

# Culture Field

## for Wei Tou Village's Library

- **Project:** Team project + Personal study
- **Design:** Service design/Social innovation design
- **Duration:** 2.5 months
- **Client:** Wei Tou Village

[Cultural experimental field] [Regional cultural protection]  
[Social connection] [Education] [Rural culture inheritance]  
[Cultural Exchange] [Sustainable design] [Rural vitalization]

### ► Project Define

The service design project, in collaboration with the service design community and the village committee of Weitou Village in Fujian Province, is based on the conservation and development of the local community environment. By designing to activate the local village library, we provide effective educational support services for village children and a platform for activities and exchanges between villagers and citizens.

The Village Culture Field, based on the village of Weitou, is an attempt to establish a sustainable conservation effort and vision for regional village culture. This is done by setting up one village culture field and designing a mobile app tool to create a nationwide bond of distinctive village culture.

### ► My Role

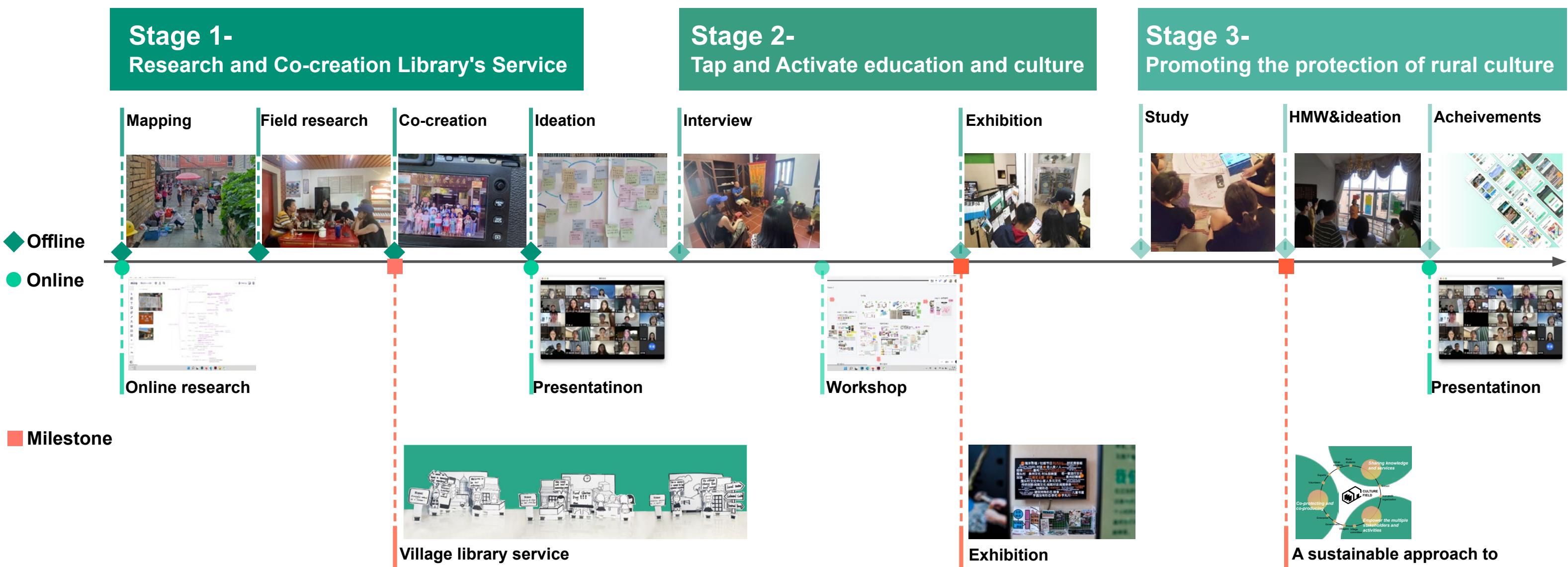
- Stage 1 & Stage 2: Teamwork
- Communicated and cooperated with different parties on workshop and product ,and responsible for desk research,interviews,prototype,ideation,co-creation and final presentation.
- Responsible for coordinating activities with local children and villagers in an effort to promote this long-term project.

- Stage 3: Personal study

### ► Collaboration



## Timeline



## Background



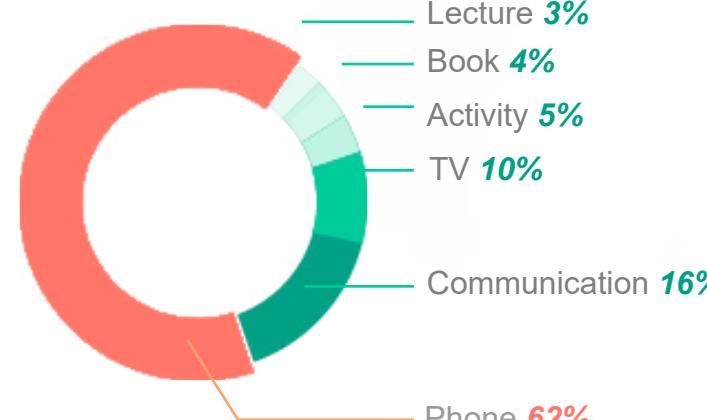
- The CSDC Service Design Community and Upbing launched the "Co-creation Action" jointly, which is based in the rural areas of southern Fujian, focusing on local resource protection and rural revitalization. We contributed jointly to the design of the "local community ecosystem" from the perspective of service design, and we supported its implementation.
- The topic of our project is to **activate the local village library** and make it become a meaningful space for rural education and cultural development. And it has been recognized and promoted.

