

Design Follows Business Business Follows Culture

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1. Design Follows Business

Business today is Globalization

While the Asian manufacturer wants to globalize in western and Asian market, the Western brands want to localize for Asian market. And the Western manufacturers want to outsource manufacturing and service to Asia

Scene 1

Scene 1

High volume, OK quality, Low cost

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What is the technology today? Today's new technology means flexibility. In other words, the flexibility for the customization in mass production, for logistic management, and for the customization of the demand capture tools.

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What is the affordability of Asia? The economical and cultural advancement could symbolize the power of Asia. Asia is currently transforming into the manufacturing and service-outsourcing base of the world. And the Asian market itself is becoming strong enough to make a new affordability of Asia.

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There are new changes in recent design market need; the need of diversified cultural specifications, or the customization following the individual cultural demand. In this trend, design is changing into a tool for the achievement of the cultural demand.

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Scene 2

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가 가
가 가



2. Business Follows Culture

Business today is exclusiveness and differentiation

Scene 2

Low volume, Exclusive, High cost

Differentiation of strategy concerns about the physical(sensory) and mind(spiritual). Also the differentiation of communication is important in that the value added product and services are more focused on communication than technology or cost.

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3. Design Follows Culture

Asian design is regarded as Asian culture in its expression, process(both analytical and synthetic), cultural diversity and spirituality.

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4. Elephant Design

Elephant design was established by five graduates of the National Institute of Design, Ahmedabad. Today it is known as the largest design office in India. Elephant Design works for most of the top industries in India ranging from automobiles to banking and information technology.

Elephant design consists of a team of multi-disciplinary design professionals. Elephant's strength lies in designing in a total and seamless manner, incorporating a full range of elements including brand experience, space, and products.

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3.5M(h), 60,000KW.

Case study 1: Air Cooler

This is the product that fits the locality-the climate condition. The product targeted the general public with low price, OK quality, and high volume replacing the air-conditioner. It used low technology of water based cooling system, yet is ideal for dry and hot climate. Size 3.5M(h), Approx. 60,000KW.



2:

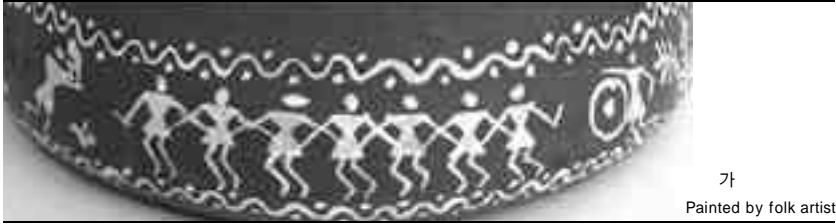
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Case study 2: Bhumi

This is the cookware customized following the cultural demand. Every item distinguishes by its exclusiveness created by the craftsperson. Price is relatively high because of the low volume production. This is non-stick earthen cookware.



Potter craftsperson



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Painted by folk artist



Bhumi - A successful product

Summary

가 Design is essential for next cycle of business growth in Asia.
 , 가 가 . At the present, the Asian market is becoming a considerable
 , market in the world, and the development of design
 business is being accelerated as well. As the business and
 가 design follow the culture, Asian culture has an influence on
 가 Asian design. We need to seriously modify the method of
 , design practice to accommodate Asian culture in its thought
 가 and spirit. Accordingly, we should set up the Asian
 , designers' network and the Western and Asian designers'
 , network in both business and cultural levels.

