



From the chief editor Wen Jie:

Support policies from the local government often hold valid for the local area only, thus, the market of each province is somewhat independent of that of others. This newsletter aims to review some new trends in industrial design and the market in some provinces of China. In addition, it also aims to explain the rationale for the categories of this year' s STIDA work collection from contestants. For that purpose, a case study of a creative cultural product from LKK, a Chinese design company, is also included here.



Signpost: The Second World Industrial Design Conference (WIDC)



On April 21 of 2018, the second WIDC was held in Liangzhu of Hangzhou, Zhejiang with the theme "Design Ecology" . About 500 delegates attended the conference organized by United Nations Industrial Development Organization, Chinese Ministry of Industry and Information Technology, the provincial government of Zhejiang, and China Industrial Design Association.

Some highlights of WIDC 2018

First, WIDC 2018 gives special attention to some key China-oriented development needs: to achieve the goals set by the UN in *Transforming our World: the 2030 Agenda for Sustainable Development* and those set by China in the 13th Five-Year Plan, and also to meet the needs that "Made in China 2025" has specified for design industry.

In addition, at the opening ceremony of WIDC 2018, the organizing committee put forward the Design for Poverty Alleviation Initiative. This initiative accords with the Chinese government' s goal to eradicate poverty in China and to contribute to achieving the sustainable development goals of 2030 by the UN.

The announcement about the foundation of Open University of Design also captured special attention from many people for the attempt to build a cross-disciplinary, cross-cultural, cross-field university that doesn' t have 'specialties' in the traditional sense. Also, it intends to start with recruiting candidates for master' s degree. Hopefully this will help to create a new model of cultivating talents for innovation by rectifying what has gone wrong in the traditional model of education in China.

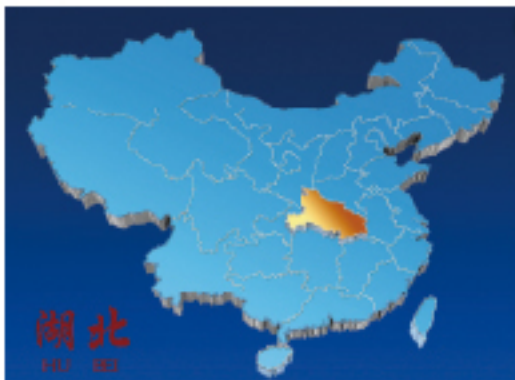
The other two highlights had to be the awarding ceremony and the subsequent display of the awards and some research. More than 5000 applications from over 30 countries and regions had been submitted for the contest and 75 of them got Top Innovation Awards in different categories. A display involving more than 200 designs was then put on for 25 days and some findings of design-industry-related research were also released at this conference.



New trends of design and new tendencies in the market in some provinces in China

As local industry support policies only apply locally, each of the provinces in China has some market independent of others to some extent. Thus, Chinese media reports tend to cover the trends of some of these provinces individually. The following is a glimpse into some of these reports:

Wuhan, Hubei Province From Xinhuanews, Hubei



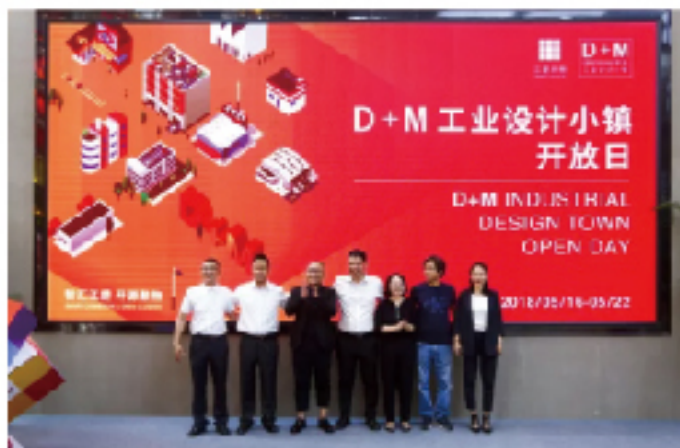


An exhibition

The first China Industrial Design Exhibition was held in Wuhan on December 1, 2017. It was organized jointly by the international economic technological cooperation centre of China's Ministry of Industry and Information Technology and Wuhan Municipal Commission of Economy and Information Technology. The latter intends to use this opportunity to attract more designing companies or institutions to come to Wuhan to boost the city's smart manufacturing and eventually to turn it into a centre of design.