# STAGE 1 Research and Co-creation Library's Service

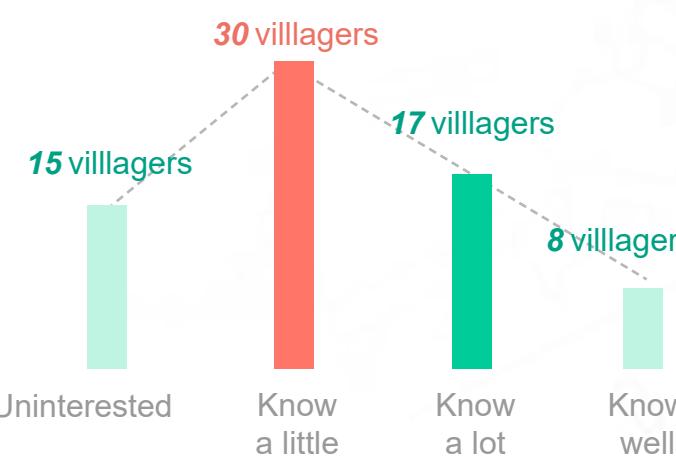
## 01 Mapping

After 7 days of walking style research, we analyzed Weitou Village's "regional culture" and "rural education" through mapping.

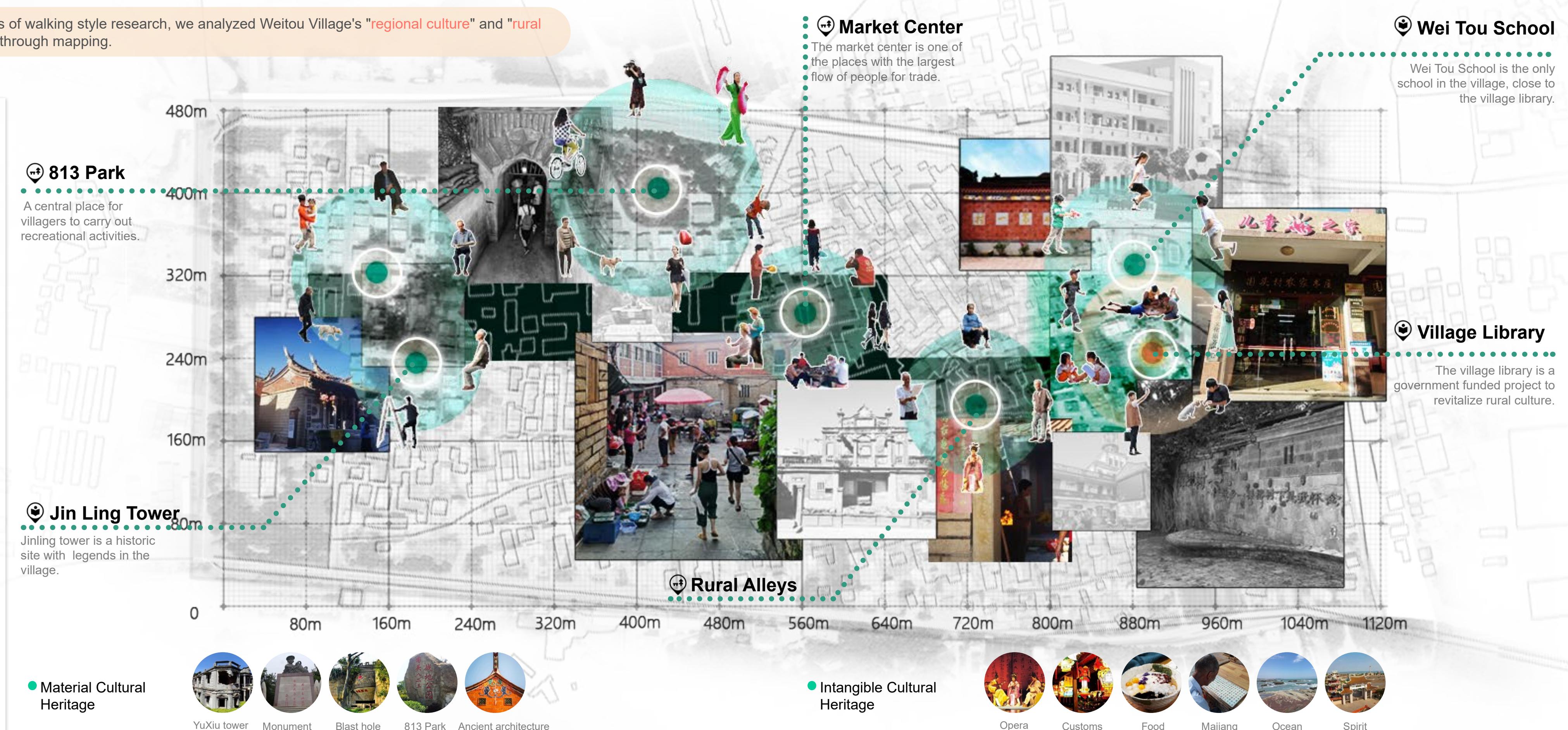
### Rural education statistics



Ways to acquire knowledge



Understanding level of local culture



## PROBLEMS



### Few educational resources

They tell each other fables under a street lamp at night, but their limited resources cannot satisfy their thirst for knowledge.



### No services

The Village Library has infrastructure, but the flow of people is low, and there is no basic borrowing and other services.



### Less communication

There are a large number of migrant workers from other villages in the village. There is a gap between them and local residents.



### Low cultural atmosphere

The village has a rich history and culture. But the villagers always play with mobile phones and know little about local culture.



