

World Design Survey Asia Asia Design

Asia Design Survey

World Design Survey pilot project

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Hi Seoul
SOUL OF ASIA

Design Indicators for the Asia Design Survey 2009.

NO.	Indicators	Remarks
01	Design Perspectives: Introduction of a nation (or a city) government's design policies	Introduction
02	Definition of Design	Introduction
03	Definition of each design sector	Introduction
04	Introduction of a nation (or a city)'s representative design organizations	Introduction
05	Number of design related professional institutes, organizations, and associations (non profit sector)	Statistics
06	Number of design specializing companies	Statistics
07	Revenue status of design specializing companies (revenue amount)	Statistics
08	Number of designers (employees)	Statistics
09	Number of design related patents registered among total intellectual properties (per annum)	Statistics
10	Number of design education institutes	Statistics
11	Number of professors in design majors at design education institutes	Statistics
12	Number of students in design education institutes	Statistics
13	Annual number of graduates with a design major	Statistics
14	Number of design and design related museums/galleries	Statistics
15	Number of design and design related libraries	Statistics
16	Number of design magazines	Statistics
17	Number of design portal websites (focus on design)	Statistics
18	Number of design TV programs (focus on design)	Statistics
19	Number of design competitions (design contests and award ceremonies)	Statistics
20	Number of design events (academic, festival and exhibition events)	Statistics

Asia Design Survey 2009

The Asia regional pilot project
for the World Design Survey 2010

July 2010

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Asia Regional Report

Group A (City)

- 2.1 Seoul Report
- 2.2 Beijing Report
- 2.3 HongKong Report
- 2.4 Istanbul Report

Group B (Nation)

- 2.5 Japan Report
- 2.6 Taiwan Report
- 2.7 Singapore Report
- 2.8 India Report

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Achievements of the Asia design survey

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Foreword

The Asia Design Survey pilot project is the regional report for the World Design Survey. It will be the first report that will integrate the design information of the major countries and cities in the Asia region to allow comparison of the design status among the nations and cities in the region. The Asia Design Survey pilot project will improve on the completeness of the World Design Survey, which is initiated to comprehensively organize and allow comparison of the design information in an international context, and at the same time, become an advanced research that will help establish a solid foundation for the World Design Survey project.

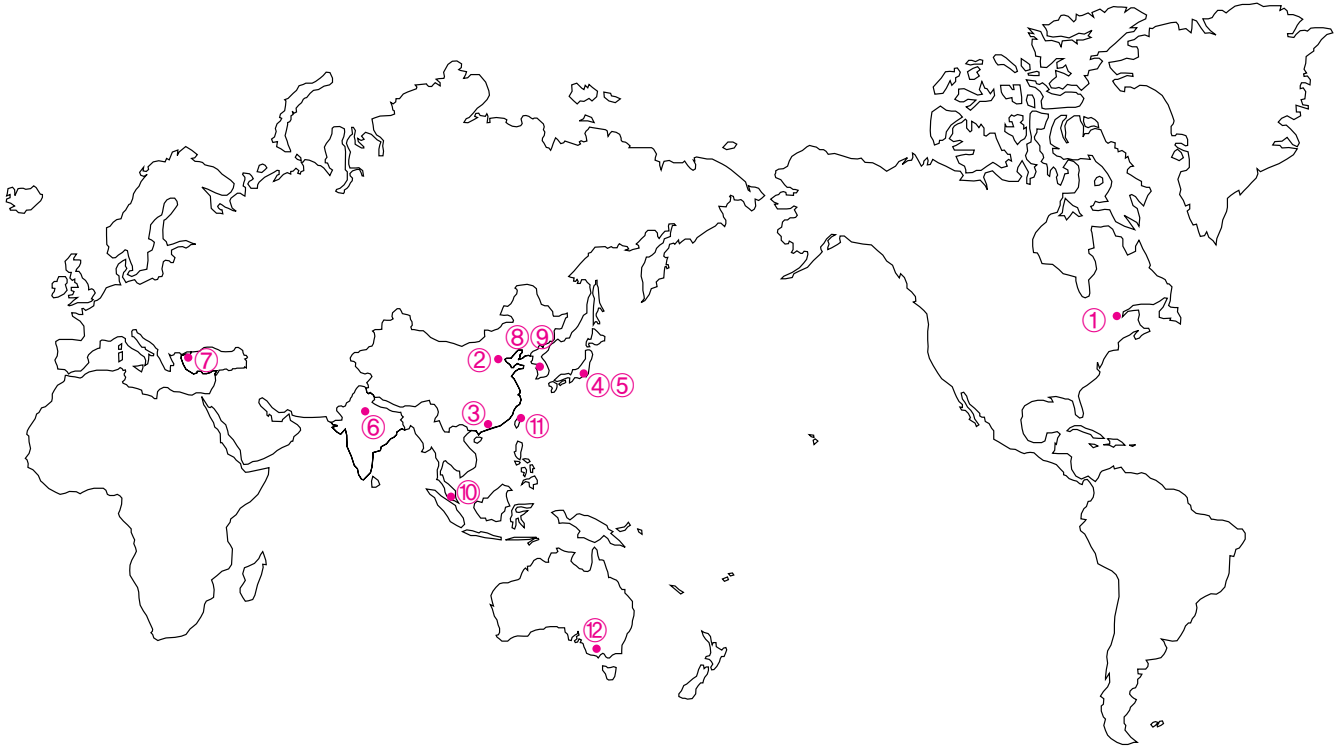
The Asia Design Survey pilot project will facilitate the understanding of the magnitude, impact, characteristics and unique cultural differences of the design economy in an international context. It will further increase the base of policy and relevant research, encourage and support research partnerships among the countries and cities in the Asia region, and throughout the world through the World Design Survey, and facilitate the sharing of best practices and transfer of knowledge regionally and internationally.

Many preparation must be made in order to develop a strong foundation for the World Design Survey. As discussed at the Seoul Forum in last October, we have not even defined a clear definition of design. In addition, we have not discussed fully about the design categorization system for each region nor about the scope of the design sector, and there still lay many more obstacles to overcome, such as developing statistics on design and collecting relevant data.

To resolve the difficulties laid ahead and to create more well developed World Design Survey, we have agreed to take on the from macro to micro method, in which we will establish a large picture first and fill in the details. There may be shortfalls and trial and errors during the process but we believe that the Asia Design Survey pilot project will contribute towards the successful outcome of the 2010 World Design Survey.

Asia design survey partners

partners



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1. Asia Design Survey Overview

The Asia regional pilot project
for the World Design Survey 2010

Overview of the Asia Design Survey pilot project

As the Asia regional report of the World Design Survey, the pilot project has collated data relevant to the design status for each major country and city in the Asia region in an international context. The collected data will be researched and compared to develop common indicators that will facilitate a comprehensive understanding of the design status in the Asia region.

1.1 Objectives of the project

Provide framework data for establishing the strategy for the World Design Survey 2010.

- With the establishment of the common indicators, acquire status data on the design industry, education, policy, and culture and create an objective and reliable report that will become the basis for a comprehensive understanding of the design status in the Asia region.
- Facilitate the understanding of the magnitude, impact, characteristics and unique differences of the design status through a comparison of the design statistics and design policy and related data among the countries (and or cities).
- Collate basic data for establishing a definition of design as well as for defining the scope, categorization, concept, and coding of the design sector.
- Development of the prototype model for the World Design Survey 2010 project.

1.2 Project Characteristics

Project Characteristics: Asia Region Pilot Project for the 'World Design Survey 2010' Project

Collate and analyze the data relevant to the design status of countries and/or major cities in the Asia region

- ① Understand the design status and design characteristics in the Asia region
- ② Mutually share and utilize the respective region's design status information



World Design Survey's Asia regional activity

Contribute towards establishment of a research framework for the 2010
World Design Survey research

1.3 Research Categories

- Basic data for defining design and categorizing the design sectors
- Human resource status of the design specializing companies
- Human resource status of the design education institutes
- Status of design related policies
- Status of design related infrastructure, media and events
- Understanding the Context & Background of the Asia Regional Design

1.4 Research methods

Independently conducted research for each Asia region

1.4.1 Collation and analysis of basic data of each region.

- Acquire status data on the design industry, education, policy, and culture.

Sectors	Items	Remarks
Design Policy	Number of design related professional institutes, organizations, and associations (non profit sector)	
Design Industry	Number of design specializing companies	
	Revenue status of design specializing companies (revenue amount)	
	Number of designers (employees)	
	Number of design related patents registered among total intellectual properties (per annum)	

Sectors	Items	Remarks
Design Education	Number of design education institutes	
	Number of professors in design majors at design education institutes	
	Number of students in design education institutes	
	Annual number of graduates with a design major	
Design Culture	Number of design and design related museums/galleries	
	Number of design and design related libraries	
	Number of design magazines	
	Number of design portal websites (focus on design)	
	Number of design TV programs (focus on design)	
	Number of design competitions (design contests and award ceremonies)	
	Number of design events (academic, festival and exhibition events)	

1.4.2 Survey, targeting experts of each design organization

- Insight to the Design in Asia Region: Understanding the Context & Background of the Asia Regional Design.

Sectors	Survey questions	Remarks
Economical	To what degree does the design industry in the nation (or city) contribute towards the overall economic development (overall contribution towards GDP) of the nation?	
	To what degree does the design industry in the nation (or city) contribute towards the establishment of the nation's (or city's) design identity (uniqueness, originality, differentiation, etc)?	
	Can you please briefly summarize the unique characteristics of design in the nation (or city)?	
	What are the representative design sectors in your region?	
	In general, how much, compared to the total revenue, do the companies in your region invest in design?	
Sociocultural	How much does design contribute towards improvement in the quality of life of the citizens?	
	To what degree do the design companies in the nation (or city) contribute towards the advancement of overall design culture (contribution towards creativity and diversity) in the region?	
	Does design take on positive role in establishing cultural identity in the regional community?	
	To what degree does the region's design influence the nation's (or city's) international image?	
	Are the design sectors in the nation (or city) actively engaged in activities to build strong relationships with international design related organizations?	
	To what degree do the citizens in your region utilize the design related facilities, media and events?	
Educational	What is the objective of design education provided by the design education institutions in the nation (or city)?	
	What are some of the major issues pertaining to the design curriculums currently being implemented in the design education institutions in your region?	
	To what degree do you believe that design education for creativity and innovation are being implemented in the design education institutes in the nation (or city)?	

Sectors	Survey questions	Remarks
Educational	To what degree do you believe the design education is being provided by the design education institutes in the nation (or city) for establishing cultural identity?	
	To what degree do the design education institutions in the nation (or city) engage in activities (seminars, exhibitions, programs for citizens, etc.) to enhance the design awareness by the local citizens?	
Political	What are the nation (or city) government's design policy objectives and vision?	
	What is (are) the major project(s) being implemented with regards to above objectives and vision?	
	What is (are) primary policy related issue(s) for vitalizing (foster and promote) design in the nation (or city)?	
	Is (are) the policy establishment and implementation organization(s) for vitalizing the nation (or city) design public or private?	
	How much does the nation (or city) government invest to improve the quality of life for all the citizens and to vitalize the design economy?	
	Are the government officials in the nation (or city) making efforts in developing programs and policies for effective design industries and economic growth?	
	How active is the nation (or city) government involved in establishing new design related laws or public policies?	
	How do you perceive the future of the nation (or city) government's design related future?	

1.5 Implementation Plan

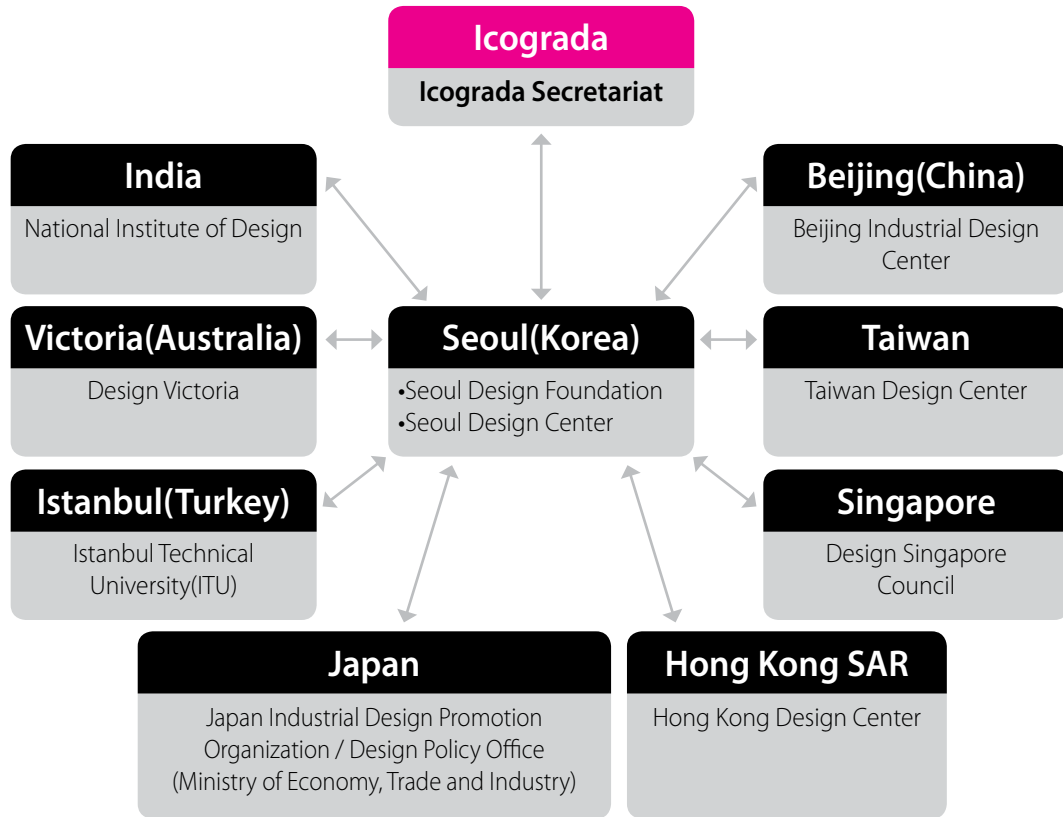
- ① Explain the Asia Design Survey pilot project to Icograda member organizations and request their participation
- ② Develop and operate an online website for collaborative research for the Asia Design Survey
- ③ Research and collate data for common indicators (about 20 items) for participating regions
- ④ Insight (survey research on industry experts) research to facilitate the understanding of design related background and context for each region
- ⑤ Organize the collected data and publish the Asia Design Survey 2009 Report

Propose a framework for the World Design Survey 2010

1.6 Project Milestones

- ① Asia Design Survey Seoul Forum 2009 (October 19 ~20, 2009)
- ② Website developed for the Asia Design Survey (February 2010)
- ③ Common indicators (proposed sample) for the Asia Design Survey (February 2010)
- ④ Research on common indicators for the Asia Design Survey (March ~ May 2010)
- ⑤ Insight research to understand design background and context for each Asia region (May ~ June 2010)
- ⑥ Collate and organize data (June ~ July 2010)
- ⑦ Publish the Asia Design Survey Report (July 2010)

1.7 Project Research System



1.8 Anticipated Benefits

- Development of design information infrastructure by creating a data base on design information for each region.
- Utilize this basic data for establishing design related policies.

Application

- Framework data for the World Design Survey 2010 project
- Design policy data to facilitate the understanding the design status of each region
- Provide basic data on design to governments, industries, universities, and research institutes.
- Promotion in domestic and international newspapers as well as in design specializing publications.
- Development of the World Design Survey website and sharing information.

2. Asia Regional Report

The Asia regional pilot project
for the World Design Survey 2010

Group A (City)

- 2.1 Seoul Report
- 2.2 Beijing Report
- 2.3 HongKong Report
- 2.4 Istanbul Report

Group B (Nation)

- 2.5 Japan Report
- 2.6 Taiwan Report
- 2.7 Singapore Report
- 2.8 India Report

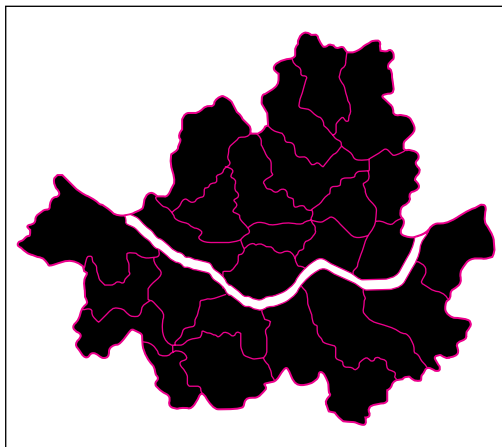
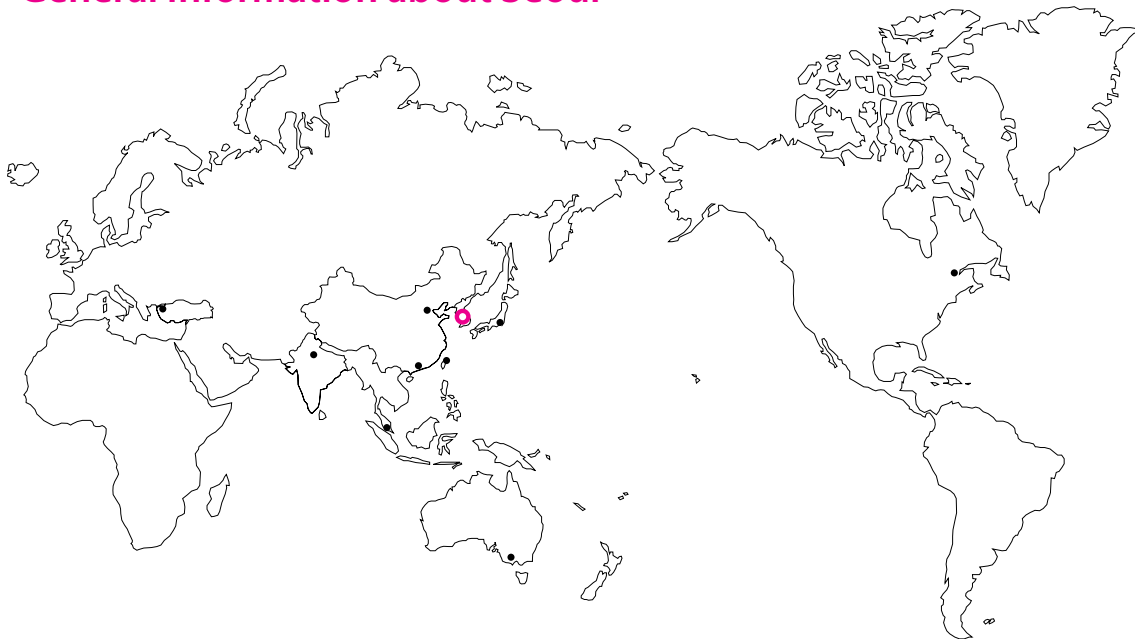
Group C (State)

- 2.9 Victoria Report

2.1 Seoul Report

This Seoul Report, published as a regional report of the Asia Design Survey pilot project, comprehensively includes information pertaining to Seoul's design industry, culture, education, and policy gathered and analyzed.

