

Hybridization of Eastern and Western Cultural and Innovation of Product Design

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Abstract

This paper discusses the differences of origin and characteristics of eastern and western cultures. On the basis of comparing different culture, the significance of cultural exchange and fusion on product innovation design is stated. By taking some examples to illustrate the fusion of different cultures can provide designers with rich design inspiration, and lead designers to get succeeded in design. It is necessary to discuss how to carry forward and inheriting traditional culture of eastern and western in the context of globalization. It seems that the best way to promote the development of product innovation design is with critical thinking to the traditional eastern and western cultural.

Keywords: cultural, integration, innovation

Obviously culture is very important for the design around the world since ancient times. The influence of culture is not only as a source of design inspiration, but also an important factor to exploration and evaluation scale in design innovation. The best way to realize the innovation in product design is to build up local connection between regional cultures elements of design knowledge and product design characteristics, thus creating a variety of cultural blending based on the model of product design innovation. There is no doubt that different cultures will produce different product design, many products are naturally with local cultural genes. Hybridization of different cultures can often lead to innovation of product design. Different cultural symbols appear at the same time are not only the collision and comparison, but also the common prosperity and development of multicultural. Under the background of economic globalization today, in the face of the strong impact of western culture, Chinese culture should develop in the context of modern domestic design. The designer should hold a tolerant attitude to different culture. If designers have critical thinking to the eastern and western culture, then they are able to use the diversity of culture to promote the development of product innovation design.

1. The Comparison of Eastern and Western Cultures

As we all know, there are great differences between the eastern and western culture in many ways. In essence, the differences are mainly manifested in the following aspects:

1.1 *Different Nationality and Theory*

In fact there is a big difference between the nationality of the east and west. The eastern people tend to be modest, implicate, good face, pay attention to the interests of the family and community, whereas western nations tend to be enthusiastic, pragmatic, the pursuit of self and personality. For the idea of self abasement as a conducting Chinese classic, this is with the Confucian "golden mean" as the basic rules of behavior. The ideal of "in" is the Confucian pursuit. Confucian's benevolence, righteousness, propriety, wisdom, faith are of ideological and moral concepts as each person's behavior guide. Confucianism "harmony" deeply affected the Chinese design; Mr. Zhuang zi proposed the idea of "nature and humanity as one" also is the ancient Chinese designers follow the rule of the design. For example, the eastern and western cultural has disparity in the opinion of the dragon. In western culture, the dragon is a huge lizard. It is the symbol of evil. Dragon became the more powerful; the more humans cannot drive dragon. It is a heartbreaking thing to human beings. Dragon is regarded as the opposite of people, more alienated, as a kind of evil. Whereas in Chinese history, long-term agricultural society, people are most

looking forward to thing is good weather for one year. In the eyes of the Chinese dragon is a totem, the dragon is endowed with a variety of gods, is not only the god for rain, storm, cloud, wind, but also a controller of climate. Chinese people consider the dragon as god; therefore, the emperors are called themselves dragons. The emperor's body is called dragon body. The Chinese people claim themselves to be descendants of the dragon. As result, the image of dragon often been used in the product design. Attitude towards dragon embodies the significant difference of the culture. Each said dragon between east and west, obviously if the other side to give up or give in, give up the image of dragon culture of central plains some, apparently the traditional culture of blasphemy, and put the national culture in the perspective of world culture, isn't abandon a loss of human civilization. In fact the different interpretation of the dragon is only a microcosm of culture difference between east and west. Different attitude towards dragon embodies the significant difference of different culture. East and west respectively described the different dragon. Obviously if the other side were give up or give in, Give up the image of dragon in the traditional culture, would destroyed culture apparently. And put the national culture in the perspective of world culture, isn't abandon a loss of human civilization. In fact different interpretation of the dragon is only a microcosm of culture difference between east and west.

1.2 The Different Religious Belief

The main source of China's traditional culture is Confucianism, Taoism and Buddhism. According to Bertrand Russell, western culture is based on the ancient Greek culture, the Judeo-Christian culture, and modern industrial civilization. They are the three sources of western culture .Obviously the different sources, resulted in the eastern and western culture have a huge difference. Most of western painting, sculpture and architecture design are in the service of the religious thoughts. Ancient Greek column and gothic architecture were applied to build temples and churches.

1.3 The Differences of Emotion, Art and Thinking

Confucianism has dominated the deep-seated string dominance in Chinese society. It has been a very deep and long influence since ancient time. Eastern and western nations have respectively the unique cultural background and social psychological structure, production way and the different development levels, reflected in the thinking and cognition way. And there is a big difference on the style. The main characteristics way of Western national thinking is with logical analysis; and represented by China the basic characteristics ways of Oriental national thinking is intuitive synthesis. Eastern and western different way of understanding deeply affected the national theory thinking and science culture along different direction of development. Western are rational and speculative, China is heavy experience, intuition. Eastern and western different life value orientation, throughout thousands of years of development history of traditional culture, compared with the western culture, Chinese traditional culture has the following several distinctive features.

