

Wendy Siuyi Wong / Yuko Kikuchi / Tingyi S Lin (eds.)

Making Trans / National Contemporary Design History

Blucher

ICDHS
2016 TAIPEI

10TH Conference of the International Committee for
Design History & Design Studies

Making Trans / National Contemporary Design History

Wendy Siuyi Wong / Yuko Kikuchi / Tingyi S Lin (eds.)

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2016 TAIPEI

ICDHS 2016 – 10th Conference of the International Committee
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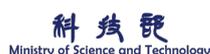


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ABOUT ICDHS

The International Committee for Design History and Design Studies (ICDHS) is an international working group whose board members are internationally acknowledged design scholars. <http://www.ub.edu/gracmon/icdhs>

ICDHS conferences

The activity of the group began with a conference organized in Barcelona (Spain) in 1999. This was followed by a second meeting in La Havana (Cuba), in 2000. The Committee was inaugurated in the Istanbul (Turkey) conference, in 2002. The activity continued in the conferences held in Guadalajara (Mexico, 2004), Helsinki & Tallinn (Finland & Estonia, 2006), Osaka (Japan, 2008), Brussels (Belgium, 2010), São Paulo (Brazil, 2012) and Aveiro (Portugal, 2014). ICDHS conferences aim to assess the current state of affairs of design history and design studies. They are scientific conferences with a referee process to select presentations. Every conference has a theme, chosen by the board and the local organizers as an indication of the issues to be considered.

Previous conferences

- 1999 Barcelona (Spain) / Design History seen from Abroad: history and histories of design
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- 2002 Istanbul (Turkey) / Mind the Gap: design history beyond borders
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- 2006 Helsinki (Finland) & Tallinn (Estonia) / Connecting: a conference on the multivocality of design history and design studies
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PREFACE

Making trans/national contemporary design history

Wendy Siuyi Wong / York University / Toronto / Canada

Yuko Kikuchi / University of the Arts London / London / UK

Tingyi S Lin / National Taiwan University of Science and Technology / Taipei / Taiwan

These conference proceedings for the 10th Conference of the International Committee for Design History & Design Studies (ICDHS) comprise a selection of papers presented at its bi-annual conference held between 26th to 28 October, 2016 in Taipei, Taiwan. The theme of the conference is “Making Trans/National Contemporary Design History” with the overarching aim to explore different possibilities of engagement that advance ‘global’, ‘world’ and ‘transnational’ design histories and studies. The Call for Papers announced eight strands for the conference: Inter-Asia and Design Historical Issues in Asia; Trans/national Design Theory and Identity; Science, Technology and Sustainability; Craft, Material Culture and Cultural Industry; Design Policies, Pedagogies and Creative Economy; Contemporary Design Practice; Activism, Democracy and Design Interventions; and an Open Strand.

The organizing committee received 230 abstract proposals for the three presentation formats: panel; individual paper; and poster presentation. All proposals were carefully reviewed by at least two members of a reviewing committee that was composed of 84 researchers from 62 institutions in 20 different countries, appointed by the strand chairs and conference co-convenors. In selecting papers, the reviewers aimed to balance quality of work and engagement with the groups of topics that emerged from the conference themes and strands. Following a second round of reviews, 67 individual full papers for individual paper and poster presentations, and 3 sets of panel theme paper presentations have been included in these proceedings. The selected papers have been divided into four sections.

The first section on Inter-Asia and design historical issues in Asia consists of 11 papers by researchers based in Japan, Singapore, Australia, Korea, UK, Taiwan, and the UAE. The papers cover specific topics on modern craft histories, craft-design activities in colonial Japan, women’s modern fashion, emerging design in Asia, and craft history.

The second section on the conference theme of the Trans/national design theory and identity encompasses 3 sets of panel theme papers and 19 papers that illuminate shared and translated modernities in global and colonial contexts.

The third section on the topic of the contemporary design practice and design interventions comprises 21 papers that focus on subjects ranging from science, technology and sustainability, to activism and the democracy of design.

The final section selected from the open strand consists of 16 papers that look into areas such as design policies, pedagogies, creative economy, and various topics from within contemporary design studies.