General Information about Seoul



- Seoul : The capital of the Republic of Korea which is to the Korean Peninsula center department.
- Area : 605.25km²
- Administrative dividing : 25 districts
- Home page : <http://www.seoul.go.kr>
- Population : 10,464,051 people (2009 standard)

Seoul's Representative Design Organization

Organization	Website
Seoul Design Headquarters	http://wdc2010.seoul.go.kr/eng/
Seoul Design Foundation	http://www.seoul-design.or.kr
Seoul Design Center	http://www.seoul-designcenter.com

An understanding of the status of Seoul's design

Seoul's Design Indicators

NO.	Indicator item	Indicator value
01	Design Perspectives: Introduction of Seoul Metropolitan Government's design policies	-
02	Definition of Design	-
03	Definition of each design sector	-
04	Introduction of a nation (or a city)'s representative design organizations	-
05	Number of design related professional institutes, organizations, and associations (non profit sector)	37 design organizations
06	Number of design specializing companies	1,545 design companies (62% of Korea)
07	Revenue status of design specializing companies (revenue amount)	The average annual revenue is \$530,000 USD (76% of Korea)
08	Number of designers (employees)	9,015 designers (71% of Korea)
09	Number of design related patents registered among total intellectual properties (per annum)	14,502 design related patents
10	Number of design education institutes	80 design schools
11	Number of professors in design majors at design education institutes	388 professors (18% of Korea)
12	Number of students in design education institutes	22,139 students (18.4% of Korea)
13	Annual number of graduates with a design major	5,248 graduates (21% of Korea)
14	Number of design and design related museums/galleries	32 design museums
15	Number of design and design related libraries	16 design libraries
16	Number of design magazines	69 design magazines
17	Number of design portal websites (focus on design)	48 design portal websites
18	Number of design TV programs (focus on design)	16 design TV programs
19	Number of design competitions (design contests and award ceremonies)	315 design competitions
20	Number of design events (academic, festival and exhibition events)	416 design events

2.1.1 Design Perspective of Seoul

Design Perspective of Seoul

(Fundamental view, conception, paradigm change, etc.)

What is Seoul's fundamental view on design?

Seoul Metropolitan City views the ultimate value of design as the means for improving the quality of life and for creating a seamlessly harmonized world through communication. In addition, Seoul pursues Design for All, in which design is utilized as a social solution that is shared by everyone, eliminates boundaries and facilitates communication.

Seoul perceives a new paradigm in which the design must shift from function oriented aesthetics that enhance the value of a product to a means of respecting the people as well as the nature while satisfying the preferences of people and pursuing harmonization with nature. We believe that design under such perception relates nature's efficiency and the warmth of the people. Taking one step further, design is also the all-inclusive culture that is closely related to our safety.

Seoul has included a new paradigm of design into its administrative policies to create the most ideal city to live in together with the people of Seoul.

Design, from the city's administrative level, has an all-inclusive concept that includes all the city's urban management, civil service, administration, and management systems. It is also the concept that is connected with Seoul's efforts in revitalizing the economy, creating new job opportunities, social welfare, and other considerations for the people of Seoul.

Seoul has been making relentless efforts in developing design that coincides with the uniqueness of the city to transform Seoul into a Global Design City.

“Caring for Citizens”

Based on the above concepts, Seoul Metropolitan City's design vision is 'Caring for Citizens'. In consideration for the economy, Seoul has been fostering design industries in the city. In consideration for the environment, Seoul has enhanced the urban sceneries. In consideration for people's daily life, Seoul has been making efforts to create a city in which everyone will wish to live in. In consideration for culture, Seoul will establish the city's identity and enhance its brand value. Last but not least, Seoul will expand the boundaries of design to increase design awareness and insight in design for the people of Seoul and strive to become a global design city in consideration of sympathy for the people of Seoul.

With the policy objective of achieving citizens' affection through design, various policies and strategies in a more specialized and professional level for the city's innovative transformation through design are being aggressively implemented. Based on the recent successful achievements in the city's public design sector, Seoul will enhance its competitiveness by actualizing more powerful Designomics that collectively link the core design industries.

Furthermore, design will expand to demonstrate Seoul's unique culture and identify the city's identity. This is important for not only highlighting Seoul's unique value in Asia but will become the milestone in forming a unique value of Asia in the global community.

Basic direction of the Seoul's design policy "Caring for Citizens"

Execution of policies for the people of Seoul.

<p>Economy Friendly</p>	<p>Fostering of Seoul's Design Industries Designate a Design Specialized District to promote effective supply and demand structure of the design industry and provide support to ensure organic network of design-production-marketing and sustainable growth of the design industry ecological system.</p>
<p>Environmental Friendly</p>	<p>Upgrading Seoul's Urban Landscape Develop a mid-long term framework plan for Seoul's major sceneries Periodically upgrade the framework plan to systematically and consistently preserve and maintain the scenic resources. Pursue environmental friendly green design that can conserve energy and reduce, reuse and recycle carbon emission, and identify ways for harmonious coexistence of man and nature.</p>
<p>Livable Friendly</p>	<p>Creating an ideal livable city, Seoul Apply the concept and the principals of the universal design on the facilities, architectural structures, leisure spaces, visual medium, and other structures of the city's public area and minimize discomforts as well as inconveniences in Seoul citizen's daily life through design.</p>
<p>Cultural Friendly</p>	<p>Development of Design Seoul DNA and Brand Continuously place effort in the development of the Design Seoul DNA oriented on the symbol of Seoul, 'Haechi', to establish the city's identity and actively pursue branding projects to create a high brand value of Seoul.</p>
<p>Agreeable Friendly</p>	<p>Successful hosting of the WDC and the SDF Successfully host the planned events of the WDC 2010 and the Seoul Design Fair 2010 to elevate the 'general awareness and the perspective on design by the people of Seoul' and expand the design horizon to advance Seoul to become a global design city.</p>

2.1.2 Definition of Design

[Definition of Design]

Traditionally, design signifies the intellectual architectural activities for implementing a mental plan. (Korea Institute of Design Promotion, 2010)

2.1.3 Design Sectors

[Design category according to the Industrial Design Promotion Act]

• Industrial Design :

- Product Design : household products, clothing / home appliances, automobiles
- Visual Design : C.I. advertisements, packaging / publications, multimedia
- Environmental Design : construction, interior / urban, landscape
- Package Design : product package / food package

[Design category]

- > **Product Design** : It's the design sector that identifies the needs of the users and enhances this value by newly defining the needs and creating special qualities of the product and/or service.
- > **Visual Communication Design** : It is mainly the design sector that enhances the value of the surface visual information. It involves the activities of selecting and arranging visual elements (fonts, photos, lines, etc.) of the messages that are communicated via visual medium such as printed materials, TV and movies to create artistic values.
- > **Environmental Design** : The term Environmental Design covers a wide range of concepts from massive area planning, such as a city or regional district, to the designing of street equipment, such as street lights, benches and other street facilities.
- > **Package Design** : It's a 3 dimensional design that has multi functions of promoting the product to consumers, increase purchase tendency, and safely protect and transport the product.

2.1.4 Seoul's Representative Design Organization

Most of the design related projects of the Seoul Metropolitan Government, including design industry fostering projects, cultural industry fostering projects, and the urban design development projects, are managed by the Seoul Design Headquarters.

01 Seoul Design Headquarters

The Seoul Design Headquarters is the city's organization for executing and managing Seoul's urban design. The organization was established to integrate the design related functions, which were dispersed throughout various departments and organizations, and develop policies and strategies for urban innovation in a more professional and aggressive manner. The organization aims to enhance the city's urban competitiveness by achieving powerful Designomics that link the design industries based on the successful accomplishments in the public design sector.

- Organization: Seoul Design Headquarters
- Established: 2007
- CEO: Kyung-won Chung, PhD / Vice Mayor & Chief Design Officer
- Number of Employees: 104(as of Jan, 2009)
- Address: Deoksugung-gil 15, Jung-gu, Seoul 100-110, Korea
- Telephone Number: +82-2-6361-3571
- Fax Number: +82-2-6361-3573
- Email: wdc2010@citizen.seoul.kr
- Website: <http://wdc2010.seoul.go.kr/eng/>

Major Projects

- Developed Framework Plan for Seoul Scenic Landscape
- Developed framework plan for the Namsan Renaissance Project

- Urban Gallery Project
- Design Seoul Street Beautification Project
- Cooperative project with international cities in lighting sector
- Seoul Design Fair 2010 (SDF)
- Seoul Symbol, Seoul Color, Seoul Font
- Seoul Night Scenery Upgrade Plan
- Design Enhancement of Retaining Walls/Soundproof Walls
- Image Enhancement Project for Natural Resource Recycling Facilities
- Standard Design Manual for Seoul's Information Signs

02 Seoul Design Foundation

The organization aims to elevate the design competitiveness of Seoul to global standards by successfully executing various projects for promotion of the design industry as well as for proliferation of design culture based on the foundation of the Dongdaemun Design Plaza and the Dongdaemun Park of History & Culture.

- **Organization:** Seoul Design Foundation
- **Established:** 2008
- **CEO:** Jae Jin Shim
- **Number of Employees:**
- **Address :** Yeonho Bldg. 9F, 21-1 Seosomun-dong, Jung-gu, Seoul, 110-813, Korea
- **Telephone Number:** +82-2-3705-0077
- **Fax Number:** +82-2-3705-0085
- **Email:** jhlove806@seouldesign.or.kr
- **Website:** www.seouldesign.or.kr

Major Projects

- Develop Creativity Management System
- Contents & Program Planning per DDP Facility
- Strategy for Contents of DDP Information System
- DDP Promotion and Marketing (* DDP : Dongdaemun Design Plaza)

03 Seoul Design Center

The Seoul Design Center's primary objectives are: Establish flexible support system for Seoul's design related foundational facilities; Acquire comprehensive and sustainable design promotion system; Strengthen small and medium size businesses' competitiveness; and Contribute towards a high value creation by Seoul's design industry

- **Organization:** Seoul Design Center
- **Established:** 2005
- **CEO :** Prof. Soonin Lee, Dean of International Design school for Advanced Studies(IDAS) in Hongik Univ.,
- **Number of Employees:** 13(2009)
- **Address :** 7F Hosoo B/D, #68-1, Susong-dong, Jongno-gu, Seoul, 100-140, Korea
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- **Website:** http://www.seouldesigncenter.com

Major Projects

- Design Development Support Project
- Design Research Projects
- Design Education Projects
- Design Culture Project

2.1.5 Design Organizations & Associations

There is a total of 37 design related organizations & associations registered with the Design Brand Department of the Ministry of Knowledge Economy.

Indicator	Number of design related professional institutes, organizations, and associations
Detail	37 design organizations
Data Source	Ministry of Knowledge Economy (2008)

2.1.6 Design Companies

The number of design specializing companies in Seoul is 1,545.

Indicator	Number of design specializing companies
Detail	1,545 design companies (the total number of design specializing companies in Korea: 2,493; 62% of the nation's total)
Data Source	Korea National Statistical Office (NSO) (2007)

2.1.7 Revenue Amount

The average revenue per design specializing companies in Seoul was approx. \$530,000 USD.

Indicator	Revenue amount of a design specializing company
Detail	The average annual revenue by a design specializing company is 530,000 USD (76.2% of the nation's total revenue of companies in Seoul)
Data Source	Korea National Statistical Office (Statistics on Service Business, 2007)

2.1.8 Designers

The number of employees in design specializing companies in Seoul: 9,015.

Indicator	Number of designers (employees)
Detail	9,015 designers (71% of the nation's total)
Data Source	Korea National Statistical Office (NSO) (2007)

2.1.9 Design Related Patents

The total number of design registration by companies in Seoul in 2007 was 14,502.

Indicator	Number of design related patents registered among total intellectual properties (per annum)
Detail	14,502 design registrations in Seoul (39% of the nation)
Data Source	Korea National Statistical Office (NSO) (2007)

2.1.10 Design Education Institutes

There is total of 403 higher education institutes in Seoul. Of the higher education institutes in Seoul, 80 have design field majors.

Indicator	Number of design education institutes
Detail	Total of 80 universities and colleges have design majors among all of the higher education institutes in Seoul
Data Source	Korea Education Development Institute (Ministry of Education, Science and Technology), Seoul Design Center (2008)

2.1.11 Professors in Design Education Institutes

Number of professors in design field majors in Seoul: 388 (2 year community colleges and 4 year universities)

Indicator	Number of professors in design majors at design education institutes
Detail	The total number of professors in design field majors in higher education institutes in Seoul is 388 (18% of the nation)
Data Source	Korea Education Development Institute (Ministry of Education, Science and Technology), Seoul Design Center (2008)

2.1.12 Students in Design Education Institutes

Total number of students in design field majors in Seoul: 22,139

Indicator	Number of students in design education institutes
Detail	Total number of students in design field majors from higher education institutes in Seoul: 22,139(18.4% of the nation)
Data Source	Korea Education Development Institute (Ministry of Education, Science and Technology), Seoul Design Center (2008)

2.1.13 Graduates with Design Major

Total number of graduates with design majors from higher education institutes in Seoul was 4,457.

Indicator	Annual number of graduates with design major
Detail	Total number of graduates with a design major from higher education institutes in Seoul: 4,457 (39% of the nation)
Data Source	Korea Education Development Institute (Ministry of Education, Science and Technology), Seoul Design Center (2008)

2.1.14 Design Museums

There is a total of 32 design specializing and related museums/galleries in Seoul.

Indicator	Number of design and design related museums/galleries
Detail	32 design specializing and design related museums/galleries
Data Source	National Cultural Infrastructure Facility Registry of the Ministry of Culture, Sports and Tourism, Seoul Design Center (2008)

2.1.15 Design Libraries

There are 16 design specializing and related libraries/data centers in Seoul.

Indicator	Number of design and design related libraries
Detail	16 design libraries/data centers
Data Source	Seoul Design Center (2008)

2.1.16 Design Magazines

There are currently about 69 magazines that focus on design in Seoul.

Indicator	Number of design magazines
Detail	69 design magazines
Data Source	Seoul Design Center (2008)

2.1.17 Design Websites

There are currently 48 notable portals that focus on design in Seoul (Korea).

Indicator	Number of design portal websites (focus on design)
Detail	48 design online contents (focus on website)
Data Source	Seoul Design Center (2008)

2.1.18 Design TV Programs

There were 16 design related TV programs broadcasted in Seoul in 2008.

Indicator	Number of design TV programs (focus on design)
Detail	16 design related TV programs
Data Source	Seoul Design Center (2008)

2.1.19 Design Competitions

The total number of design contests held in Seoul in 2008 was 315 in this Survey.

Indicator	Number of design competitions (design contests and award ceremonies)
Detail	315 design competitions
Data Source	Seoul Design Center (2008)

2.1.20 Design Events

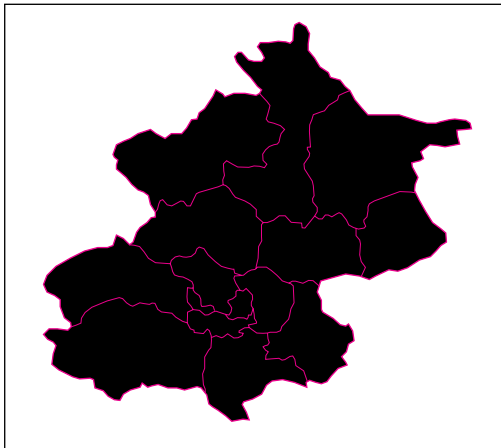
There are currently over 146 notable competitions that focus on design in Seoul.

Indicator	Number of design events (academic, festival and exhibition events)
Detail	146 design events
Data Source	Seoul Design Center (2008)

2.2 Beijing Report

This Beijing Report, published as a regional report of the Asia Design Survey pilot project, comprehensively includes information pertaining to Beijing's design industry, culture, education, and policy gathered and analyzed.

General Information about Beijing



- Beijing : Beijing is a metropolis in northern China, and the capital of the People's Republic of China.
- Area : 16,410.54km²
- Administrative dividing: 16 districts
- Home page: <http://www.beijing.gov.cn>
- Population: 16,950,000 people (2008 standard)

Beijing's Representative Design Organization

Organization	Website
Beijing Industrial Design Center	http://www.bidcchina.com
Beijing DRC Industrial Design Innovation Base	http://www.drcchina.com
CDM China Design Market (hereafter referred as CDM)	-

An understanding of the status of Beijing's design

Beijing's Design Indicators

NO.	Indicator item	Indicator value
01	Design Perspectives: Introduction of Beijing's design policies	-
02	Definition of Design	-
03	Definition of each design sector	-
04	Introduction of Beijing's representative design organizations	-
05	Number of design related professional institutes, organizations, and associations (non profit sector)	16 design organizations
06	Number of design specializing companies	20,000 design companies
07	Revenue status of design specializing companies (revenue amount)	The average annual revenue is 80 billion RMB
08	Number of designers (employees)	250,000 designers
09	Number of design related patents registered among total intellectual properties (per annum)	2,493 design related patents
10	Number of design education institutes	112 design education institutes
11	Number of professors in design majors at design education institutes	-
12	Number of students in design education institutes	Over 30,000 students
13	Annual number of graduates with a design major	Approximately 5,000 graduates
14	Number of design and design related museums/galleries	-
15	Number of design and design related libraries	-
16	Number of design magazines	About 30 design magazines
17	Number of design portal websites (focus on design)	Over 50 design websites
18	Number of design TV programs (focus on design)	-
19	Number of design competitions (design contests and award ceremonies)	About 30 design competitions
20	Number of design events (academic, festival and exhibition events)	About 100 design events

2.1.1 Design Perspective of Beijing

01 Citizen-First Design

Design is a new engine for developing “Culturally-enriched, technology-empowered and environment-friendly Beijing”.

