

7.5 Seminar on Transfer of Study Results

7.5.1 General seminar

(1) Seminar outline

The general seminar on transfer of study results was conducted as follows:

- Date: July 21 (Wed), 1999
- Place: Auditorium Binakarna (Pusdiklat Binasentra)
- Participants:

Participants for the seminar on July 21

Companies	84
Universities	46
Government	32
MOIT	(23)
MOC&SME	(3)
Others	(6)
Pusat Desain Nasional	11
Study team and others	17
Total	190

(2) Objective

The objective of the general seminar was threefold:

- 1) To report the results of the study;
- 2) To promote the understanding that design promotion is essential and effective in export promotion and SMEs development and fostering local industries; and
- 3) To promote the understanding of importance of design-related research and study.

(3) Program

The general seminar was divided into three sessions outlined below: 1) the reporting of the study results; 2) design implementation in Indonesia; and 3) the role of design-related research and study.

1) Report on the study results

- The need for design promotion in Indonesia and its importance
- Strategic issues and actions related to design promotion

2) Design implementation in Indonesia

- Results of workshops (industrial design, interior design and package design) and lessons learned
- Implications on the actual design implementation method
- The role of the designer and future issues

3) Role of design-related research and study

- The role of research and study in design promotion
- Case studies in Japan

Note that, during Session 2), question and answer time was provided three times, 15-20 minutes each, and more than 10 persons raised questions.

(4) Results

Participants representing various business enterprises increased, indicating rapid growth of interest in design. The Minister of Cooperatives, Small and Medium Enterprises announced strong support for design promotion.

7.5.2 Seminar on transfer of study results at the place of rattan furniture workshop

(1) Outline

The seminar was conducted as follows.

- Date: July 26 (Mon), 1999
- Place: Bentani Hotel, Cirebon
- Participants: Approx.70 (including 40 from rattan furniture manufacturers, 3 from the trade organization and cooperatives, 15 from the central and local governments, and 12 from other organizations including the study team members)

(2) Objective

The seminar had the following two objectives: 1) to promote the understanding that design is an effective means to promote local industries; and 2) to describe and discuss the actual design promotion method.

(3) Program

The seminar consisted of the following three sessions: 1) Importance and effectiveness of design promotion in Cirebon; 2) report on the outcome of the workshop, and the proposal of a design development organization to apply the results to the field; and 3) questions and answers.

During the coffee break, slides on furniture displayed at Milano e i Saloni, Salone Internazionale del Mòbile, mainly rattan furniture, were shown with explanation on key design trends.

(4) Results

As participants hold a lively discussion during the question and answer session, the seminar helped deepen the understanding and interest in design and its promotion activities. After the seminar, representatives of the local government of Cirebon, district offices of related ministries, association and cooperatives met and agreed to establish a committee to prepare for organization of a commission to support design-initiated promotion of local industries.



1 Interior Design Workshop

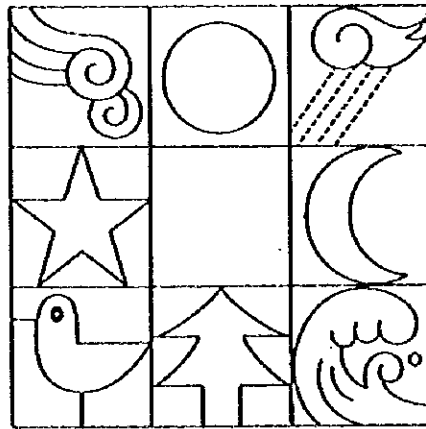
1-1 Textbook 「Nature Contact Life Project」

1-2 Logo-type 「CIREBON STYLE Brand Identity」

1-3 Pictures 「Interior Design Workshop」



Course Plan for the Interior Design Workshop



Interior Design
Workshop **Nature Contact Life Project**

■ **Basic Scheme of Interior Design Workshop (Draft)**

■ **Flowchart of Interior Design Workshop (Nature Contact Life)Project**

■ **Background cases introduction: current situation of housing & life in Japan such as housing market situation**

(1) Concept chart of housing

(2) Concept: Quadrant and market characteristic target of housing

(3) Viewpoints for Commercialization of Interior Suitable for the "Rattan Furniture"

(4) Furniture/interior element/distribution chart

(5) A trend of rattan furniture industry in Japan

■ **Explanation: necessity and contents of 2 concepts; "Basic Concept" (upper level) and "Nature Contact House"(middle level) as basic concepts for development of originally branded furniture in regional producing area**

(1) A Way of thinking and background of basic concept, "Nature Contact Life"

(2) "Nature Contact House" concept Way of thinking

(3) "Nature Contact House" concept

(4) Lives under "Nature Contact House" concept

• Concept Diagram of Merchandise Development in "Nature Contact Space"

• Space and area merchandise component of "Nature Contact House"

• Lifestyle of "Nature Contact Space" company name of Nature Contact House



■ Making product design concept

- (1) Making product design concept in each area and space of "Nature Contact House"
- (2) A Way of Thinking in Product Design (Easy Chair)
- (3) Module in Base Structure Part of Product to be Developed

■ Necessity for Development of "Regional Producing Area" Brands and CI Planning

- (1) Purpose and effectiveness of improving regional image
- (2) Examination and procedure of creating regional brand
- (3) Model flow of Regional CI Planning
- (4) What is CI (VI, BI, MI)?
- (5) What are CI (corporate identity), PI (product identity), and BI (brand identity)?



Introduction

There seem to be many cases that interior design is misunderstood as a way of decoration and/or Imitation of European & American styles.

Interior design is one which integrates space, person, and life, and which makes the stage for the integration. Interior design is technology and knowledge that reads culture and climate peculiar to the region, and change of needs in the era and of lifestyle, catches hearts of residents, and forms them concretely. The end of this century is coming, and the world rushes to an advanced information-oriented society. Changes of various environments surrounding us are about to pose many problems as the reaction of formerly enjoyed industrialized society. In particular, Global matters such as the environmental destruction, energy problem, and economy-oriented manufacturing have had influence which produced new stress into our lives. Again, people feel the importance of natural resources and human relationship, namely the growth of mental satisfaction by the communication among family members.

People need "the space or place where they feel at ease truly", and where they contact with nature and acquire with persons

This workshop include not only the examination of rationality or efficiency of production, but also establishment of the best concept considering the social and public needs, and respecting the global environment, local characteristics and local culture. Namely, the workshop should deal with both hardware and software aspects such as products, its images, and services.

Abstract of Interior design workshop course

In this course, a basic theme for the advancement of the regional furniture industry is positioned in the "original brand furniture development in which the regional characteristic is made use" of. And to let it realize, regional brand development, concept work and design work of original product development will be done.

People can experience the actual design production, at the same time can raise recognition about the efficacy which design resources give to management through the theory and training.

In other words, this is a practical program letting people experience the possibility of the more advanced product development, and it is positioned in commercialization as a project to be connected with it instead of simple workshop.

1. Local brand development for the region's image up

(1) Local original brand development and field study, introducing CI (corporate identity) method

(2) Design development such as communication basic elements as basic factor of regional image (a brand name, a mark, a logotype, collars) and its usage

(3) Application and development of basic elements to products and its method.

2. Original big-name brands and design concept for embodiment

(1) Basic concept "Nature Contact Life"

The basic concept "Nature Contact Life" means symbiosis with nature, namely creation of a healthy and comfortable life harmonized with nature. This is a fundamental desire to aim at more humanlike lives facing the coming 21st century, and is a basic (upper-level) idea. And a way of thinking of "Nature Contact House" taking in nature in our lives comes out of that.

(2) The "Nature Contact House" concept

"Nature Contact House" concept is the way of thinking that people regard the living infrastructure widely; to live harmoniously with global environment or nature, people have to create the living harmonized with the nature, and need the space or place to realize it for the more advanced living environment.

This way of thinking is positioned as recognition of the worldwide common sense. In the relation with the space and the resident (target), the local furniture industry grasps the concept as the basic stance for product development and positions it as the common (middle-level) concept of the local production.

(3) The concept of "Nature Contact House"; the center of "Nature Contact House" aiming at symbiosis with nature about a way of thinking of space is "Nature Contact Space", and it is divided into four area such as "Family, Action, Individual, Gate".

Nature Contact Space is positioned as the core space, where people take in the sun and the green positively, and where they live harmoniously with the nature and clean up their mind.

Accordingly, space influences to interior and room of four areas, and becomes a point of product development embodiment.

(4) Product Design Concept

Introducing the concept of "Nature Contact House", "Nature Contact Space", which is a core domain of the area, is established, and other four areas are also established receiving its influence.

Product design concept, receiving a way of thinking of space and each area, will be a (lower-level) design concept to develop a concrete product necessary for the area, and will be a practical and market-oriented one.

3. Products development of a total amount of furniture, in addition to one piece of furniture

(1) Importance of the total combination of rattan products,

which can empower the name of a brand

(2)Importance of interior coordination and proposal of lifestyle to the space, in which products are used, through setting upper design concept of them

(3)Opening-up of new markets relating to furniture: interior-design goods, accessory furniture, materials of building and house instruments

4.Importance of value, function, rationality and efficiency (price?) of developed products

(1)Standardization, component and management of parts and materials of products

(2)Challenges to compound materials: steel, plastics, wood, cloth, etc.

(3)Development of some variations of collars, ways to process faces of products, etc., which are friendly to design interior coordination

(4)Sufficiency of function (knockdowns, turnover/ angle/top and bottom adjustment of casters, and stacking)

(5)Effects of the diversion of brand image (marks, logotypes, collars, graphic patterns)

(6)Necessity of the service to add the values of products: packaging, instrument manuals, nameplate and a written guarantee

5.Promotion to improve local images and the sales of products (brand image?)

(1)Overall catalogues of local products

(2)Design competitions in a region / exhibitions of local products

6.Survey work

(1)People make a research to grasp local images or to extract resources to build up these images, in order to introduce CI (corporate identity) planning

(2)People make a research to grasp lifestyle in "Nature Contact House", image of interior design and existing products

7.Concept work

(1)What kind of local images should be chosen?

What is the future vision of local images? What kind of brand products are made? What are the targets of products?

(2)Creation of "Nature Contact Space", which goes with common concept of "Nature Contact House", other concept of the area, and concept of product design of each area

8.Design work

(1)Development and implementation of basic elements (local brand names, brand marks, logotypes, collars, graphic patterns) which give information about images of products

(2)Creation of idea of products, image sketching, concept sketching (scenes and stories of daily lives), plans of interior-design layout, etc.

9.Model work

(1)Models of 1/10 scale of some real products, mainly composed of rattan furniture, which consist of "Nature Contact House" and "Nature Contact Space" are produced. The relation between the models and space interior / lifestyle, and harmony of them are grasped.

At the same time, the constitution of products and relation with interior design are surveyed through producing the models.

(2)An easy chair is pick up among the models of "Nature Contact House" and "Nature Contact Space", and a model of 1/5 scale of it is produced. Function, colors and other details are examined by using the 1/5 model.

10.Pilot Production Work

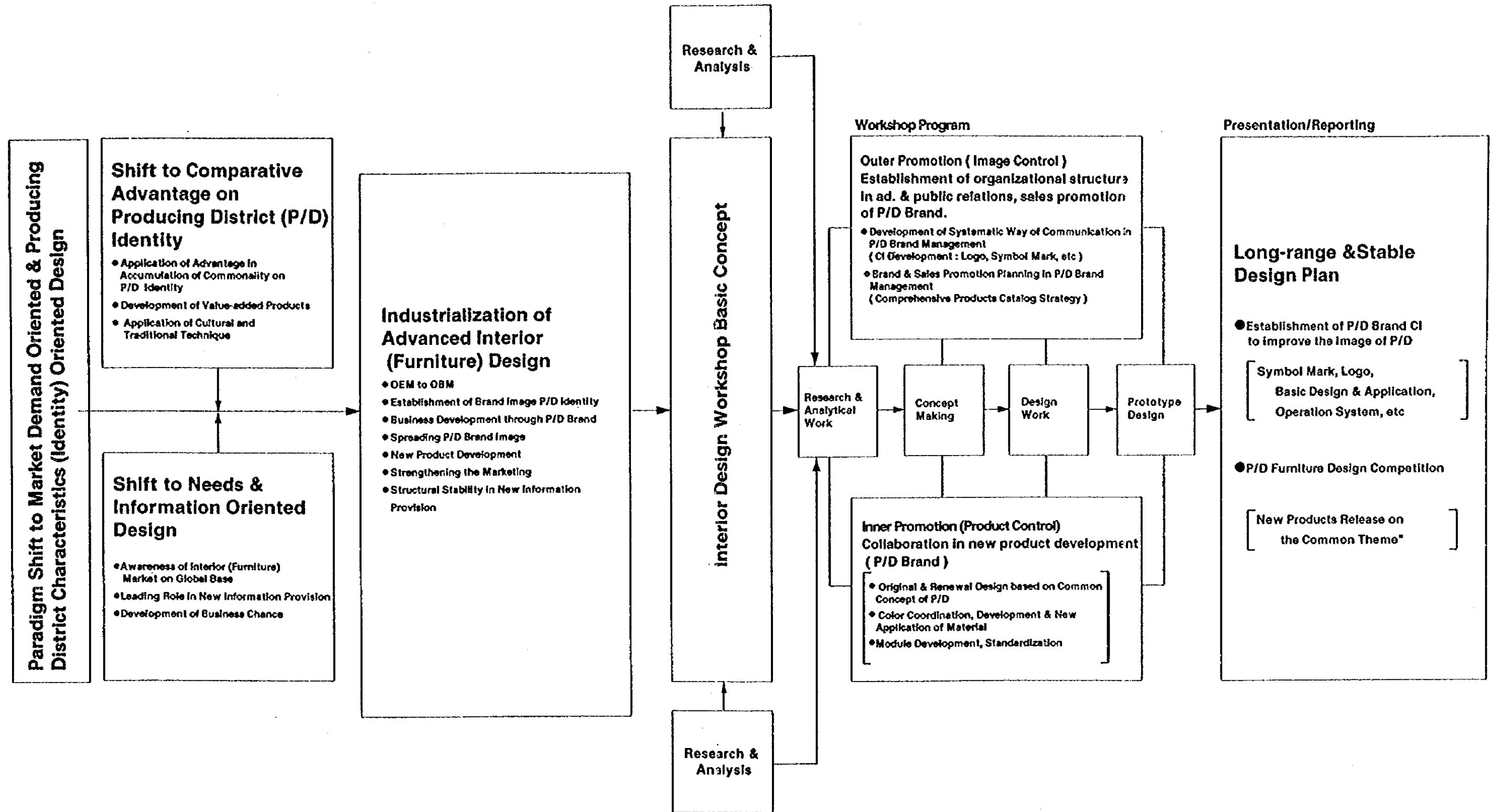
Check of the process of manufacturing trial products in factories. Check and correction of design, safety, technology, function, productivity, comfort, etc., which are necessary to do in advance

11.Presentation work

(1)People express the findings of Survey work, concept work and design work, put photographs of the models, and explain the process on boards of B whole sheet.

(2)Concerning trial products, production processes, the drawing, product types, etc. are made. (3)Papers made in this workshop are bound together and become a final report.





OEM → Image up of OBM producing area

Interior Design Workshop "Nature Contact Life" Project

Export promotion
Value added of a product

Producing area Image survey

Market trend investigation of a consuming place

Visual sense survey/interview

Survey on economic condition

Basic theme

Developing original brand furniture in which local characteristics of the producing area are reflected

Outer promotion (image control)

Concept making

"Image up" for the change of the producing area to propose new products or meet the needs

Developing the original brand of producing area, Clarifying the model program of CI plan for producing area / examination of the producing area brand and its strategy / conception of CI (corporate identity) plan / BI (brand identity)

Inner promotion (product control)

Concept making

Clarifying of the concept of Basic (superior) Nature Contact Life

Clarifying of the concept of "Nature Contact House" (medium) Nature Contact Space
Gate Area
Family Area
Individual Area
Action Area

Concept work

Clarifying the future vision, doctrine and guideline (production of the corporate identity concept sheet)

Concept work

Clarifying the product design concept (production of the design concept sheet)

Design work

Producing communication elements (brand name of the producing area, statement etc.)
Producing visual elements (symbol mark, logotype to show the producing area, graphic pattern of corporate color, trade character)

Design work

Sketching out and drawing the image of Nature Contact Space
Making a plan for interior layout of Nature Contact Space
Making a design worksheet for concept sketching of Nature Contact Space

Item development

Developing application items centering on the goods based on "Nature Contact Space" concept (a package, instructions, seal etc.)

Model work

Producing a model of the space and goods (1/10 scale) based on "Nature Contact Space" concept.

Operation & management

Making manuals

Drawing a model of the development goods (a chair) (1/5 scale)

Promotion

General catalogue or instruction of producing area, Showroom for the producing-area brand goods

Pilot Production

Production Engineering, durability, safety, comfortability

Presentation

Making the presentation board of a design plan (from concept work to commercialization)

Exhibition / design tourney / event / feedback

Evaluation

Evaluation

Evaluation

Evaluation

Evaluation

Evaluation

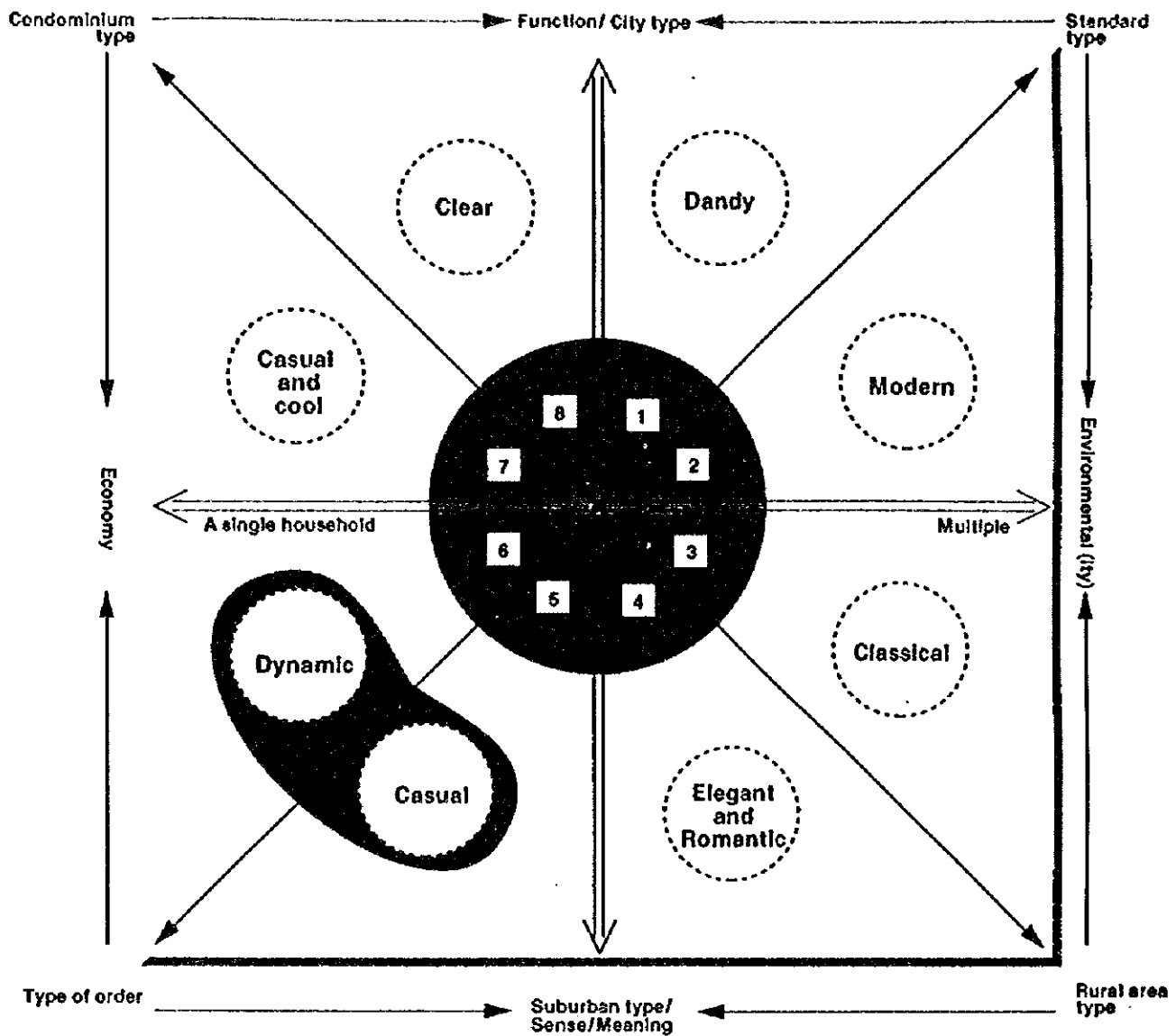
Evaluation

Evaluation

Evaluation

Evaluation





Concept chart of housing

- Concept chart of housing: planning "the type of housing, people, and living" is the very important precondition to develop new furniture. This concept chart of housing will be considered as a common basis concerning the goods we will design in the workshop from now..
- This concept chart focuses on the market of industrial housings out of all kind of housings. The characteristics of the whole housing market is not included. It is done with a case study of workshop promotion strictly.
- This concept chart is positioned as 8 (eight) quadrants (concept segments), by taking "function ↔ meaning" and "economy ↔ environment" in 2 (two) axes, and by taking "condominium type ↔ rural district type" and housing style of "standard type ↔ order made type" in biased axes.
- The market characteristics of these (eight) segments are characterised as shown in all list of concept segment targets.
- There are many positions of a product of house manufacturer for eight quadrants to a core. In other words, it's the type that meets the various types of needs. Let's call it, "0 quadrant".
- Total 80 % are occupied with this 3 quadrant by 0 quadrant or 40 % 5 quadrant, 6 quadrant or for each 20 % during a thing of eight quadrants.
- "0" quadrant is reduced a little from tendency of the past several years, and "5" "6" quadrants increases a little.

