

가? What Is the Regional Design?

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The global competition is a form of trans-cultural encounter and as such could be a major platform of communication and inspiring exchange. Unfortunately the understanding of the industrial culture as a competition for market segments with quite identical products, which are globally designed and produced in low wage areas, set a sports pattern of rules for what should be a cultural dialogue.

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Under these coordinates the diversity is limited to established paradigms and the original concepts are rare, if any. A low risk mentality among the product responsible people lead to a use of design for creating the illusion of diversity by formal approach. Defining a regional or a national design under these circumstances might be a daring task.

A reorientation of design mission toward creating new categories of products and in consequence a design education focused on original conceptualizing and understanding of the essence of the addressed problems could unchain the creative energies and allow the regional spirit defined as a way of thinking not formal expression to enrich the global output.

In this context Asian design might be a highlight of original perception and mental processing of the individual and social needs and the world product mix would display real alternatives. Such an understanding would project design

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and regional roots of the designer as a genuine and as such clearly identifiable source of variety.

Does regional design exist?

Prior to discussing the regional design, we need to define the regional design. Is the regional design the regional designer? Is the regional design the product from the region? Is the regional design the regional design understanding? The design policy? Or, does it mean the genius loci of the region? At present, as the global mobility is facilitated in design practice and education, and many design firms have multicultural teams, there is no more regional designers.

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Is the regional design the local products?

Nobody can distinguish the local product from the products of the same category.



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Is the regional design the local design understanding?

It means the design as a state of spirit. Design could entail the innovation. It is also important if they understand design as an art, as a craft, or as a science.



Design and innovation



Design instead of innovation

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Is the regional design the local design policy?

The design policy includes the national strategy and design, design involvement in economy, and the designers' position in a corporate hierarchy etc.

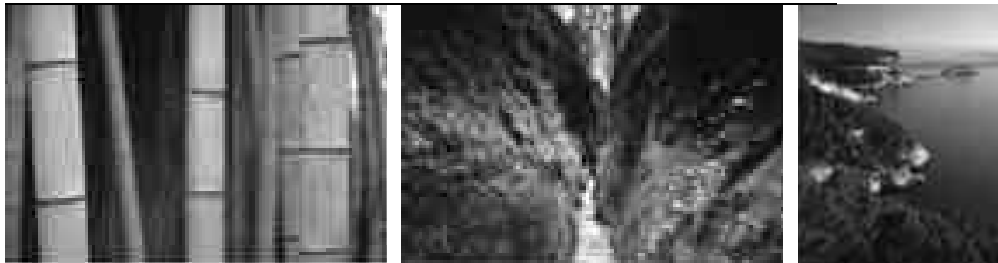


Free capital and design / Design public esteem

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Is the regional design the genius loci?

The patterns of reflection, the ratio of material-skills-spirit, the approach to needs and problems, degree of expectation, the need and degree of fulfillment, the understanding of the relationship between human and nature should be comprehensively considered.





Tesign office

Different is better than globally perfect

ASIAN DESIGN AND GLOBAL COMPETITIVENESS

DOES REGIONAL DESIGN EXIST?

IS THE REGIONAL DESIGN:

THE DESIGNERS?

THE PRODUCTS?

THE DESIGN UNDERSTANDING?

THE DESIGN POLICY?

GENIUS LOCI?