“Culturally-enriched, technology-empowered and environment-friendly Beijing” is the objective of future urban development and a new strategy for Beijing confronting with the current situation and fierce challenges. Beijing will put more efforts on citizen-first design, technology innovation and ecological civilization. Widely used design gives a strong impetus for the development of Beijing, and plays a great part in livelihood industries. Design can be used to resolve the fundamental problems concerned with citizens, improve the quality of life and increase people’s sense of happiness and satisfaction.

02 Culture-Enriched Design

The charm of Beijing culture needs the expression of design.

With a long history of development, Beijing gradually forms a unique cultural tradition characterized with openness and inclusive combination, and gives birth to endless creativity. The expression and communication of culture needs proper and good design to make people feel and impressed by the charm of Beijing culture. In the process of Beijing urban development, design can not only inherit and carry upon Beijing’s traditional culture by the advantage of the capital resources, but also absorb all the excellent foreign culture with broad mind and open heart to shape a new Beijing of greater character and charm.

03 Creative and powerful design

To develop and revitalize design industry is a strategic choice for Beijing’s economic and social development. Beijing design attaches much attention to the harmonious coexistence of human and nature with the aim to promote the development of environment-friendly, low-carbon and circular economy as well as achieve resources recycled and sustainable growth. Beijing municipal government encourages inter-disciplinary, cross-industry and multi-dimensional design innovation to establish a “greater design vision”, valuing systematic, integrated and collaborative design and making design an effective method of solving practical problems in an overall planning context.

Design industry is a new driving force for the economic development and design plays a great part in the upgrading of urban management of Beijing. Beijing municipality will foster the application of design to agriculture, modern manufacturing and traditional service industries to increase the added value of industries, promote effective supply and demand structure and improve the competitiveness of enterprises.

Basic direction of the policy

<p>Economic Prosperity</p>	<p>Fostering of Beijing's design industries to integrate with manufacturing industries Speed up restructuring of industries and shifting of the ways of economic growth in a "World City" context. Foster the development of design industry and integrate it with modern manufacturing industries to boost the economic growth of Beijing.</p>
<p>Spiritual Civilization</p>	<p>Strengthening Beijing's culture construction to pursue branding projects of "Beijing Design" Promote Beijing's culture development and make it a city of humanity, civilization, charm and creativity. Enhance the strength and influence of Beijing culture, improve the quality of public cultural services and elevate the identity and value of "Beijing design" brand in the world.</p>
<p>Harmonious Capital</p>	<p>Upgrading the comprehensive quality of Beijing city actively and build a world-renowned "Design Capital" Attract all kinds of design events to be held in Beijing following the successful hosting of 2008 Olympic Games and World Design Congress 2009 Beijing and the first Beijing International Design Week. Making every effort to be a "World Design Capital" with aggregation of global design resources and elevate the general awareness and perspective on design by the people of Beijing.</p>
<p>Desired for Habitation City</p>	<p>Improving people's livelihood and creating an ideal livable city, Beijing. Apply the concept and principals of design on handling urban development problems and improving city capacities and services to build a desired for habitation Beijing.</p>

2.2.2 Definition of Design

[Definition of Design]

People-oriented, design is a method and a process of identifying problems, analyzing and creatively solving the problems in an overall context. Design also means solutions as a result of the process.

2.2.3 Design Sectors

[Design category according to the corresponding relationship among human, nature and society as well as the essence of design]

• Industrial Design:

- Product Design : household products, clothing, automobiles, electronic appliances
- Environmental Design : landscape, interior, city planning
- Communication Design : binding design, printing design, packaging, exhibition, visual design, advertising design

[Design category]

- > **Product Design:** As the core of industrial design, product design covers a wide range of areas, essentially pursues perfect integration of effects and aesthetics, function and form, technology and arts. It is aimed at achieving unity of enterprise's benefits and consumers' demands in the production management with a guarantee of quality.
- > **Environmental Design:** Environmental design is the process of transforming and organizing various natural and artificial environmental factors, doing space design on physical environment in order to meet the behavior and aesthetic needs of human beings.
- > **Communication Design:** Communication design includes visual communication design (visual design) and Auditory Communication Design (Auditory Design). The former is the visual image design for relaying message by selecting and arranging visual elements, i.e. graphic design in the narrow sense; the latter is conducted via language and acoustics.

2.2.4 Beijing's Representative Design Organization

From 1990s until now, Beijing Municipal Science and Technology Commission has been fostering design industry development and exploring appropriate methods to promote Beijing design industry through the establishment of design promotion organization and design industry base, implementing pilot project and building industry brands.

01 Beijing Industrial Design Center

Established in 1995, Beijing Industrial Design Center (BIDC) is the first design promotion institution affiliated with the government in China. With 15 years of development, BIDC is devoted to promoting innovation capacity of enterprises and the development of design industry through design vision introduction, design models demonstration, international exchange and cooperation, design industry research, design training, design base building, design awards, as well as organization of various activities.

- Organization: Beijing Industrial Design Center
- Established: 1995
- CEO: Chen Dongliang, Director
- Number of Employees: 76(as of April, 2010)
- Address: Room 912, No.31 Middle Road North Third Ring, Haidian District, Beijing, 100088, China
- Telephone Number: +86-10-8205-5308
- Fax Number: +86-10-8205-4919
- Email: lxh@bjdesign.com
- Website: www.bidcchina.com

Major Projects

- Industrial Design Pilot Project
- Design Innovation Advancing Project
- China Red Star Design Award
- "Design-plus" Training

02 Beijing DRC Industrial Design Innovation Base

In 2005, Beijing DRC Industrial Design Innovation Base was first built in China based on the idea of "Design Resource Cooperation". It provides a design supporting public service platform to support enterprises' design innovation, which aims to enhance innovative capability in Beijing, even China.

- Organization: Beijing DRC Industrial Design Innovation Base
- Established: 2005
- Number of Employees: 20 (as of April, 2010)
- Address: Building 102, No.28 Xinwaidajie, Xicheng District, Beijing, 100088, China
- Telephone Number: +86-10-8205-2086-311
- Fax Number: +86-10-8205-5802
- Email: xd@bjdesign.com
- Website: www.drcchina.com

03 CDM China Design Market (hereafter referred as CDM)

CDM is the first design specialization trade service place in China initiated by Beijing Industrial Design Center. CDM aims to promote design trade, accelerate circulation of design factors and resources, and smooth the design supply and demand channel. CDM will offer full range of facilities, various services, as well as support from government, enterprises and media to create perfect environment for design trading.

- Organization: CDM China Design Market
- Established: 2010
- Number of Employees:
- Address:
- Telephone Number: +86-10-8200-2055
- Fax Number:
- Email: cdm@bidcchina.com
- Website:

2.2.5 Design Organizations & Associations

There is a total of 16 design related organizations & associations in Beijing.

Indicator	Number of design related professional institutes, organizations, and associations
Detail	16 design organizations
Data Source	Beijing Municipal Bureau of Civil Affairs Social Organizations Management Office (2010)

2.2.6 Design Companies

The total number of design institutes and design specializing companies in Beijing is 20,000 in 2009.

Indicator	Number of design specializing companies
Detail	20,000(Beijing has more than 120 IC design companies, which is 25% of the total number in China)
Data Source	People's Government of Beijing Municipality in Icoграда World Design Congress 2009 Beijing (2008)

2.2.7 Revenue Amount

The total revenue amount of design industry amounted to more than 80 billion RMB in 2008.

Indicator	Revenue amount of a design specializing company
Detail	The total revenue amount of design industry amounted to more than 80 billion RMB in 2008
Data Source	Beijing Municipal Bureau of Statistics (2008)

2.2.8 Designers

The number of design institutes and design specializing companies in Beijing is 20,000, and the number of employees in design specializing companies amounted to 250,000 until 2009.

Indicator	Number of designers (employees)
Detail	250,000 designers
Data Source	People's Government of Beijing Municipality in Icoграда World Design Congress 2009 Beijing (2009)

2.2.9 Design Related Patents

The number of design patent registration in Beijing is 2,493 in 2008, accounting for 14.3% of the total patent registration. (2,493/17,747)

Indicator	Number of design related patents registered among total intellectual properties (per annum)
Detail	2,493(Accounting for 14.3% of the total patent registration, 17,747)
Data Source	Beijing Intellectual Property Bureau (2008)

2.2.10 Design Education Institutes

Beijing has 112 design schools until 2009 with over 30,000 students.

Indicator	Number of design education institutes
Detail	112 design education institutes
Data Source	Beijing Municipal Commission of Education (http://www.bjedu.gov.cn) (2009)

2.2.11 Professors in Design Education Institutes

There were no accurate statistical data on professors in design majors in Beijing.

Indicator	Number of professors in design majors at design education institutes
Detail	-
Data Source	Beijing Municipal Commission of Education (http://www.bjedu.gov.cn) (2009)

2.2.12 Students in Design Education Institutes

Beijing has 112 design schools as to 2009 with over 30,000 students. Beijing takes a leading place in China as to the numbers of schools and students.

Indicator	Number of students in design education institutes
Detail	Over 30,000 students
Data Source	Beijing Municipal Commission of Education (http://www.bjedu.gov.cn) (2009)

2.2.13 Graduates with Design Major

According to incomplete statistics, there are approximately 5,000 graduates each year.

Indicator	Annual number of graduates with design major
Detail	Approximately 5,000 graduates
Data Source	Beijing Municipal Commission of Education (http://www.bjedu.gov.cn) (2009)

2.2.13 Graduates with Design Major

There were no accurate statistical data on design related museums/galleries in Beijing.

Indicator	Number of design museums/galleries
Detail	-
Data Source	Beijing Industrial Design Center (2010)

2.2.15 Design Libraries

There were no accurate statistical data on design related libraries in Beijing.

Indicator	Number of design and design related libraries
Detail	-
Data Source	Beijing Industrial Design Center (2010)

2.2.16 Design Magazines

According to incomplete statistics, there are about 30 design magazines.

Indicator	Number of design magazines
Detail	About 30 design magazines (Totally 2,898 journals and magazines in Beijing)
Data Source	Beijing Municipal Bureau of Press and Publication(http://www.bjppb.gov.cn) (2010)

2.2.17 Design Websites

According to incomplete statistics, there are over 50 design websites in Beijing.

Indicator	Number of design portal websites (focus on design)
Detail	Over 50 design websites
Data Source	http://www.uuuu.cc (2010)

2.2.18 Design TV Programs

There were no accurate statistical data on design TV programs in Beijing.

Indicator	Number of design TV programs (focus on design)
Detail	-
Data Source	-

2.2.19 Design Competitions

According to incomplete statistics, there are about 30 design competitions held in Beijing in 2009.

Indicator	Number of design competitions (design contests and award ceremonies)
Detail	About 30 design competitions held in Beijing in 2009
Data Source	Beijing Industrial Design Center (2009)

2.2.20 Design Events

According to incomplete statistics, there are about 100 design events held in Beijing in 2009.

Indicator	Number of design events (academic, festival and exhibition events)
Detail	About 100 design events held in Beijing in 2009
Data Source	Beijing Industrial Design Center (2009)

2.3 Hong Kong Report

This Hong Kong Report, published as a regional report of the Asia Design Survey pilot project, comprehensively includes information pertaining to Hong Kong's design industry, culture, education, and policy gathered and analyzed.

General Information about Hong Kong



- Hong Kong : Hong Kong is one of the two special administrative regions of the People's Republic of China. (the other is Macau)
- Area: 1,104 km²
- Administrative dividing: 18 districts
- Home page: <http://www.gov.hk/en/>
- Population: 7,055,071 people (2009 standard)

Hong Kong's Representative Design Organization

Organization	Website
Create Hong Kong	http://www.createhk.gov.hk/en/home.htm
Hong Kong Design Centre	http://www.hkdesigncentre.org

An understanding of the status of Hong Kong's design

Hong Kong's Design Indicators

NO.	Indicator item	Indicator value
01	Design Perspectives: Introduction of Hong Kong's design policies	-
02	Definition of Design	-
03	Definition of each design sector	-
04	Introduction of Hong Kong's representative design organizations	-
05	Number of design related professional institutes, organizations, and associations (non profit sector)	over 23 design organizations
06	Number of design specializing companies	4,230 design specializing companies
07	Revenue status of design specializing companies (revenue amount)	-
08	Number of designers (employees)	15,920 designers
09	Number of design related patents registered among total intellectual properties (per annum)	3,850 design related patents
10	Number of design education institutes	20 design education institutes
11	Number of professors in design majors at design education institutes	189 professors
12	Number of students in design education institutes	9,992 students
13	Annual number of graduates with a design major	2,525 graduates
14	Number of design and design related museums/galleries	-
15	Number of design and design related libraries	4 design libraries.
16	Number of design magazines	8 design magazines
17	Number of design portal websites (focus on design)	-
18	Number of design TV programs (focus on design)	-
19	Number of design competitions (design contests and award ceremonies)	39 design competitions
20	Number of design events (academic, festival and exhibition events)	-

2.3.1 Design Perspective of Hong Kong

According to the latest Policy Agenda in “The 2009-10 Policy Address”, “The development of Hong Kong into a knowledge-based economy requires talent from around the world, and a quality city life is essential to attracting talent. The concept of “Progressive Development” advocated by the Chief Executive is to develop a quality city life by striking a balance between economic development and environmental conservation.” Our Chief Executive proposed new initiatives related to design to make Hong Kong a more attractive quality city.

On going initiatives include:

- Hong Kong’s participation in the Shanghai Expo 2010 to showcase HKSAR’s unique strengths, quality city life and position as a creative capital.
- Promoting a culture of innovation and technology to the general public, particularly the younger generation.
- Promoting wider use of design and innovation in business and the community for value creation and connects benefits.
- Promoting Hong Kong design and encouraging the use of design to add value to our goods and services and Government’s interface with the public, through enhanced support for the Hong Kong Design Centre.

Create Hong Kong (CreateHK)

CreateHK was launched in June 2009, set up under the Commerce and Economic Development Bureau to lead, champion and drive the development of the creative economy in Hong Kong. It co-ordinates Government policy and effort regarding creative industries, focuses Government’s resources catering for the promotion and speeding up of the development of creative industries in Hong Kong, and works closely with the trade to boost the development of creative industries. CreateHK oversees the management of the \$250 million (US\$32 million) DesignSmart Initiative, the \$300 million (US\$39 million) Film Development Fund and the \$300 million CreateSmart Initiative. In 2006, the InnoCentre evolved from this creative drive, providing a one-stop shop bridging designers and users of design services. Besides providing grade A office space for tenants, InnoCentre also offers a design incubation programme for start-up companies as well as design education, training and professional development.

Hong Kong Design Centre (HKDC)

Established in 2001, HKDC organizes seminars, workshops and conferences to promote the value and use of design in the business/industry communities and to sharpen the expertise of design professionals and students. To raise Hong Kong’s profile as a regional design hub, HKDC organises an annual flagship event in November/December – the Business of Design Week – that comprises forums, award presentations and exhibitions.

The Design Support Programme finances projects in design and branding research, design/business collaborations, design professional continuing education and general support activities covering a wide range of activities from international conferences to exhibitions, professional education courses, research, etc. As at end March 2010, the DSP has already supported 319 projects.

2.3.2 Definition of Design

The Link Between Creativity and Innovation

Design is a planning and development process, transforming abstract ideas into desirable objects and services. It harnesses consumer insights, technological feasibility and business viability. Design is much broader than aesthetics. It is linked to functions, ease of manufacturing and delivery, sustainability, reliability, quality and productivity.

An Integral Part of All Businesses

The value of design stretches across all industries and sectors – from manufacturing to services, banking, tourism, transport and logistics. Companies can create a more engaging brand experience and rewarding customer relationships through better design, not just in products, but also services, environments, and communications.

Multi-Disciplinary

Design should function at multiple levels. It requires more than simple collaboration among different design disciplines. Participation from areas, such as consumer research, engineering, technology, strategic planning, business management, marketing, psychology, anthropology and sociology is crucial to attaining better design which leads to better results.

A Value Creation Tool

Design brings value to businesses by reducing costs, improving profitability and increasing brand equity. Design has increasingly become a critical part of the overall corporate business strategy. Designers are natural innovators by virtue of their empathy, visual literacy and lateral thinking skills. More and more companies are tapping into the expertise of designers to create innovative business models, products, services to meet the latent and unfulfilled needs of customers. Design also has a social value. Better design means better living. It brings tangible and sustainable improvements to our living environment, making it easier, safer and more enjoyable.

2.3.3 Design Sectors

[Apparel/Accessories Design]

Everyday Apparel, Functional Apparel, Fashion Accessories

[Communication Design]

Identity and Branding, Interactive Media, Packaging, Publication, Poster and Promotion Materials, Typography

[Product/Industrial Design]

Household Appliance, Homeware, Professional and Commercial, Computer and Communication, Leisure and Entertainment

[Environment Design]

Home, Commercial, Hospitality and Leisure, Culture, Public and Exhibitions

[Design Promotional Bodies]

[Design Education]

[Design Services]

2.3.4 Hong Kong's Representative Design Organization

01 Create Hong Kong

The Create Hong Kong (CreateHK) is a dedicated agency set up under the Commerce and Economic Development Bureau on 1 June 2009 to lead, champion and drive the development of the creative economy in Hong Kong. It co-ordinates Government policy and effort regarding creative industries, focuses Government's resources catering for the promotion and speeding up of the development of creative industries in Hong Kong, and works closely with the trade to boost the development of creative industries.

