

# The Hidden Treasure

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The center of the industrialized world no longer remains confined to the western countries. Regions such as Asia, the Middle East, and Africa are emerging as markets of vast demand. Therefore, the industrial and economic center is no longer concentrated in one area, but is now becoming multiplex.

For this reason, the field of the industrial design also needs to be reconsidered, from a new perspective that breaks with the existing development of history. Especially, the Asian region, constituted around Korea, China, and Japan, have endless cultural potential with a unique international competitiveness.

Thus the role of finding such hidden potential and providing enterprises with new industrial competitiveness lies with the design companies. Connecting cultural potential to industrial competitiveness can be implemented in several directions. Today's design companies, which have relations in Asia, need to be newly aware of the real form of Asia. And with such an awareness, the companies must put away their fears of failure and continue their efforts. Successful results can already be anticipated, and this wave has already begun.

## Reconsideration of a nation's design competitiveness

The Vernacular Mirror: Twentieth-Century Design

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- 2001 ICSID

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5) (Originality) -

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### A Different and Wiser Way of Looking at Design

Considering the character of modern industrial design, that it is very closely tied to the level of industrial development, industrial design has been dominated by a number of technologically advanced industrial countries.

The diverse cultures around the world have their own unique ways of life and cultures. Therefore, irrespective of the level of technological development, each culture possesses its own good design that meets its own unique needs.

One suggestion is that we break away from the conventional perspective for evaluating the design of the last century, to present questions, propose ways of answering these questions to discovery a new knowledge and wisdom of design.

- From the preface (by EUN Byung-soo) of the catalog for the ICSID exhibition "The Vernacular Mirror: Twentieth-Century Design" in 2001.



### Emergence of Asia: New preparation

The Asian region, constituted around Korea, China, and Japan, which possess limitless cultural potential, has a unique international competitiveness.

### Seven Recommendations

- 1) There is a need for a design census.
- 2) All design policies must emphasize qualitative goals rather than quantitative goals.
- 3) A design information infrastructure must be established.
- 4) Sharing added value and cultural value.
- 5) Originality of cultural resources - a foundation for long-term development.
- 6) International exchange activities built on a domestic foundation.
- 7) Specialization of education

- This opinion is suggested by the writer at the request of Beijing Industrial Design Promotion Organization, and the subject matter is applicable to most Asian countries except Japan.

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### **The role of design companies : Transferring cultural potential into industrial competitiveness**

The role of finding hidden potential and providing the new industrial competitiveness to the enterprises lies on the design companies. Connecting the cultural potentials to the industrial competitiveness can be implemented in several directions. Today's design companies, which have relations in Asia, need to be newly aware of the real form of Asia.

And under the awareness, the companies must continue this implementation without fear of failure. So that the companies can forecast the successful outcome, without fail, and already this wave has begun.

1. Understanding of the native culture
2. A reinterpretation from the view of a modern designer
3. Application of modern design
4. Birth of a new originality
5. Ensuring product competitiveness
6. Strengthening industrial competitiveness







# The Hidden Treasure



Byung Soo EUN

- **Abstract**

- **Expansion of the center of the economy**

- **Reconsideration of a nation's design competitiveness**

- **Emergence of Asia:** New preparation

- **The role of the design companies;** Bringing cultural potentials into the industrial competitiveness

## Abstract

The center of the world's industrial society doesn't remain in the boundary of the western countries. Asia, the Middle East, and Africa and others were emerged as vast demanded markets. Therefore, the center of the industries and the economy doesn't lean on one area, but it becomes multiplex.

For this reason, the field of the industrial design also needs to be newly reconsidered this fact in getting out of the former development history. Especially, the Asian territories which constitute centering around Korea, China, and Japan have uncountable cultural potentials with unique international competitiveness.

Thus the role of finding these hidden potentials and providing the new industrial competitiveness to the enterprises lies on the design companies. Connecting the cultural potentials to the industrial competitiveness can be implemented in several directions. Today's design companies, which have relations in Asia, need to be newly aware of the real form of Asia. And under the awareness, the companies must continue this implementation without fear of failure.

So that the companies can forecast the successful outcome, without fail, and already this wave has begun.