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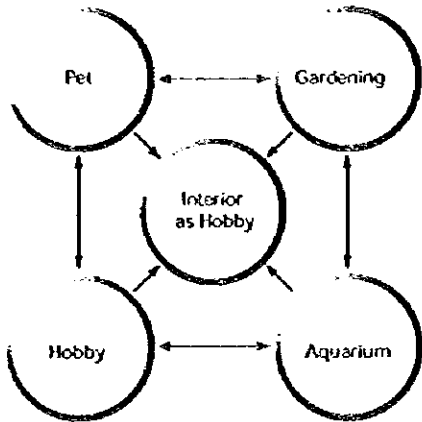
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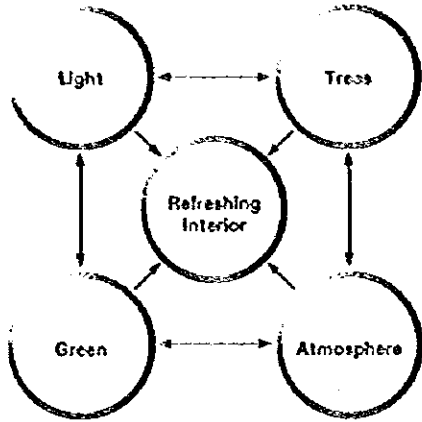
The market characteristic of each quadrant is identified in order to specify what kind of needs for houses are there in current Japan. In the vertical axis, quadrants are taken, and in horizontal axis, image words, Market characteristics, Interior image, Target (person), Lives are taken. In the grid of this matrix, a real image of demands for merchandise development (mainly rattan furniture) could be seen.

Quadrant	Image words	Market characteristic	Interior image	Target (person)	Life
1 DANDY	<ul style="list-style-type: none"> ● Solid ● Of substance / of depth ● Dark ● Sharp / Tidy ● Diligent / Careful ● Plain ● Quiet ● Elegant ● Manly ● Sonorous 	<ul style="list-style-type: none"> ● Residential area in the city and coexisting with commercial facilities ● Bad environment but convenient 	<ul style="list-style-type: none"> ● Living space being close to outside, but open to inside ● Reasonable and usable kitchen dining ● Enjoys fitness and/or relaxing space 	<ul style="list-style-type: none"> ● Mainly baby boomers and "gap" generation ● Educational background: above university graduation ● Household yearly income: 8.5-9.5 million yen ● Technical or clerical jobs ● Family is man and wife + 1 child + 1 parent 	<ul style="list-style-type: none"> ● Likes reasonable life ● Puts value on function ● Puts priority on convenience of city life ● Puts priority on own life ● Considers living together with parents
2 MODERN	<ul style="list-style-type: none"> ● Ideal ● Quiet ● Minute ● Calm ● Intellectual ● Tense ● Sharp ● Mechanical ● Geometric 	<ul style="list-style-type: none"> ● Residential area in city area ● Urban area or down town 	<ul style="list-style-type: none"> ● Comfortableness is raised by fusion of limited inside space and outside environment ● Planted trees in courtyard, well and the roof 	<ul style="list-style-type: none"> ● Mainly baby boomers, partially after-the-war ● Educational background: above university graduation ● Household yearly income: 9.5-10.5 million yen ● Clerical job and own business ● Family is man and wife + 2 children + 2 parents 	<ul style="list-style-type: none"> ● Healthy life with nature while enjoying urban environment ● Living together with the parents ● Large living room for happy family circle ● Hopes relaxed housing
3 CLASSIC	<ul style="list-style-type: none"> ● Conservative ● Countrified ● Graceful ● Old ● Classical ● Calm ● Bulky and heavy ● Classical grace 	<ul style="list-style-type: none"> ● Large lot in the suburban and rural districts ● Do not like new lifestyle and design. ● Large room is necessary for rituals and festivals. 	<ul style="list-style-type: none"> ● Exterior and interior utilizing traditional materials and structure ● Large room and kitchen, Garden, Improvement of approach from the gate to entrance 	<ul style="list-style-type: none"> ● Baby boomers and After-the-War generation ● Educational background: high school and university ● Household yearly income: 8.5-10.5 million yen ● Own business ● A family is man and wife + 2 children + 2 parents 	<ul style="list-style-type: none"> ● Likes natural environment ● Puts values on ones which have been inherited for long time ● The principle of big family respecting the patriarchal system
4 ROMANTIC ELEGANT	<ul style="list-style-type: none"> ● Soft ● Flexible ● Bright ● Light ● Of pastel key ● Of a young girl ● Sweet ● A fairy tale key ● Naive ● Moody ● Mild ● Foppish ● Chic ● Stylish / Delicate 	<ul style="list-style-type: none"> ● Large lot in the suburban and rural districts ● Originally, suburban type, but with an atmosphere as luxurious city house 	<ul style="list-style-type: none"> ● Exterior with Western-style tradition ● The exterior and interior utilizing classical European and American tastes ● Large living room and fireplace 	<ul style="list-style-type: none"> ● Baby boomers and After-the-War generation ● Educational background: high school and university ● Household yearly income: 7.5-8.5 million yen ● Own business and local public service workers ● A family is man and wife + 2 children + 2 parents 	<ul style="list-style-type: none"> ● Relates with nature actively ● Has interests in tradition and history ● Family relationship with friend ● Life with dreams
5 CASUAL	<ul style="list-style-type: none"> ● Friendly and approachable ● Brilliant ● Healthy ● Open ● Feeling at ease ● Hopeful ● Vivid ● Active 	<ul style="list-style-type: none"> ● City and suburban lands for sale ● New construction and rebuilding. ● Severe competition zone for prefab houses ● Puts priority on the atmosphere products have 	<ul style="list-style-type: none"> ● Rather conservative design with eternity sense ● Free planning of room arrangement by common materials ● Conservative but with pioneer spirit and originality 	<ul style="list-style-type: none"> ● Baby boomers and "gap" generation ● Educational background: above university graduation ● Administrative posts and own business ● Household yearly income: 9-10 million yen ● Family is man and wife + 2 children 	<ul style="list-style-type: none"> ● Favors nature in good order ● Wish to live with ideas and dreams ● Put priority on couple based lives ● Life of individuality than of monotony
6 DYNAMIC	<ul style="list-style-type: none"> ● Tropical ● Active ● Sporty ● Rough ● Wild ● Bold ● Intense ● Strong ● Powerful and active ● Be full of youthful vigor 	<ul style="list-style-type: none"> ● Wide-ranged market from urban area to rural district ● Tentatively obtaining at relatively youth ● Sensitive to CP, and favor the economical life 	<ul style="list-style-type: none"> ● Appearance of room arrangement is simple, but materials and facilities are expensive ● Strong will for building enlargement and rebuilding ● High cost performance and low costs 	<ul style="list-style-type: none"> ● Baby boomers and "gap" generation ● Educational background: high school and above university ● Clerical and technical jobs ● Household yearly income: 6.5-8.0 million yen ● Family is man and wife + 1 child 	<ul style="list-style-type: none"> ● Conscious to convenience of life ● Put priority on own identity ● Wish to live with own individuality ● Wish to relate to oneself honestly
7 COOL CASUAL	<ul style="list-style-type: none"> ● Orderly ● New ● Reasonable ● Quick ● Of youth ● Simple ● Youthful ● Unripe ● Refreshed / Clear-cut 	<ul style="list-style-type: none"> ● Urban, Commutable area less than 1 hour ● 100% convenience as urban area ● Apartment 	<ul style="list-style-type: none"> ● Apartment house ● High Function and High Density of Interior ● Utilizes inside of the room three-dimensionally ● Substantial information and communication system 	<ul style="list-style-type: none"> ● "Gap" generation "New Human Being" generation ● Educational background: High school and University ● Clerical, technical, and blue-collar jobs ● Household yearly income: 5-6 million yen ● Family is man and wife 	<ul style="list-style-type: none"> ● Do not interfere other people as well as do not been interfered ● Independent persons, though a couple ● Giving up ones own house
8 CLEA	<ul style="list-style-type: none"> ● Clean ● Pure ● Town ● Urban ● Simple ● Smart / Chic ● Plain ● Sophisticated ● Neat 	<ul style="list-style-type: none"> ● Urban residential area ● Condominium than independent house ● More substantial function in transportation and culture than urban area 	<ul style="list-style-type: none"> ● Middle-street condominium. ● Fashionable ● Introduction of various urban services ● Condominium life oriented 	<ul style="list-style-type: none"> ● Baby boomers and "gap" generation ● Educational background: above university graduation ● Clerical and technical jobs ● Household yearly income: 8-9 million yen ● Family is man and wife +1 child 	<ul style="list-style-type: none"> ● Fresh and charming lives ● Man and wife as a community bound together by common fate ● Enjoy compact and simple lives

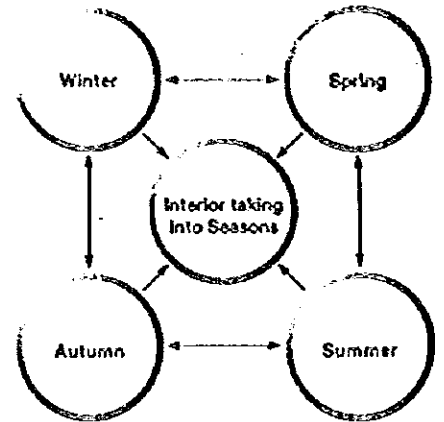
■ Viewpoint of "Hobby"



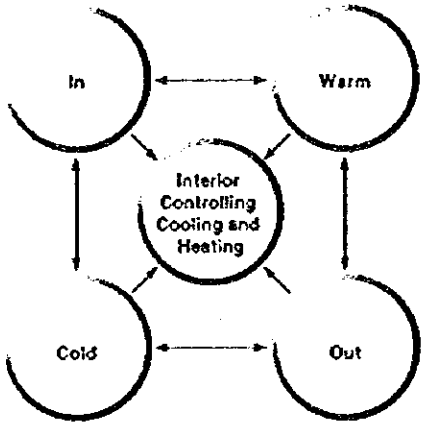
■ Viewpoint of "Nature"



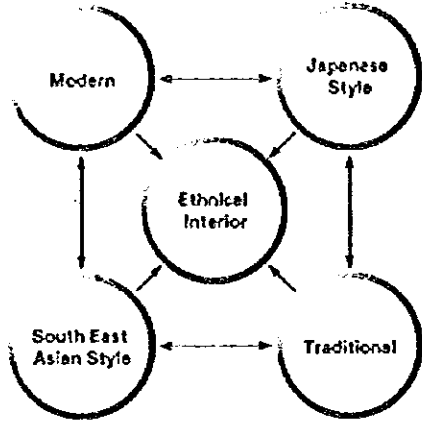
■ Viewpoint of "Seasons"



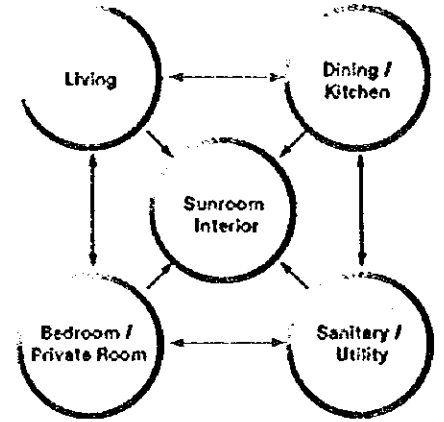
■ Viewpoint of "Space"



■ Viewpoint of "Style"



■ Viewpoint of "Living Area"



Needs for interior are various. In development and sales of interior goods for the current Japanese market, there could be the following six viewpoints: 1) Hobby, 2) Nature, 3) Seasons, 4) Space, 5) Style, and 6) Living Area. For example, from the viewpoint of hobby, lifestyle in which one could enjoy hobby such as pet, tropical fish, and gardening, could be targeted. From the viewpoint of seasons, there could be a thought that Rattan furniture could gain new images and positions due to the "lost of seasons" feeling which is caused by substantiality of heating instruments, in addition to the currently existing position and image as goods for the summer season. Therefore, in the Rattan furniture and miscellaneous interior goods, the clue for success in merchandise development is the findings and specification of commercialization viewpoints. The viewpoints are, for instance, what kinds of distribution systems are taken, what kinds of sales channels are used, who are the target of the goods, and what kinds of viewpoints are taken in the account as target.

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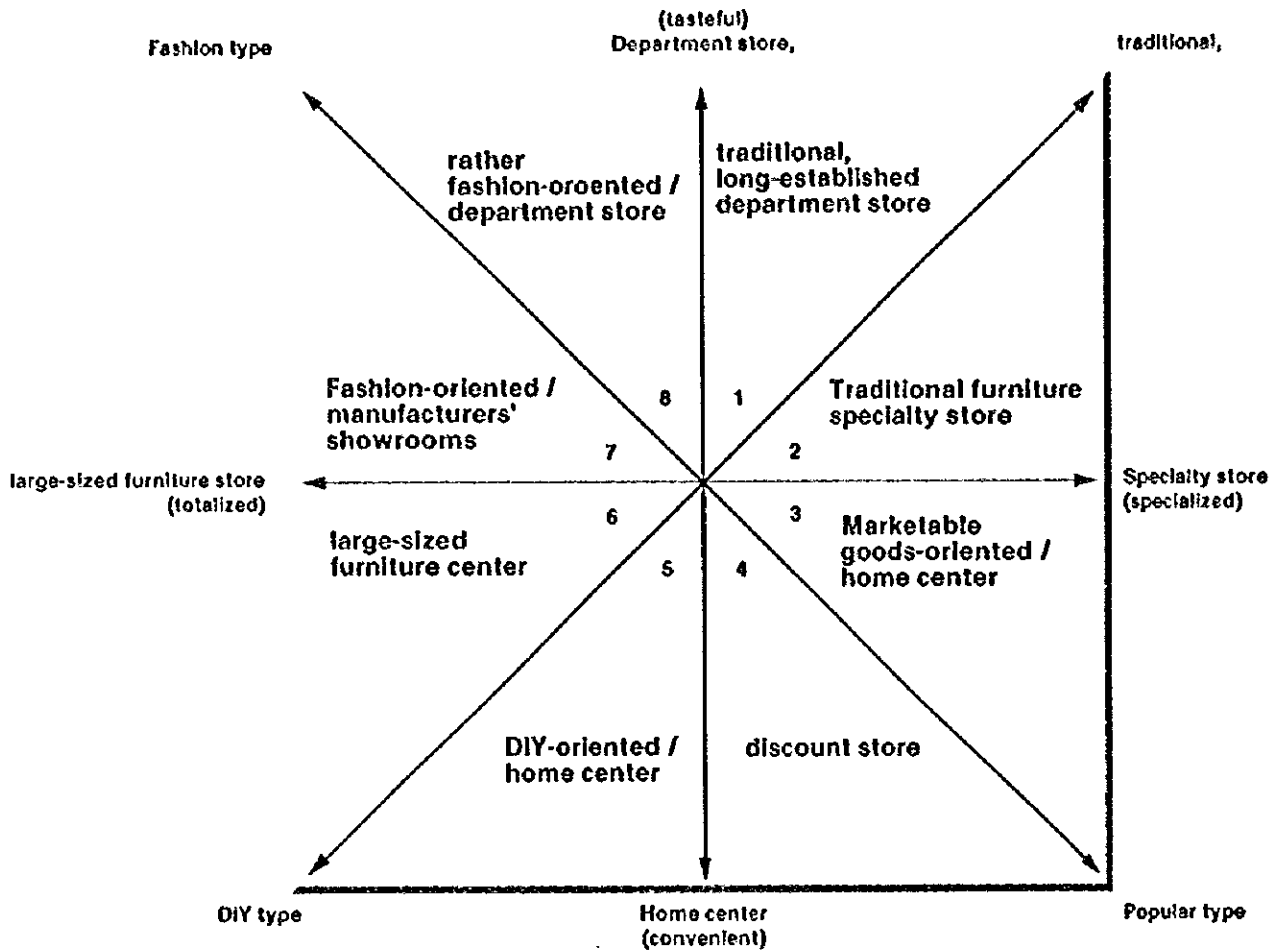
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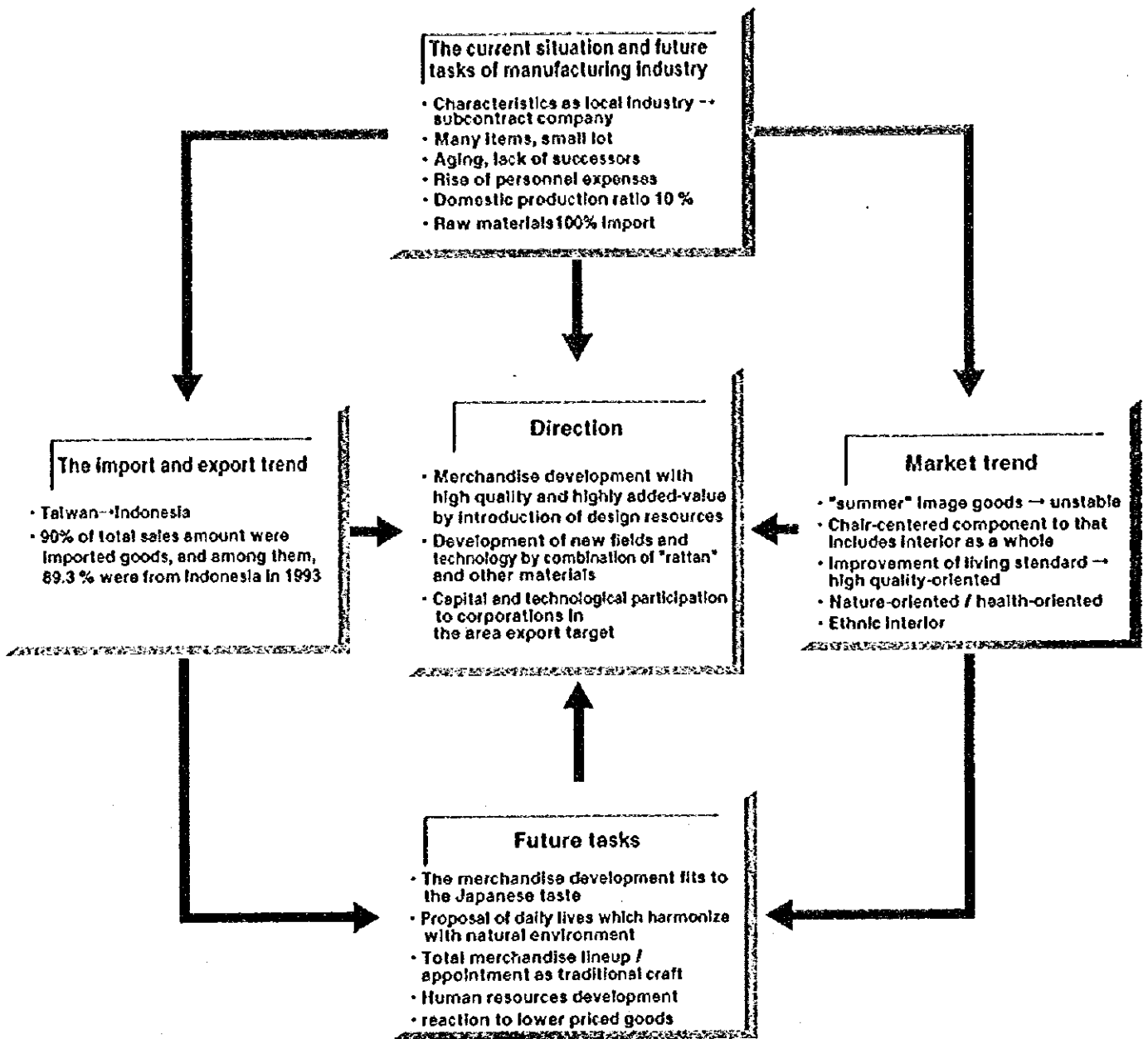
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"Distribution chart by furniture and interior elements" shows characteristics of the distribution and the stores of furniture and interior goods in Japan. In the vertical axis in the chart, Department store (taste) ←→ Home center fielder (convenience) is taken, and high-quality goods and reasonable goods are compared. In the horizontal axis, large-sized furniture store (total) ←→ specialty store (special) is taken, and targeted stocking and total stocking are compared. As a biased axis (turning to the right bias), tradition type ←→ DIY type is taken, and goods are divided into traditional and DIY type which can be crafted and assembled by hand. On the other hand, in a biased axis (turning to the left bias), fashion type ←→ marketable goods type is taken, and goods are divided into the marketable goods in which certain amount of sales could be predicted and ones which are sensitive to a fashion. An existing store in Japan was assigned to 8 quadrants by these four axes. In addition, characteristic of stores (location, store, concept, merchandise lineup) are explained. It is thought that direction of merchandise development in the future could be decided based on targeting strategy (which quadrant in the chart should be targeted), in the merchandise development of the rattan furniture and interior-related miscellaneous goods aiming export to Japan.