According to "Organisation Chart of the CreateHK (Position as at 1 June 2009)", Design Section of Create Hong Kong is responsible for :

- Administering the DesignSmart Initiative
- Being responsible for policy issues and housekeeping matters of the Hong Kong Design Centre
- Housekeeping of the InnoCentre programme and Design Incubation Programme
- Being responsible for branding matters

02 Hong Kong Design Centre

Established in 2001 by four founding members of the Hong Kong Federation of Design Associations including Hong Kong Designers Association, Interior Design Association Hong Kong, Hong Kong Fashion Designers Association and the Chartered Society of Designers, HKDC has been the Government's main partner in promoting design to local and overseas audiences ever since.

Mission

Use design and innovation to drive value creation and improve the well-being of society

Vision

Establish Hong Kong as a centre of design excellence in Asia

Design for Society is a major undertaking of Hong Kong Design Centre, a publicly-funded, non-profit organisation established in 2001 with the support of the design industry in:

- (i) Promoting and celebrating design excellence;
- (ii) Championing strategic and wider use of design for creating business added value and community benefits; and
- (iii) Educating the professions and the community to be resourceful and champions for sustained developments through design and innovation.

The long-term success of HKDC requires continued feedback and staunch support from the community and different professions across various design fields, education, commercial, voluntary and public sectors.

Our People

Chairman	Victor LO
Vice Chairman	Roy CHUNG, Freeman LAU
Executive Director	Dr. Edmund LEE

Our Role

- Injecting design into business
- Nurturing "Designpreneurs"
- Upgrading design skills and building networks
- Enhancing community-wide design appreciation
- Celebrating design excellence
- Raising Hong Kong's profile as a design hub

Contact details

Hong Kong Design Centre 1/F InnoCentre, 72 Tat Chee Avenue, Kowloon Tong, Hong Kong

Te l: +852 2522 8688 Fax: +852 2892 2621

Email: info@hkdesigncentre.org

www.hkdesigncentre.org

www.designdirectory.hk

www.bodw.com.hk

www.designdirectory.hk

www.bodw.com.hk

2.3.5 Design Organizations & Associations

There is a total of 23 design related organizations & associations.

Indicator	Design related professional organizations and associations
Detail	23 design organizations
Data Source	Hong kong Design Center (2009)

2.3.6 Design Companies

There are 4,230 design specializing companies in 2009.

Indicator	Number of design specializing companies
Detail	4,230 design specializing companies
Data Source	Hong kong Design Center (2009)

2.3.7 Revenue Amount

Revenue amount is not available for design specializing companies.

While for Creative Industries, the Value added in 2008 is HK\$ 60,356 million, which is 3.8% of GDP at factor cost.

Indicator	Revenue amount of a design specializing company
Detail	-
Data Source	Data obtained from Census and Statistics Department, HKSAR Government

2.3.8 Designers

There are 15,920 employees in design specializing companies in 2009.

Indicator	Number of designers (employees)
Detail	15,920 designers (employees)
Data Source	Hong kong Design Center (2009)

2.3.9 Design Related Patents

Number of design patent registration in Hong Kong is 3,850.

Indicator	Number of design related patents registered among total intellectual properties (per annum)
Detail	3,850 design related patents
Data Source	Intellectual Property Department, HKSAR Government (2009)

2.3.10 Design Education Institutes

There are 20 design education institutes in Hong Kong.

Indicator	Number of design education institutes
Detail	20 design education institutes
Data Source	Hong Kong Design Centre (2010)

2.3.11 Professors in Design Education Institutes

Estimated Number of full-academic staff in design schools or teaching design-related programmes: 189

Indicator	Number of professors in design majors
Detail	189 full-academic staff in design schools or teaching design-related programmes
Data Source	Hong kong Design Center (2010)

2.3.12 Students in Design Education Institutes

There are 9,992 full time students in the academic year 2008-09.

Indicator	Number of students in design education institutes
Detail	9,992 students
Data Source	Hong Kong Design Centre (2010)

2.3.13 Graduates with Design Major

There are 2,525 graduates in the academic year 2008-09.

Indicator	Annual number of graduates with design major
Detail	2,525 graduates
Data Source	Hong Kong Design Centre (2008-09)

2.3.14 Design Museums

There were no accurate statistical data on design museums in Hong Kong.

Indicator	Number of design and design related museums/galleries
Detail	-
Data Source	-

2.3.15 Design Libraries

There is one design library and three design-related libraries or data centers which allow public access in Hong Kong.

Indicator	Number of design and design related libraries
Detail	4 (1 design library and 3 design-related libraries or data centers)
Data Source	Hong kong Design Center (2010)

2.3.16 Design Magazines

There are currently about 8 magazines that focus on design in Hong Kong.

Indicator	Number of design magazines
Detail	8 design magazines
Data Source	Hong kong Design Center (2010)

2.3.17 Design Websites

There are currently over 2 notable portals that focus on design in Hong Kong.

Indicator	Number of design portal websites (focus on design)
Detail	-
Data Source	Hong kong Design Center (2010)

2.3.18 Design TV Programs

There were no accurate statistical data on design TV programs in Hong Kong.

Indicator	Number of design TV programs (focus on design)
Detail	-
Data Source	Hong kong Design Center

2.3.19 Design Competitions

There are more than 39 design competitions held in 2008.

Indicator	Number of design competitions(design contests and award ceremonies)
Detail	over 39 design competitions
Data Source	Hong kong Design Center (2008)

2.3.20 Design Events

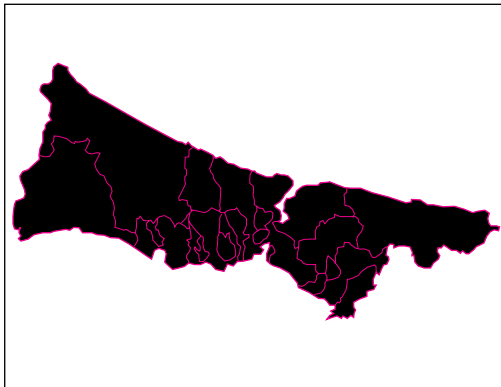
There were no accurate statistical data on design events in Hong Kong.

Indicator	Number of design events (academic, festival and exhibition events)
Detail	-
Data Source	Hong kong Design Center

2.4 Istanbul Report

This Istanbul Report, published as a regional report of the Asia Design Survey pilot project, comprehensively includes information pertaining to Istanbul 's design industry, culture, education, and policy gathered and analyzed.

General Information about Istanbul



- Istanbul : A large city and port in northwest Turkey, at the point where Europe joins Asia.
- Area: 1830.92km²
- Administrative dividing: 27 districts
- Home page: <http://istanbul.gov.tr/>
- Population: 12,782,960 people (2009)

Istanbul's Representative Design Organization

Organization	Website
-	-

An understanding of the status of Istanbul's design

Istanbul's Design Indicators

NO.	Indicator item	Indicator value
01	Design Perspectives: Introduction of Istanbul's design policies	-
02	Definition of Design	-
03	Definition of each design sector	-
04	Introduction of Istanbul's representative design organizations	-
05	Number of design related professional institutes, organizations, and associations (non profit sector)	9 design organizations
06	Number of design specializing companies	-
07	Revenue status of design specializing companies (revenue amount)	-
08	Number of designers (employees)	-
09	Number of design related patents registered among total intellectual properties (per annum)	2,877 design related patents (53% of Turkey)
10	Number of design education institutes	19 design education institutes (65.5% of Turkey)
11	Number of professors in design majors at design education institutes	241 professors
12	Number of students in design education institutes	2,371 students
13	Annual number of graduates with a design major	441 graduates
14	Number of design and design related museums/galleries	4 design museums
15	Number of design and design related libraries	4 design libraries
16	Number of design magazines	44 design magazines
17	Number of design portal websites (focus on design)	32 design portal websites
18	Number of design TV programs (focus on design)	8 design TV programs
19	Number of design competitions (design contests and award ceremonies)	Over 35 design competitions
20	Number of design events (academic, festival and exhibition events)	28 design events

2.4.1 Design Perspective of Istanbul

Although some elements of design policy such as design promotion and design protection have existed for the last 10-15 years, Turkey does not have a coherent national design policy yet. Design protection is in force since 1996 as part of the customs' union agreement with the European Union. Design support schemes have been initiated by the Undersecretariat of the Prime Ministry for Foreign Trade (DTM) in the early 2000s thanks to the pressures of the Exporters' Union. The scope of design support was enlarged to include other industrial sectors beyond textile and clothing in 2008. In the same year, the Undersecretariat of the Prime Ministry for Foreign Trade (DTM) also initiated a Design Award Scheme (Design Turkey). In September 2009, the establishment of the Turkish Advisory Design Council" was approved by the Ministerial Council.

At local level, Istanbul Metropolitan Municipality is one of the sponsors of Istanbul Design Week (IDW) since 2005. Nevertheless, its perception of design is limited to an arts and culture event. The full scope of design is not recognized by the local administration of Istanbul yet.

2.4.2 Definition of Design

Design is perceived as mainly an artistic, creative activity of individuals. Its corporate role in relation to industry, commerce and innovation is not fully acknowledged yet.

2.4.3 Design Sectors

[Architectural Design]

[Exhibition and Retail Design]

[Graphic and Advertising Design]

[Multimedia and Web Design]

[Product and Packaging Design]

[Transportation Design]

2.4.4 Istanbul's Representative Design Organization

There are several design organizations at national, disciplinary or local levels, but none of them is strong enough to be called as representative of Turkish or Istanbul Design yet.

2.4.5 Design Organizations & Associations

There are a total of 9 design related organisations and associations.

Indicator	Design related professional institutes, organizations, and associations (non profit sector)
Detail	9 design organizations
Data Source	Istanbul Technical University (ITU) (2010)

2.4.6 Design Companies

There were no accurate statistical data on design companies in Istanbul.

Indicator	Number of design specializing companies
Detail	-
Data Source	-

2.4.7 Revenue Amount

There were no accurate statistical data on revenue amount in Istanbul.

Indicator	Revenue amount of a design specializing company
Detail	-
Data Source	-

2.4.8 Designers

There were no accurate statistical data on designers in Istanbul.

Indicator	Number of designers (employees)
Detail	-
Data Source	-

2.4.9 Design Related Patents

There are 2,877 design registrations in Istanbul.

Indicator	Number of design related patents registered among total intellectual properties (per annum)
Detail	2,877 design registrations in Istanbul (53% of the nation)
Data Source	Turkish Patent Institute (TPE) (2009)

2.4.10 Design Education Institutes

There are 19 design education institutes in Istanbul.

Indicator	Number of design education institutes
Detail	Total of 19 schools have design field of majors among all of the higher education institutes in Istanbul
Data Source	Turkish Higher Education Council (2009)

2.4.11 Professors in Design Education Institutes

There are 241 professors in design field of majors in the academic year 2009.

Indicator	Number of professors in design majors at design education institutes
Detail	The total number of professors in design field of majors in higher education institutes in Istanbul : 241
Data Source	Turkish Higher Education Council (2009)

2.4.12 Students in Design Education Institutes

There are 2,371 full time students in the academic year 2009.

Indicator	Number of students in design education institutes
Detail	Total number of students in design field of majors from higher education institutes in Istanbul: 2,371
Data Source	Turkish Higher Education Council (2009)

2.4.13 Graduates with Design Major

There are 441 graduates in the academic year 2009.

Indicator	Number of graduates with design major annually (per annum)
Detail	Total number of graduates with design major from higher education institutes in Istanbul: 441
Data Source	Turkish Higher Education Council (2009)

2.4.14 Design Museums

There are currently 4 notable museums that focus on design in Istanbul.

Indicator	Number of design museums/galleries
Detail	4 design museums/galleries
Data Source	Istanbul Technical University (ITU) (2009)

2.4.15 Design Libraries

There are currently 4 notable design related library in Istanbul.

Indicator	Number of design and design related libraries
Detail	4 design libraries
Data Source	Istanbul Technical University (ITU) (2009)

2.4.16 Design Magazines

There are currently about 44 magazines that focus on design in Istanbul.

Indicator	Number of design magazines
Detail	44 design magazines
Data Source	Istanbul Technical University (ITU) (2009)

2.4.17 Design Websites

There are currently 32 notable design websites that focus on design in Istanbul.

Indicator	Number of design portal websites (focus on design)
Detail	32 design online contents (focus on website)
Data Source	Istanbul Technical University (ITU) (2009)

2.4.18 Design TV Programs

There are currently about 8 notable TV programs that focus on design in Istanbul.

Indicator	Number of design TV programs
Detail	8 design related TV prpgrams
Data Source	Istanbul Technical University (ITU) (2009)

2.4.19 Design Competitions

There are more than 35 design competitions held in 2009.

Indicator	Number of design competitions (design contests & award ceremonies)
Detail	Over 35 design competitions
Data Source	Istanbul Technical University (ITU) (2009)

2.4.20 Design Events

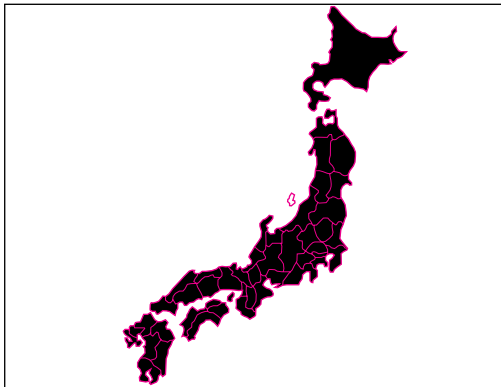
There are more than 28 design events held in 2009.

Indicator	Number of design events (academic, festival and exhibition events)
Detail	28 design events
Data Source	Istanbul Technical University (ITU) (2009)

2.5 Japan Report

This Japan Report, published as a regional report of the Asia Design Survey pilot project, comprehensively includes information pertaining to Japan's design industry, culture, education, and policy gathered and analyzed.

General Information about Japan



- Japan : A country in East Asia consisting of four large islands, Hokkaido, Honshu, Shikoku, and Kyushu, and many smaller ones.
- Area: 377,873 km²
- Administrative dividing: Forty-seven prefectures
- Home page: <http://www.e-gov.go.jp/>
- Population: 127,288,419 people (2008)

Japan's Representative Design Organization

Organization	Website
Design Policy Office, Manufacturing Industries Bureau, Ministry of Economy, Trade and Industry	http://www.meti.go.jp/policy/mono_info_service/mono/human-design/index.html
Japan Industrial Design Promotion Organization (JIDPO)	http://www.jidpo.or.jp/en/

An understanding of the status of Japan's design

Japan's Design Indicators

NO.	Indicator item	Indicator value
01	Design Perspectives: Introduction of Japan's design policies	-
02	Definition of Design	-
03	Definition of each design sector	-
04	Introduction of Japan's representative design organizations	-
05	Number of design related professional institutes, organizations, and associations(non profit sector)	Over 52 design organizations
06	Number of design specializing companies	9,904 design companies
07	Revenue status of design specializing companies (revenue amount)	The average annual revenue is 66 million JPY
08	Number of designers (employees)	164,741 designers
09	Number of design related patents registered among total intellectual properties (per annum)	29,382 design related patents
10	Number of design education institutes	Approx. 150 schools
11	Number of professors in design majors at design education institutes	5,887 professors
12	Number of students in design education institutes	31,444 students
13	Annual number of graduates with a design major	8,686 graduates
14	Number of design and design related museums/galleries	Over 15 design museums
15	Number of design and design related libraries	-
16	Number of design magazines	Over 42 design magazines
17	Number of design portal websites (focus on design)	-
18	Number of design TV programs (focus on design)	-
19	Number of design competitions (design contests and award ceremonies)	Approx. 1,500 design competitions
20	Number of design events (design contests and award ceremonies)	-

2.5.1 Design Perspective of Japan

Design Policy

Objectives of Design Policy

Design exists to create future society.

Design policy exists to help design create future society.

Over 50 years ago, the design promotion policy started by the Ministry of Trade and Industry (today's Ministry of Economy, Trade and Industry) was launched under the motto of 「Design must connect everyday life with the industry and possess the power to advance society.」 The policy has significantly contributed to the formation of Japan's Industrial Design while improving the quality of life for its citizens.

However, with increasing global competition, economic conditions are becoming more and more difficult on society. Together with decreasing birthrates while the aging population is increasing, design policy is no longer just a way of "promoting good design" but it has become necessary to strengthen Japan's overall design capabilities by establishing long term strategy that broadly covers economy, education and globalization.

In addition, with the need to transform from a society of mass production of standardized products to customization or environmental responding society, or from object oriented to sentiment oriented (since it has become important in the global market for the 'user experience oriented design' that provides users the convenience and joy instead of the product being focused on function and style) it has become necessary for design to develop new values and to promote itself in order to transform everyday culture.

The design policy of the Ministry of Economy, Trade and Industry seeks to look beyond the 「coloration and shape design」 and to place an importance in establishing a long term vision and strategy with a perspective of identifying what design policy is needed to create a more comprehensive integrated daily life culture in the future and to contribute this to the world in terms of Design Thinking.

Design Policy Starting Now: 3 Axis

1. Economy

The competitiveness of Japanese companies in the global market is comparably low and with the reduced birthrate in Japan, the market size within the country is anticipated to become smaller. In such an environment, it is important for each individual company to establish independent brand positioning in the global market. To achieve this, top management of companies must place design at the center of its management policies and provide policy support to integrate a corporate identity.

2. Education

The field in which design can be utilized is not just graphic or product but it can also be applied in service or to a city planning project. Taking one step further, it is being applied to resolve social issues. In order to foster professionals that can produce such Design Thinking, it is necessary to implement integrated education and practical human resource fostering, or to promote design education as a part of a general education.