A town

Apart from inviting a top designing company Artop of Shenzhen to set up a branch in Wuhan, the city also launched the project of D+M Industrial Design Town. Presently, Artop Design Group has launched its project in Wuhan and has invited more than ten design companies from other provinces to attend the event.





Adapted from Xinhua news, Hebei Province



Major industries in Hebei include: steel manufacturing, standard accessories, cashmere textiles, leather wear, biomedicine, glasswork, traffic equipments, food processing, furniture, and luggage and travel gear. In most of these areas, Hebei enterprises occupy the lower or middle-to-lower end, which means very little profit because it is generated largely from assembling tasks or raw material processing tasks.

The provincial government of Hebei issued in October of 2017 a policy titled “Measures to Support Industrial Design” . This policy makes it clear that each city should set up an industrial design innovation centre and that at the initial stage the provincial government will arrange an injection of no less than 500 million yuan into relevant areas.

The governor of Hebei province used to be the mayor of Shenzhen. His proposition and support resulted in the setting up of Hebei Innovation and Design Centre (HIDC), which is now headed by the general secretary of the Shenzhen Association of Industrial Design. HIDC includes a design studio, a hall for design show and also a design lab. The provincial government of Hebei also specifies that such centers should get beyond the provincial capital of Hebei and extend to all 11 major cities in the province. Each innovation centre should be no smaller than 2000 square meters with proper functions to fulfill the needs for designs, exhibitions, and other public services. Also included in the blueprint are two coordinating sessions for design and manufacture to be held on a monthly basis and one design forum or lecture organized at least once every three months.

So far seven such sessions have been held, helping 12 manufacturers from Hebei to secure their cooperation with design companies or institutions.

In the following five years, the following cities will get support of capital from the provincial government:

Tangshan will get 15 million yuan to support industrial design; Xingtai, 10 million to sup-



port industrial design and 20 million in the form of venture capital guiding fund; 100 million for Qinhuangdao and 20 million for Handan.

In response to China's central government's plan to build Xiong'an New Area, a new economic zone 100 kilometers southwest of Beijing, the Industry and Information Technology Department of Hebei Province, the Managing Committee of Xiong'an New Area, and Shenzhen Industrial Design Profession Association signed "Agreement on Industrial Design Innovation Cooperation" with a view to the following four events in the near future:

Hebei International Design Week

The Star of Xiong'an—international industrial design contest

Xiong'an Academy of Industrial Design

Xiong'an ecological city of International Design

Hefei, Anhui Province (adapted from reports in *People's Daily*)



From the end of 2016, China (Hefei) Industrial Design City has attracted over 120 companies to settle or to set up a branch there. In 2017, 65 of their designs got design awards from China and abroad. Behind the huge success is the city's 'everything-is-taken-care-of' service.

First, the city has set aside 8000 apartments for the exclusive use of newly-recruited talents in addition to support provided in the form of large capital.

Second, the city also offers a comprehensive set of services to facilitate the management of companies. "To attract more competitive industrial design companies, we offer services in registration with the Administration for Industry and Commerce and with the Municipal Fire Bureau. We also provide legal service and service for daily necessities," Said Wang Zhengrong. "Helping these enterprises to solve these problems will help



them to concentrate on their design and research.”

Moreover, the Hefei Municipal Commission of Economy and Information Technology worked with the Design City to facilitate contact between manufacturing companies and design companies. In the past year, they have hosted tens of sessions to make such contacts possible. At such sessions one design company may find at best five potential partners in manufacturing.

Apart from what has been mentioned, the industrial design city also made great efforts to build the right atmosphere for training. Since September of 2017, it has been organizing lecturing events featuring industrial design. Key training sessions aim to boost designers' professional skills, to change the government' s and the enterprises' attitude toward industrial design. So far over 2000 people have been trained. Also, great efforts have been made to allow the designing companies here to establish business relations with big companies like JAC Motors, Whirlpool, Heli and Royalstar.

