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PHASE TWO FINAL MISSION REPORT  
FOR ASSISTANCE TO  
THE KOREA DESIGN & PACKAGING CENTER  
SEOUL, KOREA

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DP/ROK/82/025/C/11-51/31.3.M  
REPUBLIC OF KOREA

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ANALYSIS, ACTIVITIES & RECOMMENDATIONS PURSUANT TO  
REINFORCING THE NATIONAL AWARENESS & INNOVATIVE  
REQUIREMENTS FOR THE INDUSTRIAL DESIGN DEVELOPMENT OF  
CONSUMER PRODUCTS / HOME APPLIANCES

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Based on the work of  
Douglas F. Kelley, FICSD IDSA  
Senior Consultant on Industrial Design & Marketing

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United Nations Industrial Development Organization  
Vienna, Austria

CONTENTS

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- I. Abstract
  - II. Mission Objectives
  - III. Mission Activities
  - IV. Mission Recommendations &  
Implementation Plan
  - V. Appendix / Interim Mission Report
- 

ABTRACT

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Following completion of the Phase One Mission and pursuant to the observations and recommendations of the Interim Report, dated December 1986; the Phase Two Mission was undertaken by the consultant during April and May 1987.

Since the Consultant considers the analysis and recommendations of the Interim Report to be valid following the Phase Two Mission and with the intention of providing a clear and concise Final Report, the observations and rationale of the Interim Report will not be repeated. The Interim Report is however considered to be an integral part of this Final Report and is included as an appendix.

This endorsement of the Interim Report is to be seen, however, against the background of a vigorous and far-reaching second mission which crystallized and positioned the recommendations within a practical future planning, as outlined herein.

Essentially, it is recommended that the Korean Government's comprehensive aims; i.e. 'to establish Industrial Design as a vital and integrated element within its goal of increasing the quality and thereby the quantity of exported products to hard-currency markets throughout the world', will be met more quickly and with greater effect as KDPC accelerates the transition to a comprehensive Design Promotions, Information & Advisory Organization. Such an organizational posture with an effective operation will provide the professional catalyst and orientation for establishing design excellence as an accepted policy throughout government, industry of all sizes, the private sector design profession, and of great importance, with the universities who now employ most of the most experienced and skilled industrial designers.

## II. MISSION OBJECTIVES

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This Final Mission Report, including the Interim Report as appendix, crystallizes the many observations and recommendations of the two-part 'split-mission', DP/ROK/82/025/C/11-51/31.3.M. Furthermore, it provides a future planning for implementation within a general timetable.

Pursuant to the major recommendation of the Interim Report; i.e. that KDPC evolves into a comprehensive Design Promotions, Information & Advisory Organization it will be seen that government policy will require a change of emphasis. The currently active mandatory quota structure providing 'design solutions', i.e. KDPC as a design office would be phased out over a period of three to five years. Concurrently, the manufacturing activities which have provided revenue to support KDPC should be separated allowing KDPC to focus more clearly and with increased impact on its promotional and informational activities. Direct funding from the Ministry of Trade & Industry would also provide various advantages as outlined later in the report.

With a view to formulating the above recommendations, (detailed in Section IV.), the second mission objectives were as follows.

- A. To further elaborate and discuss the major recommendation with KDPC senior management and then to affect a direct contact with the Ministry of Trade & Industry for discussion and possible agreement.
- B. To assist KDPC in its evolving role in 'Design Promotion' by presenting professional lectures and seminars on the professional and commercial value of well-integrated industrial design thinking. Such presentations to be focused on Mid-career corporate designers and in particular on industry management, both in marketing and in technical areas.
- C. To undertake and continue the Consumer Product joint workshop project between KDPC designers and those from major Korean industries. Further to provide advanced international industrial design technology transfers.
- D. To further advance the environmental recommendations for improvements to KDPC studio and office facilities and to maximize the exhibition capabilities.

### III. MISSION ACTIVITIES

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Phase Two of the split-mission was undertaken in Seoul, South Korea from 3 April through 10 May 1987, plus a one day briefing in Vienna on the outward trip and a two day de-briefing on the inward trip. The following contacts, collaborations and activities resulted.

