

RESEARCH ON THE POSSIBILITY OF EMPLOYING TRADITIONAL ATTRIBUTES OF CHINESE ANCIENT PRODUCTS IN THE CONTEMPORARY PRODUCT

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ABSTRACT

AS WORLD ECONOMY KEEPS GROWING, PEOPLE'S DESIRE HAS CHANGED FROM SATISFACTION OF FUNDAMENTAL PHYSICAL NEED TO PURSUIT OF SPIRITUAL SATISFACTION. AT THE SAME TIME, INTERNATIONALIZATION HAS BECOME A WORLDWIDE TREND. ALTHOUGH ECONOMY DEVELOPMENT AND INTERNATIONALIZATION BRING HUMAN BEINGS MORE LIVING CONVENIENCE AND ABUNDANT MATERIAL LIFE, ONLY CULTURE OF THE NATION, WHICH HAS ITS ROOT ON TRADITIONAL VALUE AND PEOPLE'S DAILY LIFE, CAN PROVIDE PEOPLE THE SOURCES OF SPIRITUAL SATISFACTION. SINCE THE TERM OF INDUSTRIAL DESIGN WAS INTRODUCED, WESTERN STYLE HAS BEEN LONG IN ITS' LEADING POSITION IN THIS REALM. IN OUR COUNTRY, WESTERN INFLUENCE ON INDUSTRIAL DESIGN CAN BE SEEN NEARLY EVERYWHERE, EITHER IN ORDINARY PRODUCTS IN THE MARKET OR STUDENTS' DESIGN IN THE ANNUAL YOUNG DESIGNERS' EXHIBITION. ONLY FEW CONTEMPORARY DESIGNS CAN SHOW OUR OWN CULTURAL OR TRADITIONAL VALUE. BECAUSE DESIGN IS TO SATISFY PEOPLE'S NEED AND PEOPLE IN DIFFERENT PLACES HAVE DIFFERENT NEED, PRODUCT SHOULD UNDOUBTEDLY REVEAL A NATION'S CULTURE. THEREFORE, IT IS DESIGNER'S RESPONSIBILITY TO ACTIVELY PROBE THE CULTURAL THOUGHT FROM PEOPLE'S LIFE STYLE, CUSTOM, SOCIAL VALUE, AS WELL AS TRADITIONAL UTENSILS, AND TRANSFER THE ABOVE IMMANENT MEANING TO DEVELOP A DESIGN STYLE OF OUR OWN. IN VIEW OF THE ABOVE, THIS RESEARCH IS TO INVESTIGATE THE POSSIBILITY OF EMPLOYING ATTRIBUTES OF CHINESE TRADITIONAL PRODUCTS IN CONTEMPORARY PRODUCT DESIGN. BY MEANS OF CONSULTING PROFESSORS IN UNIVERSITIES AS WELL AS DESIGN PRACTITIONERS IN INDUSTRY, AND ALSO SURVEYING THE CULTURE-RELATED REFERENCES, BRONZE WARE WAS EXTRACTED AS ONE OF THE MOST REPRESENTATIVE CHINESE-STYLE OBJECTS. THE BRONZE WARES OF DIFFERENT DYNASTIES WERE THEN COLLECTED FROM LITERATURES. THE FORMS OF THOSE BRONZE WARES WERE STUDIED AND COMPARED, AND THE ATTRIBUTES, INCLUDING STYLE IMAGE AS WELL AS MEANING OF THE FORM, WERE SUMMARIZED. TO APPLY THE ATTRIBUTES OF BRONZE WARES TO THE CONTEMPORARY PRODUCT DESIGN, "FIRE POT" WAS CONSIDERED AS MOST APPROPRIATE ONE FOR THIS PRACTICE BECAUSE OF ITS' LONG-EXISTING TRADITIONAL VALUE IN OUR LIFE AND THE POSSIBILITY OF UTILIZING THE MODERN TECHNOLOGY. THE "FIRE POT" IN THIS DESIGN INCLUDES ELECTRIC-MAGNETIC PART AND THE COOKING POT. ALTHOUGH TWO PARTS ARE SEPARABLE, THE FORM WAS DESIGNED AS AN INTEGRATED SET. AFTER DESIGN WAS COMPLETED, A DESIGN EVALUATION WAS CARRIED OUT. SUBJECTS WERE ASKED TO SEE IF THEY COULD SEE THE IMPLICIT TRADITIONAL IMAGE IN THE DESIGN. THE RESULTS TURNED OUT TO BE SATISFACTORY. IT IS EXPECTED THAT THE PROCEDURE, THE METHOD, AND THE FINDINGS OF THIS RESEARCH CAN BE A USEFUL REFERENCE FOR SIMILAR APPLICATION.

Keywords : CULTURE, CHINESE STYLE, BRONZE WARE, INDUSTRIAL DESIGN, STYLE, IMAGE, DESIGN EVALUATION

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