3. Globalization

Japan's design has soared since World War II but this growth has caused an expansion in the market and Japan now needs to approach this global market more aggressively than before. It is important to promote Japan's design to the world through various efforts including globalizing the 'Good Design Award', promote the excellence of Japan's design in international exhibitions, and international cooperation through design.

2.5.2 Definition of Design

「Design activity is the creative act of forming harmonized artificial environment that most sufficiently satisfies the various physical and psychological needs of human. (Export Inspection and Design Promotion Council, 1987)」

Currently, the design domain includes not just the tangible design which can be visually identified but is expanding deeper into intangible domain including strategic measure for establishing corporate brand identity, a suggestion for daily life environment that satisfies the five senses, the sustainable design, and the ecological design. We believe that this trend of shifting from tangible to intangible will continue even more significantly in the future.

2.5.3 Design Sectors

The 'Design Industry' targeted for research from the report of the actual status of the specific service industry (Ministry of Economy, Trade and Industry) are as follows:

[Industrial Design

[Package Design]

[Graphic Design]

[Display Design]

[Interior Design]

[Textile/Fashion Design]

[Multimedia Design]

[Other Designs]

2.5.4 Japan's Representative Design Organization

01 Design Policy Office, Manufacturing Industries Bureau, Ministry of Economy, Trade and Industry

The Design Policy Office was founded in the Ministry of International Trade and Industry (Today's Ministry of Economy, Trade and Industry) with the original objective to seek measures to prevent piracy of Japan's product. The Design Policy Office promoted the enactment of the Export Design Act which regulated export products with intellectual property rights piracy problems. On the other hand, the Office was in charge of the initial phase of the G Mark System on purpose to promote the distribution of the products which have originality. Now, it has been involved in a wide range of design promotional activities.

- Established : 1958 (The year in which the Design Department of the Export Division was established under the Ministry of International Trade and Industry)
- Number of staffs : 6
- Address : 1-3-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8901
- TEL : +81-3-3501-9259
- FAX : +81-3-3501-6782
- e-mail : humandesign@meti.go.jp
- website : http://www.meti.go.jp/policy/mono_info_service/mono/human-design/index.html

Major Project

- International Promotion of the Good Design Awards
- Promotion of International Entry of Japan's Design
- Kids Design
- Pursuit of Manufacturing Process based on Human Engineering for Quality Life
- Creative Industries Promotion Office

02 Japan Industrial Design Promotion Organization (JIDPO)

JIDPO is an organization responsible for implementing Japan's design promotion policies. Currently, its primary project is the Good Design Awards.

- Established : 1969
- Number of staffs : 18
- Address : 5th floor, Midtown Tower, 9-7-1 Akasaka, Minato-ku, Tokyo 107-6205 Japan
- Tel : +81-3-6743-3772 (General Affairs Section)
- Fax : +81-3-6743-3775
- e-mail : ① Inquiries about Good Design Awards: info@g-mark.org
② General : info@jidpo.or.jp
- Website : <http://www.jidpo.or.jp/en/>

Major Project

- Good Design Awards
- Design Hub

03 Tokyo Metropolitan Government

Design human resource is the primary local resource in Tokyo. The city is supporting small and mid-sized businesses to create their unique identity, different from their competitors and increase the value of their products by promoting a maximum utilization of design human resource in Tokyo.

Major Project

- Industry & University Linked Design Development Support Project
- Design Utilization Project
 - Designers Data base
 - Design Usage Guide
 - Design Development Seminar
 - Tokyo Design Market
- Designer Fostering Project
- Design Consultation Service
- Design Support Center

2.5.5 Design Organizations & Associations

There is a total of 10 design related organizations & associations registered officially with the Design Policy Office of the Ministry of Economy, Trade and Industry.

Indicator	Number of design related professional institutes, organizations, and associations (non profit sector)
Detail	Over 52 design organizations
Data Source	Ministry of Information, Communication and the Arts (2009)

2.5.6 Design Companies

There are 9,904 design companies in Japan and among them, 3,951 companies (approximately 40% of the nation's total) are in Tokyo.

Indicator	Number of design specializing companies
Detail	9,904 design companies (3,951 (approx. 40%) are in Tokyo)
Data Source	Ministry of Internal Affairs and Communications (2006)

2.5.7 Revenue Amount

The total revenue by the design companies in Japan was 66 million JPY

Indicator	Revenue status of design specializing companies (revenue amount)
Detail	The average revenue generated by each Design Service Providers is 66 million JPY
Data Source	Ministry of Internal Affairs and Communications (2004)

2.5.8 Designers

The total number of designers in Japan was 164,741. (Among them, 64,411 designers work for design companies and 100,330 designers work for companies other than design companies.)

Indicator	Number of designers (employees)
Detail	164,741 designers
Data Source	Ministry of Internal Affairs and Communications (2006)

2.5.9 Design Related Patents

In 2008, a total of 33,569 designs were applied and among them, 29,382 were registered.(from Japan Patent Office HP)

Indicator	Number of design related patents registered among total intellectual properties (per annum)
Detail	Design Registrations: 29,382 (for a year of 2008)
Data Source	Japan Patent Office (2008)

2.5.10 Design Education Institutes

There are approximately 150 universities and colleges with design related majors in Japan.

Indicator	Number of design education institutes
Detail	Approx. 150 design education institutes
Data Source	Dictionary of Modern Design 2009 (Heibonsha Limited, Publishers) (2009)

2.5.11 Professors in Design Education Institutes

No statistical data for number of professors in design majors was available but the number of professors specializing in arts was 4,708 in universities and 1,179 in junior colleges.

Indicator	Number of professors in design majors at design education institutes
Detail	5,887 professors
Data Source	Ministry of Education, Culture, Sports, Science and Technology (2007)

2.5.12 Students in Design Education Institutes

The number of students enrolled in design related universities and colleges in Japan were 31,444 and among them, 27,425 were enrolled in design and arts majors in universities and 4,019 were enrolled in design and arts majors in junior colleges.

Indicator	Number of students in design education institutes
Detail	31,444 students
Data Source	Ministry of Education, Culture, Sports, Science and Technology (2009)

2.5.13 Graduates with Design Major

The number of graduates from design related majors in 2009 in Japan were 8,686. Among them, 6,575 graduated from design and arts majors in universities and 2,111 graduated from design and arts majors in junior colleges.

Indicator	Annual number of graduates with a design major
Detail	8,686 graduates
Data Source	Ministry of Education, Culture, Sports, Science and Technology (2009)

2.5.14 Design Museums

There were no accurate statistical data on design museums in Japan but the following is a design museum in Japan.

Indicator	Number of design museums/galleries.
Detail	Over 15 (number based on representative design museums in Japan)
Data Source	Design Policy Office (Ministry of Economy, Trade and Industry) (2010)

2.5.15 Design Libraries

There are numerous libraries established within art universities in Japan but no statistical data is available.

Indicator	Number of design and design related libraries
Detail	-
Data Source	-

2.5.16 Design Magazines

There are more than 42 types of representative design magazines published and distributed in Japan.

Indicator	Number of design magazines
Detail	Over 42 design magazines
Data Source	Japan Design Net (2010)

2.5.17 Design Websites

There are many design related website addresses but no statistical data is available. The major website addresses are listed below.

Indicator	Number of design portal websites (focus on design)
Detail	-
Data Source	-

2.5.18 Design TV Programs

Numerous design related TV programs existed but no statistical data was available.

Indicator	Number of design TV programs (focus on design)
Detail	-
Data Source	-

2.5.19 Design Competitions

The total number of competitions listed in Japan's leading competition portal website in 2010 was 1,500.

Indicator	Number of design competitions (design contests and award ceremonies)
Detail	Approx. 1,500 design competitions
Data Source	Japan's leading competition portal website (2010)

2.5.20 Design Events

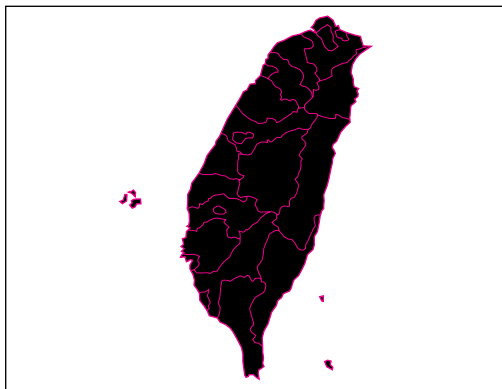
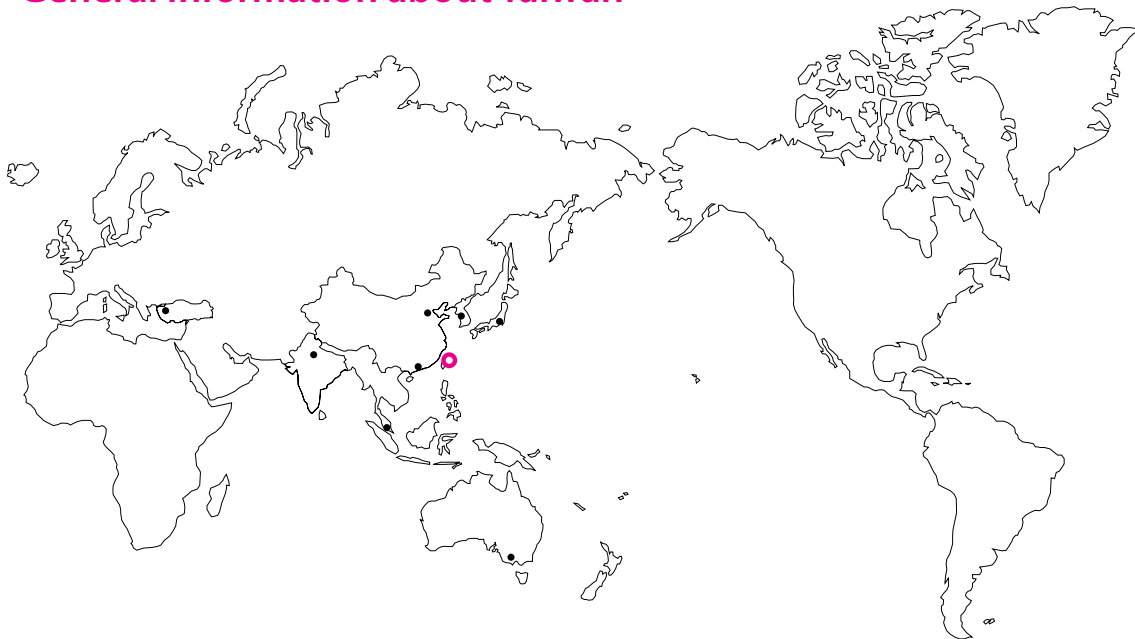
There were no accurate statistical data on design events in Japan.

Indicator	Number of design events (academic, festival and exhibition events)
Detail	-
Data Source	Design Policy Office (Ministry of Economy, Trade and Industry) (2010)

2.6 Taiwan Report

This Taiwan Report, published as a regional report of the Asia Design Survey pilot project, comprehensively includes information pertaining to Taiwan's design industry, culture, education, and policy gathered and analyzed.

General Information about Taiwan



- Taiwan : An island situated in East Asia in the Western Pacific Ocean and located off the southeastern coast of mainland China.
- Area : 35,980km²
- Administrative dividing : Sixteen counties, Five provincial cities
- Home page : <http://www.gio.gov.tw/>
- Population : 23,046,177 people (2009)

Taiwan's Representative Design Organization

Organization	Website
Taiwan Design Center	http://www.tdc.org.tw http://www.boco.com.tw

An understanding of the status of Taiwan's design

Taiwan's Design Indicators

NO.	Indicator item	Indicator value
01	Design Perspectives: Introduction of Taiwan government's design policies	-
02	Definition of Design	-
03	Definition of each design sector	-
04	Introduction of Taiwan's representative design organizations	-
05	Number of design related professional institutes, organizations, and associations(non profit sector)	26 design organizations
06	Number of design specializing companies	2,470 design companies
07	Revenue status of design specializing companies (revenue amount)	The average annual revenue is US\$ 2,258 million
08	Number of designers (employees)	25,284 persons
09	Number of design related patents registered among total intellectual properties (per annum)	77,661 patents
10	Number of design education institutes	52 schools
11	Number of professors in design majors at design education institutes	1,478 professors
12	Number of students in design education institutes	13,720 students
13	Annual number of graduates with a design major	3,347 graduates
14	Number of design and design related museums/galleries	57 design related museums
15	Number of design and design related libraries	3 design libraries
16	Number of design magazines	26 design magazines
17	Number of design portal websites (focus on design)	18 design online contents
18	Number of design TV programs (focus on design)	7 programs
19	Number of design competitions (design contests and award ceremonies)	63 design competitions
20	Number of design events (academic, festival and exhibition events)	74 design events

2.6.1 Design Perspective of Taiwan

Government design-related policies

Scale of application	Nation-wide
Goal and vision	<ul style="list-style-type: none"> a. To integrate the various sources of industries, government, and academics and build a common platform of cooperation b. To establish a platform of design services connected to the international design industries and further sharpen design-related skills c. To help industries to devote more attention to design and research, expand demand for design service, and assist industries to connect to the global design community
Main projects	<ul style="list-style-type: none"> a. Project name: Design Industry Development Soaring Plan b. Description: <ul style="list-style-type: none"> - To assist industries to further enhance design skills and expand market share - To improve design capability and build an environment of aesthetics - To assist domestic design industries to strengthen their design research and development energy, and build Taiwan into a leading country in design and creative industries in the Asia-Pacific region
Project executing organization	Taiwan Design Center
Project managing organization	Industrial Development Bureau, Ministry of Economic Affairs, the Executive Yuan

2.6.2 Definition of Design

[Definition of Design]

TDC quotes the definition of design from ICSID as “Design is a creative activity whose aim is to establish the multi-faceted qualities of objects, processes, services and their systems in whole life cycles. Therefore, design is the central factor of innovative humanisation of technologies and the crucial factor of cultural and economic exchange.”

2.6.3 Design Sectors

[Introduction on major design categories]

Product design, visual communication design, and packaging design are major design categories.

[Design category]

Product Design	Market and product survey, concept development, structure, prototype and model making, fashion
Visual Communication Design	Corporate identity, brand, graphic, advertising,
Packaging Design	Industrial packaging, commercial packaging

2.6.4 Taiwan's Representative Design Organization

01 Taiwan Design Center

Taiwan Design Center has been positioned as an integrated platform to promote creative design. Its main mission is to upgrade creativity of Taiwan designers, promote international design exchanges, upgrade market competitiveness of industries, help enterprises build up their own brand, raise value-added of industries, and announce to the world that the era of "Designed in Taiwan" has come.

- Organization: Taiwan Design Center
- Established: 2004
- CEO: Tony K.M. Chang
- Number of Employees: 102
- Address: 3F., Bldg. G, 3-1 Park Street, Nangang Taipei 115, Taiwan
- Telephone Number: +886-22-655-8199
- Fax Number: +886-22-655-8299
- Email: tdc@tdc.org.tw
- Website: <http://www.tdc.org.tw> <http://www.boco.com.tw>

Major Project

- Sponsoring design exhibitions and competitions
- Supporting design industry
- Organizing designer training programs
- Conducting research on design trend and project research
- Publishing design-related books and periodicals and establishing and maintaining websites

2.6.5 Design Organizations & Associations

There is a total of 26 design related organizations & associations.

Indicator	Number of design related professional institutes, organizations, and associations
Detail	26 design organizations
Data Source	Taiwan Design Center (2009)

2.6.6 Design Companies

The number of design specializing companies in Taiwan is 2,470

Indicator	Number of design specializing companies
Detail	2,470 design specializing companies
Data Source	Financial Data Center, Ministry of Finance (2008)

2.6.7 Revenue Amount

The average revenue per design specializing companies in Taiwan was approx. \$2,258 million USD

Indicator	Revenue amount of a design specializing company
Detail	\$2,258 million USD (USD1=NT\$31.54) (Including product design, corporate identity design, commercial design, industrial design, fashion design and other specialized design services only)
Data Source	Financial Data Center, Ministry of Finance (2008)

2.6.8 Designers

Indicator	Number of designers (employees)
Detail	25,284 designers (including product design, corporate identity design, commercial design, industrial design, fashion design and other specialized design services only)
Data Source	Taiwan Design Center (2008)

2.6.9 Design Related Patents

Number of design-related patents registered among total intellectual properties (per annum)

Indicator	Number of design related patents registered among total intellectual properties (per annum)
Detail	77,661 design related patents registered
Data Source	Intellectual Property Office, Ministry of Economic Affairs (2009)

2.6.10 Design Education Institutes

The number of design education institutes in Taiwan: 52

Indicator	Number of design education institutes
Detail	52 design education institutes
Data Source	Young Designers' Exhibition (2009)

2.6.11 Professors in Design Education Institutes

The number of professors in design disciplines in Taiwan: 1,478

Indicator	Number of professors in design majors at design education institutes
Detail	1,478 professors
Data Source	Taiwan Design Center (2009)

2.6.12 Students in Design Education Institutes

There are 13,720 full time students in the academic year 2009.

Indicator	Number of students in design education institutes
Detail	13,720 students
Data Source	Taiwan Design Center (2009)

2.6.13 Graduates with Design Major

The total number of graduates with design major in Taiwan in 2009 was 3,347.

Indicator	Annual number of graduates with design major
Detail	3,347 graduates
Data Source	Taiwan Design Center (2009)

2.6.14 Design Museums

The total number of design related museums/galleries in Taiwan in 2009 was 57.

Indicator	Number of design and design related museums/galleries
Detail	57 design related museums/galleries
Data Source	Taiwan Design Center (2009)

2.6.15 Design Libraries

There are 3 libraries devoted to design or other related fields in Taiwan.

Indicator	Number of design and design related libraries
Detail	3 libraries
Data Source	Taiwan Design Center (2009)

2.6.16 Design Magazines

There are currently about 26 magazines that focus on design in Taiwan.

Indicator	Number of Design magazines
Detail	26 design magazines
Data Source	Taiwan Design Center (2009)

2.6.17 Design Websites

There are currently 18 notable portals that focus on design in Taiwan.