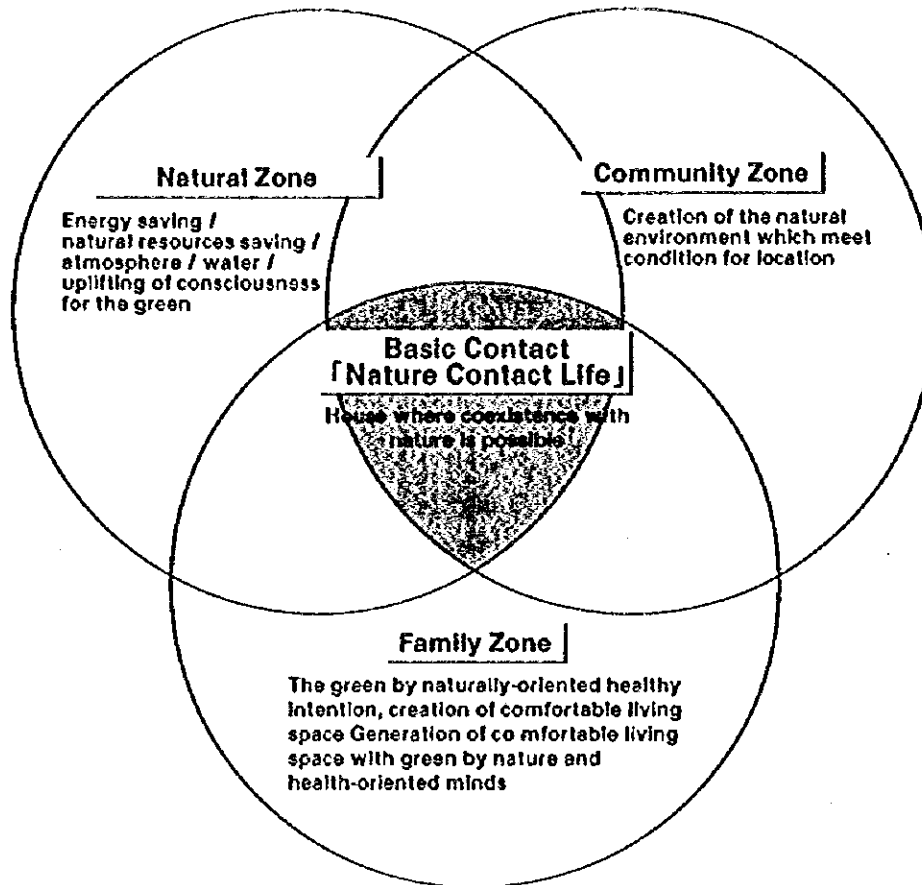
Store characteristic

Quadrant	Well-known store classification	Location	Store Concept	Merchandise lineup
1	Tradition-oriented department store Takashimaya Mitsukoshi	Metropolitan area		
2	Tradition-oriented department store Miyazaki Futaba furniture Co.	Metropolitan area (furniture dealer town)	Old and high-quality furniture store in the wholesale district	High quality: Merchandise lineup which is or thodox and easy to coordinate
3	Marketable goods-oriented home center Ito Yokado / Izumiya / Daiei / Heiwa-do	The suburbs	Area development type large scale store targeting family use commodities Typical home center	The spread: Casual and reasonable merchandise lineup consisted of mainly miscellaneous goods for living
4	rather DIY-oriented home center / Royal / Ayahadio	The suburbs	New type home center that began Japanese style soft DIY system	The spread: Interior-conscious items including miscellaneous goods for living
5	DIY-oriented home center / Enjoy Honda / Doit / Tokyu Hands suburban	Outskirts	large scale complex mainly consisted of American style hard DIY shops	keeping rich assortment of goods in stock mainly DIY-oriented materials and parts
6	The large-sized furniture center Otsuka Kagu, Ltd.	The suburbs (coastal line area)	ultra large-sized suburban furniture store mainly targeting consumers visiting by cars	Intermediate: keeping rich assortment of goods in stock, mainly furniture and interior-related goods
7	rather fashion-oriented department store / Odakyu Haik / Conran shop / Sazaby's / metropolitan area	Metropolitan area	department store which put emphasis is on furniture	Intermediate: department store which is good at authentic furniture including ethnic ones
8	Fashion-oriented department store / Marui In the Room / Parco / Loft / MUJI / metropolis	Metropolitan area	large scale interior shops targeting young in town	The spread / intermediate: fashionable and casual design



The "rattan" furniture industry in Japan has been in the extremely severe situation. Since most are subcontractors and local companies, the whole industry consists of small and medium sized enterprises. Product price is badly reflected by low productivity caused by "many item, small lot" situation, and high personnel expenses caused by aging of management and lack of successor. Raw materials procurement is 100 % depending on importing, and the domestic manufacturing ratio is limited to only 10 %. Accordingly, 90 % of total sales amount are imported, and, among them, 89.3 % are imported from Indonesia in 1993. In the market, "rattan" furniture tends to be perceived as that with "summer" image, and therefore its demand is unstable. Merchandise lineup of "rattan" furniture, however, has been shifted from its chair-centered component to target of total coordination that includes interior as a whole. Therefore, expectation for high quality is high by improvement of level of life. Space and goods which is based on a way of thinking of "Nature Contact House" are going to be demanded in the future, along with the nature-oriented and/or ethnic interior-oriented trends. Accordingly, development of new way of manufacturing is desired, based on merchandise development with high quality and highly added value by introduction of design resources, and development of new fields and technology by combination of "rattan" and other materials, and capital and technological participation to corporations in the area export target.





Basic concept "Nature Contact Life" means that create healthy and comfortable life harmonized with nature; i.e. coexistence with nature. The environmental damage which scientism-oriented era in the 20 century brought is now having impact with global magnitude. It also contains a proposal to hum an-being of a way of living deserving of human dignity in modern era when people tends to direct returning to nature. In other words, what people today desire is to harmonize with environment, with which they are directly concerned such as natural environment, regional environment, and residential environment, and to coexist with nature related to various environment above respectively. This concept is a basic thinking for the program of workshop this time, and is positioned as common concept indispensable for image strategy and/or merchandise development in region, as well as the slogan for the region.

Nature Contact Life Basic 3 themes

1. Preservation of natural environment (Nature Zone)

Amount of energy consumption and CO2 is lowered by pursuing the energy saving utilizing the most advanced and appropriate technology related to housing. Temperature within a house is lowered, and green house effect is coped with by making good use of nature such as planting the surface of a roof and wall replanting.

- Green house effect
- acid rain
- El Nino effect
- dioxin
- flyon
- air pollution
- rainforest destruction
- desert
- decrease of wild animal

2. Affinity with regional environment (Community Zone)

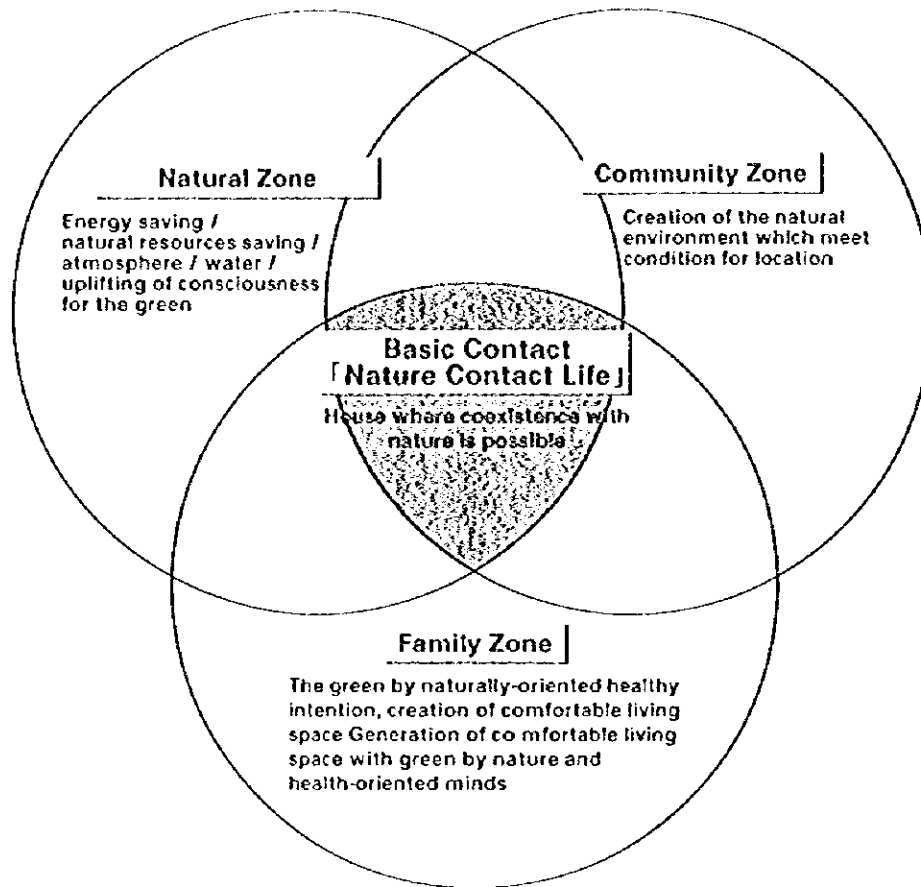
The housing and planting suited for climate, natural environment of the region should be thought about. In places where natural environment has been worsened such as urban area, harmonization with the nature is important, making the best use of a little space by water, soil, and planting. Making nature-oriented residential landscape, being cooperated and collaborated among inhabitants, is important in order to realize human/ecology cycle in the region.

- Greenbelt town
- row of stores and houses on a street where nature is rich
- roadside tree
- pocket park
- "much flower" movement
- road replanting

3. Healthiness and amenity of residential environment (Family Zone)

It becomes important to take in nature in living space as a technique to eliminate psychological and physical factors such as sound, light, a color, heat, tactile sense, under housing with high levels of residence environment, health, amenity, and harmony with the regional environment.

- Gardening
- Increase of leisure time
- system in aging society
- harmony of lightning inside and outside room, and of sound
- green control
- pleasure in growing, communication



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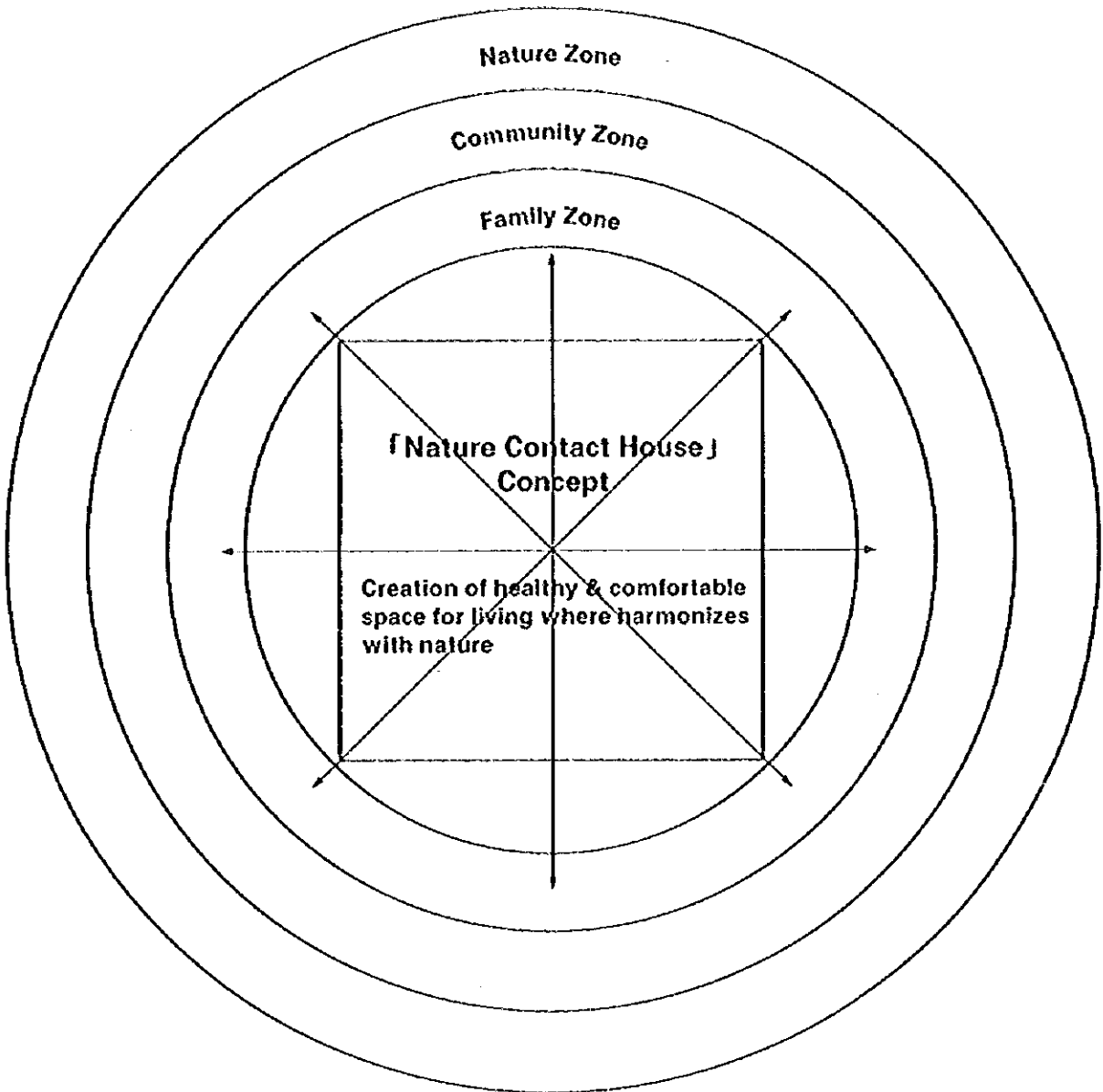
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Necessity of "Creation of healthy & comfortable space for living where harmonizes with nature" is notable and obvious, being based on its basic concept, "Co-existence with Nature," which has been conceptualized through current correlation among zones (Nature Zone / Society Zone / Family Zone) and their problems. "Nature Contact House" concept derived from this way of thinking is positioned as a concept (medium level) of product design concept-making. This concept is that of space which could be a target of merchandise development in region, and based on this concept, circumstance of use and/or users of merchandise developed could be specified. This means that manufacturing system could be converted from order-based manufacturing to proposal-style merchandise development, and conversion of industry could also be expected in which the industry could respond to actual demand and propose new style of merchandising.

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The concept of "Nature Contact House" is to create healthy and comfortable space for living where is blending with nature. This aims at taking in nature in House. In order to do so, living space is divided into 4 by its function as "Family, Action, Individual, and Gate", and "Nature Contact Space" is established, where blends with nature, as the core of these 4 areas, and as surroundings of these 4 areas. "Nature Contact House" realizes requisite of comfortable life, such as sunshine & star shining, sound of water streaming & raining, atmosphere, sense of the season, comfortableness of wind, gardening, and coexistence with animal, by taking "light" ←→ "water" in the vertical axis, by taking "animal" ↔ "plant" in the horizontal axis, by taking "wind" ↔ "sound" in biased axis (turning to the right), by taking "atmosphere" ↔ "soil" in biased axis (turning to the left), and by relating nature in surrounding fields to those in the core through "Nature Contact Space". "Nature Contact Space" has strong impact on "Family, Action, Individual, Gate" areas, creates integrated space with one of these four areas, and in the each area merchandise development and coordination could be done based on the concept of "Nature Contact House."

Area division of "Nature Contact House"

Area division of "Nature Contact House" is as follow. The Nature Contact House is in Family zone, involved in Nature zone and Social zone, and consists of "Nature Contact Space" and four areas, based on the concept of housing for creating healthy and comfortable life coexisting, in other words, harmonizing with nature. The four areas are "Family, Action, Individual, and Gate". Abstract of each space and area are as follows.

"Nature Contact Space"

is space within house to fuse with nature, specifically, sunroom and areas where direct contact with atmosphere is possible such as deck, porch, hothouse and garden.

Area

1. Gate Area

Gate area is place where Nature zone, Society zone, and Family zone encounter, and is buffer area where residents and/or visitors could switch inside and outside of house. Specifically, entrance, atrium, and stairs are in this area.

2. Family Area

Family area is place for meeting and/or family circle of visitors and families through dining, and specifically dining room and living room are included in the area.

3. Action Area

In action area, function of house such as cooking, washing, excretion, and bath-taking, are concentrated. Kitchen, Sanitary, Utility space are in the area.

4. Individual Area

Individual area is space where one's privacy is protected and one could feel at ease, such as private room, bedroom, nursery, and the study.

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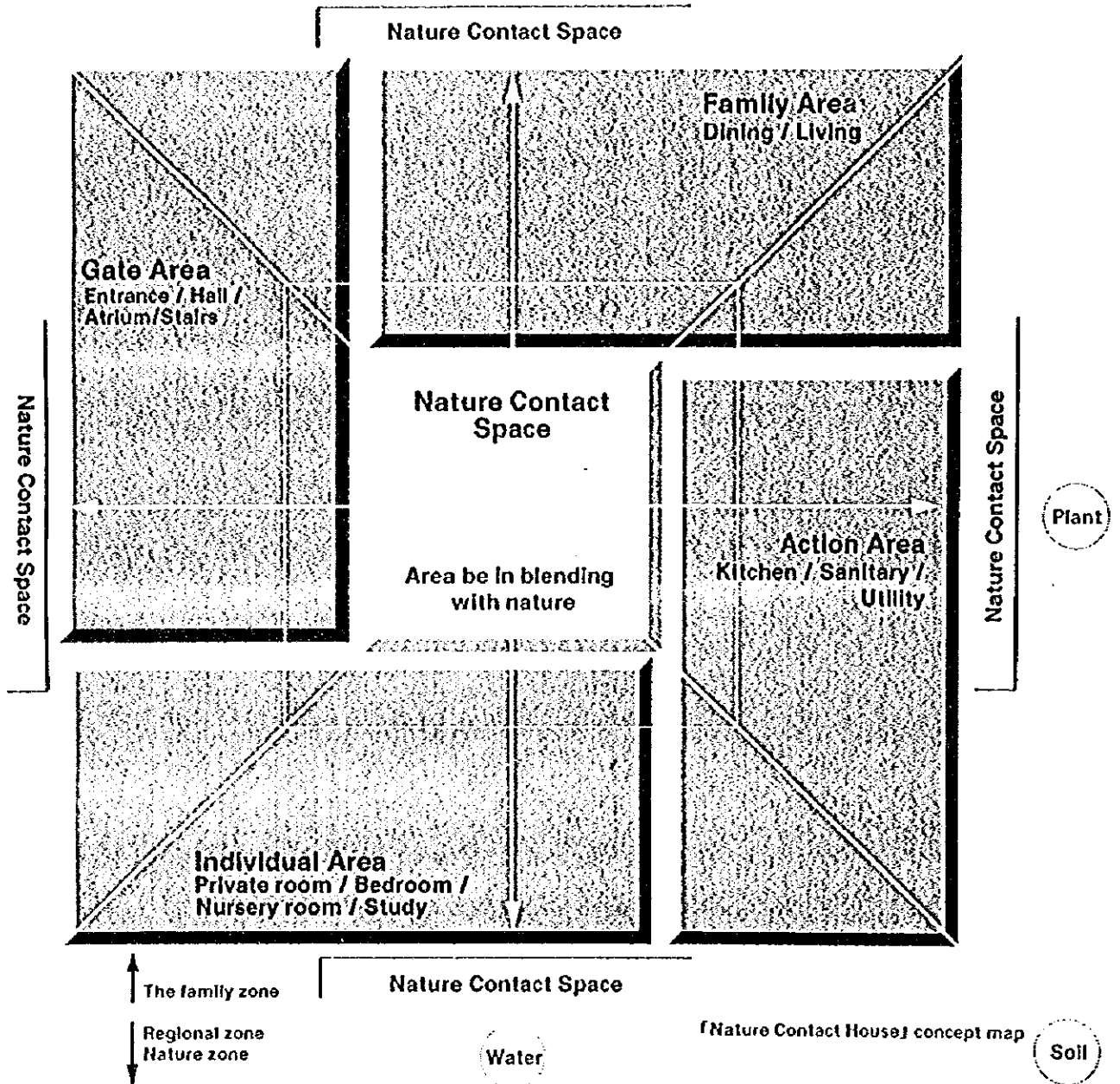
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The concept of "Nature Contact House" is to create healthy and comfortable space for living where is blending with nature.