### Cultural Assimilation

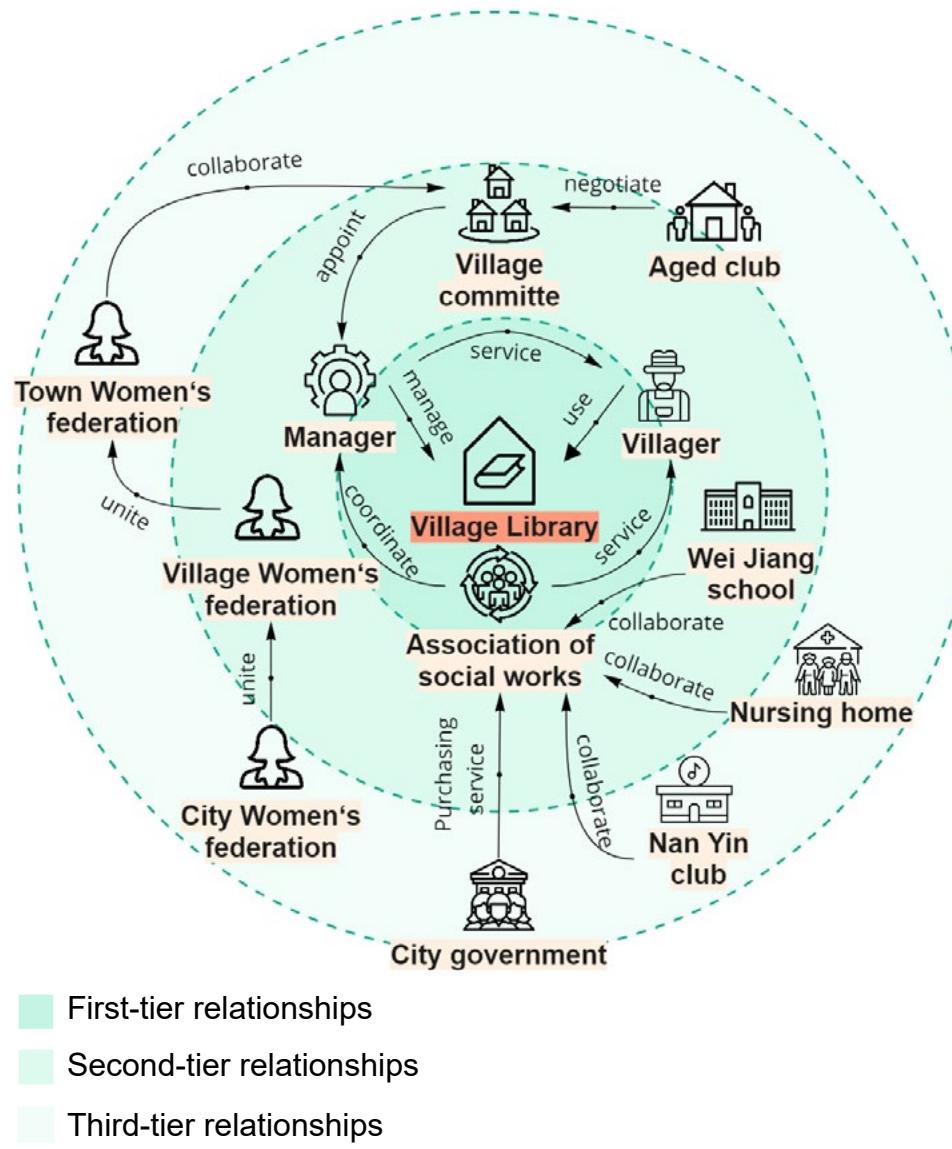
Local residential buildings tend to be "small western-style buildings", and there are fewer and fewer typical residential buildings.

## 02 Field Research

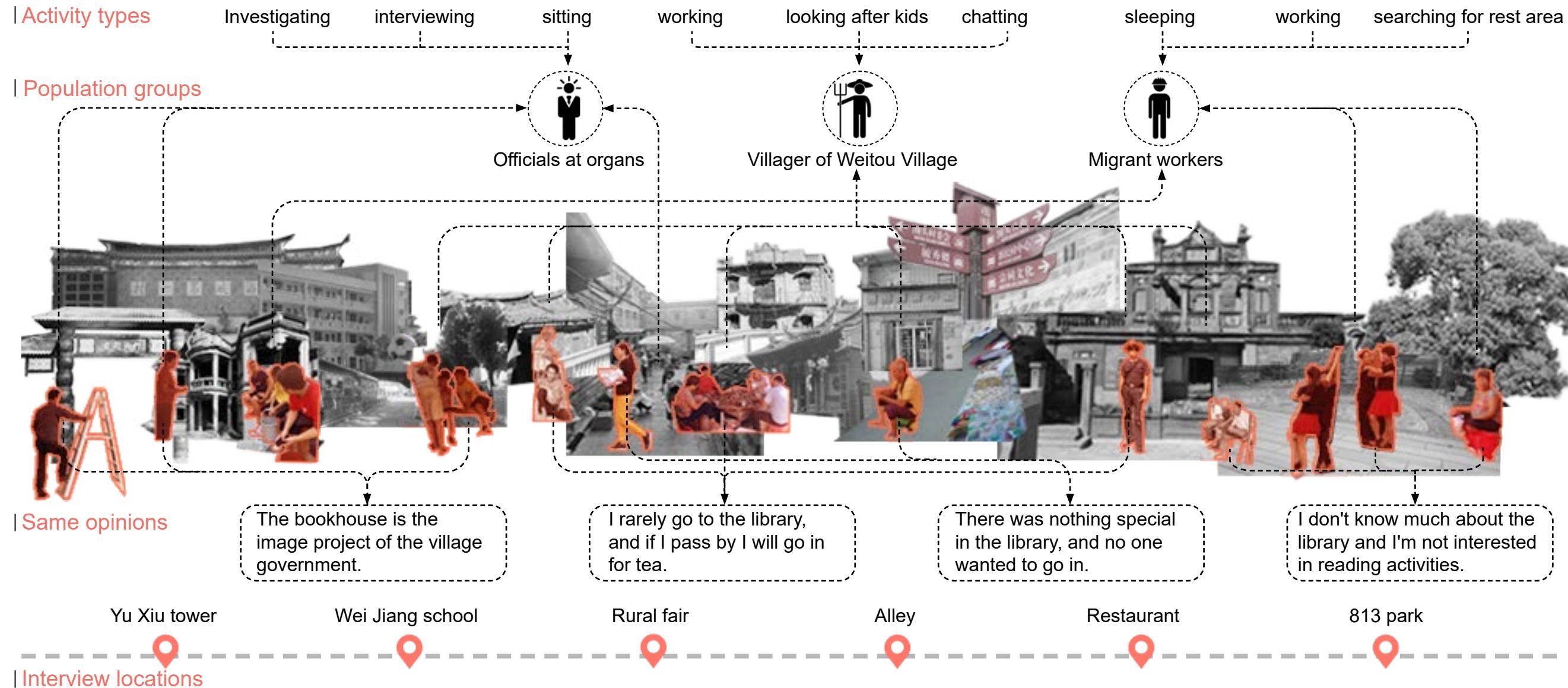
We conducted walk-in interviews with stakeholders of the village library. Through AEIOU observation and analysis of the village library, we discovered the problems and possibilities of the library.

