

CHAPTER 3 PROJECT METHODOLOGY

This chapter describes the project methodology as shown in Figure 3.1. The diagram presents the project structure.

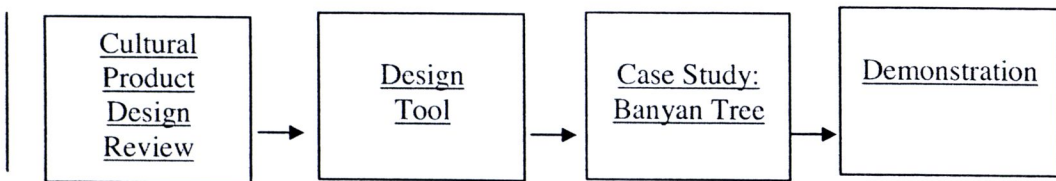


Figure 3.1: Project Methodology

3.1 Cultural Product Design

This review of cultural product design is to understand the meaning and purpose of cultural product creation, i.e. its design, product elements, and the transmission of cultural value. After the review of cultural product design, the study creates a cultural product model in order to enhance cultural experience. Most importantly, it identifies the key factors used to build the cultural product design tool, as explained in the chapter

2. At this stage, cultural product design is reviewed by the following study methods:

(1) Study Fieldtrip, attending the Japanese cultural product workshop and lecture, and visiting the crafted retails; (2) Interviewing the Japanese traditional craftsmen and artisans; (3) observing Kyoto's cultural architecture and products; and (4) researching Japanese cultural product design and its elements through textbook and Internet.

Two following cultural products are studied:

(1) Traditional-cultural products which structures are modified to match with modern living. Figure 3.2 showed the Clay Wall's innovative design, created by Sato Hiroyuki, artisan and owner of Sato plaster, Ltd. This design is based on a Japanese ancient culture of dwelling construction.



Figure 3.2: The modern clay wall is created by Sato Hiroyuki, Kyoto, Japan 2010

(2) Redesigned a cultural product, re-created for modern living. The figure below showed the application of cultural knowledge through product design by a new generation designer who is a student in Kyoto Institute of Technology, Japan. The coasters and container are made from Kawara's material, Japanese anciently roof tile, and produced by an anciently technique.

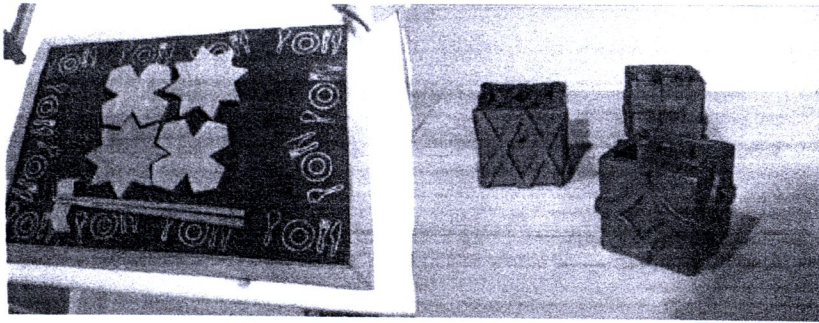


Figure 3.3: The modern shape and form of coasters and containers are exhibited at Hello Expo 2009, Kyoto Institute Technology, and Japan.

3.2 Product Review as Brand Design

Product as brand is reviewed in order to understand the value and meaning of the brand contributed to product by design. The review focuses on the structure and components of the brand that influences the design of products. At the same time, the review also links how the designed product enhances brand identity. The aim of this study is to build a design model, named Product as Brand Design (as shown in Chapter 2), and to blend both culture and brand value in designing product.

3.3 Case Study Review: Banyan Tree

The review of the culture products, designed by Banyan Tree is to understand the applications of culture on product aspects, i.e. conceptualization, inspiration, production and the attribution of brand value to product, i.e. brand experience and brand personality. After the review of Banyan Tree design, the study creates a Banyan Tree

culture design model and Banyan Tree culture design framework which are the extension of the design tool, shown in chapter 2.

Banyan Tree was chosen as the case study as the following reasons;

1. Banyan Tree incorporates culture value to create Brand Experience in three design areas: architecture design, interior design and product design.
2. Brand Philosophy is proposed to preserve environment and support local culture and economics.
3. The researcher's experience as a senior product designer in Banyan Tree Gallery, having been worked for 6 years.

At this stage, Banyan Tree's textile decorating products are reviewed by the following study methods: (1) researching through textbook and internet; (2) interviewing Banyan Tree in-house designers, such as product designers and interior designers. Five Banyan Tree locations are selected to test the culture design application tool: Maldives, Phuket, Bangkok, Lijiang Sanya and Ringha. In this study, the photos of the textile products are taken in the actual Phuket and Bangkok locations. The products of the other three locations are taken from the following accessed resources, such as internet, textbook and interior concept design board.

3.4 Demonstration

This demonstration of the cultural product design application tool is to describe on the tool instruction. The instructions include the following design process: (1) cultural

product design research, (2) culture and brand conceptualization, (3) culture and brand design model, and (4) sketch design proposal.

At the demonstration stage, the case study location, Kyoto, Japan has been selected because of the study trip experience in 2009. The instructions of the design tool are as the following:

1. Search an original culture of product, “sense of place” . Product used as a reference in the design work is placed at the center of tool.

