

Cooperating toward an Asian Design Network

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In this forum other representatives talked about their experiences and opinions on Asian design cooperation, and these talks were very illuminating. Following, I will talk about our opinions on promoting an Asian design network, our past work in this area and our suggestions for the future from the point of view of a design promotion organization.

I will talk about three issues

1. Promoting the development of an Asian design network
2. The international design communication and cooperation activities of the Beijing Industrial Design Promotion Organization (BIDPO) and thoughts on future work
3. Our cognition of the Chinese design market, external design policies and suggestions on international design cooperation

1. Promoting the development of an Asian design network

Asia is the area with the fastest growing economy in the world; economic growth will surely promote the development of design which is the right opportunity for the Asian design market to develop. At the same time, communication and cooperation among the Asian design community will promote the development of the Asian economy.

The development of Asian design reflects both the common rules of world design development and the economic and

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cultural characteristics of the Asian region. So it is necessary to study the development environment, mode, tenor, rules, and design needs of the Asian economy, as well as the regional (country) cultural characteristics which are closely connected to design. We should summarize the successful experiences of regional design cooperation, constantly bring forward new measures of design communication and cooperation to form available cooperation model, and prepare sufficiently for the further development of the Asian design market.

2. The international design communication and cooperation activities of BIDPO and thoughts on future work

With the aim of promoting industrial design and its industry development, BIDPO organized various international communication and cooperation activities with design developed countries from Europe, Asia, America and Australia, especially with Northeast Asian countries. There have been, on average, more than ten international communication activities each year over the last several years. The communication modes have included the following:

(1) Signing of cooperation agreements between design organizations

Early or later, BIDPO signed both Industrial Design communication and cooperation agreements (letter of intent) with the Industrial Designers Society of America (ISDA), the Barcelona Design Center (BCD) of Spain, and the Korea Institute of Design Promotion (KIDP). Under the direction of the agreements, various communication and cooperation activities have been undertaken.

Take the cooperation between BIDPO and KIDP as an example; both sides attach importance to our cooperation and friendship, invite the other side to attend design forums and provide good conditions for companies to establish cooperation with others.

BIDPO organized for the Chinese famous IT enterprise

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Legend Group to visit Korea last year, and thanks to KIDP's thoughtful arrangement, the company has established a connection with a Korean design company.

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(2) Invitation of foreign design experts

Invitation of foreign design experts to China, to organize International Industrial Design forum, training, project direction, design studio, and summer camp in design colleges. Many world famous design experts, grand masters and professors were invited to Beijing, including professor Craig Vogel, President of the Industrial Designers Society of America; Mr. Bruce Claxton, chief designer of Motorola; Dr. Chung Kyung-won, former president of KIDP; Mr. John Sorrel, former president of the British Design Council; Mr. Douglas Heath, former president of the Designers Institute of New Zealand, etc. They brought Beijing the world's latest design ideas which broadened the thoughts and sights of the Beijing design community.

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(3) Organizing foreign companies to China

Organizing foreign companies to China (Beijing and other cities) for business communication and surveying, introducing them to potential partners and ways to approach the Chinese market.

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For example, we introduced Ziba Design to Chinese corporations, and assisted Taiwan's NOVA DESIGN CO., LTD in surveying around China, recommended representatives of foreign design companies as speakers in an international forum organized by Tsinghua University, and helped foreign companies to find cooperative partners when they wanted to establish branches in China. Also, some foreign designers request our help in finding positions or projects in China. For example, Mr. Joseph O'Connor from the UK is now working in Beijing for ORB Design.

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(4) Exhibitions and shows

We have organized the "Beijing International Design Exhibition," two times so far, at the annual Beijing Science and Technology Expo. KAN&LAU Design Consultants of Hong Kong and NOVA DESIGN of Taiwan were in the

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exhibitions, and foreign companies are welcomed to the exhibition.

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In addition, all kinds of specialty perennial exhibitions are held in Beijing, Japan, Denmark, France, Britain and Hong Kong, China.

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Some multinational companies from Europe, America and Japan often show their latest product designs in China in-phase within their own countries. All these provide us with the latest design information.

(9)

1: 2008

During the exhibitions, BIDPO worked together with foreign exhibition organizers and invited design experts from their countries to hold forums, special lectures, design salons, workshops and the activities for college, middle school and primary school students. These activities have had very good effects.

