Exploration of local culture elements and design of cultural creativity products

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Abstract
This study mainly combines culture and design to develop cultural creativity products in Taiwan. The cultural creativity product can inherit culture, market culture and establish the representative cultural image. In order to achieve the objective, this study takes Kaohsiung as an example and designs a questionnaire to investigate the cultural image. Results show that the representative landscapes in Kaohsiung mainly include Love River, Shi-Hzuwan Bay, Tuntex Sky Tower, Mt. Shoushan, Dream Mall, Urban Spotlight, Lotus Pond, Tower of Light and so on. The cultural elements can be explored from the representative landscapes by the focus group method, and then combined the cultural elements and life popular product via creative design. In the creative development stage, the computer aided design software is adopted to design the creative product. Afterwards, the prototypes of cultural creativity products are made by rapid prototype system. In addition, the research model can be extended to develop related cultural creativity products for other locality in Taiwan. Furthermore, results of this study provide valuable references for academic circles and related industrial field.

Keywords: Cultural creativity, Cultural element, Cultural creativity product, Kaohsiung image

1. Introduction
The cultural creativity industry combines numerous different industrial development models and affects the economic development and life cycle by means of the policies in the government and creative capacity in non-governmental circles. The cultural creativity industry has listed as Taiwan’s national prioritize plan since 2002, and become one of the most

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