#### A. Contacts & Collaborations

Hamdy M.H.A.	Head, Institutional Infrastructure Branch Industrial Operations Dept. UNIDO, Vienna
De Crombrughe A.	Substantive Officer, Industrial Operations Dept. UNIDO, Vienna
Prof. Carl Aubock	Preparatory Mission Expert Vienna
Subbaraman N.	Resident Representative UNDP, Seoul, South Korea
Nasir, A.S.	UNIDO Coordinator UNDP, Seoul, South Korea
Kim, Moon-Hwan	Director of Division, Ministry of Trade & Industry Seoul, South Korea
Lee, Kwang-Ro	President Korea Design & Packaging Center (KDPC)
Park, Han-Yoo	Director, Korea Design & Packaging Center, Seoul
Shim, Hye-Sup	Manager, Industrial Design Dept, KDPC, Seoul
Yi, Tae-Sang	Chief, International Affairs, KDPC, Seoul
Kim, Myoun	Translator & Joint Counterpart, KDPC, Seoul
Ee, Jae-Guke	Designer, Lecturer & Seminar Translator, Seoul
Rogers, David	Director, The British Council Seoul, South Korea
Jackson, Michael	Commercial Counsellor British Embassy, Seoul, South Korea
Ryoo, Han-Jung	General Manager, Industrial Design Dept. Daewoo Electronics Co. Ltd. Seoul
Han, Jae-Yeul	Executive Vice-President Korea Federation of Small & Medium Business Seoul, South Korea

## B. Activities

1. UNIDO Briefing & De-Briefing; 31 March, 2 & 3 June 1987.
2. KDPC Orientation & Intro; Seoul, Korea; 4 April 87.
3. UNDP Orientation & Intro; Seoul, Korea; 6 April 87.
4. Participation British Graphic Design Opening; Seoul; 6 April 87.
5. Participation, Opening of KOPAC Exhibition, Seoul; 7 April 87.
6. Seminars & Lectures
  - Mid-career Designers Seminar, KDPC; 9 April 87.
  - Senior Management Seminar, Federation of Small & Medium Business Seoul, 23 April 87.
  - Trade & Industries Seminar with handicraft Industries, 6 May 87.
7. Special KDPC & Industry Workshop Project; CORPORATE PRODUCT IDENTITY
  - Joint collaboration with designers from KDPC, Daewoo, Hyundai & Samsung
  - KDPC senior management presentation, 9 May 87.

## IV. MISSION RECOMMENDATIONS & IMPLEMENTATION PLAN

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- A. Recommend that the Korea Design & Packaging Center (KDPC) evolves over approximately a three to five year period into a comprehensive, Design Promotions, Information & Advisory Organization, modelled essentially on the British Design Council.

The rationale and analysis behind this major recommendation is fully outlined in the Interim Report, pages 6-8, included as appendix, and stands as an integral part of this recommendation.

Various discussions between the consultant and Director Park, Han-yoo appeared to fully endorse this broad recommendation and several KDPC activities already active confirm its advisability for the future. Furthermore, several developments during the mission, in particular the contact made by the consultant with the Ministry of Trade & Industry, indicate that the government is prepared to consider and even now supports many of the major premises. Various aspects of these developments are outlined below.

The mission consultant, Mr. Kelley had the opportunity of meeting Mr. Kim, Moon-Hwan, the Divisional Director within the Ministry of Trade & Industry responsible for KDPC.

Mr. Kim appeared eager to broaden his understanding and awareness of industrial design; and thereby his effectiveness in advancing design for the benefit of Korean industry and particular for the export market. He was fully aware of the need to properly integrate industrial design into the other senior management activities and he welcomed the opportunity of exploring new ways to orientate both government and industry to its essential goal to commercially contribute to the Korean economy.

Manager Kim appeared receptive to the major recommendation presented by the consultant, i.e. that KDPC evolve to a comprehensive Design Promotions Information & Advisory Organization. He understood the transitional aspects of the recommendation where the 'design-solving' services now provided should be improved in the short-term (1-2 years) and then evolve into a 'design & marketing promotional role'. He was supportive of the premise that the medium and long-term objectives of both industry and government can be more quickly and effectively met by KDPC working more closely in collaboration with the private sector designers and with the university designers. Each group, thereby specializing, however closely collaborating with a joint purpose to maximize the impact of design, both economically and professionally.

The highly successful focusing by the British Design Council on design promotion, information and advisory services was outlined in detail and appeared to be relevant to current discussions regarding KDPC's future structuring. At the request of Manager Kim, it was the consultant's opinion based solely on the general aspects of the matter as known to him, that a separation of current KDPC manufacturing activities from the design interests would be advisable and beneficial. Essentially, it would provide a more effective and clear-cut promotional objective for KDPC, both internally and particularly to outside parties.