1) Chinese traditional culture is the knowledge of cohesion. This means traditional Chinese culture is a culture of internal cohesion. Chinese culture pays attention to the basic spirit of harmony, the individual and others, individuals and groups, organic ground contacts between man and nature, form a kind of cultural relations; Pay attention to the overall and collective solidarity.

2) Chinese traditional culture is the knowledge of compatibility. Chinese traditional culture is not a closed system, although foreign communication in ancient China is restricted. Chinese people had an open attitude to realize the compatibility of foreign Buddhism. As result, Buddhism and Confucianism, Taoism has been organic united together.

Table 1. Compare eastern and western traditional painting art

Item	Eastern painting arts	Western painting arts
paint tools	Writing brush, ink, pigments, rice paper	Oil paint, and canvas
design structure	The proportion of scatter perspective	Proportion, perspective, anatomy
relative arts and disciplines	Poetry, calligraphy, seal cutting	Optical, geometry and anatomy
aesthetic thoughts	Performance, enjoyable	Reproduce, realistic
content	Landscapes, figures, flowers and birds	Portraits, religious subjects
color	Chinese red, all kinds of color	Dark Color

Fundamentally Chinese painting comes from Chinese traditional culture has long and rich aesthetic thoughts. Western painting aesthetic taste is the true and beauty, western painting pursuit of reality and environment of the real object. Western painting appears reappearance and realistic. In stark contrast, Chinese painting is with heavy performance and freehand brushwork. The comparison of eastern and western traditional painting art is shown in Table 1.

2. The Comparison of Traditional Design between West and East

It is because of the vast difference between the eastern and western culture in the above aspects, the east and the west have different aesthetic psychology and design. Painting art differences between east and west have great affected on product design, as well as product design ideas. Chinese traditional culture of Confucianism, Taoism Buddhism have a great impact on the traditional design, Ming dynasty furniture is a very typical example. In Professor Li zehou's "aesthetics", a collection in this statement: "the beauty of which is advocated by the Confucian human enthusiasm combine with Taoist advocated the beauty of nature, and always has the literati benefited in the literary and artistic creation and appreciation." It is under the influence of traditional aesthetics thoughts; the modeling of Ming dynasty furniture is taking round instead of square. Taoism claims that let nature take its course, argued that harmony between "people" and "Environment", "nature and humanity" view of nature. If one sits on Ming dynasty chair, there is feeling in of the bosom of nature. That is the main reason for Ming dynasty furniture is not only like much by the eastern people, but also is admired by the people all over the world. People wish to compare the round-backed armchair of Ming dynasty and the British McIntosh designed high back chairs. Round-backed armchair is with fine structure, excellent material, and fine process. Overall modeling is elegant. Round-backed armchair achieve the perfect unity of function and form. British designer Macintosh's tone is a kind of high straight and thin pedicure vertical lines which can reflect the vigor of plant grows vertically up. Clearly the chair of the form and structure shows the characteristic of the new art movement advocate natural, chair of the overall modelling concise but uncomfortable to sit on. Function and form have not yet reached the perfect unity. Due to the culture, the influence of such factors as geographical environment, lifestyle, there are significant differences of traditional design in the east and west. Traditional design comparison between east and west is shown in Table 2.

Table 2. Traditional design comparison between west and east

Item	Chinese traditional design	Western traditional design
material	Metal wood ceramic lacquer	Metal wood stone glass
process technology	Lost wax method, cloisonne, mortise structure	Craft
decoration	Complicated, delicate, all kinds of patterns	Complicated delicate, exaggeration
style	Furniture of Ming dynasty is simple and easy	Gothic, baroque and rococo
user	Royal, noble, and civilians	Royal, noble
design concept	Sensibility, convergence, implicate, integrity	Rational, open, sexy, and personality

3. Cultural Exchange and Fusion between East and West Promote the Innovation of Product Design

The thinking characteristics of oriental culture have the idea of integrity, mutability, and moderation, however the thinking characteristics of western culture consists of rational and scientific nature, humanity and critical spirit. Eastern and western culture thoughts are complementary. Therefore two kinds of cultural fusion will inevitably lead to innovation of product design.

3.1 History of Cultural Exchange between East and West

Both absorbing and hybridization are the important ways of culture developing. Since ancient time the cultural exchange between east and west was very frequent. Each prosperous culture has absorbed a lot of foreign cultures. The ancient Silk Road is a special historical significance international channel. It was the ancient international channels that linked up Chinese culture, Indian culture, Persian culture, Arab culture and ancient Greek and Roman culture. The international channels have promoted the communication between eastern and western civilizations. China's silk, jade and porcelain are the carrier of culture. They have transferred oriental culture spread to the world. At the same time Buddhism entered into China.

3.2 Absorbing the Essence of Eastern and Western Art into Modern Product Design

The combination of traditional art of east and west is an inexhaustible treasure; modern designers absorb the essence of traditional art, and apply a variety of art gimmick and element to the product, which give the product some certain cultural connotations. For instance, Peking Opera is one of the quintessence of China. The facial makeup in operas is deeply loved by the audience. The famous brand Montblanc absorbs the elements of Peking Opera, and designed the ink pen to get the favor of consumers. Figure 1 shows Montblanc limited edition of Peking Opera ink pen.