Atmosphere

Light

Wind



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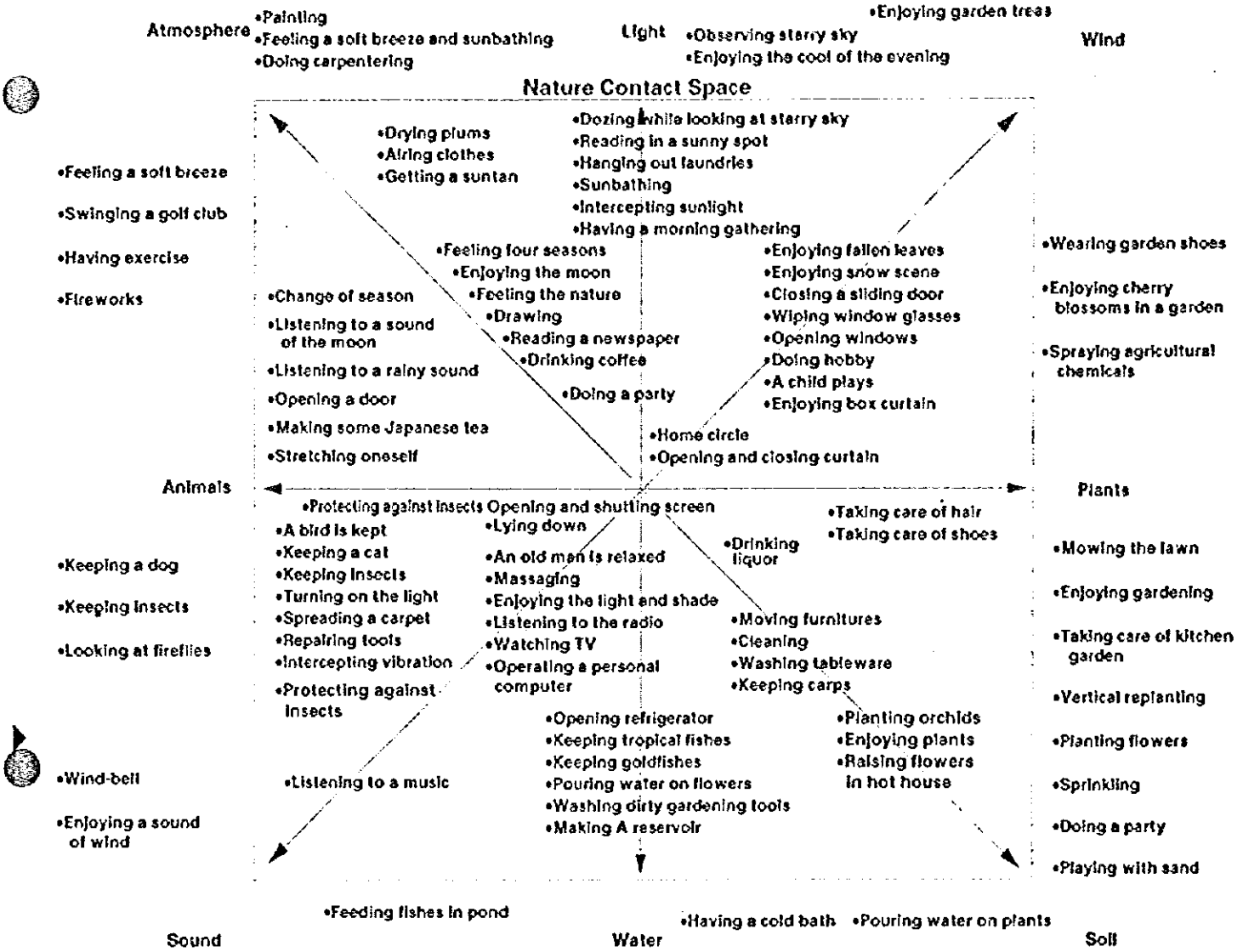
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In order to create a concept of interior and lifestyle of "Nature Contact Space", needs demanded from "Nature Contact Space" is established in the 8 quadrants in the figure above, represented as "light ⇄ water" (vertical axis), "animals ⇄ plants" (horizontal axis), "atmosphere ⇄ soil" (bias axis), "sound ⇄ wind" (bias axis). In order to create a concept of interior and lifestyle of "Nature Contact Space", needs demanded from "Nature Contact Space" is established in the 8 quadrants in the figure above, represented as "light ⇄ water" (vertical axis), "animals ⇄ plants" (horizontal axis), "atmosphere ⇄ soil" (bias axis), "sound ⇄ wind" (bias axis).

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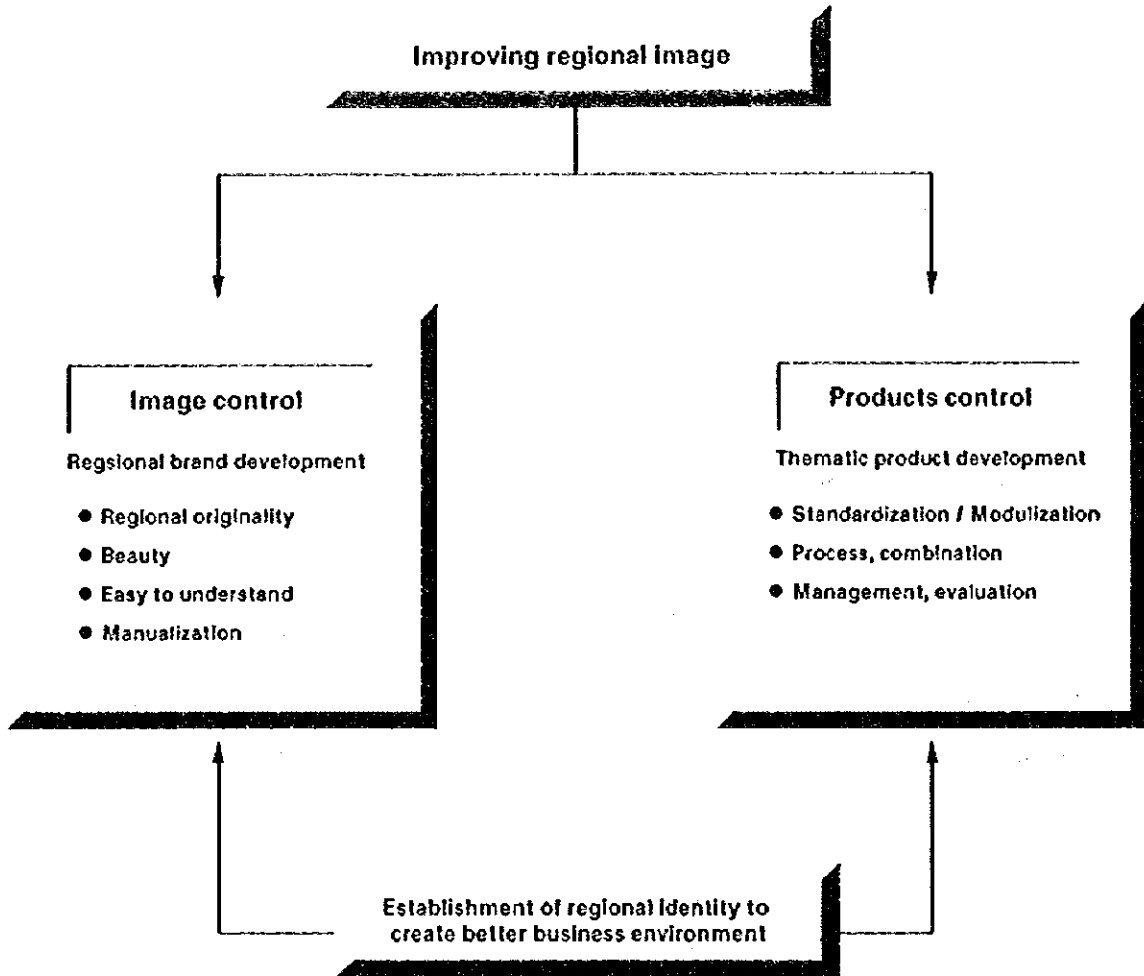
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In these days, a product value is defined not only by tangible aspects, such as its shape, its function and its price, but also by a balance between tangible and intangible aspects, such as the information, the image of the product. Accordingly, intangible aspects of a product, such as an image of region or an image of a product becomes an important strategy to develop product sale in dominance. In this workshop, we establish an regional identity to create better business environment through improving regional image. In order to improving regional image, it is crucial to control regional brand development and product development according its theme from the beginning intentionally and by design.

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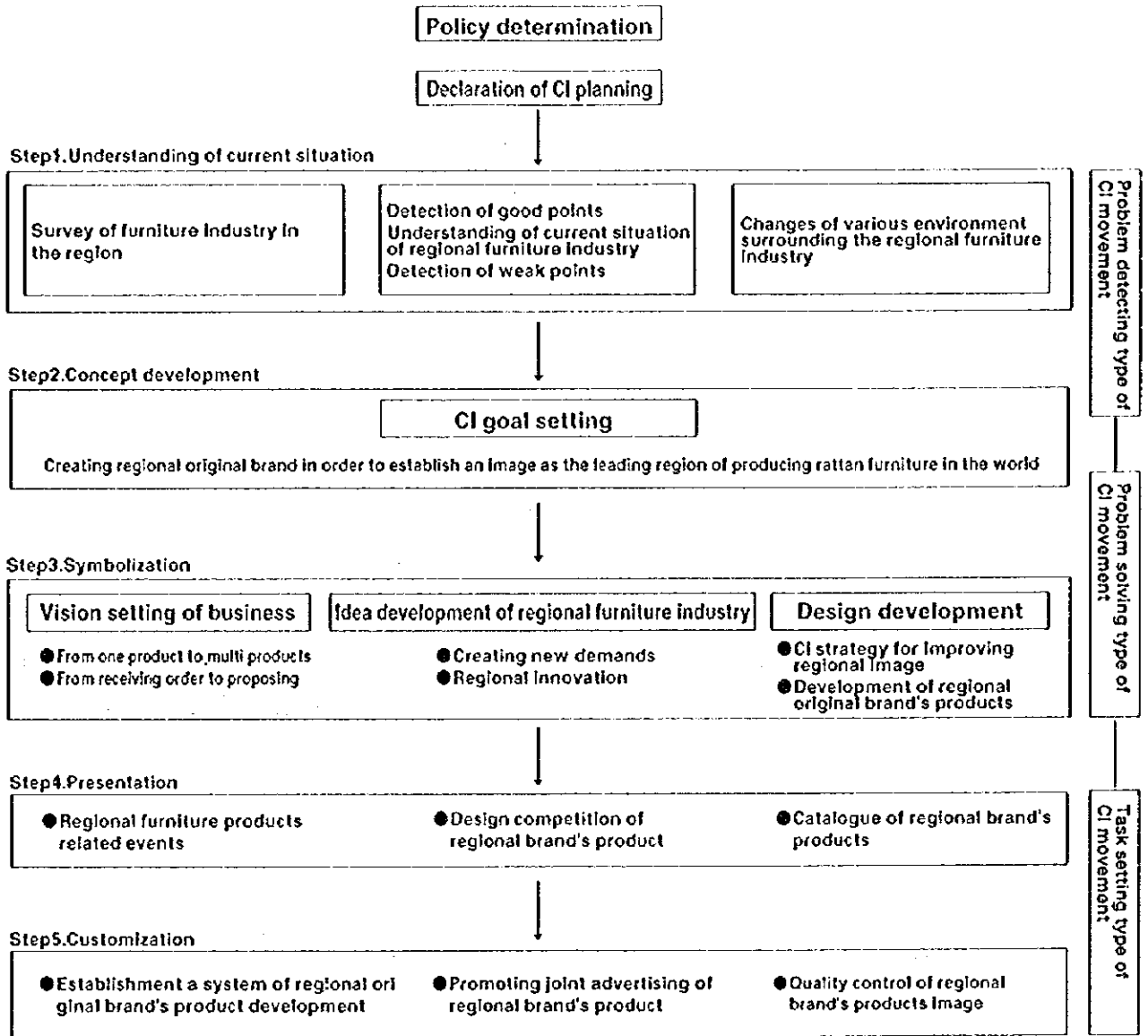
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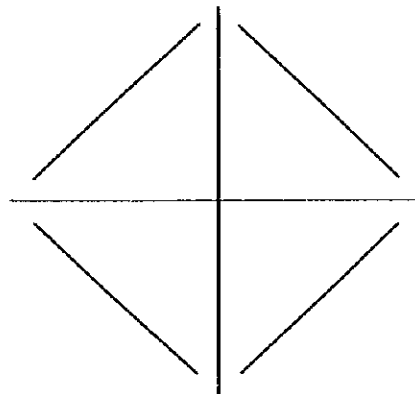
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1.How do you start developing a regional brand?

- 1.Region starts changing in great degree
- 2.Regional brand should be set according to a direction of the change

2.What kind of obstruct factors do you have to consider before development of the regional brand ?

- 1.Influence toward customers
- 2.Influence inside region
- 3.Cost effectiveness



4.What can be expected by developing the brand ?

- 1.Image improvement in foreign countries
 - Aggressiveness
 - An effort to regional transformation totalization of business
 - Correspondence to high quality-oriented society
 - Correspondence to information-oriented society
- 2.Reform of regional production structure
 - Regional corporate environment
 - Recognition of management direction
 - Developing regional environment as a place of work which aimed at the bright future
 - Customers in less competitive environment?
 - Breakaway from dependence consciousness

3.What kind of the regional brand can you think of?

- 1.What is a suitable brand as the world biggest rattan furniture producer?
- 2.Do we aim for level up the current regional rattan furniture, or for totalization of the whole products line?

Development of the regional brand

Why do we need the regional brand for? What are obstruct factors for development of the regional brand? What kind of the regional brand can you think of? It is important to examine relationships between the regional brand and expectation, and other problems.

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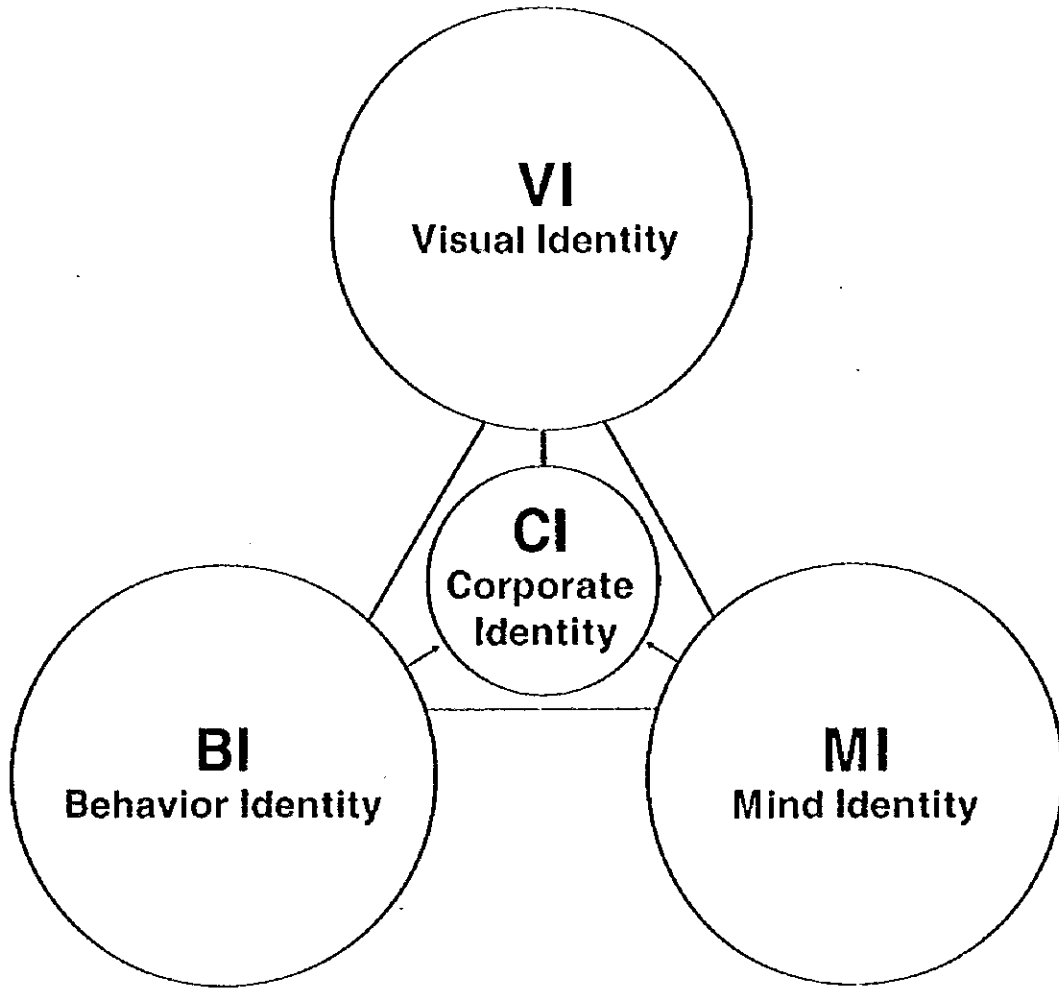
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CI (Corporate Identity) is formed with the following three elements

1. **Visual Identity** is a visual expression system to create and to control, on purpose, a good image necessary for an organization to continue to exist toward the future.
2. **Behavioral Identity** is formed by deliberately implementing business policies and course or actions of a company, with an orientation that should aim at.
3. **Mind Identity** expresses a way of thinking of a company and what the company should be, such as a company idea and motto.

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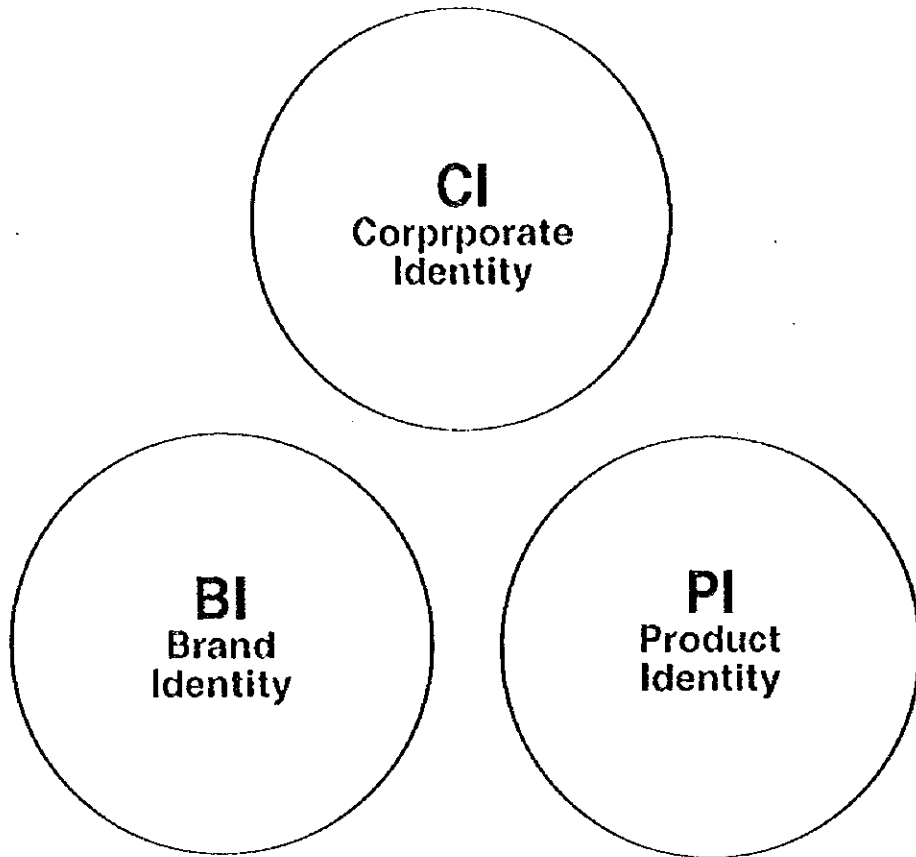
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How to develop a "Brand"

CI (Corporate Identity) - Image of corporate level -

Strategic activity to establish total image of a company, in order to control consumption / purchasing behavior of consumers toward merchandizes of own company, and to hold a dominant position in market competition.