We would like to thank all authors, track chairs, members of the reviewing committee, the program committee and organizing committee, and all student helpers for making the ICDHS 2016 Taipei happen. In particular we acknowledge the dedication and expertise of all contributors from across the globe in coming together to deliver a very high quality of work that has ensured our conference will promote truly trans-national exchanges of academic, professional and research perspectives and views.

The Editors

Wendy Siuyi Wong, York University, Toronto, Canada

Yuko Kikuchi, University of the Arts London, London, UK

Tingyi S Lin, National Taiwan University of Science and Technology, Taipei, Taiwan



ABOUT THE EDITORS

Wendy Siuyi Wong is an associate professor in the Department of Design at the York University, Toronto, Canada. She has established an international reputation as an expert in Chinese graphic design history and Chinese comic art history. She is the author of *Hong Kong Comics: A History of Manhua* (New York: Princeton Architectural Press, 2002), four books for Chinese readers, and numerous articles in academic and trade journals. Dr Wong was a visiting scholar at Harvard University from 1999 to 2000 and the 2000 Lubalin Curatorial Fellow at the Cooper Union School of Art, New York, USA. In 2009 and 2010, she was a visiting research fellow at the Department of Design History, Royal College of Art, and she served as a scholar-in-residence at the Kyoto International Manga Museum. She is a contributor to the *Bloomsbury Encyclopedia of Design*, acts as a regional editor of the Greater China region for the *Encyclopedia of Asian Design*, and currently an editorial member of *Journal of Design History*.

Yuko Kikuchi is a Reader at TrAIN (Research Center for Transnational Art Identity and Nation) and CCW graduate school at University of the Arts London. She has also held visiting professor/fellow appointments at Academia Sinica in Taiwan, University of Tsukuba in Japan, National University of Singapore and Heidelberg University. Her key works include *Mingei Theory and Japanese Modernisation: Cultural Nationalism and "Oriental Orientalism"* (RoutledgeCurzon, 2004), *Refracted Modernity: Visual Culture and Identity in Colonial Taiwan* (Univ. of Hawai'i Press, 2007), and two special issues: "Transnational Modern Design Histories in East Asia," *The Journal of Design History* 27, no. 4 (2014) and "Negotiating Histories: Traditions in Modern and Contemporary Asia-Pacific Art," *World Art* 5, no. 1 (2015). Awarded the Terra Foundation Senior Fellowship at the Smithsonian American Art Museum (2015-16) and the British Academy-ASEASUK ECAF fellowship at École française d'Extrême-Orient in Phnom Penh (2014), she has been writing a book about Russel Wright and the U.S. intervention in Asian design during the Cold War. After leading the joint international project 'Oriental Modernity: Modern Design Development in East Asia, 1920-1990' (AHRC funded 2012-14), she is also jointly editing a two volumes reader, *East Asian Design History Reader* to promote studies on transnational design histories and translation of primary materials from East Asia.

Tingyi S. Lin is an associate professor at Design Department, National Taiwan University of Science and Technology, Taiwan. Her current research focuses are on visual storytelling, strategic visual planning and visual information design. Dr Lin serves as a board member in the Taiwan Society of Basic Design and Art and as World Regional Representative for the International Institute for Information Design. She has received awards and honors for her work in video production, graphic creation, and design research. Her creative art/design interests include graphic design, video arts, and computer/multimedia art, including *Revolving Door* (video), *Lake Moon* (video on stage), *Echinacea Campaign* logotype & application (visual identity system), *Smart Vending Machine UI Project* (UI/UX design) and *Emergency and Safety Visual Identity Project* for Taipei City (visual information design). She conducts design research in the field of fundamental design, strategic visual planning, user-centered design and information design for wayfinding/wayshowing, safety/emergency, and vitality/health system. Her visual language and information design focus on the art, design, and human learning fields. She publishes research papers, attends international conferences in different regions and also provides lectures and speeches overseas such as USA (UW-Milwaukee), Japan (Kyu Tech) and China (Tsinghua University). She is now establishing a co-teach course with KISD, Germany.



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