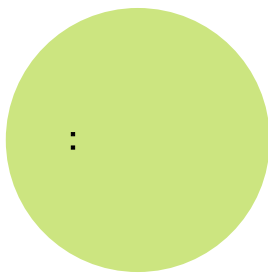
: Vs 가 가 .

Simon Bolton( : )  
( ) Multi-cultural

‘Design’  
가  
가 .

### 가 : Positioning & Design Driven by Story

, 가 가 가 가 가 ‘Value(가 )’ .



< 가 >

가

Poetic( )

Poetic 가

)’ 가

Dick Powell( : ) ‘Creativity(

Context( , ) , ,



<

>

가

‘Polemic( )’ .



<Protest

>

13

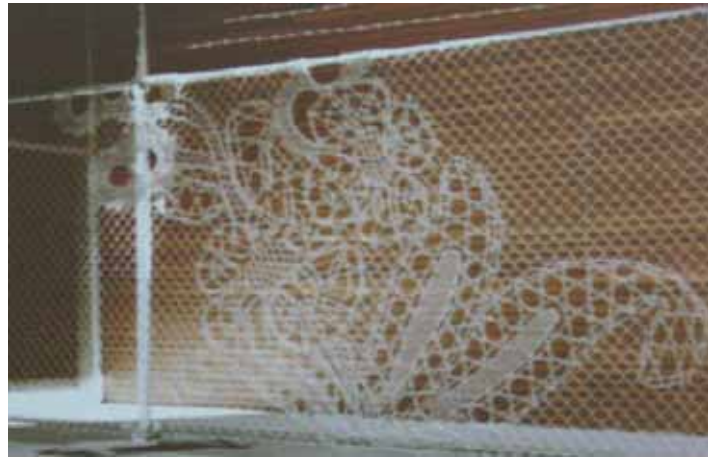
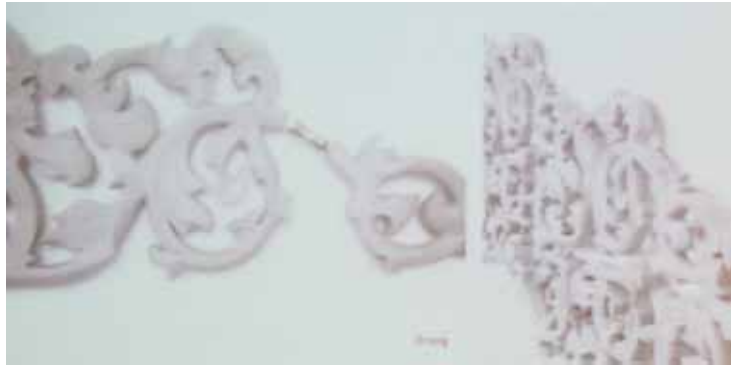
가

가 ‘Hierarchic( )’ .

가

가

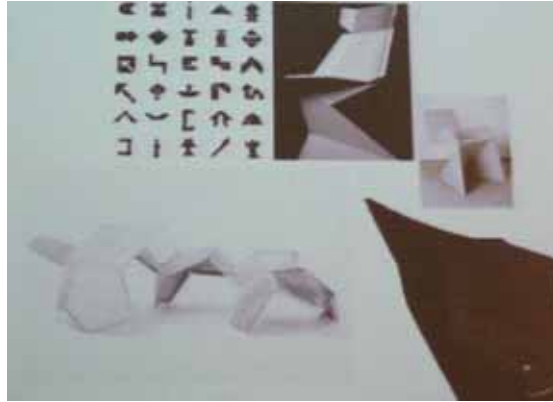




< 가 >



< ( )>



<Stealth

>

VS

가 ,

가가

LG

Nokia 8800

SCH V500,



VS



<Nokia 8800 Vs. Samsung SCH V500>



<Sony-ericsson Vs. LG>

가

가

가

Creativity and Innovation: The unexpected but relevant solution

가

가



<

>



<

가 45

>



Relevant( )

, Unexpected( )

가

가  
Context( / )

가

/

가

가