BI (Brand Identity) - Image of brands level -

Strategic activity taken in case it is more effective to establish an image of company through establishing first an image of brand, in order to control consumption / purchasing behavior of consumers toward merchandizes of own company, and to hold a dominant position in market competition.

PI (Product Identity) - Image of products level -

Strategic activity taken in case it is more effective to establish an unified product utility within a product genre than establish CI or BI, in order to control consumption / purchasing behavior of consumers toward merchandizes of own company, and to hold a dominant position in market competition.

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Merchandise development of "Nature Contact Space" aims at total development of merchandises for producing wide space utilizing characteristic of Rattan materials, from miscellaneous interior goods (lighting and/or planter) to knock-down built-in type furniture such as the storing modular furniture and decoration wall, door with sash frame, and mainly rattan furniture (chair, table, and the storing).

● Stationary-typed

Cabinet

box unit

Development of the storing unit system furniture with mobile function by combining Instruments such as TV, audio system, and/or AV with units such as display case, the storing, and/or welcome counter

Human body lined / quasi human body lined furniture

outdoor furniture

Waterproof and lightproof for outdoor use. Instrument development for the storing and mobile

table chair

Plentiful merchandise component that is easy to coordinate in interior such as mainly table and chair. Development of additional function such as module, rotating adjuster (up and down), angle control, caster, stacking, and/or knockdown

Miscellaneous interior goods

planter lighting curtain wall screen carpet

Arrangement development of such as cushion and/or tablecloth to raise fashionability and interior coordinating ability of table, chair, light, planter under the "Nature Contact Space" concept.

Small furniture

wagon

Development of multi-purpose wagon having functions such as slippers rack, magazine rack, and decoration stand
Development of niche furniture fitting to small space

● built-in type

House equipment and instrument / housing parts

window unit

Modular system (built-in type) such as sash and curtain screen

door unit

Modular system (built-in type) of door frame, panel, knob, base board

roof unit/shadow unit

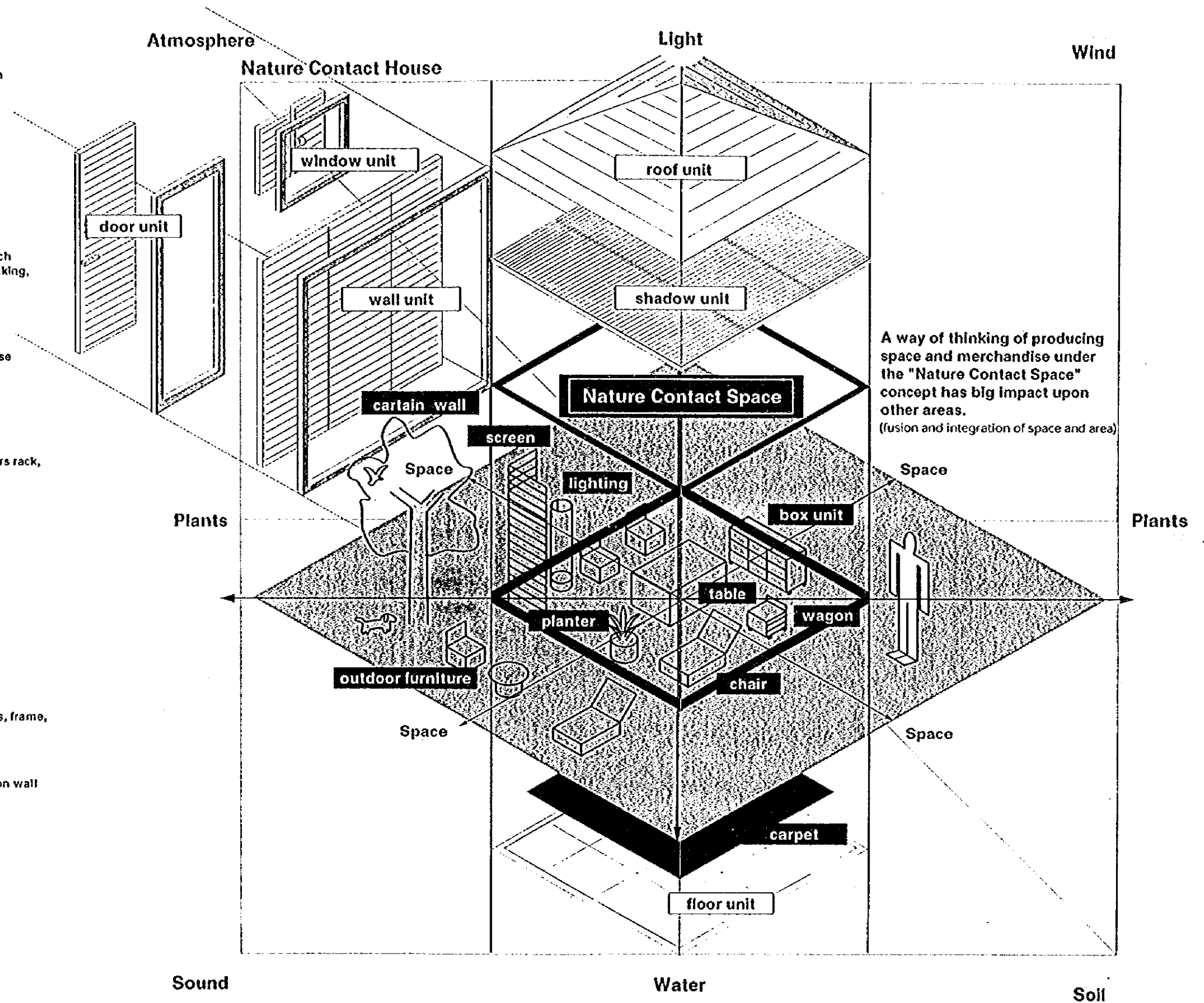
Modular system (built-in type) such as canopy screen, ceiling materials, frame, and/or verandah running on more than two sides of a room

wall unit/window unit

Modular system (built-in type) such as wall screen, partition, decoration wall

floor unit

Modular of floor materials, Modular system (built-in type)



A way of thinking of producing space and merchandise under the "Nature Contact Space" concept has big impact upon other areas.
(fusion and integration of space and area)

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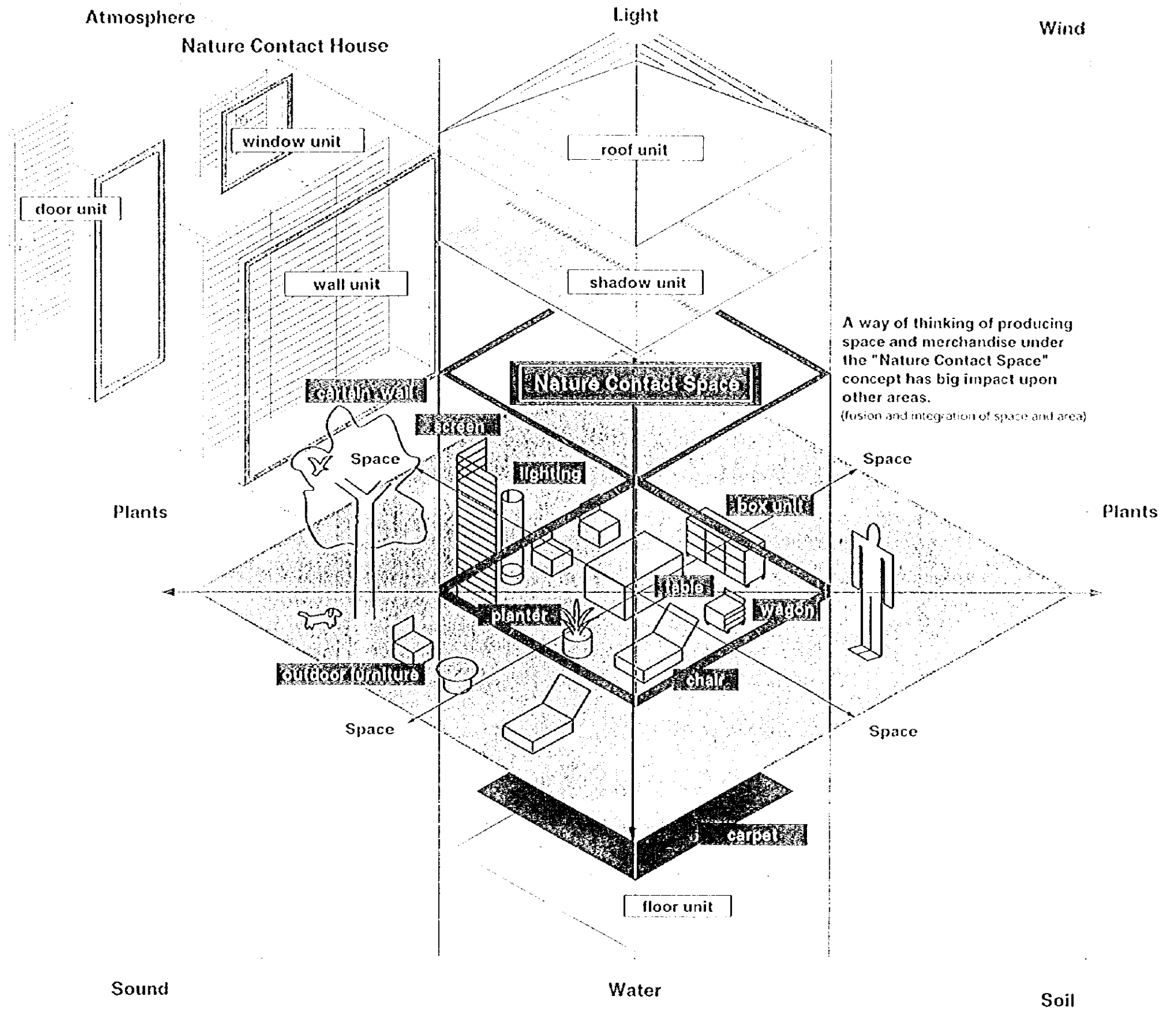
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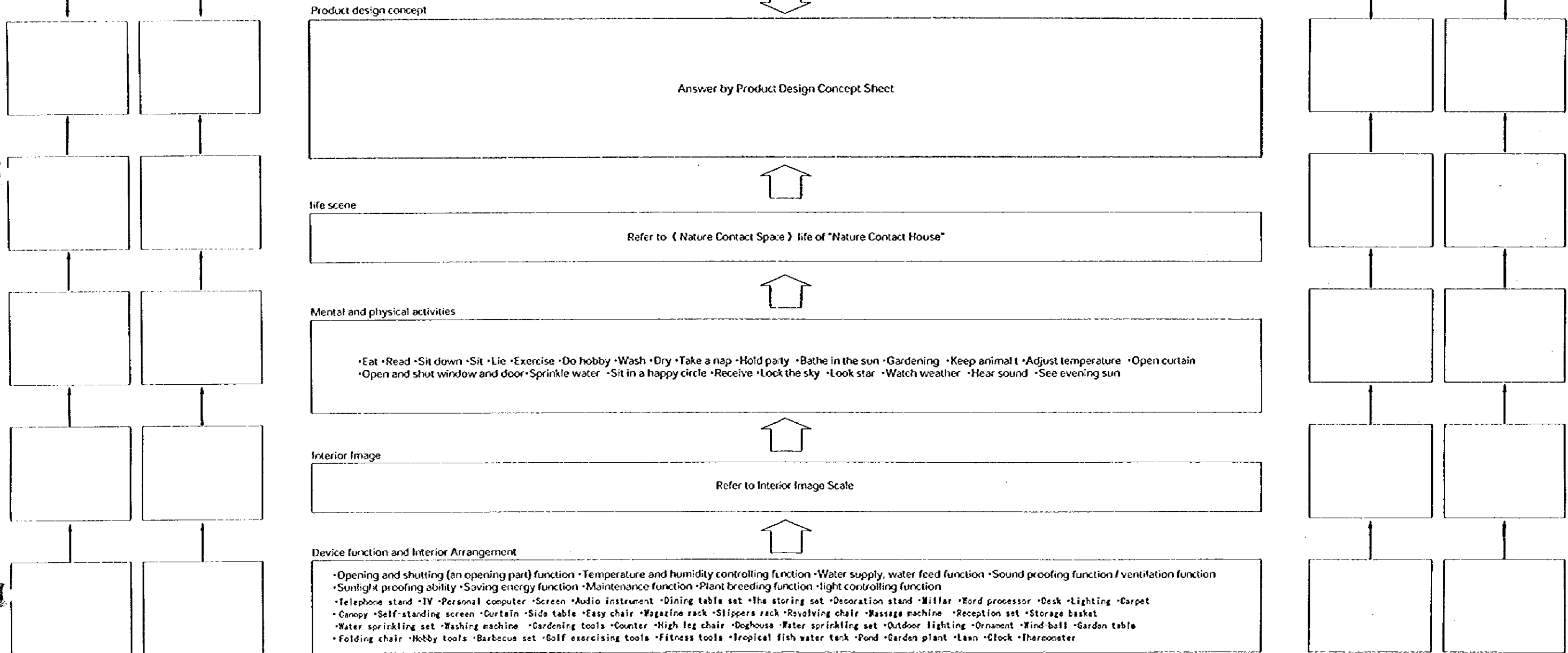
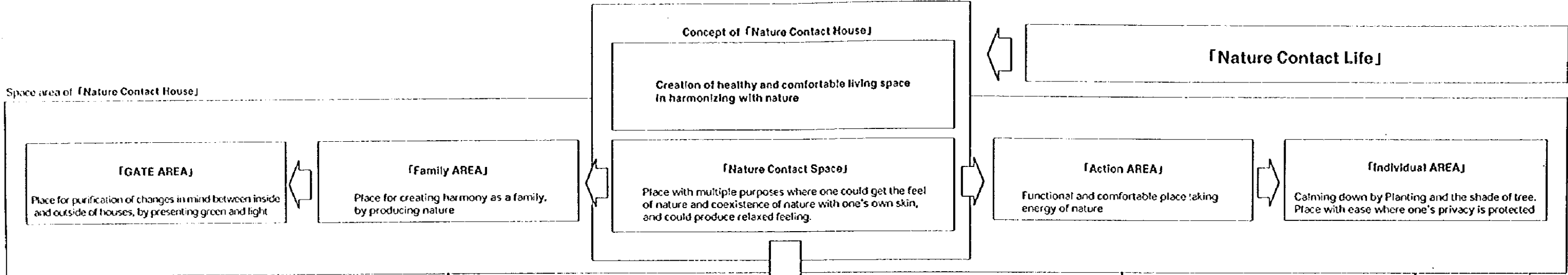
Floor unit

Modular of floor materials, Modular system (built-in type)



A way of thinking of producing space and merchandise under the "Nature Contact Space" concept has big impact upon other areas.
(fusion and integration of space and area)

Basic Concept (Upper level) → Concept of "Nature Contact House" (Middle level) is consisting of "Nature Concept Space" and 4 areas. Chart below is one to lead "Nature Contact Space" and product design concept of four areas.



An easy chair is picked up in an example as a case study of product design. The function of an easy chair is divided into eight parts (movement part, base structure part, joint part, main component part, frame component part, surface finishing part, affiliation component part, value-added information part), and the quality of design in each part is considered to be up-graded. In particular, the following aspects are highlighted. The standardization of pipe component in basic structure part and the combination design of pipe and rattan component. The abundant product variation based on an arrangement of supplemental option, such as variation of cushion and/or fabric, and their coordination. Brand formation onto the product, and provision of value-added information, such as instruction manuals, brand plate and packaging. A comprehensive design to up grade an image of the product.

Value-added Information Part

Value-added Information Development for brand image formation. The Development of comprehensive brand image and meaning and/or implication of product, not limited to the physical value of goods.

Brand display, package, instruction manuals of the product, application of product, guarantee of quality, specification, identification of manufacturer and designer/producer.

Affiliation Component Part

Development of essential factors for the interior coordination
Cushion, Sheet, Top Board, Pillow, Decoration Metal Fittings

Surface Finishing Part

Development of New Surface Finishing and Coloring based on Brand Image
Unvarnished wood, Antique, oil finishing
Cashew wipe finishing, lacquer painting

Main Component Part

The new pattern development in main component design taking advantage of traditional technique.
Wicker stitch, basket stitch, hamper stitch, slant stitch, stitching the brand mark (graphic) pattern

Frame Component Part

New component development combining rattan with other material
Wood, steel, Plastic
Bamboo, iron

Joint Part

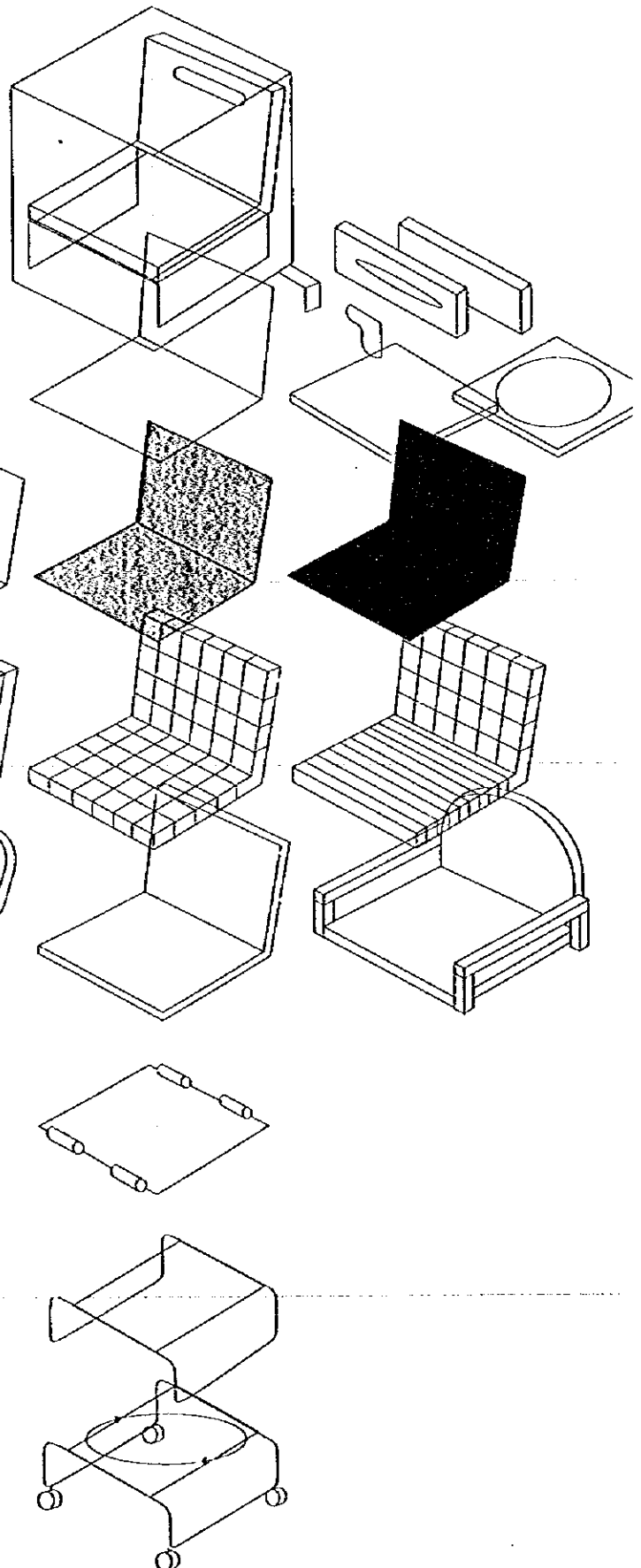
Development of commonly usable joint parts
Promotion of efficiency in production, labor saving, standardization