Indicator	Number of design portal websites (focus on design)
Detail	18 design portal websites
Data Source	Taiwan Design Center (2009)

2.6.18 Design TV Programs

There were 7 design related TV programs broadcasted in Taiwan in 2009.

Indicator	Number of design TV programs (focus on design)
Detail	7 design TV programs
Data Source	Taiwan Design Center (2009)

2.6.19 Design Competitions

There are currently 63 notable competitions that focus on design in Taiwan.

Indicator	Number of design competitions (design contests and award ceremonies)
Detail	63 design competitions
Data Source	Taiwan Design Center (2009)

2.6.20 Design Events

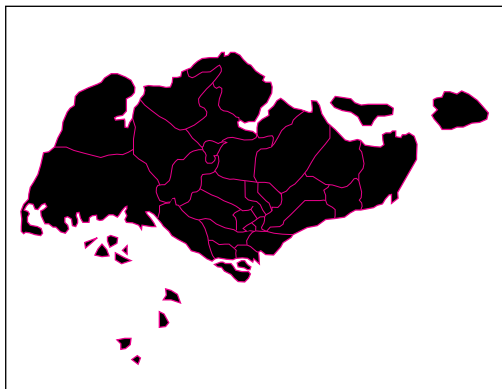
There are currently over 74 notable events that focus on design in Taiwan.

Indicator	Number of design events (academic, festival and exhibition events)
Detail	74 design events
Data Source	Taiwan Design Center (2009)

2.7 Singapore Report

This Singapore Report, published as a regional report of the Asia Design Survey pilot project, comprehensively includes information pertaining to Singapore's design industry, culture, education, and policy gathered and analyzed.

General Information about Singapore



- Singapore : An island country in southeast Asia, between Malaysia and Indonesia.
- Area: 647km² (excluding offshore islands)
- Administrative dividing: -
- Home page: <http://www.gov.sg/>
- Population: 4,987,600 people (2009 estimate)

Singapore's Representative Design Organization

Organization	Website
DesignSingapore Council	http://www.designsingapore.org/

An understanding of the status of Singapore's design

Singapore's Design Indicators

NO.	Indicator item	Indicator value
01	Design Perspectives: Introduction of Singapore's design policies	-
02	Definition of Design	-
03	Definition of each design sector	-
04	Introduction of Singapore's representative design organizations	-
05	Number of design related professional institutes, organizations, and associations (non profit sector)	9 design organizations
06	Number of design specializing companies	11,000 design service providers
07	Revenue status of design specializing companies (revenue amount)	The average annual revenue is 4.7 million SGD
08	Number of designers (employees)	-
09	Number of design related patents registered among total intellectual properties (per annum)	-
10	Number of design education institutes	30 schools
11	Number of professors in design majors at design education institutes	-
12	Number of students in design education institutes	-
13	Annual number of graduates with a design major	701 graduates
14	Number of design and design related museums/galleries	9 design museums
15	Number of design and design related libraries	3 design libraries
16	Number of design magazines	20 design magazines
17	Number of design portal websites (focus on design)	Over 10 design online contents
18	Number of design TV programs (focus on design)	-
19	Number of design competitions (design contests and award ceremonies)	-
20	Number of design events (academic, festival and exhibition events)	-

2.7.1 Design Perspective of Singapore

Design is about a style of life, and not merely lifestyle. It is the original idea in everything – driven by concepts, and generated by a process of transformation and representations – giving our material culture its value, meaning, and balance.

The importance of design is ever increasing as the world experiences an exponential rate of change and obsolesces. Singapore needs to constantly re-design itself to move up the value chain as we have no natural resources and hinterland to fall back on. Design will create new value propositions for Singapore to remain globally relevant and competitive in the midst of the growing regional and international competition.

For Singapore to stay ahead, we must develop a creative culture to attract and retain the best talent. Place remains a critical factor for hubbing and incubating creativity, innovation and talents – and design has an important role in creating outstanding facilities, architecture, places, systems and touch points to make Singapore one of the best places for creative people to live, work and play.

Why Design Matters?

Design is the Original Idea in Everything

Solutions to everyday functions do not happen by themselves or by chance; someone thought about them. For example, how would you fasten sheets of papers together? In the 13th through to the 19th Century, you would use waxed ribbons. In the early 19th Century straight pins similar to those used in tailoring were used. Almost 110 years ago in 1899, Johan Vaaler, a Norwegian inventor with a degree in electronics, science and mathematics, first patented the paperclip as we know it today. Who will design the next paper fastener?

Design goes beyond invention. Design is about the things we make, the places we shape, the illustrations we compose, the human interfaces we configure, and the processes and events we organise. It is material, visual, as well as a way of thinking. The design process brings together art, technology, business, and science, integrating a range of considerations that are crucial to human potential, environmental sustainability, wealth creation and innovation. Most of all, design is aspiration and visionary.

In an increasingly ideas-driven economy, design has become an important enabler for transformational change to solve problems, balance our priorities and interests, realise potential, create new value and markets, and improve the quality of life.

Design Improves Life and Creates Possibilities

Designers are creators, inventors, and innovators. It took a deliberate design decision to come up with an affordable \$100 laptop. Computing technology and the Internet have been around since the 80s. Social programmes to aid the underprivileged and poor have certainly been around for even longer. However, design is the process of reconciling and realising the vision to enable children in the third world to be on par with their counterparts in developed countries in the information age. The XO \$100 Laptop was conceived by architect Nicholas Negroponte of the MIT Media Lab and designed by Yves Behar of Fuseproject.

Good Design Simplifies Complexity

Ten years ago hand phones were a luxury. They were also bulky, and cumbersome to use. Today, they are not only affordable by even students; they are also loaded with many other applications such as music player, camera, web browser, and GPS navigation. Despite the many uses for the portable device, the design of user interfaces have vastly improved our ability to do more with less. The iPhone has already redefined the benchmark for the user interface.

Design Helps Us Overcome Challenges and Limitations

World-record runner Sarah Reinertsen says her high-tech “Flex-foot” changed my life. She used to wear a rudimentary prosthesis with a double-hinged rubber foot after losing her left leg above the knee at the age of seven. But when she was 12, Reinertsen got her first Flex-foot and a hydraulic knee and went on to be the first female amputee to complete the Ironman Triathlon World Championship in Kona, Hawaii.

Besides marathons and triathlons, Sarah has also competed in bicycle races. She broke the 100-meter world record for female above-the-knee amputees at the age of 13, and currently holds the world record in the half marathon (2:12) and the marathon (5:27) for her category.

Design Helps Businesses Compete from Higher Ground

In October 2005, Motorola, the world's second-largest producer of wireless phones, posted a net profit of US\$1.75 billion, up sharply from US\$479 million a year earlier; moving its market share to 19% from 13.5% a year ago. Sales climbed 26% to US\$9.42 billion from US\$7.5 billion. The company shipped a record 38.7 million handsets, up from 23.3 million a year ago. This was attributed to Motorola's design and innovation of the "Razr" range of hand phones.

Design is the Principal Way to Build Sustainable and Liveable Cities that Attract Creative Talent

In its July/August 2007 issue, Monocle rated its Top 20 Livable Cities for their "urban experience". Munich came out on top; Singapore was a respectable 17th, ahead of Hamburg, Paris and Geneva, and only third to Tokyo (4th) and Kyoto (14th) for Asian cities. In Monocle's second survey in August 2008, Singapore had dropped to 22nd place, in the wake of several new entrants to the list which had been extended to 25. Of course, it takes many complex aspects of politics, socio-economic policies, culture, and even things that are hard or impossible to change such as history and climate. But design would be high on the agenda of any transformational leadership. This is clearly because design touches virtually every aspect of the individual and community, the young and elderly, the private and public, personal and infrastructural. As one of its top five things to do if it was a mayor, Monocle would "appoint a creative director" with a strong vision. With the dramatic success of how the Guggenheim museum designed by architect Frank Gehry transformed the back-water industrial town of Bilbao into a highly-visible world-leading visitor destination, many cities are using major architectural, landscape and urban design projects to remake themselves. One such city is Seoul which will be the second World Design Capital in 2010, after Torino.

Why Design Now?

We are Living in Exponential Times

The US Department of Labor estimated that 70% of jobs in 2020 do not exist today⁴. This is because, based on the rate of development, the new technologies that define these new jobs have yet to be invented. It is now commonly accepted, even in Singapore, that everyone can expect to have three to four significant career changes in a lifetime. This has a profound implication on education. But more importantly this rate of change will need to be matched with mindset and paradigm changes in order for us to maintain our ability to innovate, and to create new value.

It is no longer business as usual. We are already facing increasing global competition in the new ideas-driven creative economy, with nations and enterprises gaining easier access to resources, networks, and harnessing the potential of design as a competitive advantage to transform their economies and improve the quality of life. Singapore's most lucrative resource is its people. So in order to compete and survive in this rapid-changing environment, we should tap into this resource and steer Singaporeans towards new levels of creativity, innovation, and ideas that are driven by design, and design thinking. We must look past design as a fundamental tool and instead view it as a means of continually improving Singapore's competitive edge so as to capture the opportunities that will unveil themselves in the next decade.

Design must become the critical strategic tool for "future-proofing⁵" Singapore from the uncertainties of the future. This is our perennial challenge, but also a fantastic opportunity.

For Effective Urban Planning and Sustainability

Being an extremely dense country, Singapore's urban design is planned to find smart solutions to meet all our needs in the most efficient and effective manner. The design of our city is planned to reduce congestion by making the most of the land we already have and to reclaim new land to use. Our city is also designed to facilitate racial harmony by providing accessibility to other races and cultures of Singapore, and at the same time improving the aesthetics, identity, and image of a place.

The importance of good design is crucial in the development of the city in the next few years, as Singapore is expecting a rise in the population to accommodate 6.5 million people within its limited land space. Housing, recreation, transportation, and the future economy needs to be well designed to ensure that there will be ample quality space and facilities for everyone, and for Singapore to remain as a bustling and cosmopolitan city.

For Driving Innovation and Economic Competitiveness

Design drives the innovation process, and hence sharpens industry competitiveness for Singapore. Due in part to effective global out-sourcing, cost and quality are no longer entry barriers or competitive advantages for most global enterprises. Past successes and established paradigms can no longer guarantee the survival of Singapore enterprises in the post-industrial economy. They now must compete on innovation and design, with creative propositions based on new value, new user experiences, and new markets; rather than simply value-add.

For Realising Creative Potential and Cultural Buzz

Talent can only realise the true potential of design, and the new currency of success for Singapore will be based on the creative capacity of its people. Singapore has achieved much in its past four decades of economic growth, and will continue to do so in the future based on strong fundamentals and drawing on the collective design creativity and potential of our people. In the spirit of remaking Singapore into an innovation-driven design-savvy nation, we need a new paradigm in investing and deploying our creative capital for our economic competitiveness, social well-being, cultural buzz and an improved quality of life.

Place Matters

Place remains a critical factor for the hubbing and incubation of creativity, innovation and talents. Creative centres such as London and New York thrive because creative talents want to live and work there. These cities provide opportunities for talents to validate their identities as creative people, and provide the integrated eco-system where all forms of creativity – artistic and cultural, technological and economic – can take root and flourish.

It is well known that talent attracts talent. Because it is so valuable, creative ideas such as design cannot be effectively communicated and created via long distance. Concentrating creative talents, companies and resources in a place with particular specialties and capabilities enables face to face interaction, to leverage on the richness of the eco-system. This dynamic synthesis of place, talent, and resources generate efficiencies that power economic growth in the knowledge-based economy.

Singapore is a place with a unique collection of specialties and capabilities that make it conducive for creativity and innovation to thrive.

Singapore must continue to enhance its capabilities and capacity by design – to improve the quality of the place and to attract global creative talents to drive innovation, enhance Singapore's competitive advantage and propel the city's economic growth.

The Growing Global Competition

The urgency for Singapore to ramp up its design strategies is prevalent in the past five years, with the adoption of design as a national agenda by leading as well as developing economies.

The United Kingdom has recently reviewed and ramped up its national design strategies in boosting economic performance with creativity, design, and education. In Asia, South Korea, Japan, Hong Kong, Taiwan, and more recently, China, have placed design as a national priority. Seoul won the international bid to be the second World Design Capital 2010, after Torino 2008; Taipei won the bid to host the first International Design Alliance Congress in 2011.

Governments and leading design institutions are increasingly establishing strategic international partnerships and expanding their global network of international partners to develop trade, promote knowledge exchange, and increase their visibility as global Design Cities. Denmark and the State of Victoria, Australia have both signed Design Memorandum of Understanding (MOU) with Singapore as they see Singapore as a key node in the international design network with great potential for design development, promotion and thought-leadership. Two of the world's leading design organisations, the Korea Institute of Design Promotion (KIDP) in South Korea and the VITRA Museum in Germany, have also signed MOUs with Singapore to develop design partnerships, trade and knowledge exchange between the organisation and Singapore.

The world is looking increasingly to Asia for new content and unique design capabilities. Signs of another global massive economic shift is evident. In the midst of this new cycle with both its complex pressures and uncharted possibilities, Singapore must continue to sharpen its competitive edge and be well positioned to tap into the windows of opportunity that the future may bring.

There is a huge potential for design to play a critical role in propelling the future economy, improving the standard of life, and harnessing Singapore's leadership position in the future world. It must be led by a vision that sets out to achieve extraordinary results, and realised by strategies that extract the most valuable assets of innovation, creativity, and design to propel Singapore to the next greater height.

Design related policies

The vision of the DesignSingapore initiative is to develop Singapore into a global city for design creativity in Asia where design improves capability, enhances the quality of life, and drives competitiveness.

In Dsg-II, a three-prong strategic approach is taken. The first is to enhance capability development programmes from the first five years to strengthen the design cluster; secondly, to embed design into the other industry clusters to enlarge the impact of design economically, socially and environmentally; and thirdly, to accelerate the transformation of the design cluster and other economic clusters by leveraging on design innovation to be globally relevant and keep ahead of the competition in these challenging times of exponential rate of change. The desired outcomes for Dsg-II will now address design both as a 'vibrant, integrated and competitive' cluster, as well as 'an enabler to enhance the performance of other economic clusters and the society as a whole'.

Dsg-II Strategies and Programmes

To achieve overall accelerated growth and transformation for the design cluster, all programmes must be highly integrative – to concurrently, instead of separately, address a) supply and demand for quality design, hence establishing the value and impact of design, b) the transformation of design practices and the required new enablers, and c) up-stream R&D and down-stream commercialisation of emerging designs.

Strategy One Programmes

- Programme 1-1: Professional Development
- Programme 1-2: Design Learning
- Programme 1-3: International Market Development

Strategy Two Programmes

- Programme 2-1: Design in Clusters
- Programme 2-2: Design for Enterprises
- Programme 2-3: Design for Excellence

Strategy Three Programmes

- Programme 3-1: Design Futures
- Programme 3-2: National Design Centre

2.7.2 Definition of Design

2.7.3 Design Sectors

DesignSingapore Council broadly classifies design into four categories:

[Object making]

Includes electronic-related industrial design services, transport-related industrial design services, furniture design services, general Industrial design activities and fashion design services.

[Place making]

Includes architectural services, landscape design and architecture, landscape care and maintenance service, interior design services, exhibition stand designing service and contractors, quantity surveying and building appraisal services.

[Image making]

Includes advertising activities, arts and graphic design services.

[Software making]

Includes development of other software (including web design).

2.1.4 Singapore's Representative Design Organization

DesignSingapore Council (Dsg) is Singapore's representative design organisation which was set up as a department under the Ministry of Information, Communication and the Arts in August 2003 to implement the DesignSingapore Initiative. The vision of this initiative is to establish Singapore as "a global city for design creativity and excellence in Asia where design improves capability, enhances quality of life and drives national competitiveness".

A high-level DesignSingapore Council Board was set-up to steer the DesignSingapore Initiative. The Board includes leaders and individuals from the design community, design-driven businesses and government. To provide a global perspective and strategic guidance on design development in Singapore, MICA Minister also appointed an International Advisory Panel comprising eight distinguished experts and leaders in design. An Industry Development Panel comprising representatives from the key design and design-related industry and professional associations in Singapore was also appointed to provide the Council with valuable perspectives from practitioners in the respective design industries.

Representative Projects (Significant events in the past year)

- ICSID WORLD DESIGN CONGRESS SINGAPORE 2009 (November 2009)
- SINGAPORE DESIGN FESTIVAL (November 20th–30th, 2009)
- PRESIDENT'S DESIGN AWARD (November 2009)

2.8.5 Design Organizations & Associations

There are total of 9 design related organizations & associations.

Indicator	Design related professional organizations and associations
Detail	9 design organizations
Data Source	Ministry of Information, Communication and the Arts (2010)

2.7.6 Design Companies

There are approximately 11,000 design service providers in Singapore.

Indicator	Number of design specializing companies
Detail	Approximately 11,000 Design Service Providers
Data Source	DesignSingapore Council (2007)

2.1.7 Revenue Amount

The average revenue per design specializing companies was \$4.7 million SGD.

Indicator	Revenue amount of a design specializing company
Detail	The average revenue generated by each Design Service Providers is S\$4.7 million
Data Source	Design Industry Study 2007

2.1.8 Designers

There were no accurate statistical data on designers in Singapore.

Indicator	Number of designers (employees)
Detail	-
Data Source	Design Industry Study 2007

2.7.9 Design Related Patents

There were no accurate statistical data on design related patents in Singapore.

Indicator	Number of design related patents registered among total intellectual properties (per annum)
Detail	-
Data Source	-

2.7.10 Design Education Institutes

There is total of 30 higher design education institutes in Singapore.

Indicator	Number of design education institutes
Detail	30 design education institutes
Data Source	Design Industry Study 2007

2.7.11 Professors in Design Education Institutes

There were no accurate statistical data on professors in design majors at design education institutes in Singapore.

Indicator	Number of professors in design majors at design education institutes
Detail	-
Data Source	-

2.7.12 Students in Design Education Institutes

There were no accurate statistical data on students in design education institutes.