Key industries of Hefei include new flat panel display, new energy, household appliances, automobile, equipment manufacturing, and food processing. Hefei is also one of the biggest bases for household appliances. Its production of refrigerators and washing machines takes up about 1/4 and 1/3 of that of all China respectively. It has sold over 50000 automobiles powered by new energy nationwide, putting it safely on top of the list in China. Statistics also show that in 2017 the design city signed 38 agreements on strategic cooperation and 24 designs materialized, resulting in a revenue of about 6.8 billion yuan.

The significance of STIDA work collection by its present categories

In 2016, the first WDC gave its awards to 9 designs, 7 of which came from large-scale companies in China. Many good designs from Guangdong and Sichuan failed to appeal to the judges of WDC held in Hangzhou, which in my view may be attributed to the role that China assigns to industrial design, that is, to make it serve the goals of Made in China 2025.

These days there are many awards of varied qualities. This year, the organizing committee of STIDA attempts to integrate key areas of development into its collection of designs from applicants. I think this tentative plan may be a double-edged sword. On the one



hand, it may attract more manufacturing enterprises; on the other hand, it means fewer opportunities for independent designers or students majoring in design.

Although we have made adjustments about the major categories of works to be collected for the event, most of the subcategories remain in the agenda. This year, our categories include: rail transit, new energy vehicles, aircrafts, transportation equipments; new information technology, energy-saving and environment-friendly equipments; commercial and industrial products; medical and scientific equipments; computer numerical control and robots; agricultural machinery and food equipment; oil-drilling and ocean engineering equipments; interactive and digital design; home, bath and kitchen; packaging and logo; student design; tourist arts and crafts; industrial application softwares.

Timeline of 2018 STIDA

Application time: from April 13 to Sep 10

Finalist: October 25th

Winner: November 15th



历届天府·宝岛工业设计大赛 参赛作品及获奖作品转化数据



大赛七年间成果转化产值近七亿元

Industrial Design and Branding Symposium

November 17, 2018

Awarding Ceremony: November 17, 2018

Innovative Product Show: November 17-18, 2018



City scenery cultural products

Li Ranzhi, general manager of LKK Chengdu, graduated from the Department of Industrial and Graphic Design of Auburn University of America



new strategy for new creative cultural products

In 2017, LKK of Chengdu first put forward the idea of new creative cultural products and the corresponding strategy to achieve the goal. In their understanding, four steps are needed to achieve cultural creativity which can be summed up as “come, learn, feel, and take” . These four steps require different work in product marketing, promoting, brand-building, choosing the right space for display, user-experiencing and product manufacturing. Four points need to be emphasized in this process:

The first is to choose the right element. Each culture has its own elements: some strike a chord with those born in the 1990s or in the new millennium while others do not. So when faced with such a large storehouse of cultural elements, we need to pick and choose carefully to make our products have special appeal.

The second point is to tell a story, which is especially important for creative cultural products. If they can tell a story that helps the users to know a little more about our culture, then they are likely to have a better chance of winning the users.

Thirdly, cultural products should create certain scenarios. When we present them to people, we also need to create some separate space to set off the importance and uniqueness of the cultural products. Design of the space will naturally create an atmosphere that evokes feelings of wonder or even awe in people.

The last point to be emphasized is: don't be afraid of adopting a 'playful' attitude. By that I mean we can adapt our ways of marketing these cultural products to young people, using a method that speaks to and appeals to them. We can use videos, social media platforms which are popular with young people and many other channels for this purpose. After all, our ultimate goal is to disseminate culture. To achieve that goal, the means can be very flexible.