Base Structure Part

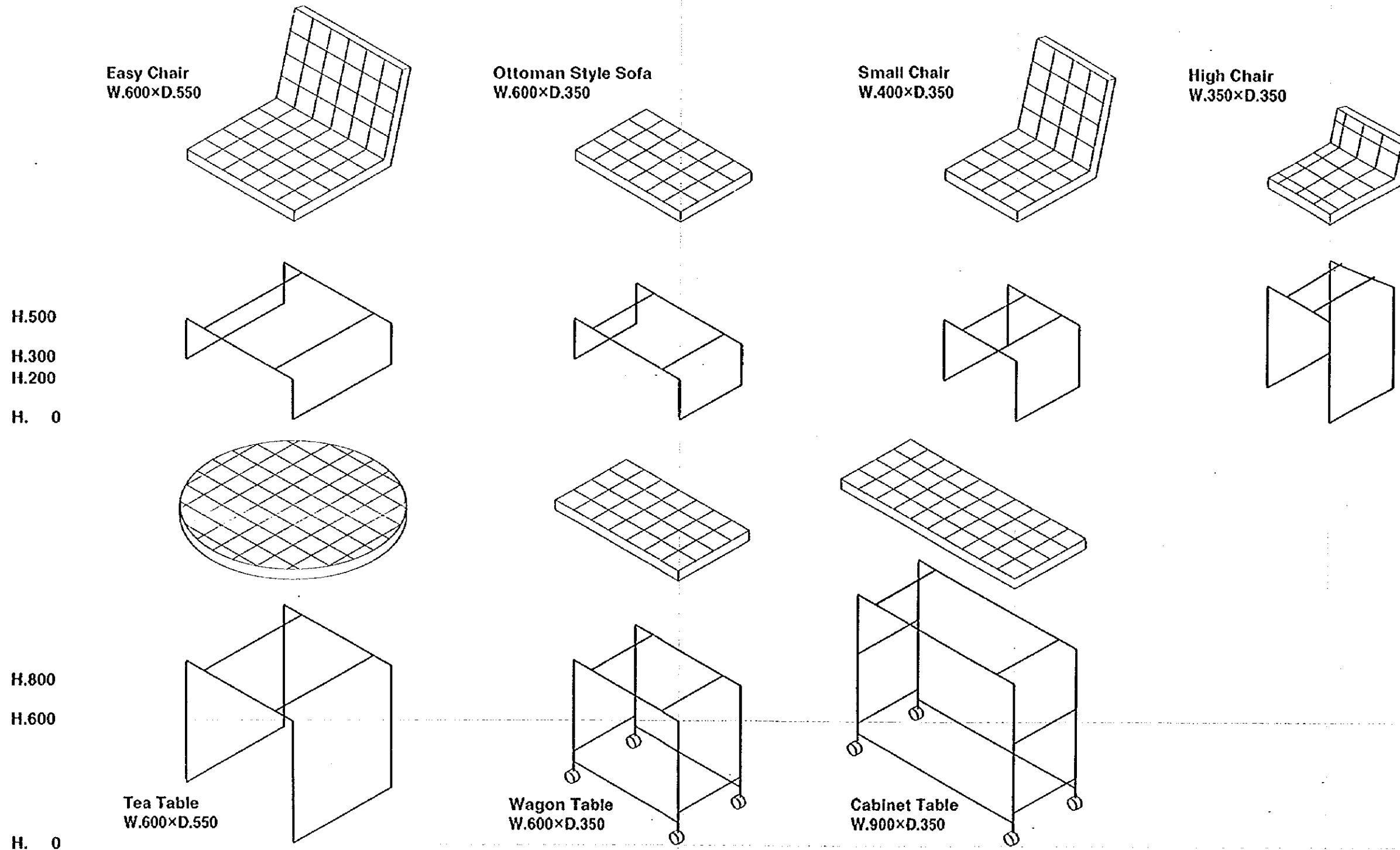
Up grading and standardization of product developed by introducing commonly usable basic frame component

Movement Part

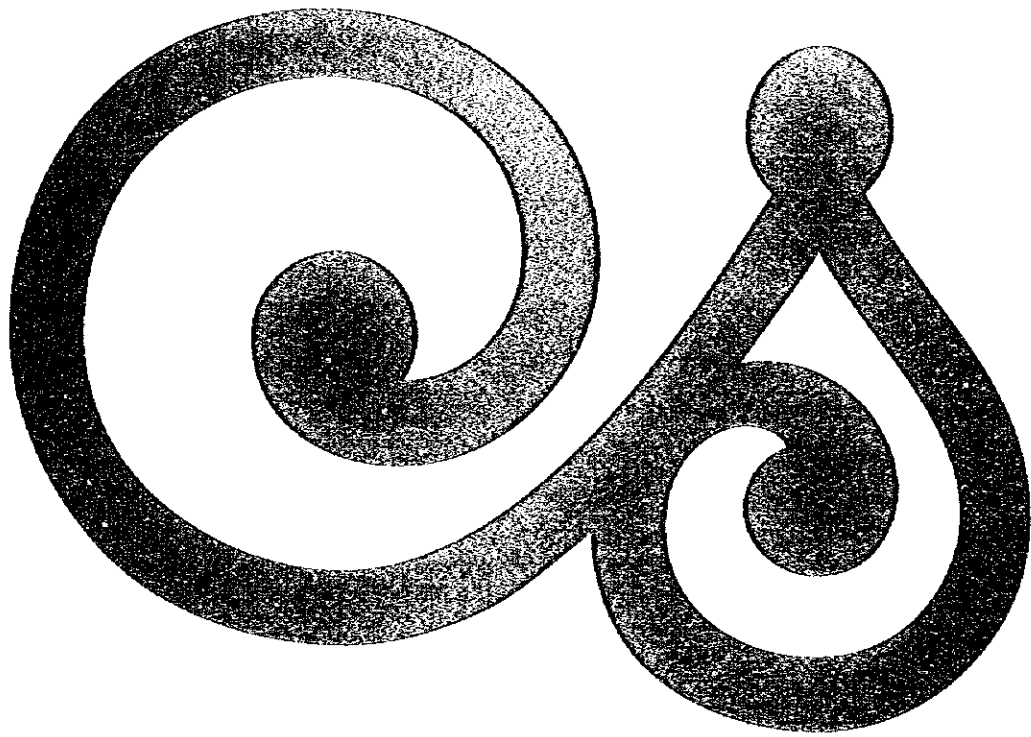
Development of movement component
Caster, revolving equipment, stuck (stopping) equipment, knock down function, angle/height adjustment function, application of electric power



- The following chart indicates modules of pipes used in the base structure part of rattan furniture in NATURE CONTACT SPACE. The product to be developed should be referred to these modules. (Please refer to the sketch of pipes in the base structure part. Original design can be developed when these modules are taken into account.)
- Please use commonly usable metal joint parts for jointing work in the base structure part and the frame component part (skeleton frame section to support human body). (Please refer to the sketch. Original design can be developed for joint parts.)
- The category of product to be developed for NATURE CONTACT SPACE falls into following seven types; Easy Chair, Ottoman Style Sofa, Small Chair, High Chair, Tea Table, Wagon Table, Cabinet Table. (For supplemental entry for exhibition, other interior goods can be developed when in 1/10 scale model.)
- Please use "pipes" for base structure part of product to be developed. The other components can be designed freely taking full consideration to make best use of structural characteristics and nature of "pipes".



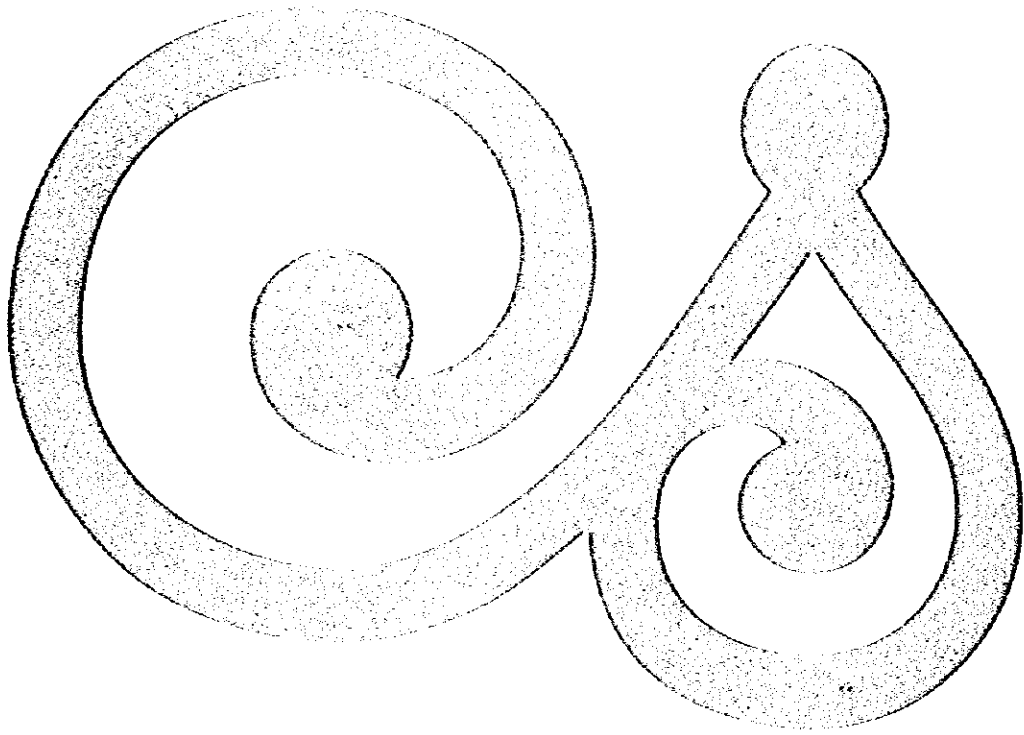
CIREBON STYLE Brand Identity



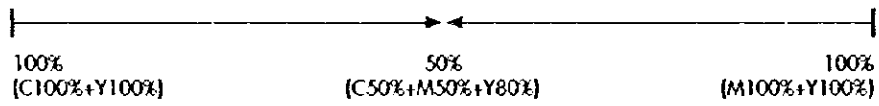
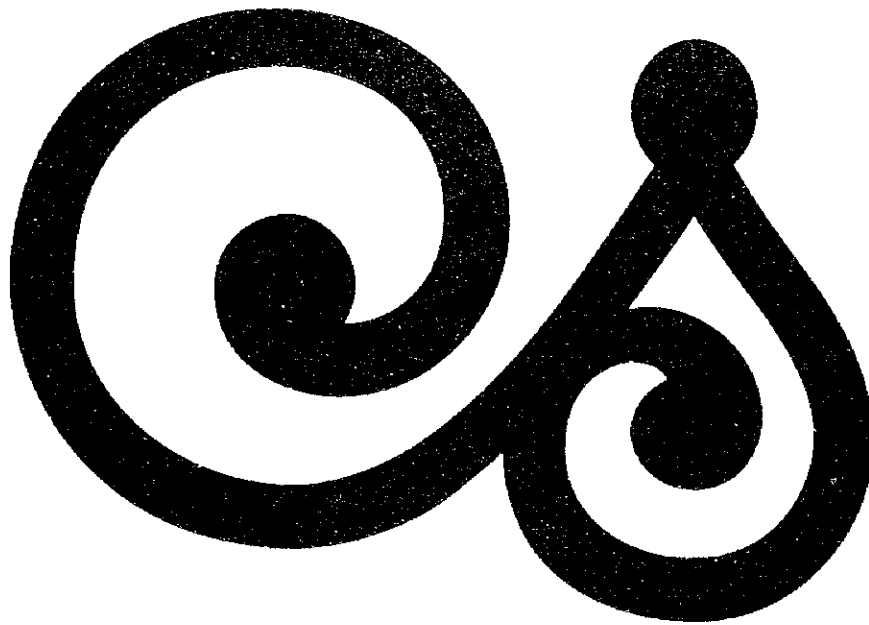
CIREBON STYLE Brand Identity

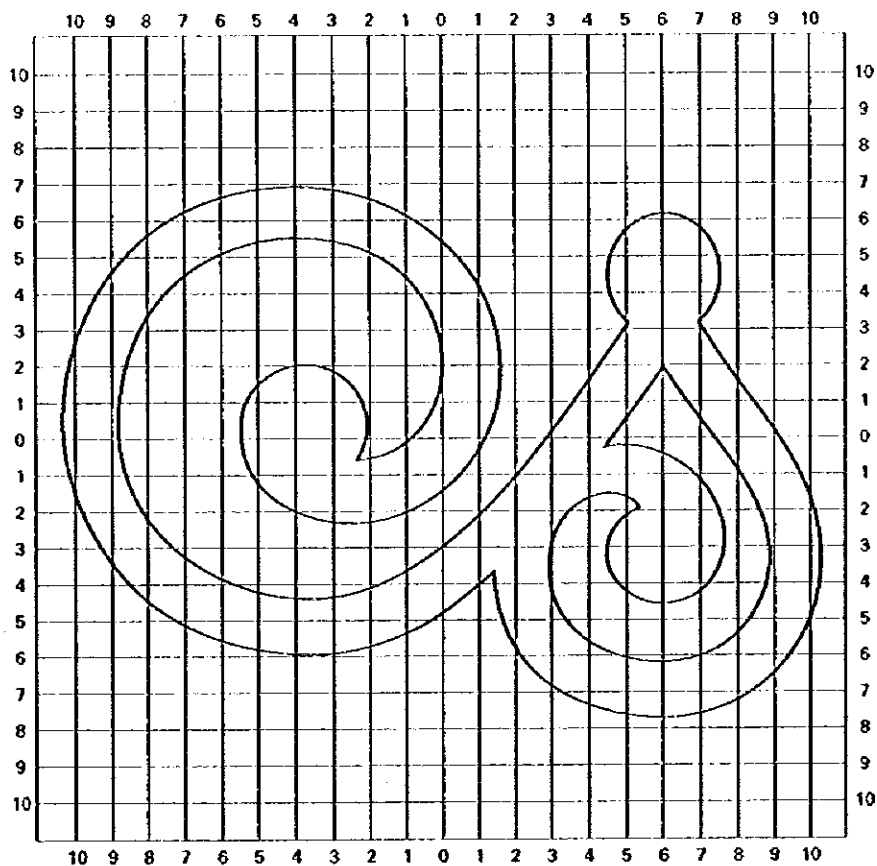


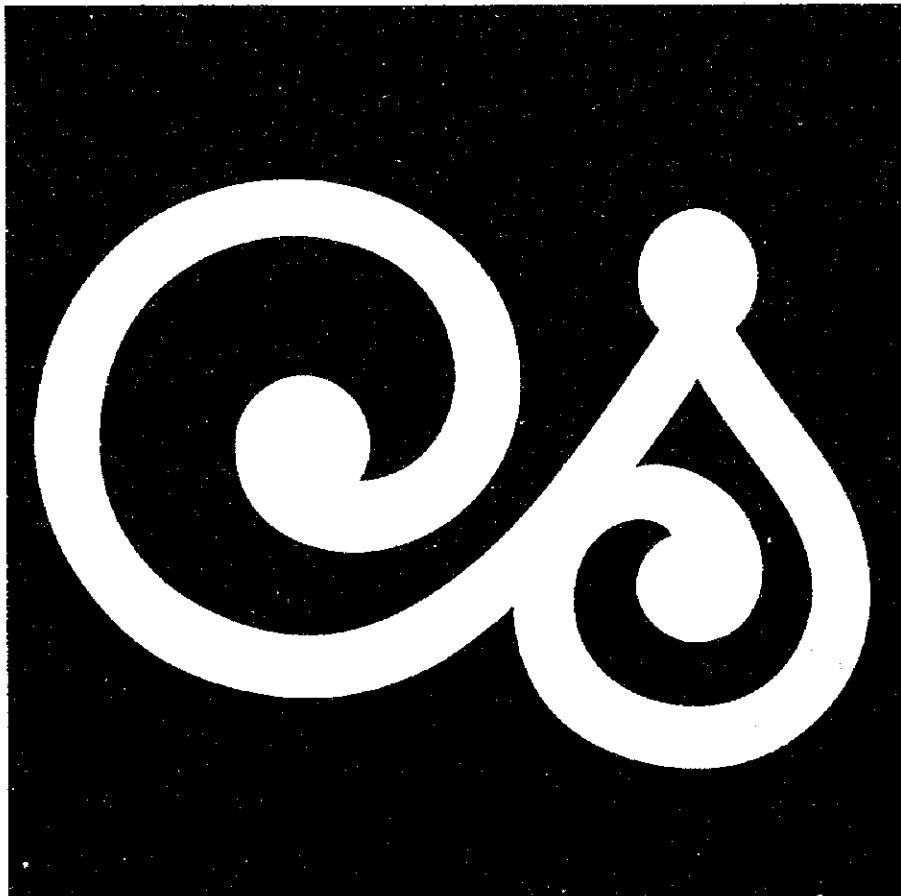
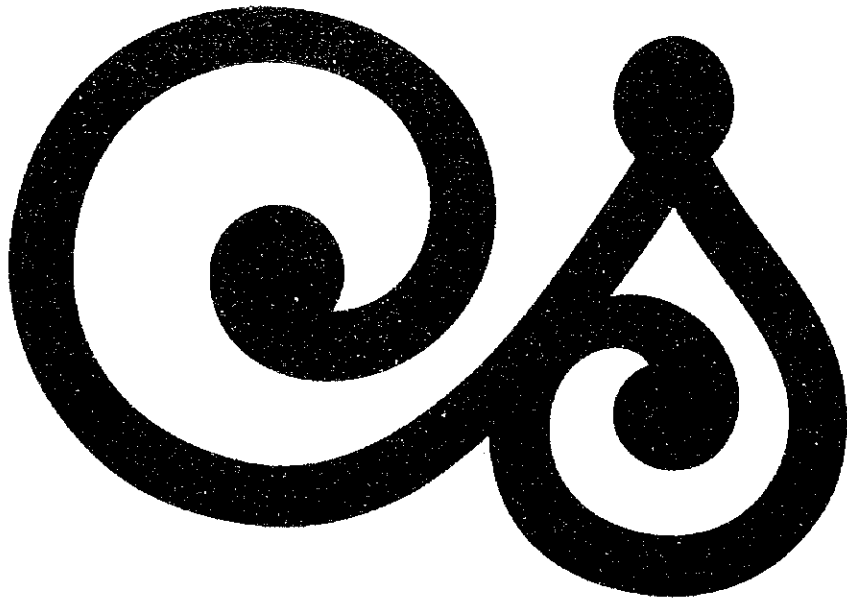
Interior Design
Workshop **Nature Contact Life Project**



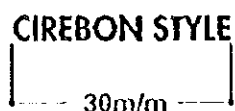
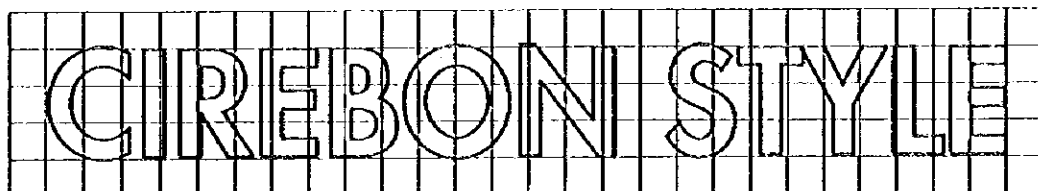
Symbol Mark (gradation)