Indicator	Number of students in design education institutes
Detail	-
Data Source	-

2.1.13 Graduates with Design Major

Total number of graduates with design major from higher education institutes: 701

Indicator	Annual number of graduates with design major
Detail	Total number of graduates with design major from higher education institutes in Singapore : 701
Data Source	Design Industry Study 2007

2.1.14 Design Museums

There are currently 9 notable museums that focus on design in Singapore.

Indicator	Number of design and design related museums/galleries
Detail	9 design museums/galleries/spaces
Data Source	DesignSingapore Council (2010)

2.7.15 Design Libraries

There are currently about 3 notable design related libraries in Singapore.

Indicator	Number of design and design related libraries
Detail	3 design libraries
Data Source	DesignSingapore Council (2010)

2.7.16 Design Magazines

There are currently about 20 magazines that focus on design in Singapore.

Indicator	Number of design magazines
Detail	20 design magazines
Data Source	DesignSingapore Council (2010)

2.7.17 Design Websites

There are currently over 10 notable portals that focus on design in Singapore.

Indicator	Number of design portal websites (focus on design)
Detail	Over 10 notable portals (focus on design)
Data Source	DesignSingapore Council (2010)

2.7.18 Design TV Programs

There were no accurate statistical data on design TV programs in Singapore.

Indicator	Number of design TV programs (focus on design)
Detail	-
Data Source	DesignSingapore Council (2010)

2.7.19 Design Competitions

There were no accurate statistical data on design competitions in Singapore.

Indicator	Number of design competitions (design contests and award ceremonies)
Detail	-
Data Source	DesignSingapore Council (2010)

2.7.20 Design Events

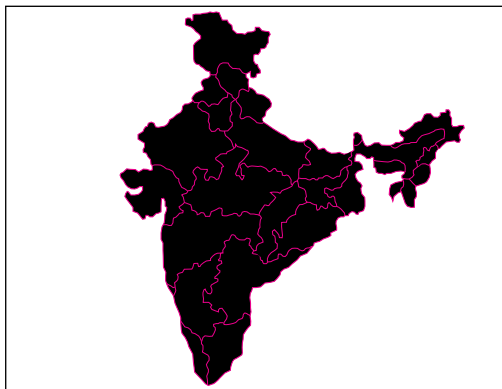
There were no accurate statistical data on design events in Singapore.

Indicator	Number of design events (academic, festival and exhibition events)
Detail	-
Data Source	DesignSingapore Council (2010)

2.8 India Report

This India Report, published as a regional report of the Asia Design Survey pilot project, comprehensively includes information pertaining to India's design industry, culture, education, and policy gathered and analyzed.

General Information about India



- India : The Republic of India is a country in South Asia.
- Area: 3,287,590 km²
- Administrative dividing: 28 states and seven Union Territories.
- Home page: <http://www.india.gov.in/>
- Population: 1,184,302,000 people (2010 estimate)

India's Representative Design Organization

Organization	Website
India Design Council	http://www.nid.edu/index.php?option=com_content&view=article&id=222&Itemid=277

An understanding of the status of India's design

India's Design Indicators

NO.	Indicator item	Indicator value
01	Design Perspectives: Introduction of India's design policies	-
02	Definition of Design	-
03	Definition of each design sector	-
04	Introduction of India's representative design organizations	-
05	Number of design related professional institutes, organizations, and associations (non profit sector)	Over 33 design organizations
06	Number of design specializing companies	-
07	Revenue status of design specializing companies (revenue amount)	-
08	Number of designers (employees)	-
09	Number of design related patents registered among total intellectual properties (per annum)	-
10	Number of design education institutes	30 design education institutes
11	Number of professors in design majors at design education institutes	-
12	Number of students in design education institutes	-
13	Annual number of graduates with a design major	-
14	Number of design and design related museums/galleries	-
15	Number of design and design related libraries	-
16	Number of design magazines	-
17	Number of design portal websites (focus on design)	-
18	Number of design TV programs (focus on design)	-
19	Number of design competitions (design contests and award ceremonies)	-
20	Number of design events (academic, festival and exhibition events)	-

2.8.1 Design Perspective of India

National Design Policy

Realizing the increasing importance of design in economic, industrial and societal development and in improving quality of products and services, the Government of India initiated a consultative process with industry, designers and other stakeholders to develop the broad contours of a National Design Policy. The vision behind initiating a 'National Design Policy' is to have a "design enabled Indian industry" which could impact both the national economy and the quality of life in a positive manner.

The Union cabinet approved the National Design Policy in February, 2007 with the aim to globally position and brand Indian designs and making "designed in India" a by-word for quality and utility.

Vision and strategy

The vision for a National Design Policy envisages the following:

1. preparation of a platform for creative design development, design promotion and partnerships across many sectors, states, and regions for integrating design with traditional and technological resources;
2. presentation of Indian designs and innovations on the international arena through strategic integration and cooperation with international design organizations;
3. global positioning and branding of Indian designs and making "Designed in India" a by-word for quality and utility in conjunction with "Made in India" and "Served from India";
4. promotion of Indian design through a well defined and managed regulatory, promotional and institutional framework;
5. raising Indian design education to global standards of excellence;
6. creation of original Indian designs in products and services drawing upon India's rich craft traditions and cultural heritage;
7. making India a major hub for exports and outsourcing of designs and creative process for achieving a design-enabled innovation economy;
8. enhancing the overall tangible and intangible quality parameters of products and services through design;
9. creation of awareness among manufacturers and service providers, particularly SMEs and cottage industries, about the competitive advantage of original designs;
10. attracting investments, including foreign direct investments, in design services and design related R & D; and
11. involving Industry and professional designers in the collaborative development of the design profession;

The strategy to achieve this vision would focus on strengthening quality design education at different levels, encouraging use of designs by small scale and cottage industries and crafts, facilitating active involvement of industry and designers in the development of the design profession, branding and positioning of Indian design within India and overseas, enhancing design and design service exports, and creating an enabling environment that recognises and rewards original designs.

2.8.2 Definition of Design

Design is a fundamental building block of innovation, a critical enabler of competitive industries and vital to building livable, sustainable and cohesive communities. Innovation and design aren't simply about new products or technology. They're also about how to improve products in everyday use, leading to reduced costs, increased usability and new business opportunities.

2.8.3 Design Sectors

Services Offered by Design Companies

Design Disciplines	Typical Services
Architectural Design	Supply of designs / Site supervision / Coordination with contractors and consultants / Project planning / Project estimation / Project management services / Infrastructure Development / Structural engineering / Design development / Urban Design Environmental Design / Cost analysis and estimates
Interior Design + Landscape Architecture + Furniture Design	Set design / Furniture and utility product design / Home, office interior design / Accessories and furnishings design / Residential and commercial landscape designing and detailing / Retail space design
Fashion + Textile + Jewellery + Leather Design	Textile and fabric consulting / Apparel designing / Fashion consulting Jewelry designing / Leather products and accessories design / Trend research and reporting / Corporate uniform design
Graphic Design	Print design such as brochures, books, leaflets, flyers, posters etc. / Packaging design / Branding strategy / Visual communication Product graphics / POP graphics / Website design / E-catalog design / Miscellaneous design such as menus, newsletters, signage etc.
Animation + New Media Design	Character development / Animation and effects / Web design & application development / Instruction design / Films, short films / Multimedia solutions
Industrial + Automotive + Retail Design	Design research / Design engineering / Product definition / Product design / Product styling / Product detailing / Digital design visualization / Technical surface development / Operational engineering / Solid and surface modeling / Mockup building / Functional prototyping / Service design
Design Disciplines Allied (Toy + Set & Exhibition + Design Research)	Toy design / Set & exhibition design / Design research / Trend forecasting / Consumer insight studies / Competitive benchmarking
Human Computer Interaction	User experience definition / Ergonomics / Human factors / Interaction design / Usability factors

2.8.4 India's Representative Design Organization

India Design Council

the 08th February 2007, the Central Government hereby constitutes the India Design Council with the following members:

Some of the key features of the India Design Council, mentioned in the notification

- 01** The Council will have a tenure of three years. If Central Government is of opinion that it is necessary or expedient so to do, it may reconstitute the Council earlier than the aforesaid period of three years.
- 02** A casual vacancy occurring in the offices of the President or members of the Council by resignation or other shall be filled by a fresh nomination and the persons nominated to fill the vacancy shall hold office only for the remainder of the term for which the President or, as the case may be, the members whose place he takes, was nominated.
- 03** The major functions, amongst others, of the India Design Council shall be:
 - a) Undertake design awareness and effectiveness programmes both within India and abroad;
 - b) Act as a platform for interaction with all stakeholders;
 - c) Undertake R&D and strategy and impact studies;
 - d) Accredite design institutes;
 - e) develop and standardize design syllabi, etc. for all institutions in India imparting design education;
 - f) conduct programmes for continuous evaluation and development of new design strategies;
 - g) develop and implement quality systems through designs for enhancing the country's international competitiveness;
 - h) coordinate with Government to facilitate simplification of procedures and system for registration of new designs;
 - i) assist industries to engage the services of designers for their existing and new products

2.8.5 Design Organizations & Associations

There are more than 33 design related organizations and associations.

Indicator	Design related professional organizations and associations
Detail	Over 33 design organizations
Data Source	National Institute of Design (2010)

2.8.6 Design Companies

There were no accurate statistical data on design specializing companies in India.

Indicator	Number of design specializing companies
Detail	-
Data Source	National Institute of Design (2007)

2.8.7 Revenue Amount

There were no accurate statistical data on design specializing companies in India.

Indicator	Revenue amount of a design specializing company
Detail	-
Data Source	National Institute of Design

2.8.8 Designers

There were no accurate statistical data on designers in India.

Indicator	Number of designers (employees)
Detail	-
Data Source	Design Industry Study 2007

2.8.13 Graduates with Design Major

There were no accurate statistical data on graduates with design major in India.

Indicator	Annual number of graduates with design major
Detail	-
Data Source	-

2.8.14 Design Museums

There were no accurate statistical data on design related museums/galleries in India.

Indicator	Number of design and design related museums/galleries
Detail	-
Data Source	-

2.8.15 Design Libraries

There were no accurate statistical data on design and design related libraries in India.

Indicator	Number of design and design related libraries
Detail	-
Data Source	-

2.8.16 Design Magazines

There were no accurate statistical data on design magazines in India.

Indicator	Number of design magazines
Detail	-
Data Source	-

2.8.9 Design Related Patents

There were no accurate statistical data on design related patents in India.

Indicator	Number of design related patents registered among total intellectual properties (per annum)
Detail	-
Data Source	-

2.8.10 Design Education Institutes

There is total of 30 higher design education institutes in India.

Indicator	Number of design education institutes
Detail	30 design education institutes
Data Source	Design Industry Study 2007

2.8.11 Professors in Design Education Institutes

There were no accurate statistical data on professors in design majors in India.

Indicator	Number of professors in design majors at design education institutes.
Detail	-
Data Source	-

2.8.12 Students in Design Education Institutes

There were no accurate statistical data on students in design education institutes in India.

Indicator	Number of students in design education institutes
Detail	-
Data Source	-

2.8.17 Design Websites

There were no accurate statistical data on design portal websites in India.

Indicator	Number of design portal websites (focus on design)
Detail	-
Data Source	-

2.8.18 Design TV Programs

There were no accurate statistical data on design TV programs in India.

Indicator	Number of design TV programs (focus on design)
Detail	-
Data Source	-

2.8.19 Design Competitions

Numerous design related competitions were held in India but no statistical data is available.

Indicator	Number of design competitions (design contests and award ceremonies)
Detail	-
Data Source	National Institute of Design (2010)

2.8.20 Design Events

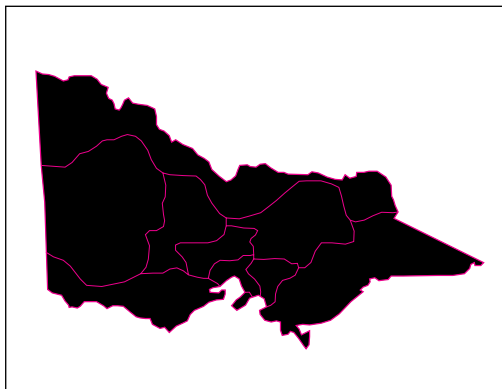
Numerous design related events were held in India but no statistical data is available.

Indicator	Number of design events (academic, festival and exhibition events)
Detail	-
Data Source	National Institute of Design (2010)

2.9 Victoria Report

This Victoria Report, published as a regional report of the Asia Design Survey pilot project, comprehensively includes information pertaining to Victoria's design industry, culture, education, and policy gathered and analyzed.

General Information about Victoria



- Victoria: Victoria is the second most populous state in Australia. (Melbourne is the state capital)
- Area: 237,629 km²
- Administrative dividing: -
- Home page: <http://www.vic.gov.au/>
- Population: 5,427,700 people (2009)

Victoria's Representative Design Organization

Organization	Website
Design Victoria	http://www.designvic.com

An understanding of the status of Victoria's design

Victoria's Design Indicators

NO.	Indicator item	Indicator value
01	Design Perspectives: Introduction of Victoria's design policies	-
02	Definition of Design	-
03	Definition of each design sector	-
04	Introduction of Victoria's representative design organizations	-
05	Number of design related professional institutes, organizations, and associations(non profit sector)	11 design organizations
06	Number of design specializing companies	4,178 design companies
07	Revenue status of design specializing companies (revenue amount)	The average annual revenue is 1,172,809.96 \$(AUD)
08	Number of designers (employees)	76,350 designers
09	Number of design related patents registered among total intellectual properties (per annum)	-
10	Number of design education institutes	37 design education institutes
11	Number of professors in design majors at design education institutes	-
12	Number of students in design education institutes	7,589 students
13	Annual number of graduates with a design major	-
14	Number of design and design related museums/galleries	3 design museums
15	Number of design and design related libraries	1 design library
16	Number of design magazines	16 design magazines
17	Number of design portal websites (focus on design)	-
18	Number of design TV programs (focus on design)	-
19	Number of design competitions (design contests and award ceremonies)	16 design competitions
20	Number of design events (academic, festival and exhibition events)	-

2.1.1 Design Perspective of Victoria

What is Victoria's fundamental view on design?

The state of Victoria is built upon a wealth of ideas inspired by a sense of innovation and executed by great design. Whether it be a better way, a faster way, a smarter way, a totally new way, or simply a more beautiful way; design creates a better world for us all. The Victorian Government recognises the essential role continuing innovation and design plays in maintaining and building the State's economy, creating a more sustainable society and more liveable public and private spaces.

From Five Years On. Victoria's Design Sector 2003-2008 (Design Victoria)

What are Victoria's major Design Industries?

Visual communication designers, at 27,000, are the largest group employed by the design sector, followed by industrial designers (22,000) and then multimedia (12,950).

From Five Years On. Victoria's Design Sector 2003-2008 (Design Victoria)

What are the Design Policies of Victoria? (from www.designvic.com)

- Create innovative Victorian industries, where design is a value driver underpinning competitiveness and export performance.
 - Develop a more creative and commercial design sector.
 - Create new markets for Victorian design and designers.
- From Five Years On. Victoria's Design Sector 2003-2008 (Design Victoria)
- Increase the proportion of Victorian enterprises that know how to use design confidently to enhance competitiveness, innovation and export performance.
 - Improve the competitiveness of the Victorian Design Sector and improve its export performance.
 - Create a world-class body of knowledge on how design is used by private enterprises to deliver economic and other benefits.
 - Build Victoria's design capability and national and international reputation as a centre of design leadership.

What is the Design Strategy of Victoria?

- Strengthening Victoria through design.
- Support and encourage all aspects of the design industry.

From Five Years On. Victoria's Design Sector 2003-2008 (Design Victoria)

The Design Victoria Strategy, under the auspices of the Department of Industry, Innovation and Regional Development (DIIRD) represents a significant initiative by the Victorian Government, to support and encourage all aspects of the Victorian design industry.

Design Victoria supports small to medium enterprises (SMEs) across all priority sectors and the design industry to be more globally competitive and innovative through the use of design, benefiting the Victorian economy, society and environment.

What are the Design Principles of Victoria?

The Victorian Government recognises that design is an important industry for Victoria assisting business, society and the environment, vital to Victoria's development as a leading innovation economy, and one of Victoria's strategic capabilities.

What is the basic direction of Victoria's Design Policy?

The objective of the Design Victoria Strategy is to build Victoria's national and international position and reputation as a centre of design leadership by:

- Increasing the proportion of Victorian enterprises that know how to use design to improve competitiveness, innovation and export performance.
- Improving the competitiveness of the Victorian design sector and its export performance.
- Creating a world-class body of knowledge on how design is used by private enterprises to deliver economic, social and environmental benefits.

Design Victoria Strategy : “Strengthening Victoria Through Design”

The Design Victoria Strategy comprises four programs to drive Victoria’s design excellence, create a more globally competitive design sector and encourage the design-led growth of Victorian industries, by :

- Increasing industry awareness and utilisation of design to grow their business, improving competitiveness, and finding new markets.
- Increasing the competitiveness of the Victorian designer sector, both domestically and in export markets.
- Increasing domestic and international consumer awareness of the quality and capabilities of the Victorian design sector.

Design Vitalization (fostering and promoting) Policy :

The annual State of Design Festival (www.stateofdesign.com.au) and (biennial) Premier’s Design Awards. The State of Design Festival seeks to :

- Celebrate and recognise the excellence of Victorian designers.
- Build Victoria’s national and international reputation as a centre of design leadership.
- Increase industry and community awareness of the importance of design.
- Strengthen the public’s appreciation of good design.

The (biennial) Premier’s Design Awards highlight exemplar initiatives, in and from, Victoria where design has been used effectively, sustainably and strategically to innovate, increase productivity and/or boost competitiveness and exports. It is the investment in, and success through, design that the awards seek to celebrate.