Design follows Business
Business follows Culture

Partho Guha Elephant Design India

Design
follows
Business

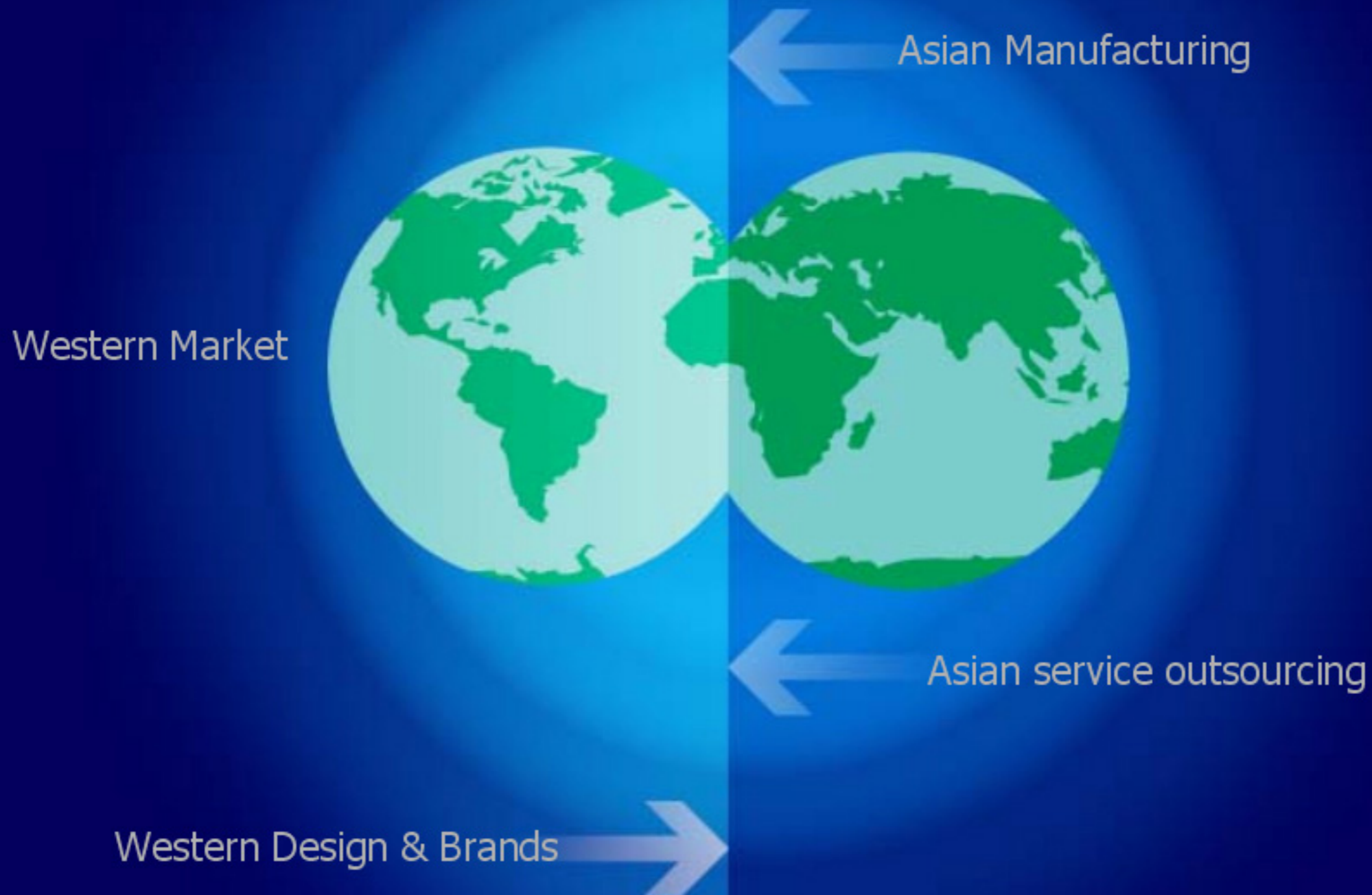


Globalisation Today | Low cost | **Mass production**



Different people Different culture Different wants

Globalisation Today | Low cost | Mass production | **Asian Manufacturing**



Globalization Emerging



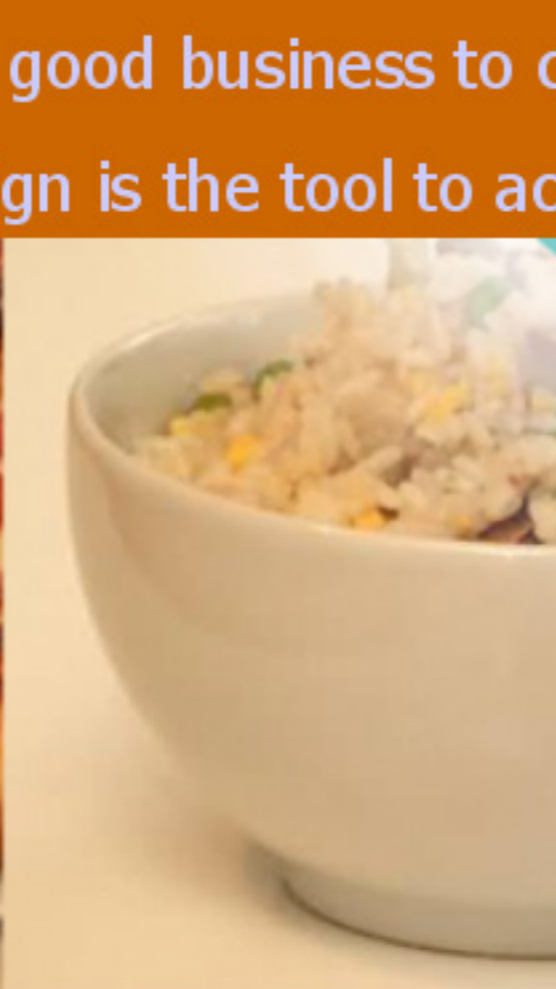
Globalization Emerging | Volume cost saturation | Technology | Affordability | **Design need**



Diversified cultural specification

It is good business to customise as per the cultural demands

Design is the tool to achieve that



Business
follows
Culture



Exclusive | **Differentiation**



Differentiation strategy = physical (sensory) and mind (spiritual)

Design
follows
Culture



Elephant Design

One of the largest integrated design
consultancy and services organization in India