CIREBON STYLE

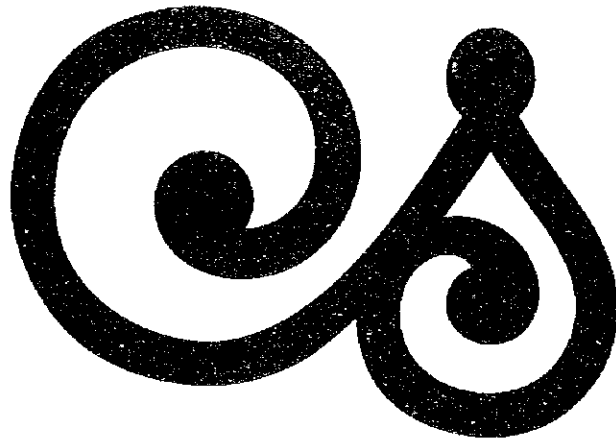


keyword

Nature Contact Life
CIREBON STYLE
INDONESIA



Basic.1

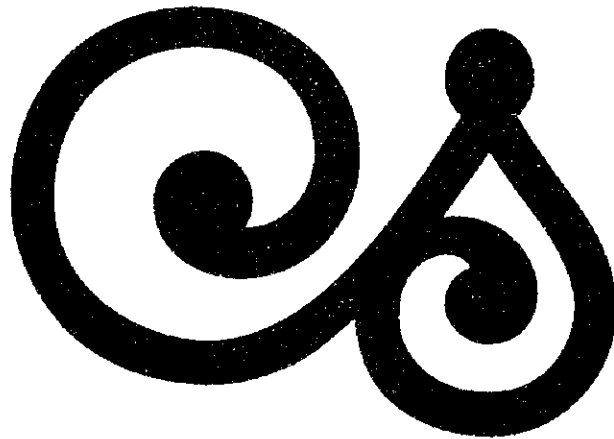


CIREBON STYLE



CIREBON STYLE

Basic.2



Nature Contact Life
CIREBON STYLE
INDONESIA

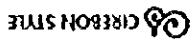


Nature Contact Life
CIREBON STYLE
INDONESIA


 CIREBON STYLE

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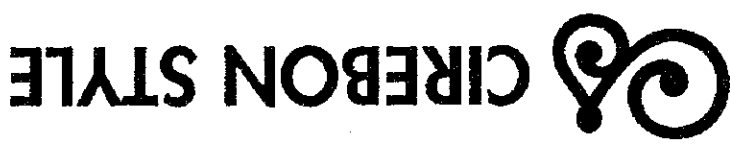
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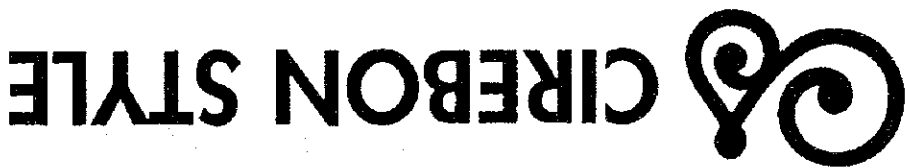
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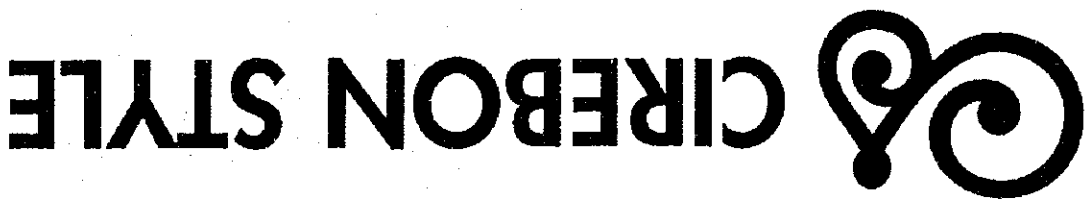
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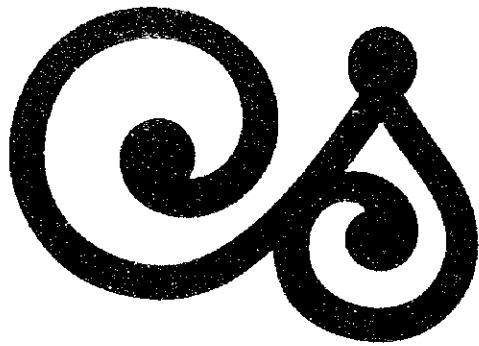
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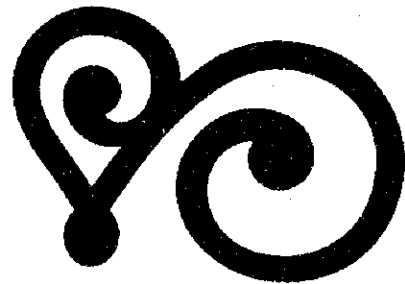
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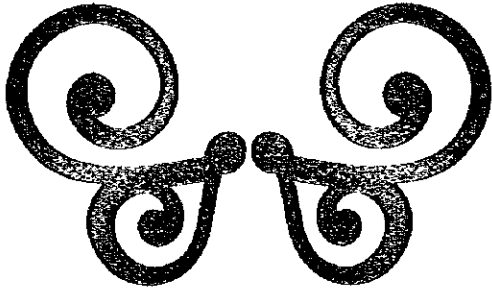


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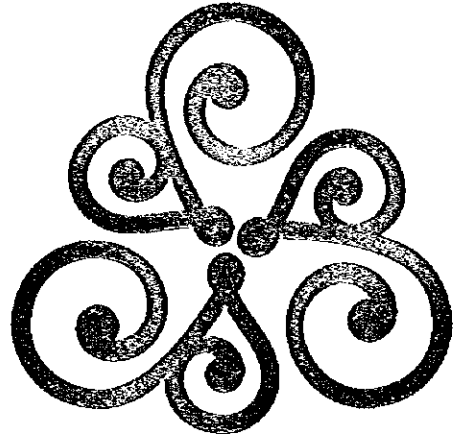
Signature Variation1

pattern.A-1



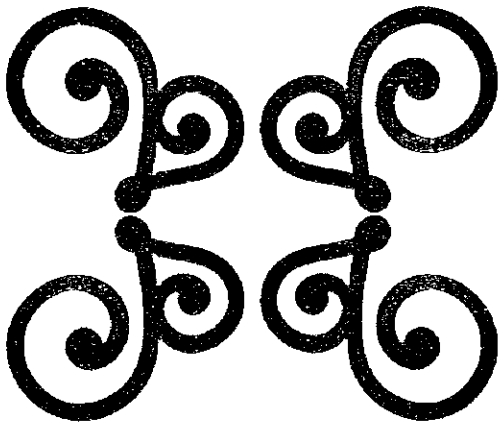
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pattern.B-1



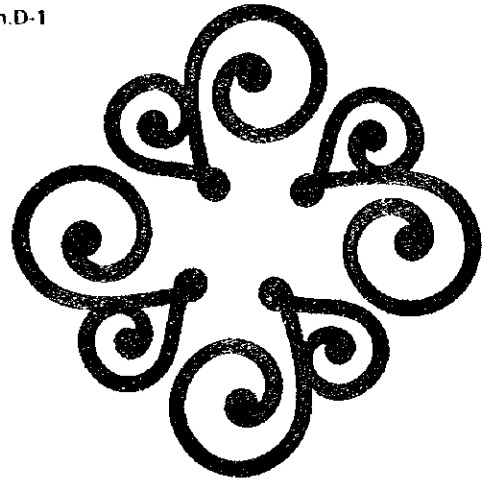
CIREBON STYLE

pattern.C-1



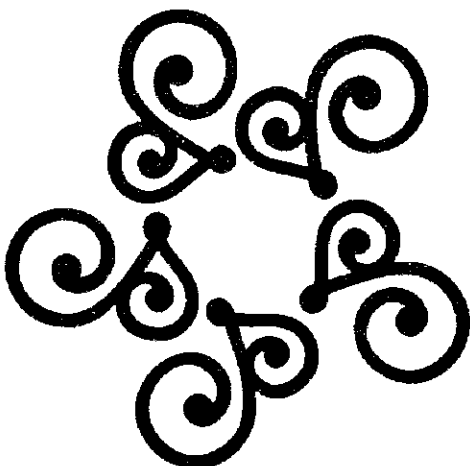
CIREBON STYLE

pattern.D-1



CIREBON STYLE

pattern.E-1



CIREBON STYLE

pattern.A-2



pattern.B-2



pattern.C-2



pattern.D-2

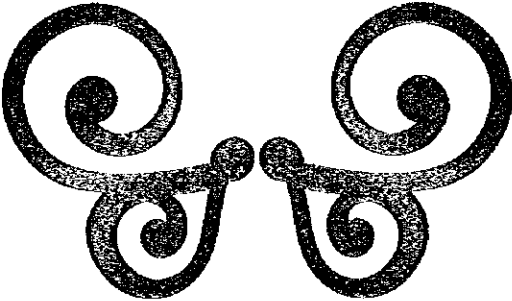


pattern.E-2

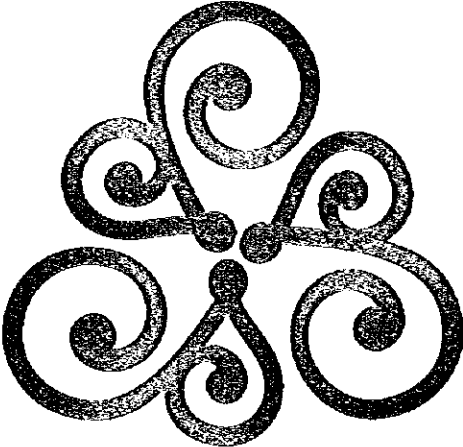


Symbol mark Variation

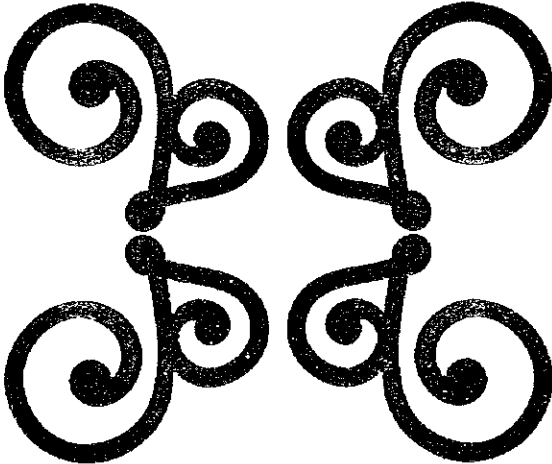
pattern.A



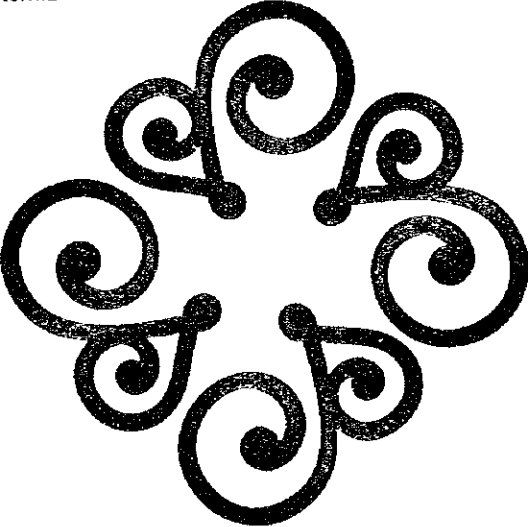
pattern.B



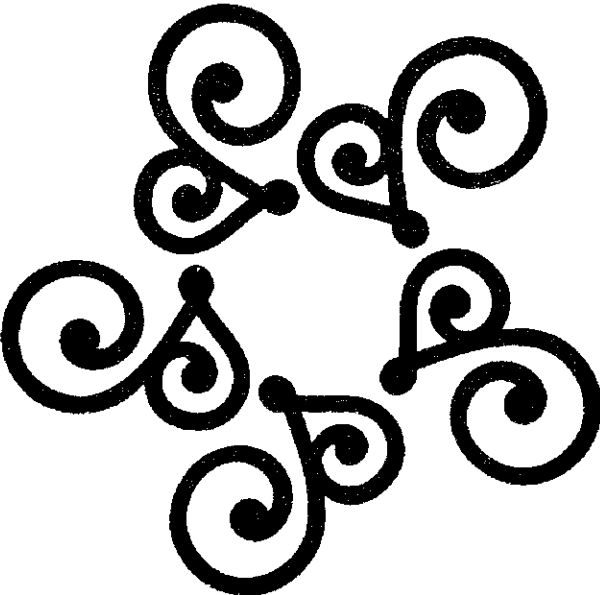
pattern.C

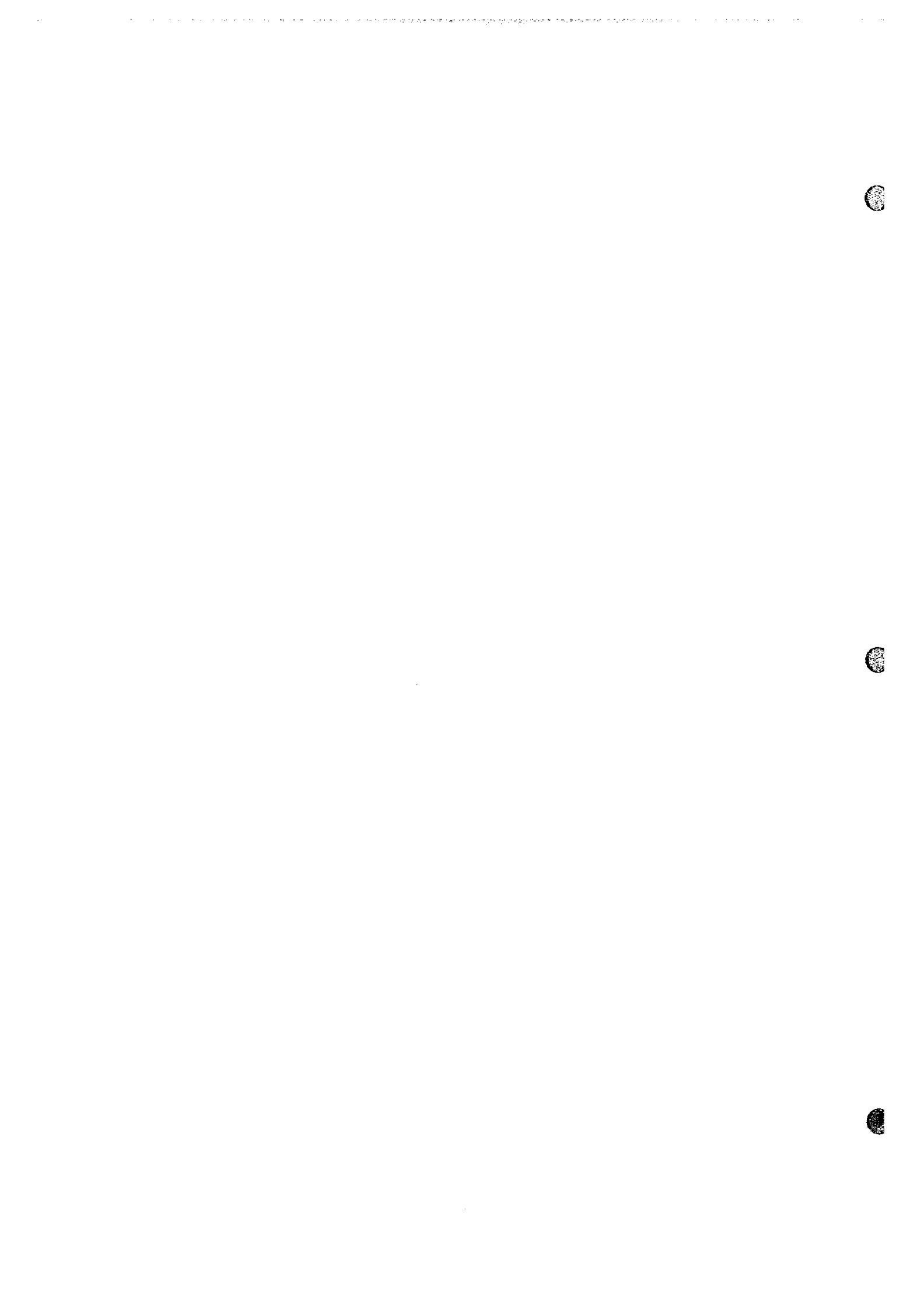


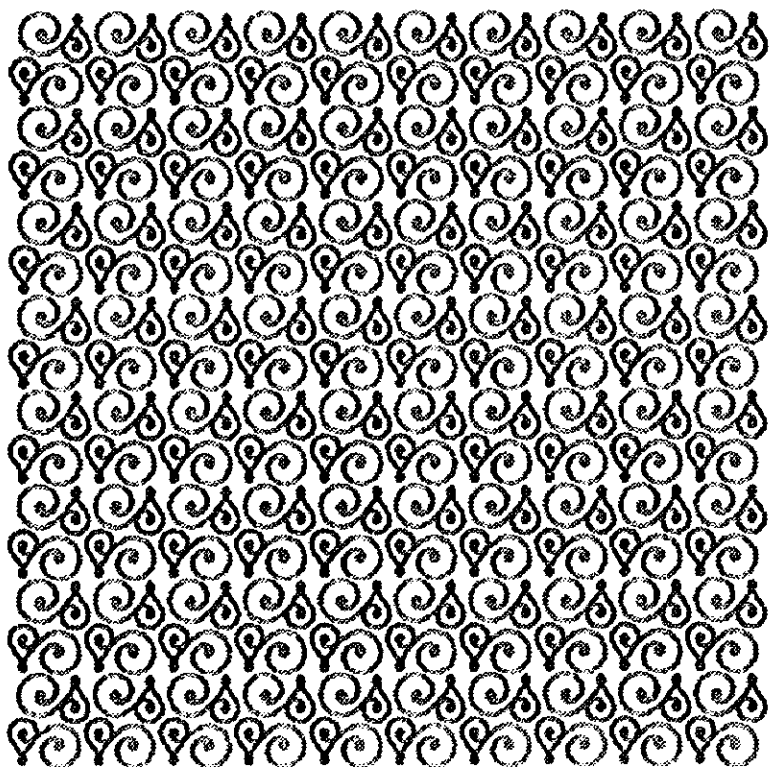
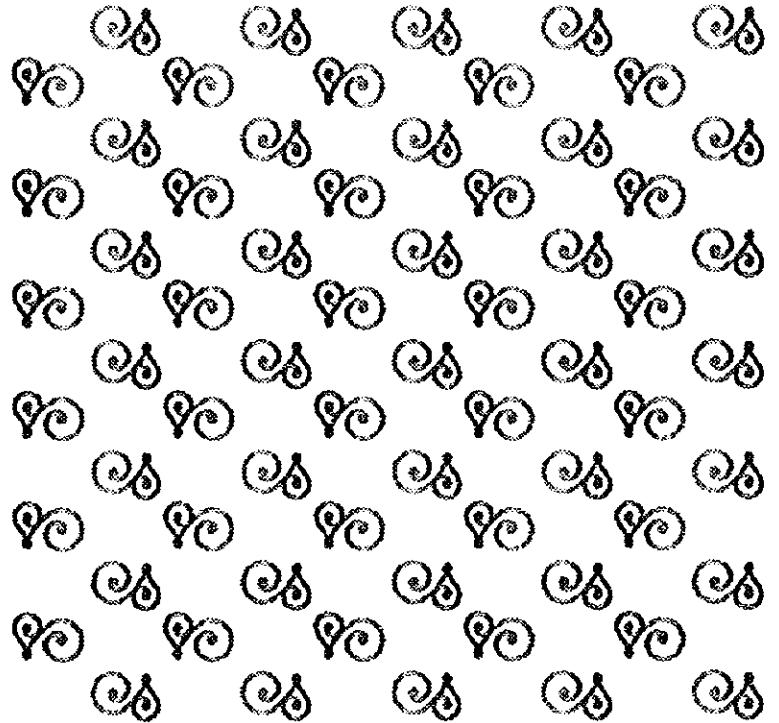
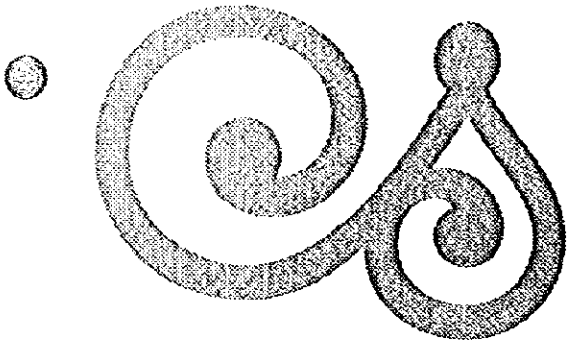
pattern.D