KIDP

(5) Design education communication

Inviting professors from foreign design colleges to introduce their design education systems, modes and methods, and conduct demonstration lectures and forums in China.

2:

We arrange different themes for design forums and training programs according to the requirements of design development in China; some of the topics have included design management, design and manufacturing development, design and the 2008 Beijing Olympics, western design seminars, China-British Design development, design education development trends, Asian design, etc. And we also invite foreign experts for design colleges.

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(6) Communication

Inside and outside design information communication, establishment of design network, design information database, etc.

3.

BIDPO

(1)

(7) Overseas training

Organizing for domestic enterprises and colleges to visit

foreign countries, attend international design meetings and find design cooperation partners.

(2)

(8) Other services

Various services for foreign design companies, designers, design organizations and design colleges.

(9) Actual fruits

Example 1: In preparation for the 2008 Beijing Olympics, we invited two famous Australian designers, Mr. Mark Armstrong who designed the torch for the Sydney Olympics and Mr. Michael Bryce who designed the Sydney Olympic emblem. And Mr. Kim Kyung-tae from KIDP represented Mr. Chung Kyung-won to introduce the designs and cases of Korea's World Cup. Their full and clear presentations on their thoughts, design process and experiences greatly inspired the Beijing Olympic organizations and designers.

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Example 2: Combined with the practice of Labor and Technology education in Chinese middle and primary schools, we invited Ms. Moira, director of design education at the British Design Council and Mr. John Sorrel, former president of the British Design Council. They discussed the situation of British design education in middle and primary schools. Design and technology education have been listed in the education curriculum of British middle and primary schools. In October 2003, "Think UK" activities were held, during the "Times home" exhibition, Mr. David Prest who is the supervisor of British design education in middle and primary schools explained British design education in detail to 200 middle and primary school teachers in Beijing, and directed the students' design creative activities.

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Their presentations greatly helped in updating the Labor and Technology courses in Beijing, impelling the courses to be changed from a "Labor and Skill" type to a "Design and Technology" type. The related education department has decided that in junior middle school and below, the above changes will be implemented, while in senior middle schools, "Design and Technology" courses will be added.

The aim of these attempts is to foster the creativity of

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students in design and technology.

3. BIDPO's thoughts on future tasks for design promotion

a.

(1) Continuous development of diversified international design communication

The aim is to increase mutual understanding and seek opportunities for design cooperation, in order to form a Beijing design market which is open, both within the country and to the world.

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(2) In virtue of various international design cooperation channels to extend the communication with design developed countries

b.

Some design developed countries hope to enter the Chinese design market by publicizing their design creativity, so they actively organize a lot of design exhibitions. We welcome these activities which show us the world. Recently, in cooperation with the Culture and Education section of the British embassy in China, and with the support of the British embassy, we organized two activities, a design banquet called "Think UK" and "Times Home Design." At the same time, we held together the "Sino-UK Industrial Design Development Forum," "Design Studio," industrial design education special lecture, and students design practice, etc. Through these activities, we establish good cooperative relations with the British Council and its branch in China which will benefit our future design communication activities.

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d.

R & D

(3) Development of Asian design network

We will focus on an Asian design network, especially a Northeast Asian design network, as the emphasis of our international communication work.

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R & D

R & D

Asian countries, especially in Northeast Asia have a common cultural origin, close cultural characteristics, close geographic proximity and distinct economies that are complementary. Some Asian countries have a high design level. All these are valuable resources for design

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communication and cooperation.

The communication will include developing cooperation between area design organizations, forming an effective cooperation system, enhancing design information communication, etc., in order to promote mutual understanding and build a foundation for design cooperation and a regional design market. Now we are discussing with KIDP an action scheme for further communication and cooperation.

(2)

a.

(4) Providing services for international design communication and cooperation

b.

We will provide connections and publicity for companies, colleges and individual designers making use of our wide relationships in Beijing and other areas.

c.

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4. Our understanding of the Chinese design market, external design policies and international design cooperation

d.

