



ERICA

BRAND DESIGN LECTURE SERIES #4

# DESIGN-LED CULTURE: CULTURE MADE BY DESIGN

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Shaanxi University of Science & Technology

# Culture

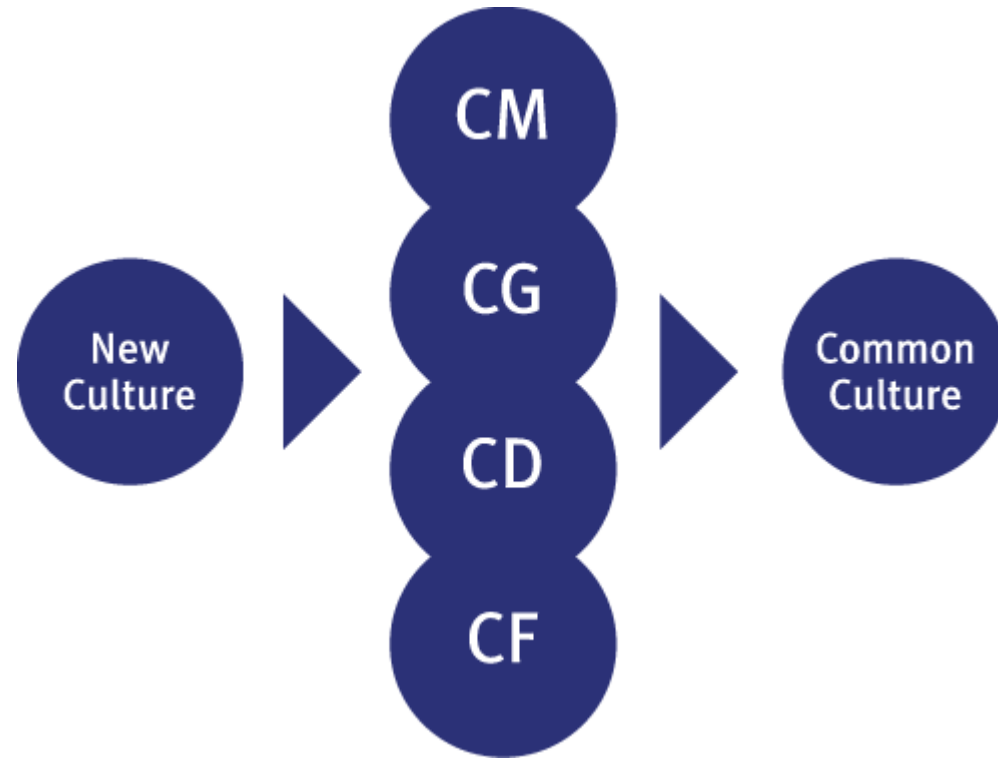
“Culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs.” 2002, UNESCO











**CM** Culture Maintains

**CG** Culture Grows

**CD** Culture Disappears

**CF** Culture Fuses



<https://namu.wiki/w/다방>



[http://here.busan.com/bbs/board.php?bo\\_table=photo\\_remind&wr\\_id=104](http://here.busan.com/bbs/board.php?bo_table=photo_remind&wr_id=104)





<http://www.realmeter.net/2015/10/스타벅스-1위-40대는-이디야/>



<http://terms.naver.com/entry.nhn?docId=534207&cid=46634&categoryId=46634>

## Dabang vs. Cafe



<http://news.naver.com/main/read.nhn?mode=LSD&mid=sec&sid1=101&oid=022&aid=0002882358>

Coffee House  
A place for teas and drinks

A place for coffee, drinks, and  
light western foods





<http://terms.naver.com/entry.nhn?docId=534207&cid=46634&categoryId=46634>

Introduced 1923  
Hard to find

Why?  
How?