### A. Interview

#### • Stakeholder map



#### • walk-in interview and analysis

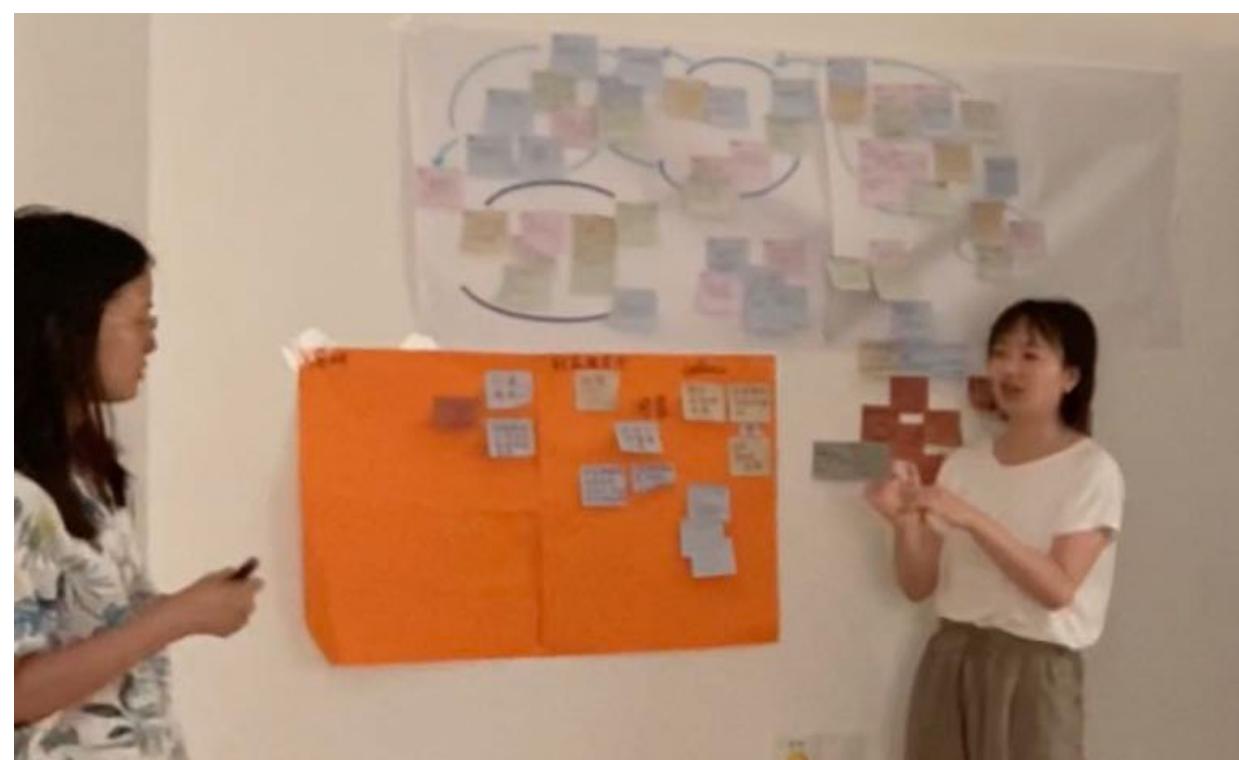


### B. Village Library research

#### • AEIOU observation



#### • The KJ method



### Problems

- High threshold of the library.
- Villagers are afraid to enter.
- Decoration not suitable for reading.
- no services such as borrowing books.
- Complex management system.

### Opportunities

#### Children's home

The village committee hopes the library will serve rural children's reading.

#### Voluntary service

College students from both inside and outside the village will conduct social practice in this place and use the holidays to perform service activities in the library.

#### Rural living room

Passersby often rest in the bookstore and drink tea while chatting.

## 03 Co-Creation

Time: 5.5 h

Location: Wei Tou Village

Participant: Children/Volunteers/Designers

The theme of this workshop is to rethink the role of the library for children in Wei Tou village.

Stage	Get to know each other with participants	Active express with managers	Creative express with volunteers	Co-design with designers	Free talk with interviewers	Change
Target	Participants were asked to remember each other's names and characteristics through the game.	Participants choose their favorite and least favorite books.	Participants drew their way home from school and what they expected to happen.	Participants are pasting their favorite activities on a model of the bookstore.	Interview the thoughts and feelings of the participants, and make the promotional video for the library.	<ul style="list-style-type: none"><li>- Children's behavior</li></ul>
Process	  	  	  	  	  	 Unwilling to enter the bookstore Offer to invite others to join the bookstore
Outcome	Harmonious relationship	Preferences for books	Creation of scenes	Model prototype	Promotional video	<ul style="list-style-type: none"><li>- Bookstore's function</li></ul>
						 A face-saving project with little human traffic A place where active activities are held