(1) Chinese design market

With a rapidly developing economy and a large market, China will become more open and active in the future, increasing the need for design and design market. In some earlier developed areas, a certain size of design markets have been formed, but from the point view of overall, mature and orderly design market mechanism hasn't been formed yet. Approximately Chinese design market has the following characters:

e.

a. Chinese design market is starting to develop

With the rapid and healthy development of the Chinese economy, the need for design from corporations will increase constantly, and the design market will surely be promoted. It is an inevitable direction for Chinese industry to change from the type of Machining from sample, Copy and manufacturing, Absorbing and improvement to the Following and innovation type. Some earlier developed areas (Zhujiang delta, Changjiang delta, Beijing and Tianjin, etc., around the Bo Sea areas.) have formed or are forming



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the development conditions of a design market. This is exemplified by the development of design companies in Guangdong and Shanghai

(3)

a.

b. Chinese industrial design market is underway

While a larger scale design market has been formed in the areas of environment design, interior design, graphic design, advertising and media design, the scale of the industrial design market is still small. Corporations'needs for design are developing, but most corporations adopt low-cost designs. China has many design resources which can meet their requirements.

c. Unbalanced development of design market

In the expansion areas of China, it might be a long-term phenomenon that economic development will be unbalanced between regions, and between cities and rural areas. The Chinese economy to a certain extent presents differences in development levels between east and west, and south and north.

d. Foreign corporations establish R&D centers, design firms into the Chinese design market

China is increasingly opening up to the outside world, with the implementation of policies initiated after entering into the WTO; China's low manufacturing costs and huge market potential are attracting large inflows of foreign capital. (Last year, foreign capital entering into China reached the top in the world.) China encourages foreign corporations to establish R&D centers in China, and create conditions for Chinese and foreign technical design personnel to work at these R&D centers. This forms one of the characteristics of the Chinese design market.

e. Chinese design market has huge potential

In general, the Chinese design market still must undergo a relatively long process of forming, developing, and maturing. However, it will first develop in some earlier developed areas. The Chinese economy and Chinese design market both have huge potential. The transition from "manufactured in China" to "designed and manufactured in

China" will come true.

(2) Chinese external design policies

China has quite open external design policies.

a. Chinese corporations' design practice

Chinese corporations hold complete design self-determination rights; they decide their product design direction, cooperation partners, and cooperation mode by themselves.

b. Policy for foreign corporations

The nation encourages foreign corporations to establish research and development centers in China. Preferential tax and other convenient terms will be given when necessary.

c. International bidding

The national important construction projects are open to international bidding such as Olympic projects, International Expo projects, other large scale construction projects often invite international bidding. For example, the Olympic main stadium and the Beijing Grand Theater are the works of foreign designers.

d. Foreign design firms

Foreign design firms can freely enter into the Chinese market, to open self-venture or joint-venture companies, or representative offices.

e. Design policies for Asia

China has no special design policies for Asia. However, China's design cooperation is the most active within the Asian region, due to the geographical, cultural, and developmental compatibility. Some areas have established and formed the conditions for design companies to come, such as The Times design company incubation in Beijing, design company group around the automobile industry in Shanghai, and Wuxi Industrial Design Park.

(3) Suggestions for international design communication and cooperation

a. Beginning with design information communication

Sufficient mutual understanding is a precondition for design cooperation, so there should first be wide and various exchanges of design information. Some methods to facilitate such exchanges include design books, on-line media and information, discussion and forums, exhibitions, visits, and business talks, etc. Especially, information communication between those that supply design and those who need design is very important. For example, one design company showed its mobile phone designs at an exhibition in China. This was viewed by a Chinese mobile phone manufacturer which required such. After careful discussions, a contract was signed for the design of several types of mobile phones.

b. Development of relations between design organizations

Persist in long-term bilateral or multilateral communication and cooperative relations between design promotion organizations (associations, institutes, design organizations), design education colleges and design business sections (design companies, design centers or departments in corporations), will have good effects. The cooperative relations can be either tight (through signed formal agreements) or looser (many communications of mutual wishes).

c. Establishment of area design organization

After regular bilateral or multilateral design communication activities, a regional design organization can be established under the wishes of all parties. However, when concerned with the Taiwan area of China, "One China" principle must be insisted on.

d. Promotion of design business cooperation

China has very open external design policies, design companies can freely enter into the Chinese market. The most important conditions for successful cooperation are design quality, services, price (cost), and a true understanding of the requirements of Chinese corporations and the establishment of good relations with Chinese corporations.