Figure 1. Montblanc limited edition of Peking Opera ink pen

Another successful design is the national flower of Armani (Armani) brand handbags. Armani is one of the most famous fashion brands in Europe. Designers try to merge western brands with Chinese elements, which create a new handbag design. Therefore, the designer piled the complex of national flower on the exquisite silk bag, and the handbag won "best of fashion style" that year. Figure 2 displays Armani's national flower silk purse.



Figure 2. Armani's national flower silk purse

Hong Kong famous graphic designer Kan Tai-keung, he advocates the organic combination of the essence of the Chinese art and the western modern design concept. The graphic poster works designed by him often apply the Chinese ink painting techniques; meanwhile, combined with modern visual design gimmick, his work has very strong visual impact, rich period flavor, and strong Oriental flavor. Also in the design and creation of the modern western design masters we can feel the absorbing of the essence of Oriental art. The famous German designer Luigi Colani combines the modern science and technology and the Oriental art organically, who design the classic transportation vehicles and porcelain. He promote the theory that "man is an integral part of nature", and points out that "a long-standing brand can't exist without cultural self-restraint", and China has its own good cultural traditions, Luigi Colani believes that if the Chinese designers explore the cultural heritage of the ancestors carefully, and make efforts to innovation, they will be able to create quality brand with souls. The Italian postmodernism leader Ettore Sottsass thinks the function of the design is not simplex, the spirit and culture inside is more important; the products should not only have the use value, but also have more to express the connotation in the spiritual level. Ettore Sottsass put special emphasis on the essence of national culture, no wonder he is known as the cultural nomads, his works consist of the early 20th century decorative arts, pop art, the Oriental art, and so on. In the design, he absorbs the decorative art of India, which makes his works possess unique Oriental charm.

3.3 The Combination of Traditional Culture with Modern Science and Technology

From ancient times under the impregnation of the traditional culture, China has produced many excellent designs, such as the furniture of Ming dynasty. These furniture were made of precious rosewood, and adopts mortise

structure, no nails and glue, pure handmade. 1949 Hans Wegner designed for Carl Hansen “The Wishbone Chair”, also known as The Y - Chair is another and "The Chair" as classical as successful as The legendary Chair, Carl Hansen production in 1950, in a Carl Hansen, code-named CH24. Wishbone chairs have many colors to choose from appearance, is Carl Hansen's main works, Carl Hansen only production now Hans Wegner design, Carl Hansen company on October 28 this year is the 100th anniversary of the founding, a one hundred years old. The modelling of the chair obvious reference to the form of furniture of Ming dynasty, but this chair is to use the machine processing components, its material is not annatto, it is very suitable for the modern way of life. It is the product of traditional culture and modern technology combine. Creative design is also different cultures.

3.4 Combination the Traditional Craftsmanship with Western Modern Design

Every year, the Italian fashion capital Milan always holds the international furniture fair, and attracts thousands of companies around the world. Exhibitors are so many that it is difficult for the new brand to get western. However, in 2010 strict British design magazine "Salon" unexpectedly will vote "Yii" (yi) come from Taiwan's new brand – as number one from the numerous exhibition brands. The world's top art gallery Moss Gallery in the New York also comments the Yii is one of the most amazing brand! Yii is famous for "43" Chair at Euro 5000 yuan, has more than one hundred order exhibition every year. It is the technologist Gao-ming Chen worked with German fashion designer, Konstantin Grcic cross-border cooperation, creating global first streamline cantilever bamboo chairs. The chair consists of 43 pieces of bamboo strips with pure handmade. It took three months to make every chair. This chair is affinity to person with body temperature, so users will love it. The key to the success of the brand is the combination of traditional crafts with western modern design and produce the products can meet the demand of people's creativity. Figure 3 shows the easy Chair 43 (Yii) slip.



Figure 3. Easy Chair 43 (Yii) brand

In a word, culture is the basis of modern product. The exchange of eastern and western cultures is a good way to innovation of product design. In the design, it needs two ways make product design style diversification. On one hand, designer should absorb the elements of traditional culture. On the other hand, designer should fusion the essence of foreign culture. In the process of product creative design, designers should interpret traditional culture into new one, and deconstruction the traditional culture. People try to understand the ideas of traditional culture rather than using traditional element symbols mechanically. Designers should not only respect the value of their own national culture, but also respect the value of other foreign culture. Furthermore people should inherit and carry forward the traditional culture with critical thinking. It is necessary to take its essence and get rid of its scum. The deep understanding of the traditional culture will be beneficial to the innovation of product design. It is important to apply the traditional national culture to service for the modern design. Eclecticism essence of national culture is the source of designers design inspiration. In the process of globalization, culture of all ethnic groups of mutual integration, promote each other, present a multivariate harmony. It is because there is a large difference between eastern culture and western culture. Different way of thinking has complementary. During the collision between east and west culture, both sides should take more open and harmonious state to treat the cultural conflicts. In the process of promoting “One Belt And One Road”, the cultural exchange between east and west can not only promote product innovation, but also promote the common prosperity and development of the economy. This is also the development trend of future product design innovation.

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