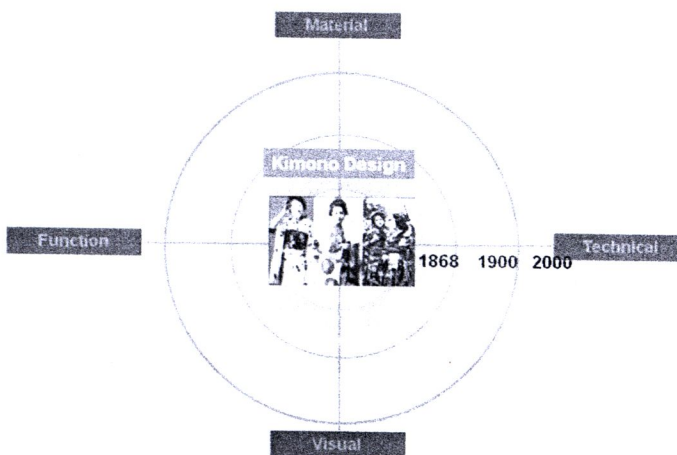


Figure 3.4: Kimono, cultural product, is placed at the center of tool

2. Assign the product design variables as shown in the design tool axes, which are the significant elements of cultural products.

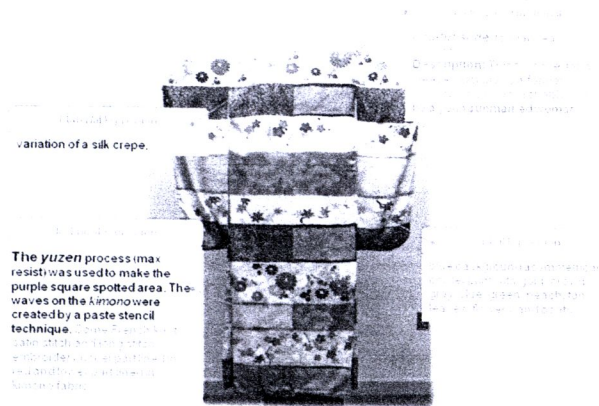


Figure 3.5: Product element research, surface design in East Asian Costume, [2010, October 1].

3. Place the analyzed information on each of the design tool's quadrant.

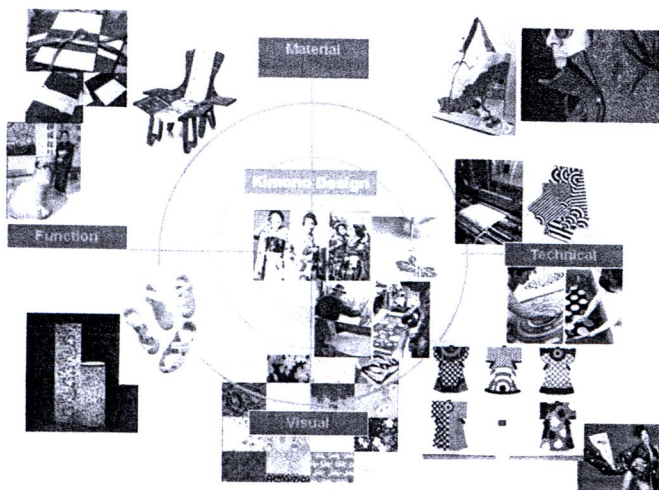


Figure 3.6: The application design of Kimono is expressed along the axes.

4. Find out the scope of cultural product design by locating the points on the axes and link them together.

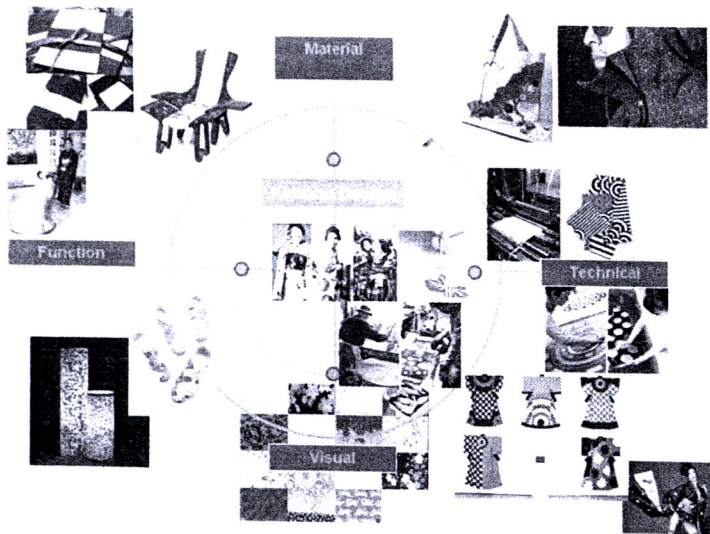


Figure 3.7: Scoping design area

5. Design products by synthesizing the cultural products' elements in the axes.

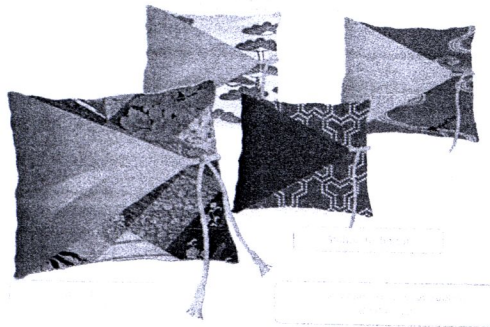


Figure 3.8: The sample of pillow sketch design generated by the design tool

This design tool can be used as a present board to illustrate the whole alternatives of cultural product design concept, based on realistic evidence and practical production. This helps design presentation with other departments in order to show possibilities in design, development and manufacturing process simultaneously.