The Team 55 people and growing



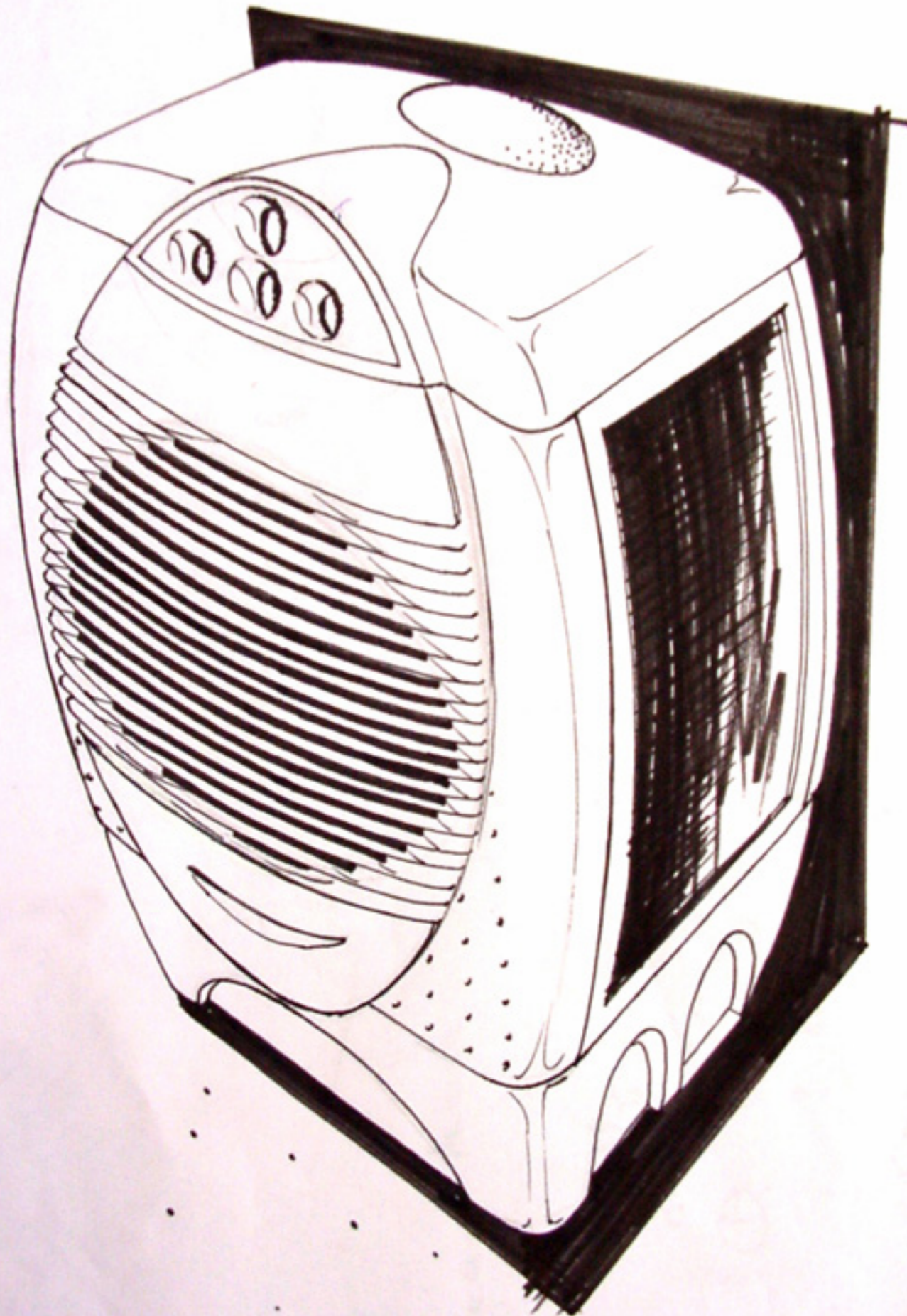


Case study | Product design

Air Cooler

an Indian product

Low price ~ OK quality ~ High volume



Air Cooler

Replacement of air conditioner

Water based cooling – low technology

Ideal for dry and hot climate

Size – 3.5M (h)

Around 60,000 KW





PHARMED HOUSE

IND

Advertisement banner with text in Hindi and English, including 'आज का दिन' and 'आज का काम'.

Advertisement banner with portraits of people and text in Hindi.

Selection

Case study | Product design

Bhumi

non-stick earthen cookware

High price ~ Exclusive ~ Low volume

Potter craftsperson



A large collection of reddish-brown ceramic pots, likely terracotta, displayed in a dense arrangement. Each pot is decorated with numerous thin, white, concentric spiral lines that wrap around the body. The pots are of various sizes and are shown from a high-angle perspective, creating a strong sense of repetition and texture. The background is dark, which makes the reddish-brown color of the pots stand out. An orange rectangular box is overlaid on the left side of the image, containing the text "Pottery at display" in white.

Pottery at display

Pottery being sold





Produced by Craftsperson





SOREN
DTR





Bhumi - Exclusive range of earthen cookware



A successful product - 70,000 KW



In short

Design is essential for **next cycle** of business growth in Asia

Asia itself will be a considerable **market**

Asian **culture** will be a strong influencer in design

Design the way we practice today needs serious modification to **accommodate** Asian culture in both thought and spirit

To do that, **network** of western & Asian and also Asian & Asian designers is a business demand



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