Begining  
Now



<http://news.naver.com/main/read.nhn?mode=LSD&mid=sec&sid1=101&oid=022&aid=0002882358>

Introduced 1999  
1,020 stores (2007)

**CC** Common Culture



**CM** Culture Maintains



**CD** Culture Disappears

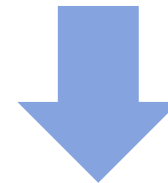
**NC** New Culture



**CG** Culture Grows



**CF** Culture Fuses



**CC** Common Culture

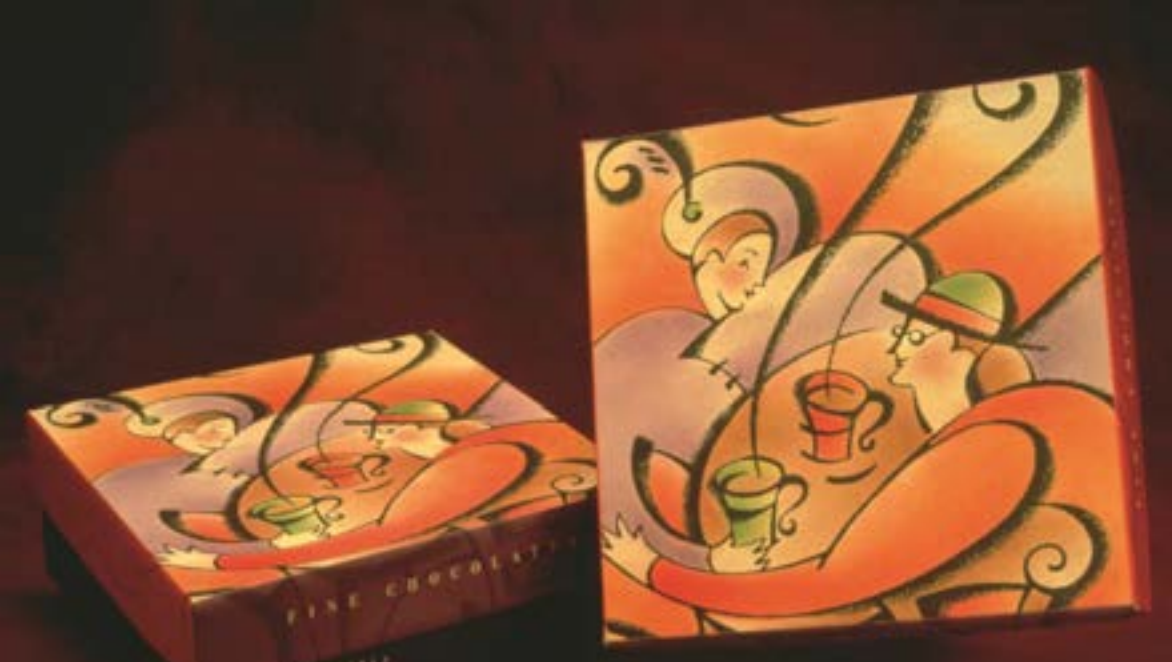
**CM** Culture Maintains









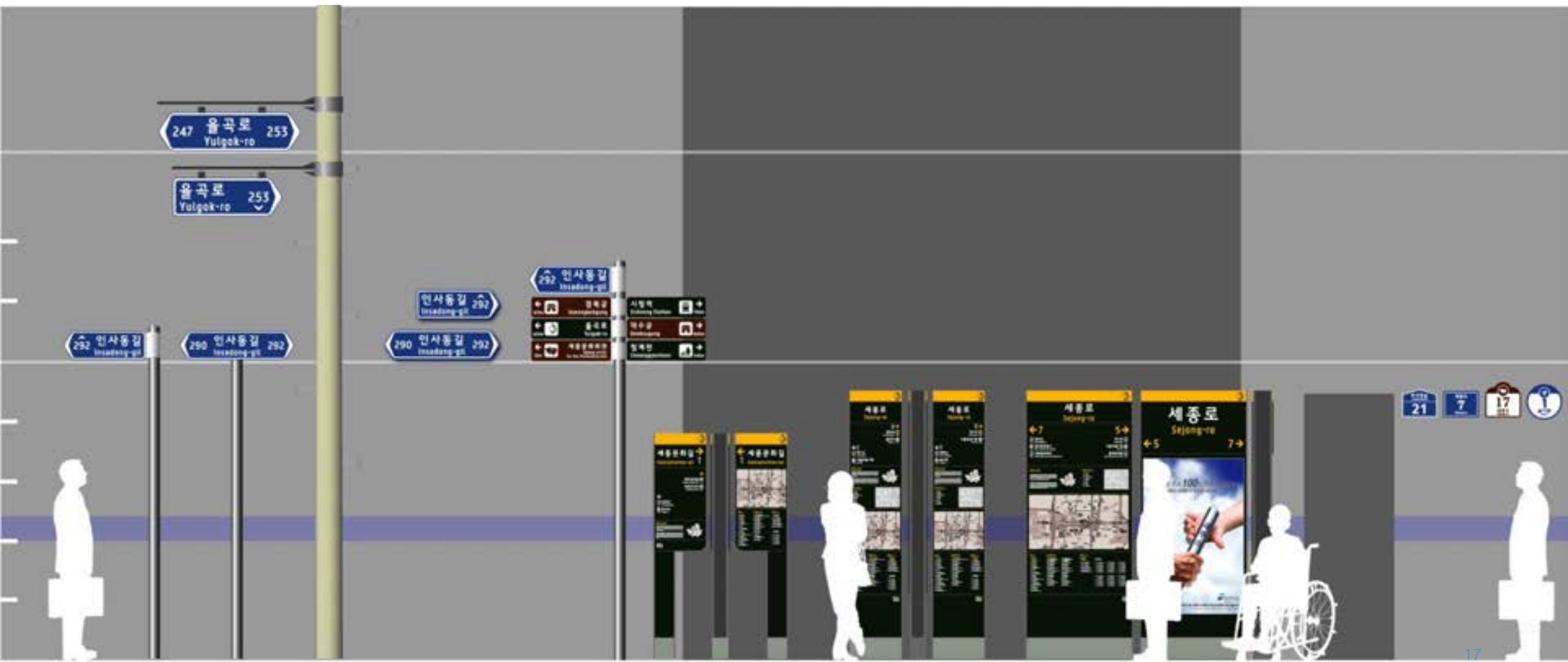






# Design-led Culture

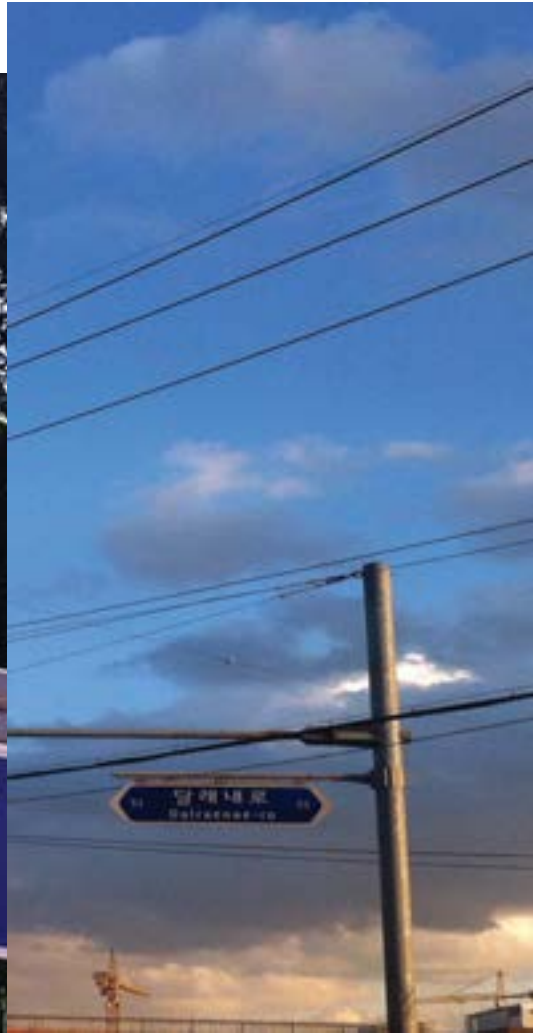




# Environments

環境 | 환경

12



Local culture and environment of our country is diverse. Diverse and unique local culture and environment coexist to make Korea Culture. Based on this perspective, the Street Name Plate and Building Number Plate need a unified design system with a durable visual expression.





동성로  
Dongseong-ro 1 + 90

남성로  
Namseong-ro 1 + 90

보청기

기

11.25 ~ 7:30pm



1217 일림로 1219  
Ilum-ro(S1)





2983 미시령로 2987  
Misiryong-ro(St)



# Design-led Culture: Culture made by Design



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