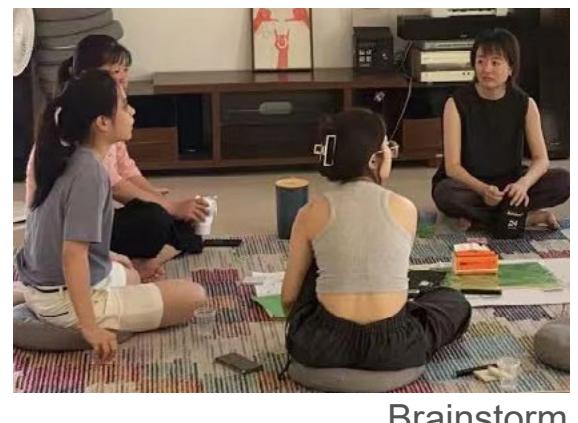
face-saving project



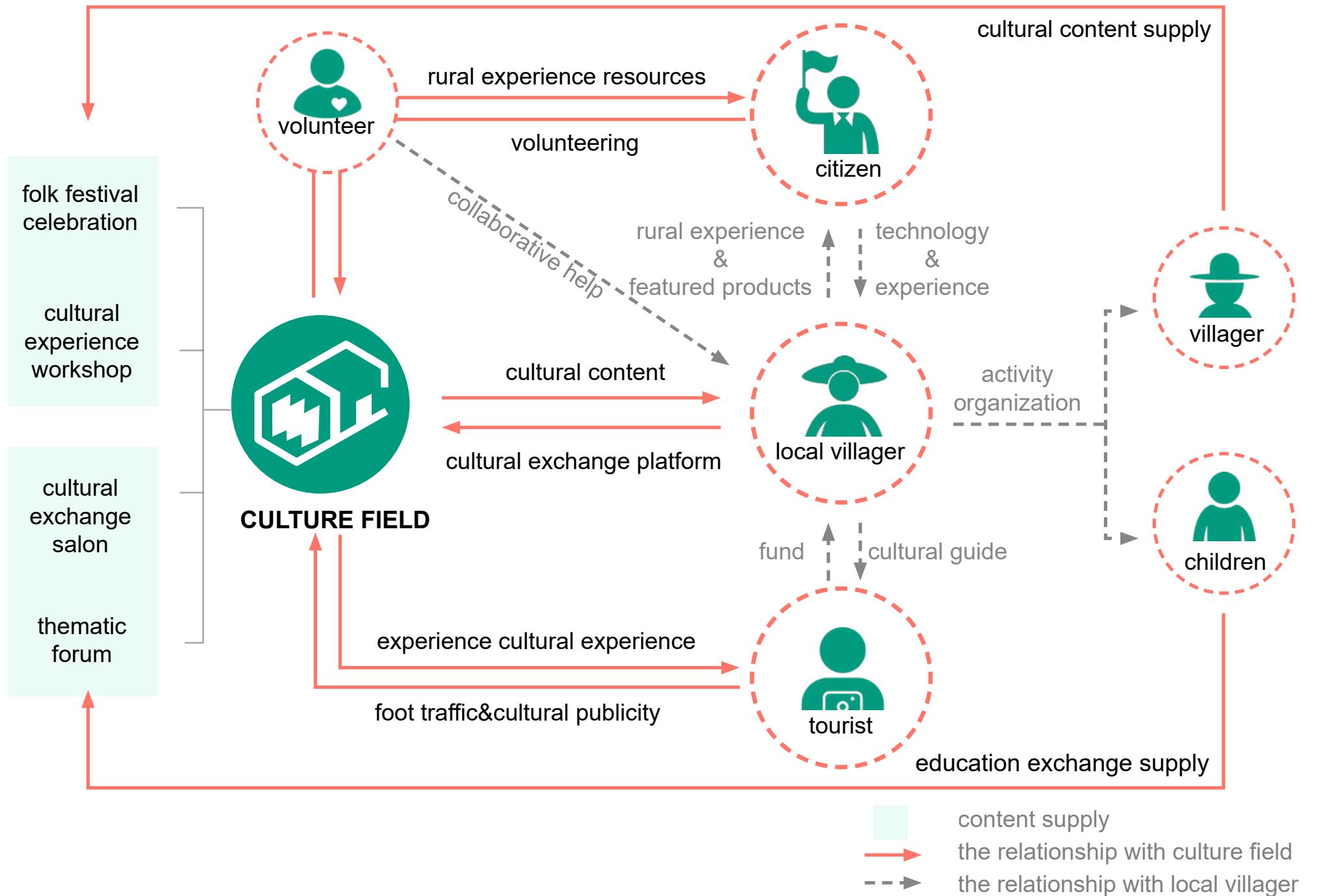
activity service

## 04 Ideate&Design

### A. Analysis



### B. Service structure

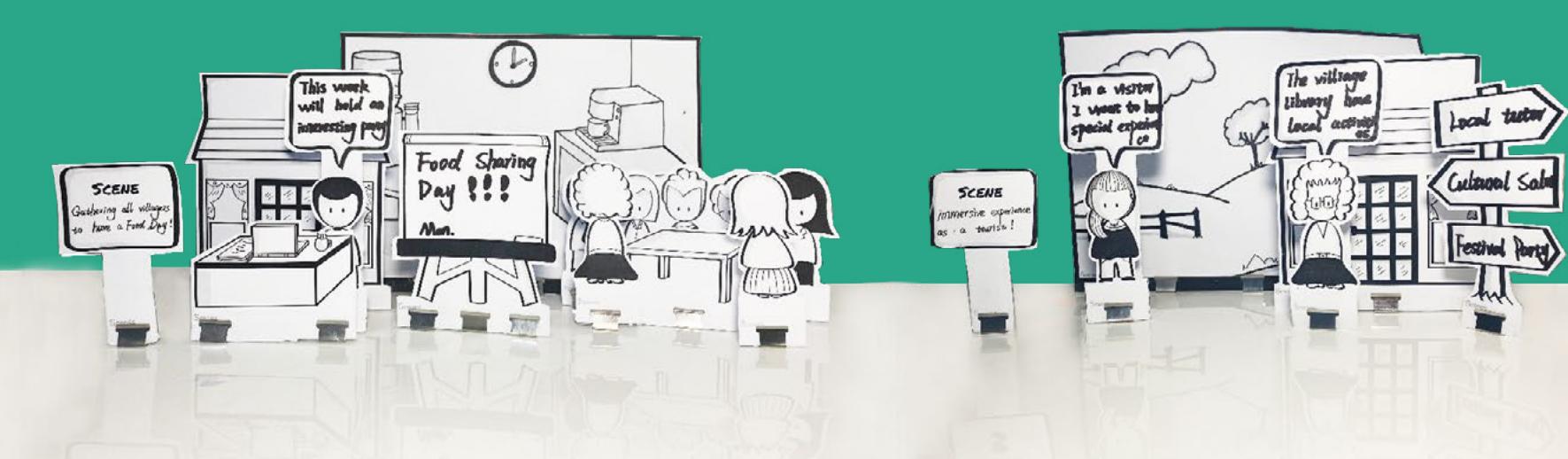


## 05 PROTOTYPE

**Scene1:** Members of the public are here to volunteer to help villagers with their event arrangements.



**Scene2:** Villagers at the site for a folklore food festival.



**Scene3:** Visitors join villagers here for activities that provide an insight into the culture of the village.