2003 World
Design Forum

Cooperating with each other Promoting Asian Design Network

Beijing Industrial Design Promotion Organization (BIDPO)

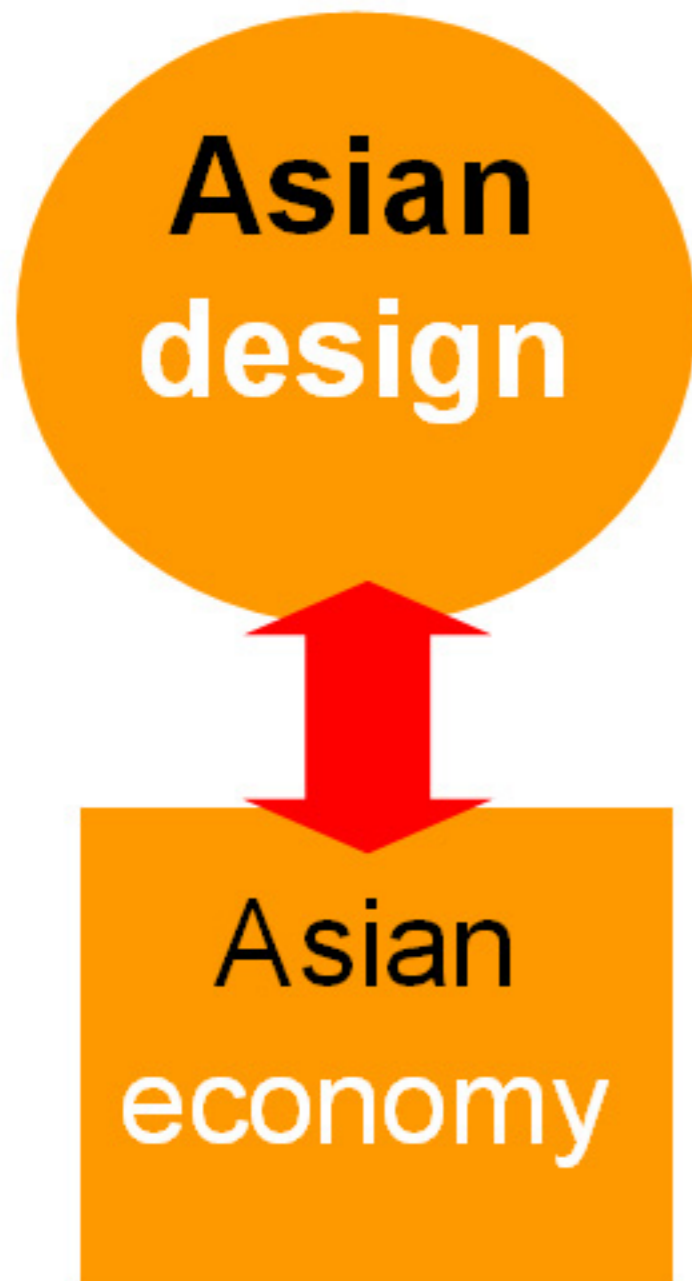
Chen Bingyi , President

Jiang Ke

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External design **policies**,
International cooperation

