



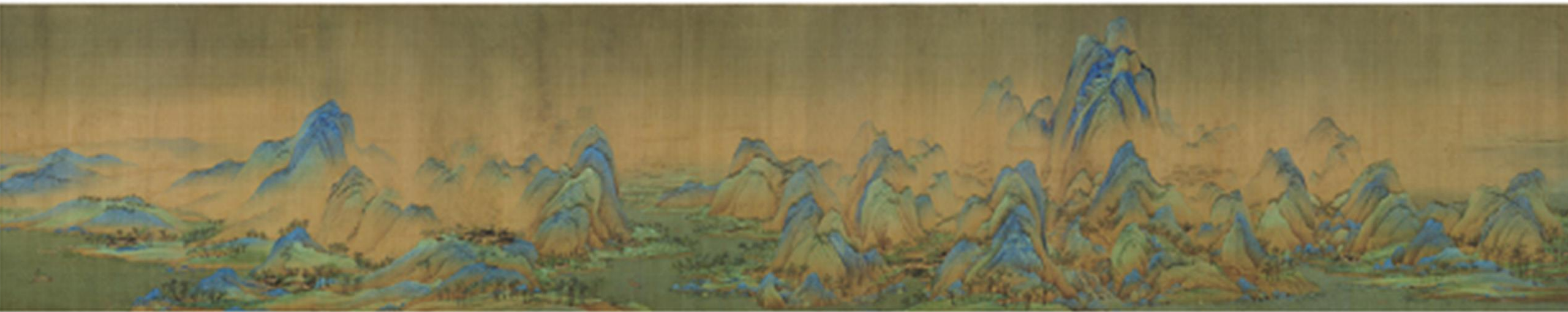
New Collection from TOM FORD?