## STAGE 2 Tap & Activate education and culture

### 06 Interview



prepare exhibition content

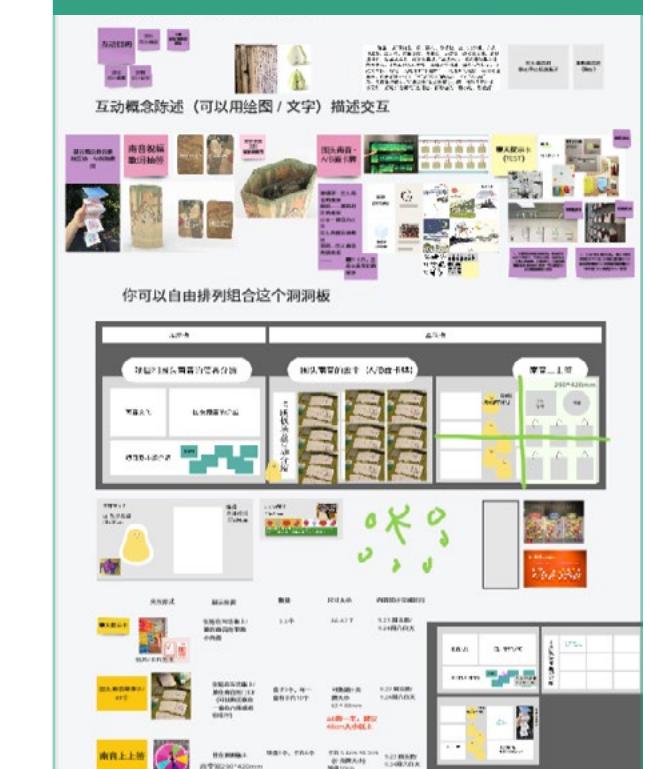
explore the mechanism of the exhibition

cooperate Cultural Station to construct the scheme

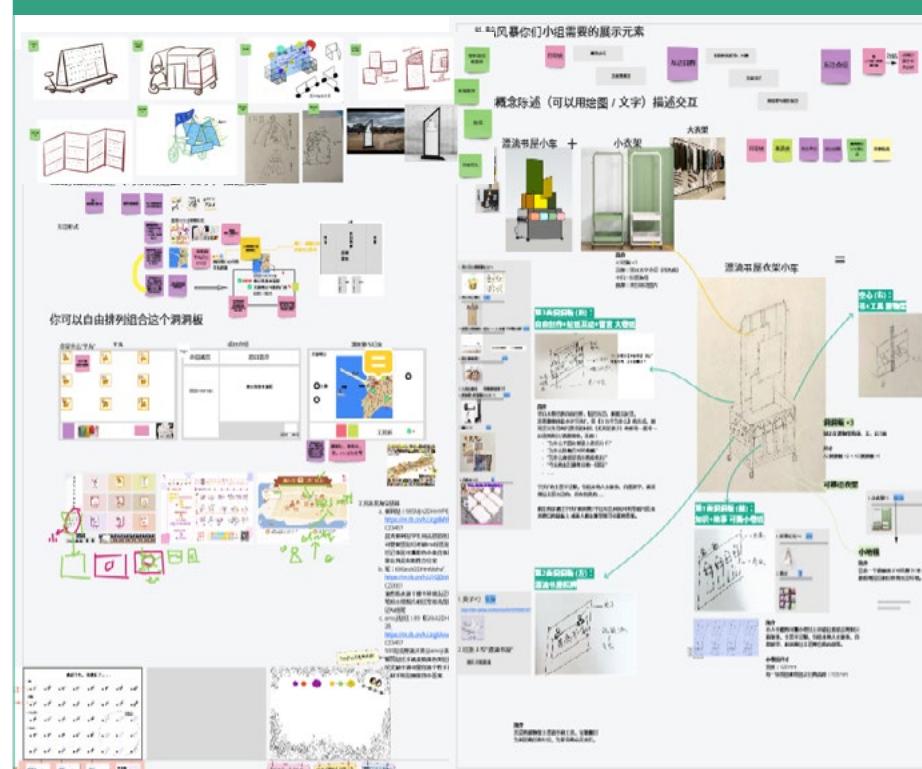
### 07 Workshop

We plan to build floating libraries to cooperate with local cultural stations, to interact with villagers and tourists to tap&activate local education and culture