IS THE REGIONAL DESIGN **THE LOCAL DESIGNERS?**



GLOBAL MOBILITY IN PRACTICE AND EDUCATION
MULTICULTURAL TEAMS

george teodorescu **TESIGN**

IS THE REGIONAL DESIGN **THE LOCAL DESIGN UNDERSTANDING?**

DESIGN AS A STATE OF SPIRIT



DESIGN = INNOVATION
DESIGN AND INNOVATION



DESIGN INSTEAD OF INNOVATION

DESIGN AS AN ART

DESIGN AS A CRAFT

DESIGN AS A SCIENCE

IS THE REGIONAL DESIGN **THE LOCAL DESIGN POLICY?**

NATIONAL STRATEGY AND DESIGN

DESIGN INVOLVEMENT IN ECONOMY



DESIGNER IN A CORPORATE HIERARCHY

FREE CAPITAL AND DESIGN

DESIGN PUBLIC ESTEEM

IS THE REGIONAL DESIGN **THE GENIUS LOCI?**

PATTERNS OF REFLECTION

RATIO: MATERIAL / SKILLS / SPIRIT

APPROACH TO NEEDS AND PROBLEMS

DEGREE OF EXPECTATION

NEED AND DEGREE OF FULFILLMENT

HUMAN VS. NATURE

HUMAN = NATURE

IS THE REGIONAL DESIGN **THE GENIUS LOCI?**



IS THE REGIONAL DESIGN **THE GENIUS LOCI?**



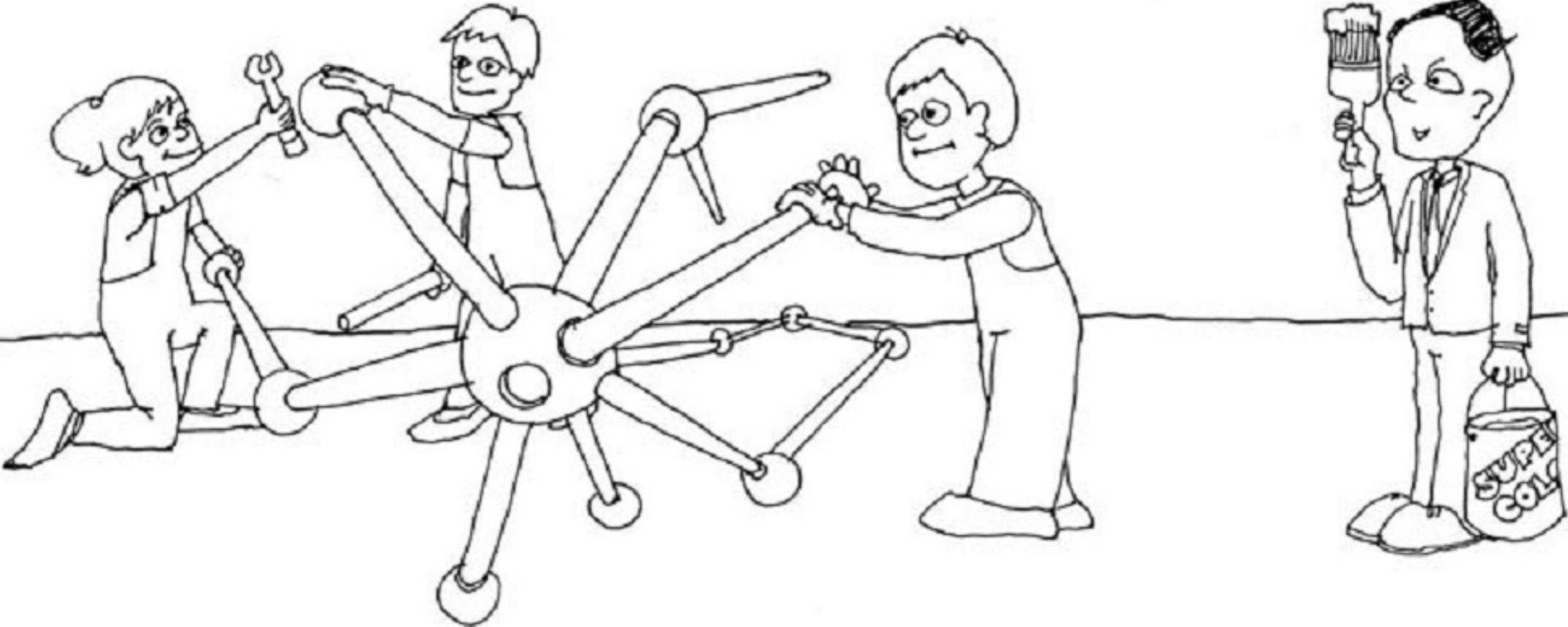
IS THE REGIONAL DESIGN **THE GENIUS LOCI?**



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DIFFERENT IS BETTER THAN GLOBALLY PERFECT

DESIGN AND INNOVATION



DESIGN INSTEAD OF INNOVATION



DESIGNER IN A CORPORATE HIERARCHY