Tape Collection from National Palace Museum



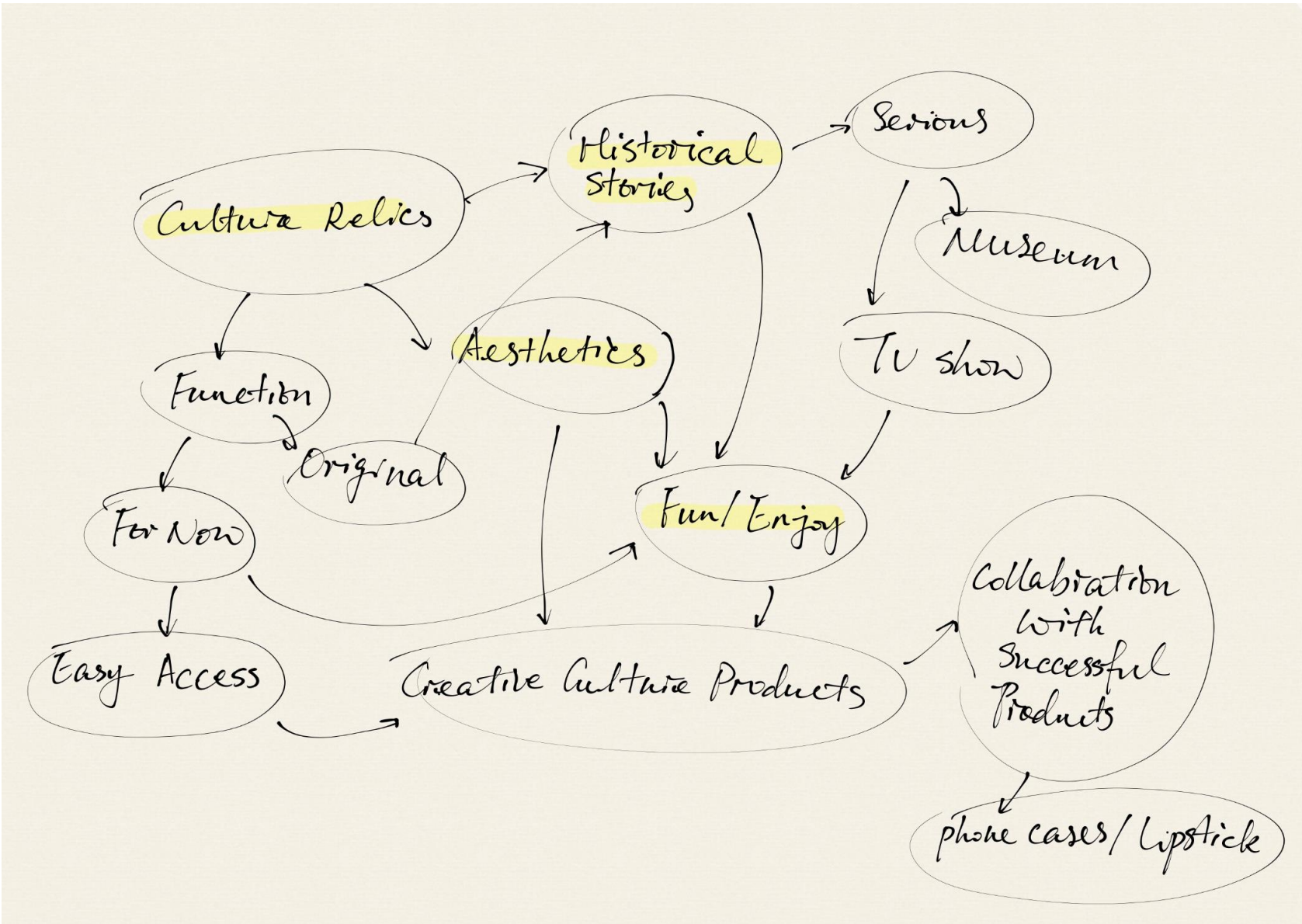




A Panorama of Rivers and Mountains
千里江山图



How can people being exposed more to culture relics?



Museum & Historical Sites



Historical Site



Interior of Shanghai Museum

TV show



Historical Story

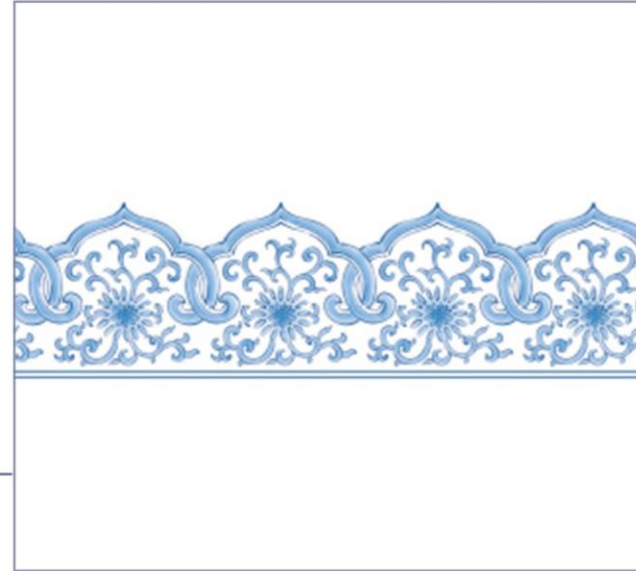


Cotemporary Story

Creative Culture Products



The Culture Relic



Pattern



Applying for daily-life

Potential Methodologies

1. Case studies

Case studies are a way of researching by taking advantages of examples which are trying to solve the same issues or sharing some common elements. By studying the successful and failing aspects of existing cases, I will be able to learn from them. Cases studies would also be able to provide unexpected ways of thinking. For example, the idea of culture creative products is an excellent method to bring "serious" culture relics into people's daily life in an eased and fun way. Not a dull history lecture, not a cold piece behind the glass, by emphasizing the aesthesis of the culture relics, people can just enjoy the fun and the beauty of the art.

2. Survey Research

The users are always the experts on the products. Designers are a profession in some ways. However, the users can give the most honest advice when actually experiencing the products. The capability of listening to the users is a great fortune when developing ideas. And doing survey research is an excellent way of collecting thoughts from the users. User testing after iterations and iterations would help a lot in improving the outcome of the idea.

3. Sociology

One simple reason why sociology can be helpful in my case is that the idea eventually will be used by people living in society. The force created by people around one another is mighty. Also, how to hit the market in a right way is another aspect to think. If I would like to develop idea involving culture, the reactions and needs of people who grow up with the culture or those who new to the culture would be different. Sociology might be able to give the answers.







How do people select pets that fit their lifestyle the most?

Dogs:

Walk time
Temper
Cost
Size of the dog
Size of the house

Cats:

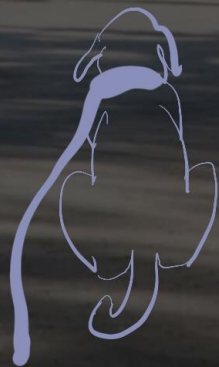
Exercise Time
Temper
Furniture Placing
Cost
Size of the cat



← And here...

← A cat can also be here...

← A cat can be here...



← 60 - 90 minutes of
vigorous exercise once
or twice daily