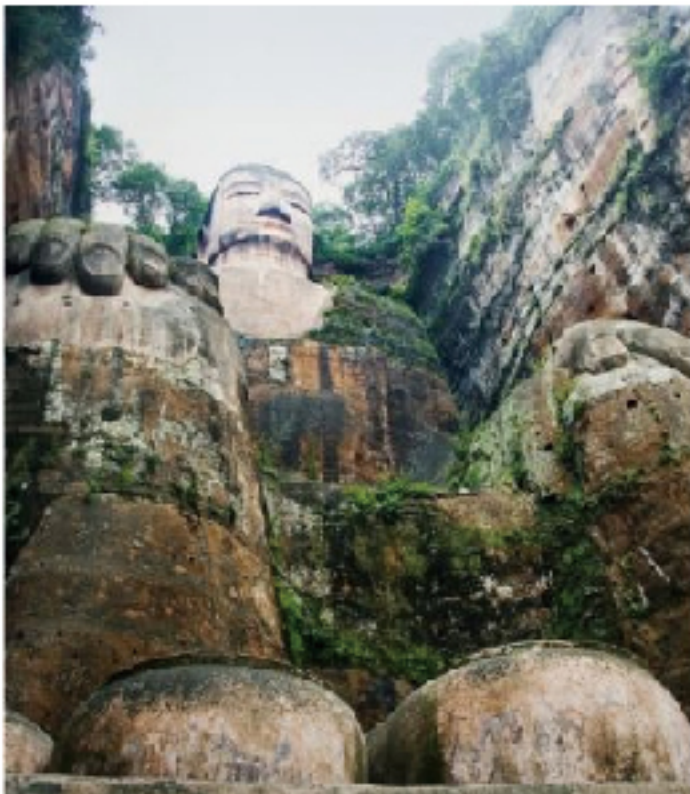


Leshan Giant Buddha Scenic Area: a case study

Leshan is located between Chengdu and Emei. Many visitors to Chengdu often choose to spend half a day in Leshan as a diversion from their trip to Emei. Leshan Scenic Area wants to keep the visitors for a longer time there through creative cultural products. It is the Giant Buddha statue that made a name for Leshan, but if we keep making miniature Buddha statues, we are unlikely to attract more visitors through cultural products.



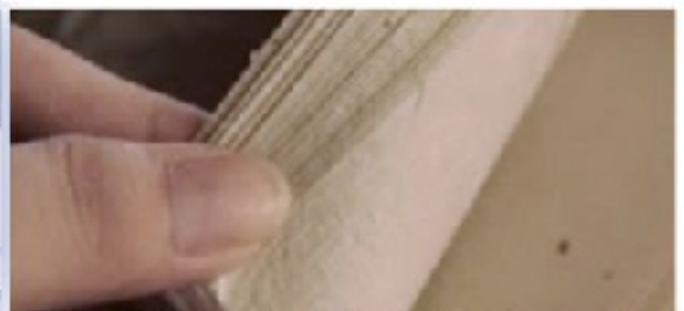
Story of the Buddha grass: LKK discussed with the managing company of Leshan Scenic Area about what elements could be used in the cultural products. The latter said every year they would try renovating the Buddha statue by removing the grass that grows on it and then cover the affected parts with concrete and sticky rice. They wondered if the removed grass could be of any use. We liked the symbolic meaning of the grass because it grows from seeds spread by birds onto the statue and nurtured by rain and its attachment to the statue could make a wonderful story.





In the end, LKK worked with the managing company of Leshan Scenic Area and spent more than a year discussing the best possible way to make use of the grass, the positioning of the product and the profile of possible users of the product. Finally they decided to turn the grass first into paper pulp and then into paper used for the printing of Buddhist scriptures. They also invited the abbot to give his blessings to the blessing bags that contain some scriptures made this way. Thus, visitors can take home a small gift with a unique Leshan flavor. Together with other cultural products, they make for ideal presents for people. This design proved hugely successful during the spring festival of 2018 by attracting more visitors to Leshan and boosted the sales of other products as well.

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about LKK

LKK group was founded in 2004 and was named a national industrial design centre by China's Ministry of Industry and Information Technology in 2013. It has been trying to use innovation to make itself worthy of such an honor. LKK has 25 divisions worldwide, with its headquarters located in Beijing. Its divisions in Shanghai, Shenzhen and Chengdu are all located in key provinces of innovation. Its design centre in Sichuan is serving enterprises of innovation nationwide.