Recognising the value of business / designer collaborations the awards are structured to reward both the commissioning organisation and designer(s). The awards aims are:

- Recognise and reward excellence in the use of design.
- Promote the economic, environmental and social benefits of investing in good design.
- Partner with industry bodies and associations to identify the most exciting, innovative and effective applications of design.
- Showcase the application of original, sustainable, innovative and groundbreaking design.
- Highlight the capability of the Victorian design sector and local designers.

2.9.2 Definition of Design

From Five Years On. Victoria’s Design Sector 2003-2008 (Design Victoria)
 Design is an enabling capability delivered as a service. It enables industry sectors to differentiate their products and services and to enter new markets. It influences our buildings and landscape, the way in which we interact with our environment, the style and function of our industrial products and visual media.
 The design sector includes design consultancies and the in-house design departments within companies, for example in manufacturing, publishing, construction and other services firms. Design spans a broad range of industries, and is categorised into sectors including physical design, industrial design, visual communications, artisan, multimedia, education and ‘other’.

2.9.3 Design Sectors

[Definition of Design]

- **Architecture & Interior Design**
- **Urban & Landscape Design**
- **TV, Film & Theatre Set Design**
- **Industrial Design**
- **Visual Communication / Graphic Design**
- **Fashion & Textile Design**
- **Jewellery Design**
- **Computer Software (Interactive) Design**
- **Design Management**
- **Design Education**

Physical	includes Architecture, Interior Design, Landscape Design and Urban Design.
Industrial	includes Industrial Design, Engineering Design and Consultancy Services.
VisCom	includes Communications Design, Corporate Brand Design, Commercial Artists/Graphic Design, TV, Film and Theatre Set Design and Exhibition and Display.
Artisan	includes Textile Design, Fashion Design, Jewellery Design and Furniture Design.
Multimedia	includes Multimedia/Web Design/Computer and Software/Computer Games.
Education	includes services provided by Universities/TAFEs/Design Colleges.
Other	includes Design Management and Facilitation Services.

2.9.4 Victoria's Representative Design Organization

Design Victoria

Design Victoria, delivered by RMIT University in collaboration with industry stakeholders, is increasing the

competitive skills of designers in local and export markets, and developing the design innovation and excellence capabilities of small to medium enterprises in Victoria. Design Victoria strives to create innovative Victorian industries where design helps to drive competitiveness and export performance, a more creative and commercial design sector, new markets for Victorian design and designers.

Through a range of informative and practical programs, Design Victoria is helping small to medium enterprises and design professionals achieve commercial success.

Victoria's Design Sector : Victoria's Business Ready seminars and workshops are empowering Victorian designers, design consultancies and in-house design teams with skills and knowledge to grow their business and better engage with industry. The program targets various design disciplines including urban and landscape, industrial, multimedia, graphic, architecture, interior, fashion and textile and design management and is tailored to address knowledge and skill gaps identified in the industry.

Victoria's Industry: Through various Design Ready programs including seminars, workshops and Business Immersions, Design Victoria demonstrates to Victorian businesses ways to use design to create innovative, profitable products and services to improve competitiveness. Funding support for eligible businesses to receive hands-on design expertise to solve a business challenge and improve performance is available through the Business Immersions program.

A Bank of Design Information : The Design Knowledge program produces and distributes research findings that provide a better understanding of the cultural, social, environmental and economic impact of design. The Design Knowledge program is also developing a world-class body of localised knowledge on design, including how it is successfully used by private and public enterprises.

Street Address: Design Victoria (RMIT University), Building 97, Level 2, 106-108 Victoria Street, Carlton Victoria 3052

Postal Address: Design Victoria (RMIT University), GPO Box 2476, Melbourne Victoria 3001

General and Events Enquiries - +61 3 9925 4195

Website Enquiries - +61 3 9925 4146

Email Enquiries - designvic@designvic.com

Web: www.designvic.com

Major Design Project(s):

Delivery of the four Design Victoria Strategy (DVS) programs;

- Design Ready – promoting the uptake and use of design by business
- Business Ready - building skills and capability of the Victor design sector
- Design Knowledge – (research and data collection) building a world class body of design knowledge
- State of Design festival, including the (biennial) Premier's Design Awards – building (business and consumer) awareness of the value and contribution of design.

2.9.5 Design Organizations & Associations

There is a total of 11 design related organisations and associations.

Indicator	Design related professional institutes, organizations, and associations (non profit sector)
Detail	11 design organisations
Data Source	Design Victoria(2010)

2.9.6 Design Companies

The number of design specializing companies in Victoria is 4,178

Indicator	Number of design specializing companies
Detail	4,178 design specializing companies
Data Source	Design Victoria (2009)

2.9.7 Revenue Amount

Revenue status of firms specialized in design (revenue amount)

Indicator	Revenue amount of a design specializing company
Detail	Annual revenue amount = \$1,172,809.96 (AUD)
Data Source	Design Victoria (2008)

2.9.8 Designers

Majority of design companies hire between 11 to 30 employees.

Indicator	Number of designers (employees)
Detail	76,350 designers
Data Source	Design Victoria (2008)

2.9.9 Design Related Patents

Number of design-related patents registered among total intellectual properties in Victoria.

Indicator	Number of design related patents registered among total intellectual properties (per annum)
Detail	-
Data Source	IP Australia (Australian Government) (2007)

2.9.10 Design Education Institutes

There are total of 37 higher education institutes in Victoria in Australia.

Indicator	Number of design education institutes
Detail	37 design education institutes
Data Source	Design Victoria (2008)

2.9.11 Professors in Design Education Institutes

No statistical data for number of professors in design majors was available

Indicator	Number of professors in design major at design education institutes
Detail	-
Data Source	-

2.9.12 Students in Design Education Institutes

Total number design student enrolment in Victorian universities: 7,589

Indicator	Number of students in design education institutes
Detail	Total number design student enrolment in Victorian universities: 7,589
Data Source	Design Victoria (2007)

2.9.13 Graduates with Design Major

No statistical data for number of graduates with design major was available

Indicator	Annual number of graduates with design major
Detail	-
Data Source	-

2.9.14 Design Museums

There are currently 3 notable museums that focus on design in Victoria.

Indicator	Number of design museums/galleries
Detail	3 design museums/galleries/spaces
Data Source	Design Victoria (Data source: www.designvic.com) (2010)

2.9.15 Design Libraries

There is currently 1 notable design related library in Victoria.

Indicator	Number of design and design related libraries
Detail	1 design library
Data Source	Design Victoria (www.designvic.com) (2010)

2.9.16 Design Magazines

There are currently about 16 magazines that focus on design in Victoria.

Indicator	Number of design magazines
Detail	16 design magazines
Data Source	Design Victoria (www.designvic.com) (2010)

2.9.17 Design Websites

There are currently 3 notable portals that focus on design in Victoria.

Indicator	Number of design portal websites (focus on design)
Detail	-
Data Source	Design Victoria (2010)

2.9.18 Design TV Programs

There is currently 1 notable TV program that focus on design in Victoria.

Indicator	Number of design TV programs (focus on design)
Detail	-
Data Source	Design Victoria (2010)

2.9.19 Design Competitions

There are currently over 16 notable competitions that focus on design.

Indicator	Number of design competitions (design contests and award ceremonies)
Detail	Design related contests = 16 (not all strictly Victorian based)
Data Source	Design Victoria (www.designvic.com) (2010)

2.9.20 Design Events

Numerous design related events were held in Victoria but no statistical data is available.

Indicator	Number of design events (academic, festival and exhibition events)
Detail	-
Data Source	Design Victoria (2010)

3. Achievements of the Asia design survey

**The Asia regional pilot project
for the World Design Survey 2010**

Achievements of the Asia design survey

3.1 Asia design survey analysis results

To understand the design status within somewhat unified international context of a specific region, cooperative efforts by participating regions and IcoGrada were made and 20 common indicators that are applicable for major Asia regions (country or city) were established.

8 major countries/states/cities in Asia (Countries: Japan, Taiwan, Singapore, India; States: Victoria; Cities: Seoul, Beijing, Hong Kong, Istanbul) joined the initiative to develop the Asia Regional Report based on the Asia Design Survey Guide. The participants presented introduction of design policies and major design institutions in their respective region and to help identify the design status of their region, each participating region conducted survey and research on the 20 common indicators and gathered as much data possible for each category. The common indicators were divided into 4 categories of Design Policy, Design Industry, Design Education and Design Culture. In addition, [Insight to the Design in Asia Region: Understanding the Context & Background of the Asia Regional Design], a survey taken by the representative of the research participating organization or the chief researcher for each respective region to supplement the statistical data and to facilitate the understanding of the design context.

The 20 common indicators of the Asia Design Survey make up the analysis framework for identifying the design status of each region.

The Design Policy category (indicators 1~5) includes the perspective on design policy by the respective region, introduction of major design institutions, definition of design, and introduction of the region's representative design sectors.

The Design Industry category (6~9) is composed of indicators on design specializing companies and designers, who are the core constituents of design activities, as well as their average revenue and design related intellectual property rights to indicate their output.

The Design Education category (10~13) is composed of indicators that shows the designer fostering system status. It includes statistical data on design education institutes, number of professors, and number of students. It also includes statistical data on the number of graduates to indicate the design human resource fostering output.

The Design Culture category is composed of indicators that show the status of design related media, infrastructure and events. This category is intended to identify the design's contribution towards improvement in quality of life as well as awareness in design for the citizens in the respective region and how much the people are provided with an opportunity to participate in design related activities.

When comparing the design policy related data among each participating region, the design is unanimously recognized as an important factor for acquiring global competitive edge and design is actively applied to establish and enhance the region's (country/city) brand identity. In addition, there also existed differences in fundamental strategy in design policy between the regions since each region had different perspective on design. But all the regions viewed design to have close relationship in improving the quality of life, fostering industries, and achieving global competitive edge for the region and it was clear that design is considered to be a highly important factor for the region's growth.

As a pilot project, data relevant to design definition and major design sectors for each region were also collated. The data indicated that the definition of design and major design sectors were recognized to be different for each region based on the industry development and degree of maturity of the education system for the corresponding region. We anticipate that the Asia Regional Report will provide a framework for basic concept and scope (sector, categorization) for the World Design Survey Project.

The statistical data on other design statuses were inconsistent in terms of the quantity and quality among the regions.

The design status related data for the participating regions are as follows.

No.	Indicator items	Indicator value				Remarks
		Group A (City)				
		Seoul	Beijing	Hong Kong	Istanbul	
01	Design Perspectives	○	○	○	○	
02	Definition of Design	○	○	○	○	
03	Design Sector	○	○	○	○	
04	Representative Design Organization	○	○	○	○	
05	Design Organizations & Associations	37 (2008)	16 (2010)	over 23 (2009)	9 (2010)	(Base Year)
06	Design Companies	1,545 (2007)	20,000 (2008)	4,230 (2009)	-	
07	Revenue Amount	\$530,000 USD (2007)	80 billion RMB (2008)	-	-	Revenue status of design specializing companies
08	Designers	9,015 (2007)	250,000 (2009)	15,920 (2009)	-	
09	Design Related Patents	14,502 (2007)	2,493 (2008)	3,850 (2009)	2,877 (2009)	
10	Design Education Institutes	80 (2008)	112 (2009)	20 (2010)	19 (2009)	
11	Professors in Design Education Institutes	388 (2008)	-	189 (2010)	241 (2009)	
12	Students in Design Education Institutes	22,139 (2008)	Over 30,000 (2009)	9,992 (2010)	2,371 (2009)	
13	Graduates with Design Major	5,248 (2008)	5,000 (2009)	2,525 (2008-9)	441 (2009)	
14	Design Museums	32 (2008)	-	-	4 (2009)	
15	Design Libraries	16 (2008)	-	4 (2010)	4 (2009)	
16	Design Magazines	69 (2008)	30 (2010)	8 (2010)	44 (2009)	
17	Design Websites	48 (2008)	Over 50 (2010)	-	32 (2009)	
18	Design TV Programs	16 (2008)	-	-	8 (2009)	
19	Design Competitions	315 (2008)	30 (2009)	39 (2008)	Over 35 (2009)	
20	Design Events	416 (2008)	100 (2009)	-	28 (2009)	

No.	Indicator items	Indicator value					Remarks
		Group B (Nation)				Group C (State)	
		Japan	Taiwan	Singapore	India	Victoria	
01	Design Perspectives	○	○	○	○	○	
02	Definition of Design	○	○	-	○	○	
03	Design Sector	○	○	○	○	○	
04	Representative Design Organization	○	○	○	○	○	
05	Design Organizations & Associations	Over 10 (2009)	26 (2009)	9 (2010)	Over 33 (2010)	11 (2010)	(Base year)
06	Design Companies	9,904 (2006)	2470 (2008)	11,000 (2007)	-	4,178 (2009)	
07	Revenue Amount	66 million JPY (2004)	\$2,258 million USD (2008)	4.7 million SGD (2007)	-	1,172,809.96 \$(AUD) (2008)	Revenue status of design specializing companies
08	Designers	164,741 (2006)	25,284 (2008)	-	-	76,350 (2008)	
09	Design Related Patents	29,382 (2008)	77,661 (2009)	-	-	-	
10	Design Education Institutes	150 (2009)	52 (2009)	30 (2007)	30 (2007)	37 (2008)	
11	Professors in Design Education Institutes	5,887 (2007)	1,478 (2009)	-	-	-	
12	Students in Design Education Institutes	31,444 (2009)	13,720 (2009)	-	-	7,589 (2007)	
13	Graduates with Design Major	8,686 (2009)	3,347 (2009)	701 (2007)	-	-	
14	Design Museums	Over 14 (2010)	57 (2009)	9 (2010)	-	3 (2010)	
15	Design Libraries	-	3 (2009)	3 (2010)	-	1 (2010)	
16	Design Magazines	Over 42 (2010)	26 (2009)	20 (2010)	-	16 (2010)	
17	Design Websites	-	18 (2009)	Over 10 (2010)	-	-	
18	Design TV Programs	-	7 (2009)	-	-	-	
19	Design Competitions	1,500 (2010)	63 (2009)	-	-	Over 16 (2010)	
20	Design Events	-	74 (2009)	-	-	-	

3.2 Project Limitations

● Establishing Basic Concept

- The need to establish basic concept for terminologies relevant to research for identifying the design status of each region in Asia was presented at the Asia Design Survey Seoul Forum (held in Seoul on Oct. 19, 2009).
- It's difficult to collate and analyze data without having the concept and scope of research established.
- It's difficult to conduct comparative analysis among the participating regions since the data's base year, unit, or scope are not consistent.

● Communication

- It's difficult to manage the project effectively and efficiently due to lack of communication among the participating institutions. Need to have further discussions on overall issues of the project including the objective, target of research, and research methods.
- The online website for the Asia Design Survey is developed but it's usage as the communication tool among the participants is limited.

● Integrity of the Data

- To acquire reliability of the data for each region, the gathered data needs to be based on the statistical information published by reliable government agencies of the region or accurate research/survey on the target group based on such reliable data.
- The accuracy of the research output must be high in order to achieve reliability of the report.
- When presenting cultural infrastructure or event related statistics for the Design Culture category, a list detailing the relevant information must also be presented to supplement the accuracy.

● Time Limitation

- If not enough statistical data readily available, significant period is required for the institution to conduct its own research to prepare the data (this may also result in a cost burden for the institution).
- Sufficient time is required not only for gathering the relevant data but also for verifying the reliability as well as refining the data.
- And to organize the data as completed and publishable report, more time is required for editing and proofreading.

3.3 Challenges of the Project

The Asia Design Survey is the Asia regional activity for the World Design Survey initiated as the pilot project for collating and sharing information pertaining to the design status of the region. The project is participated by 8 major regions in Asia (Countries: Japan, Taiwan, Singapore, India; State: Victoria; City: Seoul, Beijing, Hong Kong, Istanbul).

The 20 common indicators and the Insight Research, a survey taken by the chief researcher of each participating institution, were numerously reviewed and analyzed by the Icograda Executive Board (2009-2011), Secretariat and the Seoul Design Center, a research organization consigned by the Seoul Metropolitan City. The common indicators and the Insight Research have also undergone various discussions by the design industry experts and are now organized as the framework or pilot research model for the World Design Survey.

But for the Asia Design Survey to be developed as a realistically applicable framework for the World Design Survey, further examination on its feasibility as well as corrections needs to be made. The Survey also needs to be supplemented through organic research cooperation among the member organizations of IDA (Icograda, Icsid, and IFI). Through such efforts, the Asia Design Survey pilot project can be developed as a form of an international standard and through the World Design Survey, it may present a sustainable growth strategy for the international design industries.

- Proposed to be used as the Framework for the World Design Survey 2010 Project: The Asia Design Survey pilot project is developed to provide systematic information analysis of the design status of a specific region and the outcome of the project is created into an organized report and is presented to Icograda as a Framework

that allows comparison between the regions within a somewhat unified context. The 20 common indicators used as the framework for the pilot project and the Insight Research conducted to identify the design context of each respective region can be used to generally identify and understand the design status of a specific region. Additionally, the report can be used to compare the status data of other city or nation. It can be used as important framework data or reference information for establishing design related policies.

To ensure successful outcome of the Asia Design Survey, the following tasks are necessary:

- Establish the definition, scope, category, concept, coding, and standardization of design and design sector, and collate basic data;
- Conduct research on the common indicators relevant to the design status of each region throughout the world and create quantitative statistical data on the status of design industry, education, policy and culture for each region;
- Conduct Insight Research (industry experts survey) that can facilitate the understanding the design context of each region and provide foundation for general understanding, and organize the outcome to supplement the statistical data and develop more objective and reliable status report;
- Compare design statistical data and design policy related information between nations (or cities) and organize the unique differences, industry size, and their influence for each region; and
- Develop objective and reliable model through the World Design Survey 2010 project that can be utilized by all member organizations.

We anticipate that the outcome of the Asia Design Survey pilot project will be developed further through the World Design Survey Project and contribute towards the advancement of the world's design economy, its influence, and social as well as cultural growth.

In addition, it will also present a system that will assist in setting basic strategy for the respective region's design policy, and help effectively manage various design support projects, including fostering design industry and public design projects, for the region.

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