ABSTRACT
In traditional industrial design, the admirable exterior and functionality of products as well as the human factors are usually taken into consideration without making deep research on the products' cultural identity. However, nowadays not only with nice exterior and great utility can a product get good sale in market, also spiritual factor has become a fundamental consideration besides material factor. Base on the industrial culture background, taking advantage of the product's cultural character when designing, the product is characterized by its uniqueness and longer retention in market. Making iron-making Street of Pu Li as object, the research aims to seek out the street's particularity and spirit by researching the geography, the iron-making tools and materials as well as the products. Meanwhile some problems existing in the traditional industry and the solutions are found out through visiting and intercommunicating with the craftsman in the iron-making street. As the industrial form changed, the use of farm tools is greatly reduced and the new generation is not very much willing to inherit the craft. Therefore, the design is usually focused on the popularized table and chair products. Taking image of hoe, the product designed is a set of dining tables and chairs matched with a set of lamps, which are made from dark iron and beech wood. Painted with lacquer for antirust, the iron exterior keeps its original appearance, which fully represents the spirit of iron-making crafts.

Keywords: Industrial Design; Traditional Industry; Craft; Design; Iron-Making; Pu Li Iron-Making Street; Ironware; Metal Furniture