## Expansion of the center of the economy

The center of the world's industrial society doesn't remain in the boundary of the western countries. Asia, the Middle East, and Africa and others were emerged as vast demanded markets. Therefore, the center of the industries and the economy doesn't lean on one area, but it becomes multiplex.





# Reconsideration of a nation's design competitiveness

## The Vernacular Mirror:

Twentieth-Century Design

A Different and Wiser Way of Looking at Design

Most of these designers were from industrialized countries, which means that they dominate a certain twentieth-century design.

the product of daily life in diverse cultures throughout the world, one that bespeaks excellent design, albeit often without advanced industrial techniques.

to suggest and have you question the design of the last century, to bring you close to it so that in your questions you discover the wisdom of looking at design in new ways.

From the catalog preface (by Byung Soo EUN) of the ICSID exhibition "The Vernacular Mirror: Twentieth-Century Design" in 2001.





중국스툴 / 중국  
Ceramic Stool / China



목침 / 아프리카  
Wooden Pillow / Africa



고기잡이 망 / 동남아시아  
Fish Trap / Southeast Asia



인터넷 냉장고 / 한국 / 삼성전자 / 디자이너: 정상욱, 박철웅  
Internet Refrigerator / Korea / Jung Sang-Youk, Park Chul-Woong  
for Samsung Electronics Co., LTD.



발우 / 한국 / 비움 / 디자이너: 은병수  
Valwoo / Korea / VIUM / Eun Byung-Soo



시계 / 홍콩 / 입 디자인사 / 디자이너:알란 입  
Clocks / Hong Kong / Alan Yip for Design, Ltd.



입긴 주전자 / 중국  
Long-Spout Kettle / China



보호용 목걸이  
Protective Collar / South Africa / South Africa Bureau of Standard Design



예배용 깔개 / 아랍  
Prayer Rug / Middle East



버드나무 공 / 인도네시아  
Willow Ball / Indonesia



## Emergence of Asia: New preparation

The Asian territories which constitute centering around Korea, China, and Japan have uncountable cultural potentials with unique international competitiveness.



## Emergence of Asia: New preparation

Opinion to Beijing Industrial Design Promotion  
Organization by Byung Soo EUN

### \* Seven suggestion

1) Design census is necessary.



2) All of design polices have to place emphasis on the qualitative goal rather than quantitative goal.

# Emergence of Asia: New preparation

3) Establish the infrastructure of design information.



4) Common ownership of added value and cultural value.

## Emergence of Asia: New preparation



**5) Cultural resources and originality**  
**- a foundation of long-term development.**

**6) Foreign exchange activity based on domestic foundation.**



## Emergence of Asia: New preparation

### 7) Specialization of education



*This opinion is suggested by the present writer at the request of Beijing Industrial Design Promotion Organization, and the subject matter is applicable to most Asian countries except Japan.*

# The role of the design companies;

## Bringing cultural potentials into the industrial competitiveness



The role of finding the hidden potentials and providing the new industrial competitiveness to the enterprises lies on the design companies. Connecting the cultural potentials to the industrial competitiveness can be implemented in several directions. Today's design companies, which have relations in Asia, need to be newly aware of the real form of Asia. And under the awareness, the companies must continue this implementation without fear of failure.

So that the companies can forecast the successful outcome, without fail, and already this wave has begun.



Understanding of the native culture



Reconstruction in a view of modern designer



Application to the modern design



Birth of the new originality



Insuring the product competitiveness



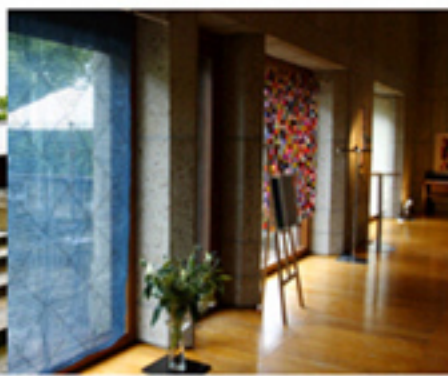
Strengthening the industrial competitiveness



The 'VIUM' Project attempted by the Korean design company, 212, INC.











Thank you !