#### Step1: Prepare introduction, tools, material



#### Step2: Design & Build floating library co-creating floating library's content and form

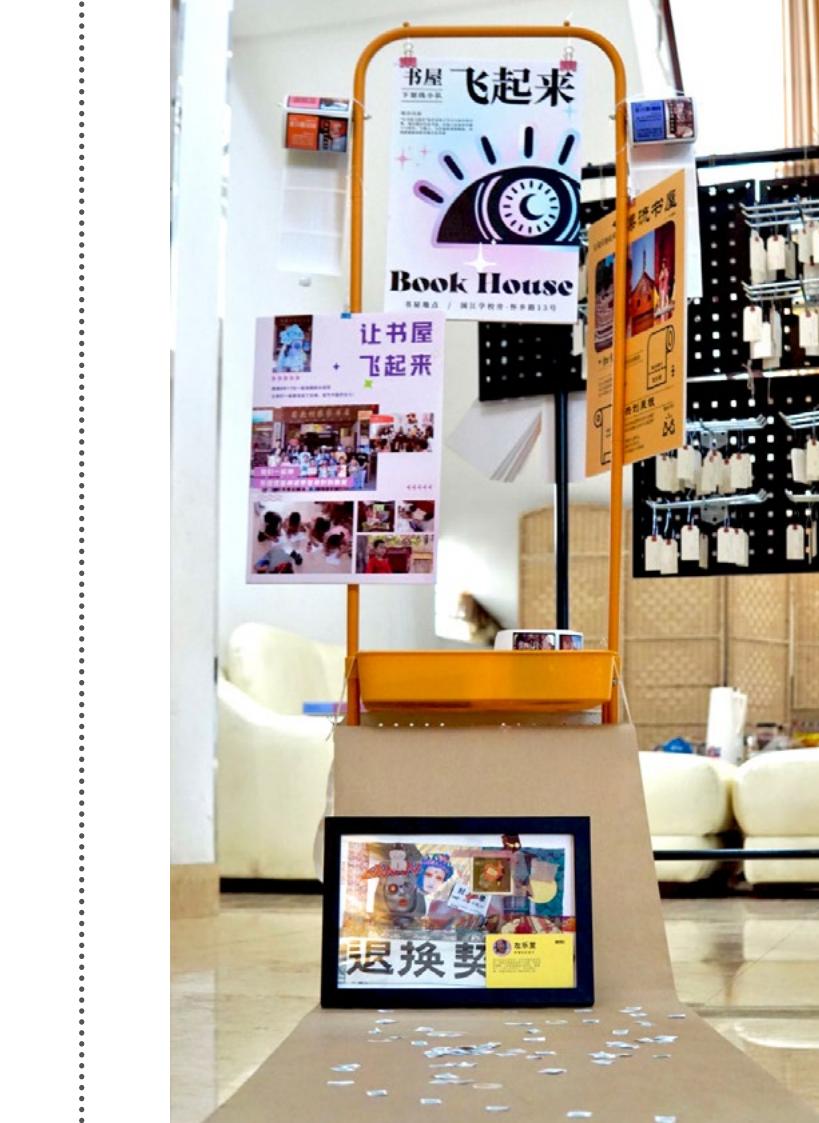


#### Step3: Summary plan follow-up spread



## 08 Exhibition

We use the floating libraries to hold cultural exhibitions in the village, integrate cultural resources in the village and promote culture.

Content	Introduction	Terrain and Landscape Culture	Basic Education Culture	Local Specialties Culture
Feature	Partner Introduction Exhibition Introduction Introduction to Wei Tou Culture	Marine Culture Blessing Culture Geographical Culture Marine environment Environmental protection	Basic Education Culture popularization Blessing Culture Fragmented knowledge Cultural Communication	Taro Culture NanYin Culture Culinary Culture Folk Culture Traditional Music
Picture	  	 	 	  

### Details

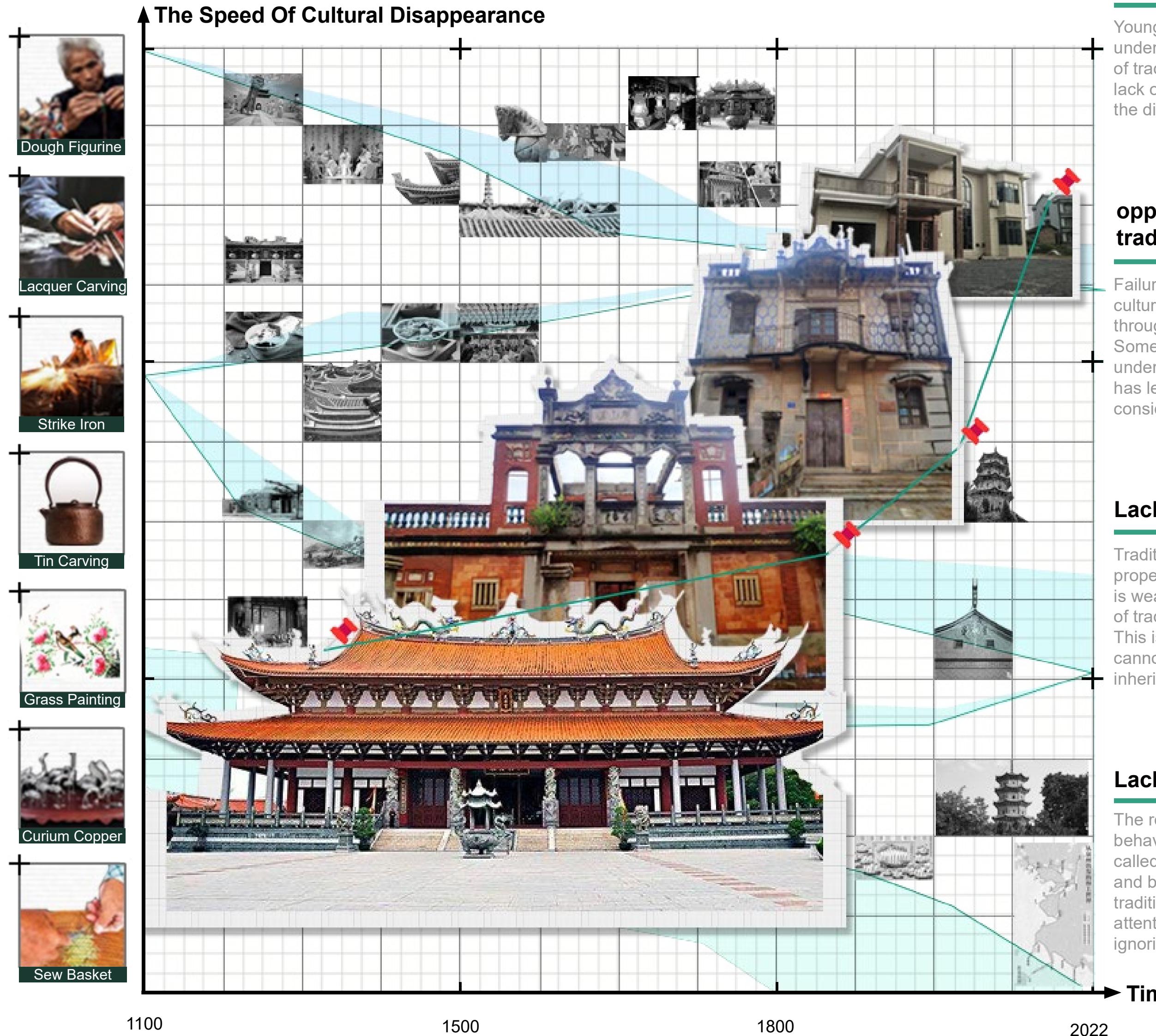
Location:

Duration: 2022.10.22-2022.11.02

Cooperation partner: local residents | village committee | CSDC | Upbeing Action village

## STAGE 3 Promoting the protection of rural culture

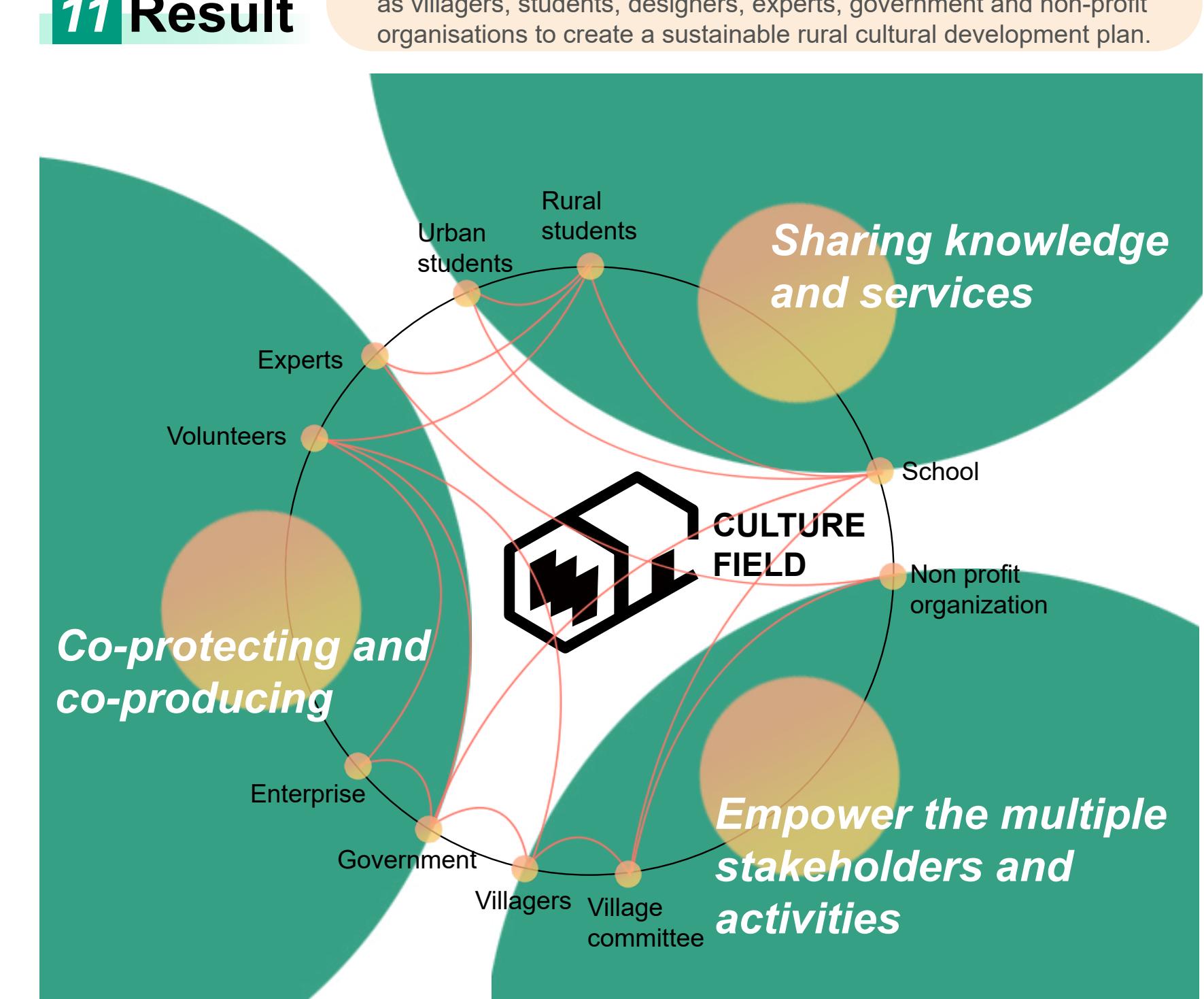
### 09 Wei Tou Village's Cultural Study



### 10 HMW&Ideation



### 11 Result



# 11 Interactive Interface

AAA (乡村活动参与?) :aa  
AAA (志愿服务参与?) :aa  
AAA (乡村教育支持?) :aa