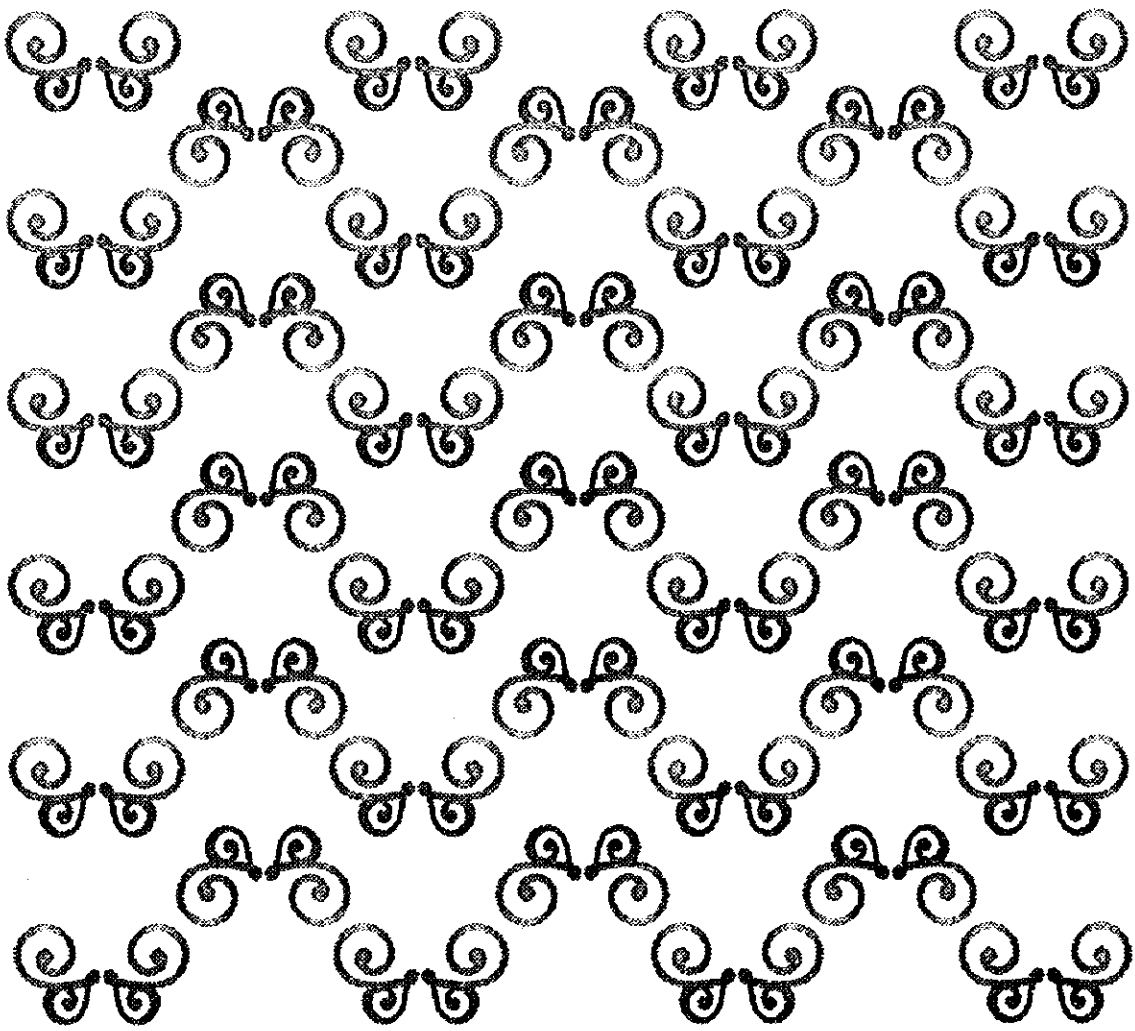
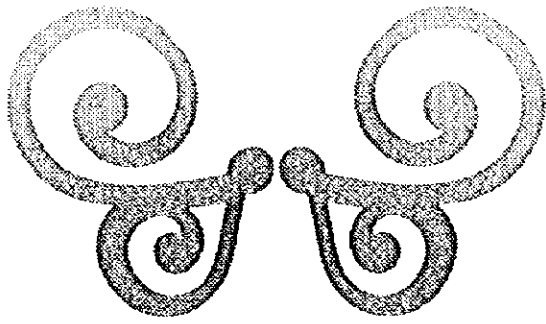


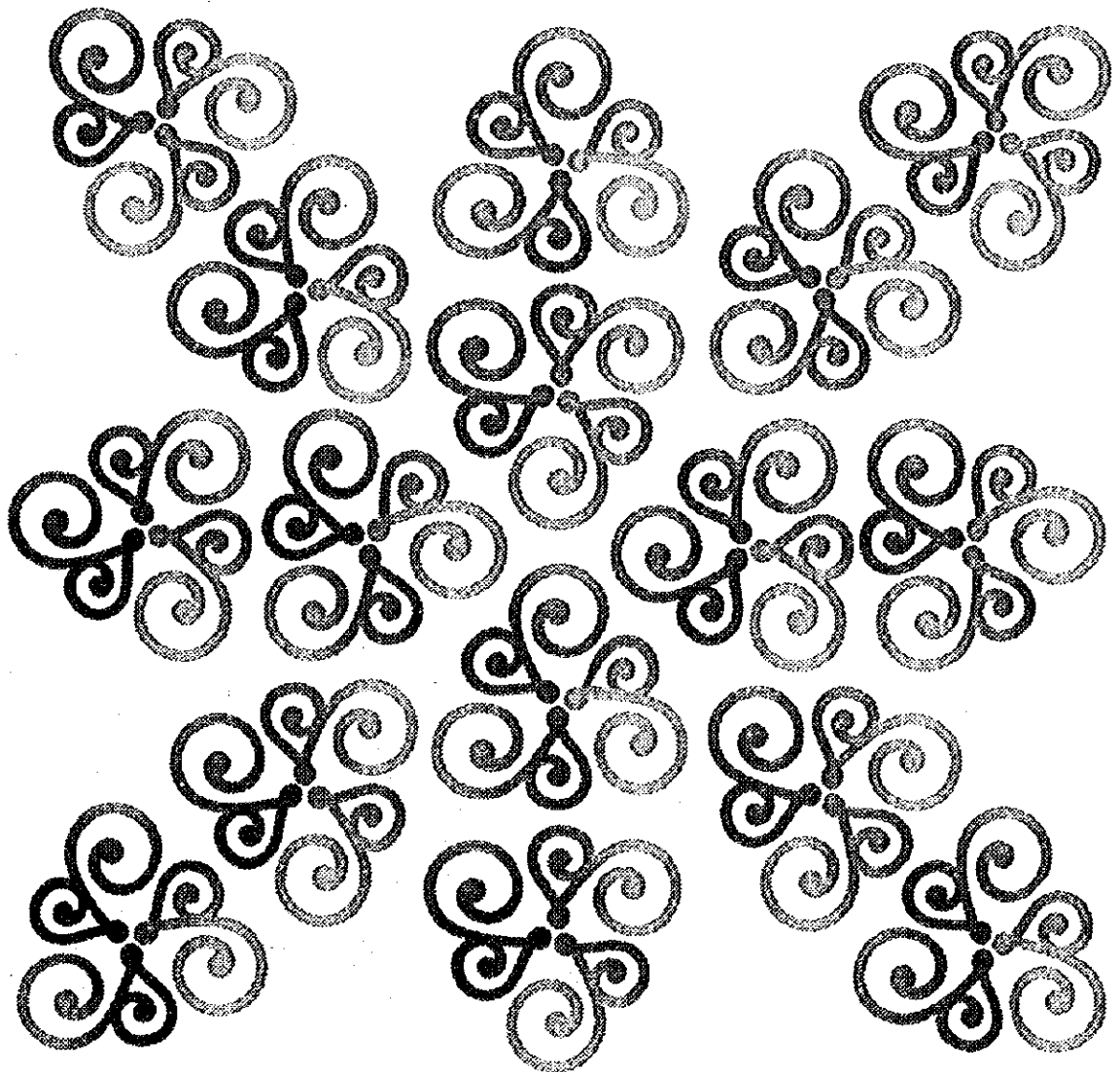
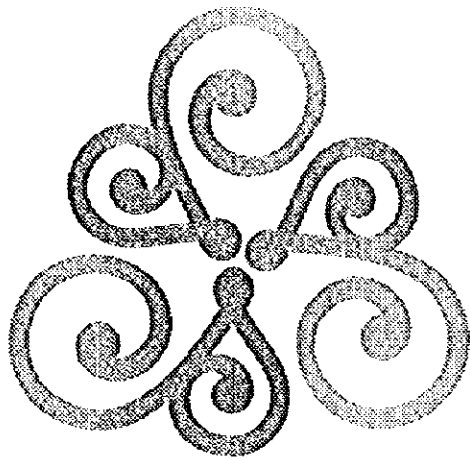
pattern.E

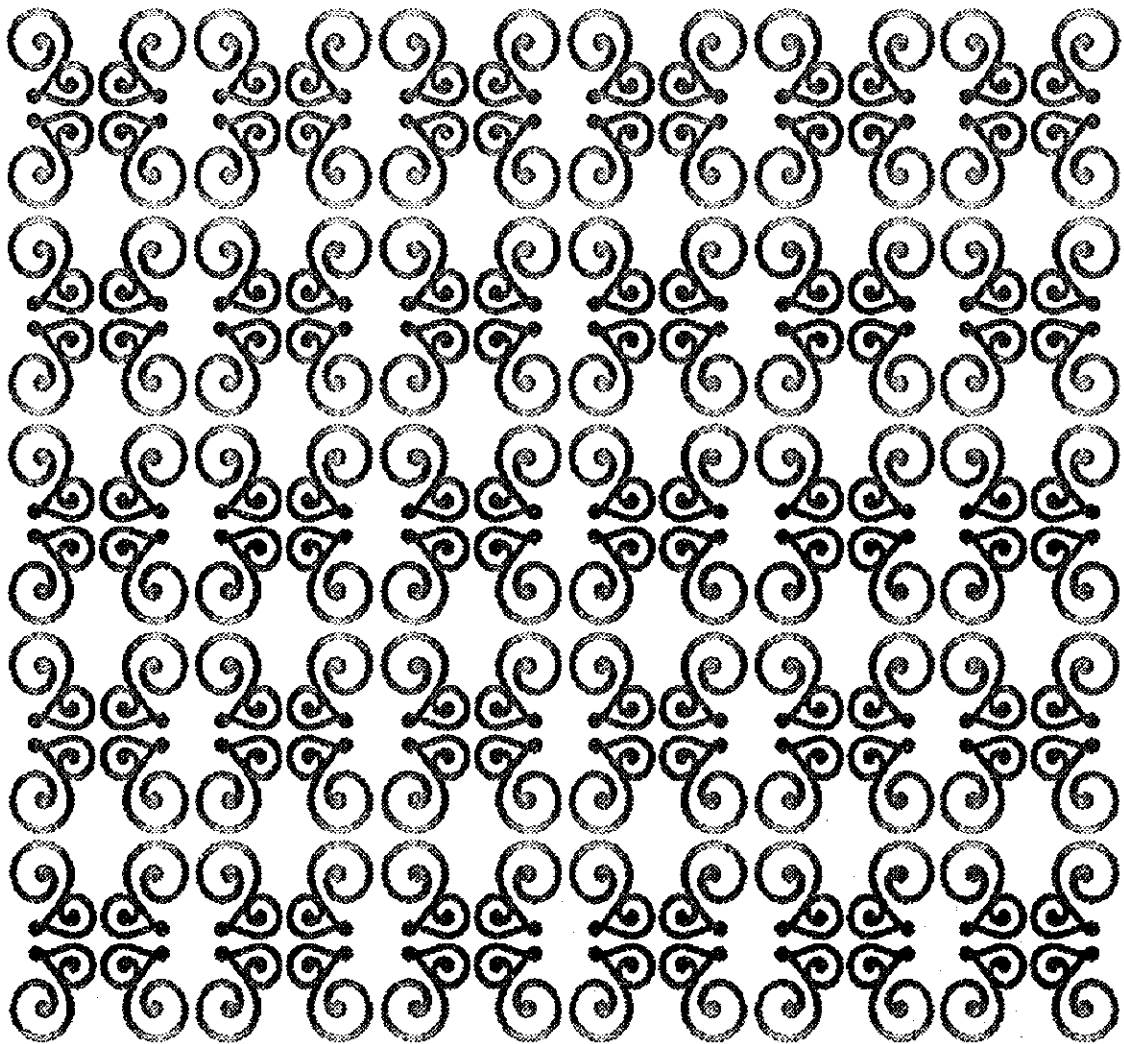
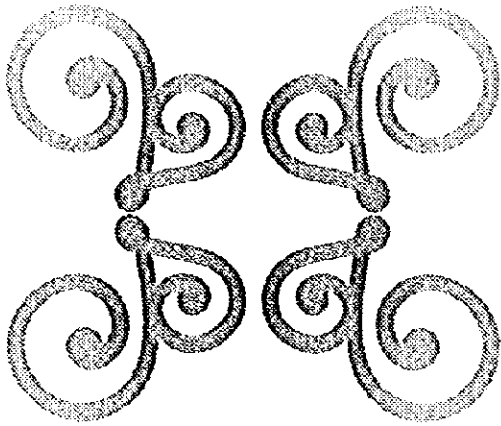


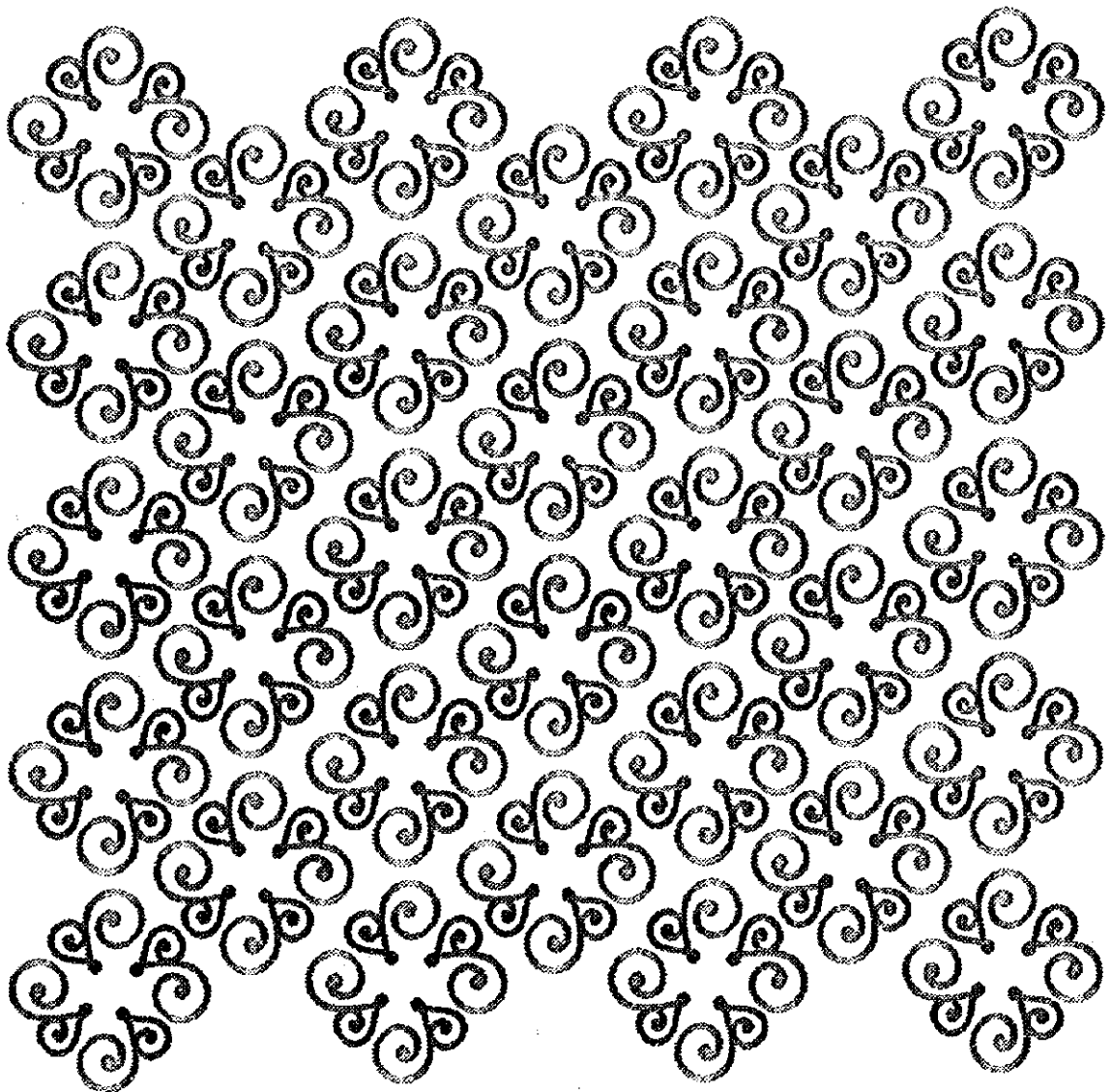
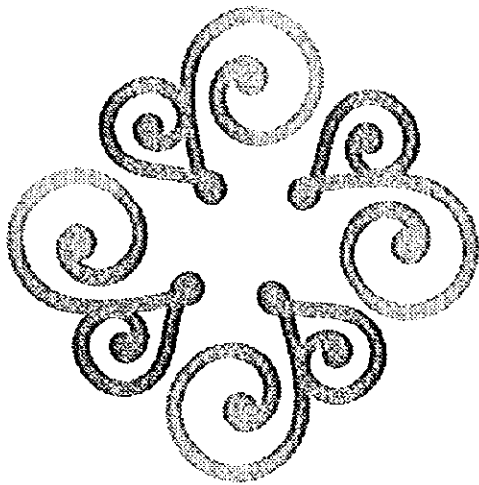


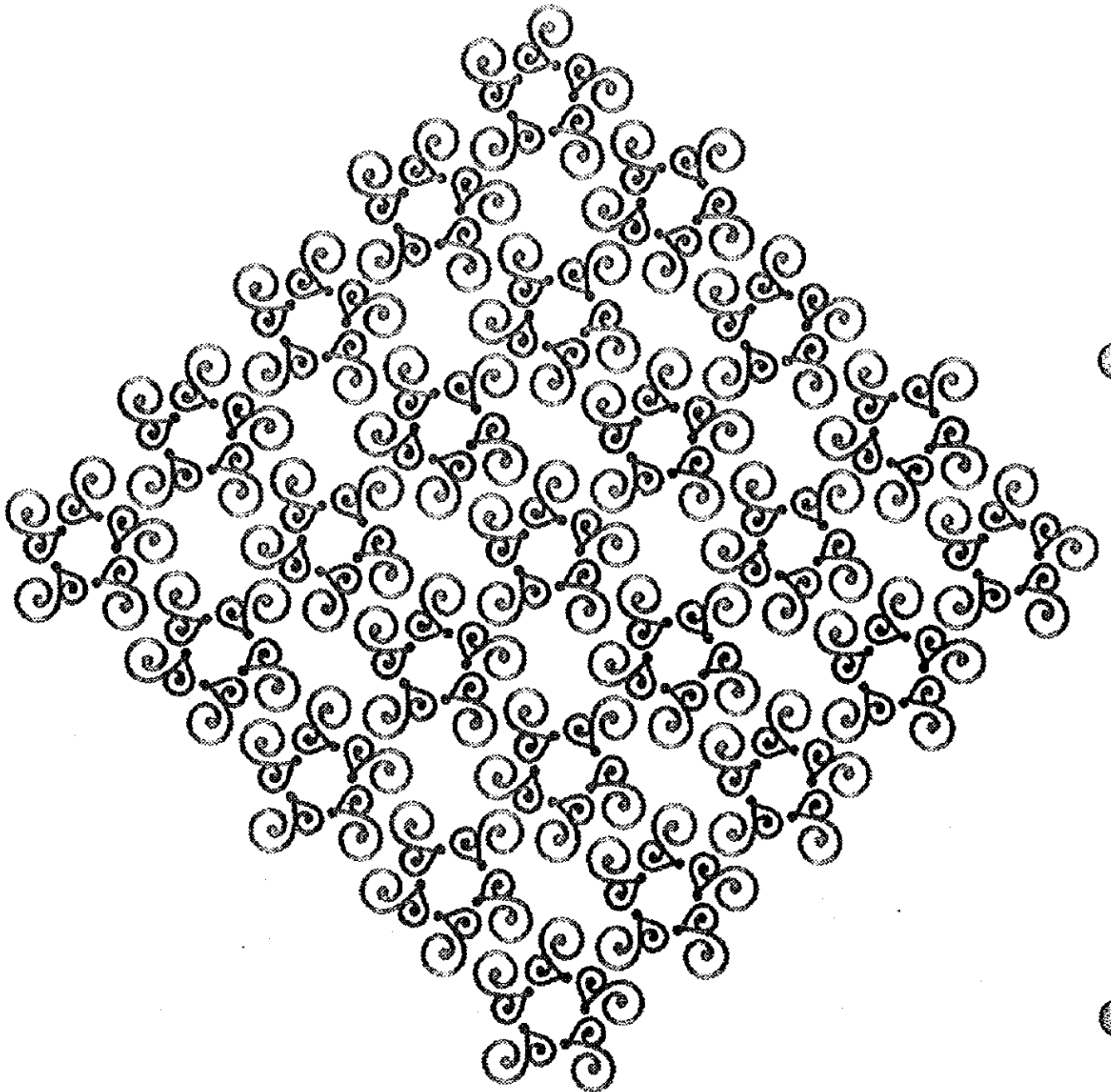
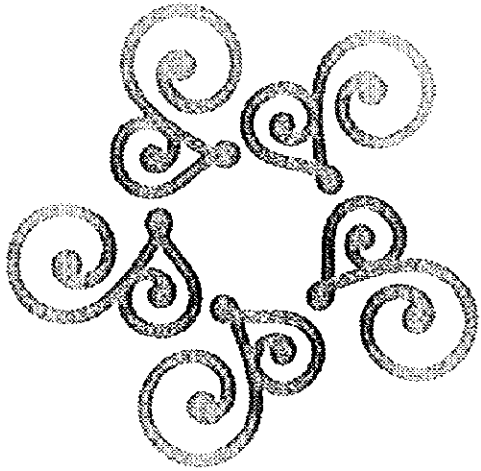












Symbol mark Variation (Color)