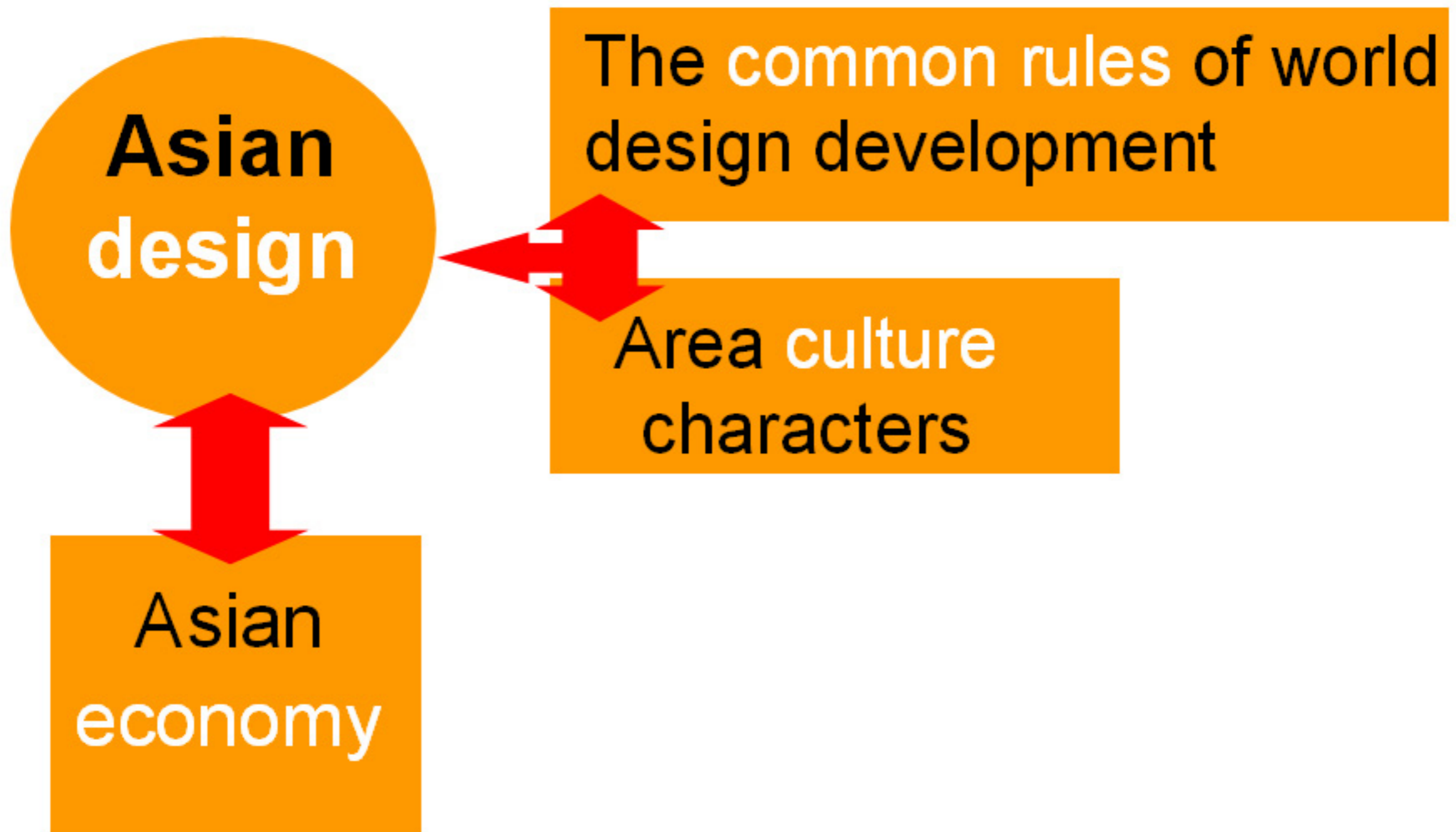
1 Promoting Asian design network



The common rules of world design development

Area culture characters

1 Promoting Asian design network



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External design policies,
International cooperation

- 
- 2 ● International communication activities of BIDPO
 - Examples of fruits of communication
 - Thoughts of future work

Communication mode including:

Sign of cooperation agreement between design organizations;



Communication mode including:

Inviting foreign design experts to Beijing ;



Foreign design experts in Beijing ;



Communication mode including: **Organizing** foreign companies to China



Individual foreign designers in Beijing;



2003 北京 国际设计展

承办单位:

北京工业设计促进中心

CCIT首企文化传播集团

北京工业设计促进会

支持单位:

中国工业设计协会 艺术与设计的

北京生产力促进中心 中央美术学院

CCIT视觉设计研究院 国际设计

清华大学美术学院 青年视觉

北京艺术设计学院 设计编辑

WCCN国际广告 包装与设计

视觉策略设计 视觉中国

国际平面设计协会联合会 COOPVA

国际VOC艺术委员会

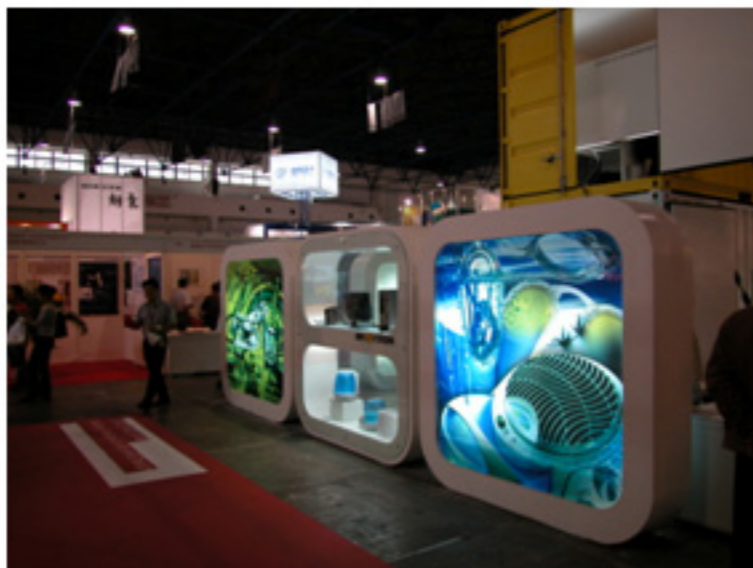
设计在线

Communication mode :
Exhibitions and shows ;

**Beijing International Design
Exhibition**

**in annual “Beijing Science
and Technology Expo”**

Beijing International Design Exhibition



British design **Exhibition** in Beijing ;



British design **Exhibition** in Beijing ;



Product design exhibitions;



Forum, lecture, design salon, workshop etc.
during the **exhibitions**;



Communication mode including:

Design education communication;



Design education communication;

Different themes:

- Design management
- Design and manufacturing
- Design and 2008 Beijing Olympic
- Western design seminar
- China-UK Design development
- Design education development trend
- Asian design etc.

Communication mode including:

Design information communication;

- Design network
- Design information database

Communication mode including:

Organizing domestic enterprises and colleges to **visit foreign countries;**



Communication mode including:

Other services

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● Examples of **fruits** of communication;

Design and 2008 Beijing
Olympic sports meeting;



Examples of **fruits** of communication;

Design education in middle and preliminary schools



Examples of **fruits** of communication;

Design education in middle and preliminary schools



Examples of **fruits** of communication;

Design and technology
education in Chinese
middle and preliminary
schools





Design and technology
education in Chinese
middle and preliminary
schools





“Labor and skill” type



“Design and technology” type



● Thoughts of **future works** of BIDPO

1. Diversified design communication

2. In virtue of various international design cooperation channels

3. Development of Asian design network

4. Services

● Thoughts of **future works** of BIDPO

1. Diversified design communication

2. In virtue of various international design cooperation channels


3. Development of Asian design network

4. Services

“Times Home Design”



In virtue of various international design cooperation channels



创意英国
Think UK

“创意英国”这一大型推广活动，旨在为当代英国的创造与革新思想提供一个更为广阔的发展空间，并以此推动中英两国年轻人之间的交流。

此次活动由英国驻华使馆和使馆文化教育处携手举办。同时，还得到了来自商业团体的支持与参与，包括：英国贸易伙伴、中英商会以及英中贸易协会。

创意英国还由以下企业提供特别赞助：百安居、BP公司、葛兰素史克公司、壳牌和泰晤士水务公司。所有富于创意和革新精神的英国企业都将不懈的致力于与中国的合作。

www.thinkuk.org.cn



设计盛宴
Great Expectations

中英工业设计发展论坛

Sino-UK Industrial Design Development Forum

主办
Organisers:

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BRITISH EMBASSY
英国大使馆文化教育处
- 北京工业设计促进会
BEIJING INDUSTRIAL DESIGN PROMOTION ORGANIZATION
- 北京工业设计促进中心
BEIJING INDUSTRIAL DESIGN CENTER



新居家时代

英国当代居家设计展

● Thoughts of **future works** of BIDPO

1. Diversified design communication

2. In virtue of various international design cooperation channels

3. Development of Asian design network

4. Services

● Thoughts of **future works** of BIDPO

1. Diversified design communication

2. In virtue of various international design cooperation channels

3. Development of Asian design network

4. **Services**

Providing **services**

for companies, colleges and individual designers making use of our wide relationships in Beijing and other areas.

BIDPO

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● External design policies,
● International cooperation



- Chinese design market

● Chinese design market

(1) Starting to develop

Following and innovation type

Machining from sample type
Copy and manufacturing type
Absorbing and improvement type



- Chinese design market

(2) Not yet mature

Applicable low-cost designs
are adopted by most of the
corporations

● Chinese design market

(3) Unbalanced development



● Chinese design market

(3) Unbalanced development



● Chinese design market

(4) Foreign designs entering

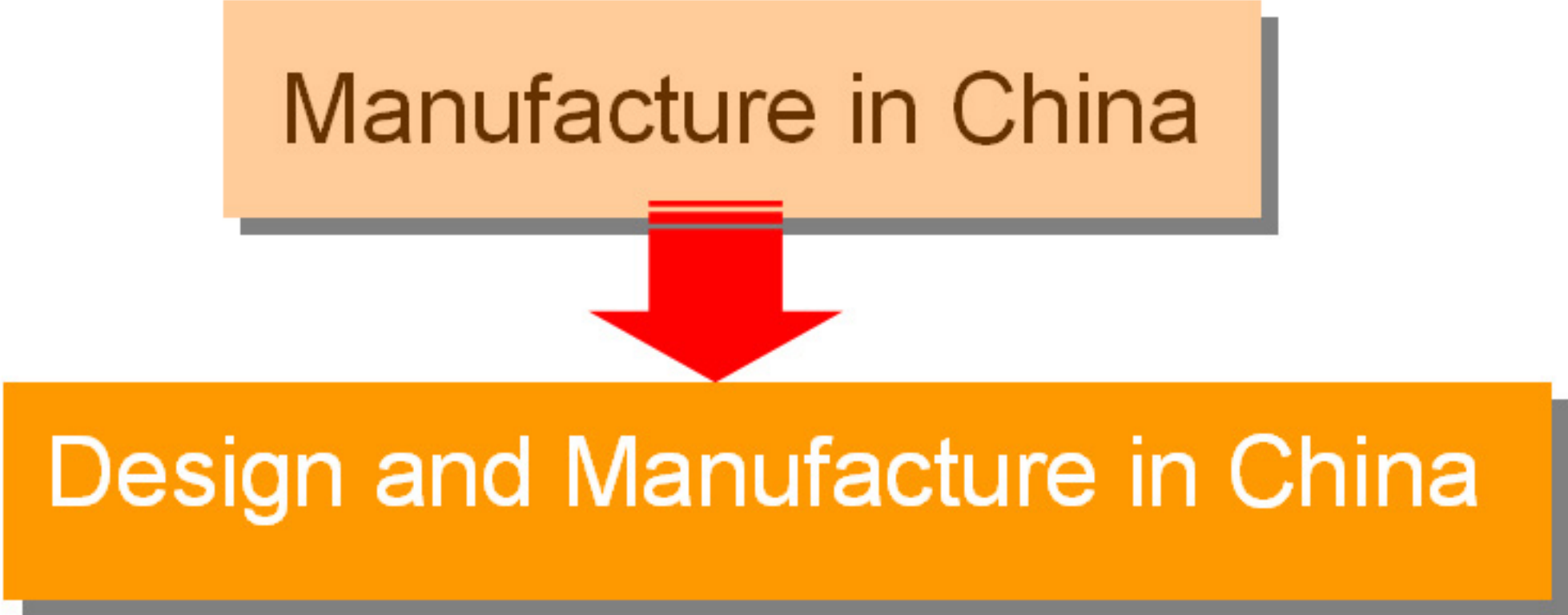
Foreign corporations establish
R&D sections in China

Foreign design companies
start to enter

● Chinese design market

(5) Huge potential

Manufacture in China



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graph TD; A[Manufacture in China] --> B[Design and Manufacture in China]
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Design and Manufacture in China



- External design policies

China has quite open external design policies

● External design policies

1. Complete design self-determination
right of corporations

● External design policies

2. Encouragement of foreign Research and Development section in China



- External design policies

3. Invitation of international bidding for important construction projects

● External design policies

4. Freely entering into Chinese market of Foreign design companies

Self-venture

Joint-venture

Representative offices

● External design policies

5. No special design policies for Asia

Conditions formed in some area:

Times design company incubation in Beijing

Design company group around car industry
in Shanghai

Wuxi Industrial Design Park



- **Suggestions** for International cooperation

● **Suggestions** for International cooperation

First, design information communication:

design books

on-line media and information

discussion and forums

exhibitions

visit each other

business talks etc.



- **Suggestions** for International cooperation

Second, development of relationship
between design organizations

● Suggestions for International cooperation

Third, establishment of area design organization

“One China” principle



- **Suggestions** for International cooperation

Fourth, promotion of design business cooperation

● Suggestions for International cooperation

Design quality

Services


Price

Success



Truly understanding the requirements of Chinese corporations

Establishing good relationship with Chinese corporations



Discussions are welcome !

Beijing Industrial Design Promotion
Organization

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