Furthermore, its financing by direct government allocation, as is the case with the British Design Council, will be more accountable and clearly collaborative; with government playing a more knowledgeable and active role in the growing importance of design thinking throughout the national economy. Such a separation of the manufacturing capabilities from the design promotion and information services will do much to eliminate the confusion which now exists concerning KDPC imagery.

The resultant accountability of the 'thinned-down', but far more robust stance of KDPC, will also induce new revenue-producing activities. Fee-paying management seminars (common in the USA, Japan & Europe), increased design magazine sales, increased advertising activity, etc. Also, its other services such as the Designer Selection Service could become a great aid to industry and generate revenue.

Documentation regarding the policies and activities of the British Design Council have been provided to KDPC management and the consultant is prepared to further develop information links as requested. Of particular and current interest to KDPC is the desire to know more about the Design Council's computer information services and data processing. The consultant is available to assist KDPC from London following acceptance of the major recommendation.

- B. Recommend that KDPC carefully plan and then set in motion a full-time Seminar Programme for senior management and marketing managers. Such a design promotion and awareness programme should be targeted principally at the medium and larger-sized industries where export capabilities and opportunities are apparent. Also, however an on-going and informative programme of seminars should be conducted throughout government offices and ministries in order to broaden the understanding.

The success of such an on-going programme at KDPC will require additional marketing & design oriented staff. As mentioned above, over a one or two year period, competent designers and perhaps existing administrative managers could begin to undertake such seminars. It will be necessary, however, to recruit an experienced marketing man, with good communication skills and an understanding of design to initiate the programme.

Director Park as the only experienced designer and administrator able to generate such a seminar programme would, of course, be responsible. The new recruit would be directly under his control working full-time to sell the benefits and the procedures of design in industry. As a considerable number of these seminars may be abroad and/or with marketing executives from abroad, his English speaking facility must be excellent. A continual flow of interesting and informative newspaper and magazine articles will also be within his brief.



C. Recommend that KDPC extend the above mentioned design promotions and information conferences and seminars to include private sector design consultants and marketing groups as well as to the universities. With the universities as with the consultants, participants should include, and especially concern the marketing and business administration students. In this way, the broader and more commercial advantages of integrated industrial design will become nurtured in the student.

Such close and collaborative exercises with the designers, teachers, students and young executives will also do much to develop a friendly relationship and a common purpose. This appears to be lacking at the moment, however joint meetings for discussion between all parties were held during the consultant's second mission with apparent good results.

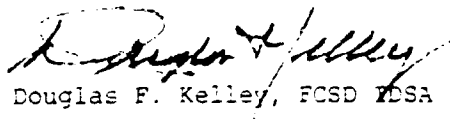
KDPC could also become the central organizing agency for design fellowships abroad as the bridge between the government and the designers and the universities. Naturally, at the moment, KDPC has been the recipient of a few fellowships for travel and study abroad sponsored by the UNDP. On a longer-term basis however, the government should actively sponsor such programmes and KDPC would be the ideal agency through whom it operates.

D. Recommend that the KDPC building complex and environment be studied for renovation and improvement to bring it up to par with international design standards. This implies that the design studios, conference rooms, exhibition halls, as well as the entrance and general public areas should express the most advanced design. Only in this way will the collaborators and visitors to the complex be convinced of the dynamic thinking of the organization and of its role as 'a leader in design'. This recommendation is further detailed in the Interim Report, pages 9 and 10.

E. Implementation Plan

1. June 87 - November 87	Final Report review, discussion and acceptance by UNIDO, UNDP, Korea Ministry of Trade & Industry and KDPC.
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2. December 87 Implementation Mission in Seoul for ten days with representatives from Ministry, UNIDO, UNDP, KDPC & the Consultant.
3. January 88 - Dec. 88
- Establish contacts with British Design Council and restructure KDPC.
  - Recruit marketing/design orientated manager level executive to establish promotions and seminar programme.
  - Recruit and re-train competent designers for promotional roles.
  - Establish closer links with private sector design consultants and universities.
  - Strengthen international links with design and marketing societies.
  - Restructure relationship within Ministry of Trade & Industries; i.e. separate package manufacturing from design promotions, (KDPC).
4. January 89 - Dec.90 Continue development of the new KDPC as the central catalyst between the government, the private sector and the universities, with the intention of achieving a dynamic leadership role in design internationally.

  
Douglas F. Kelley, ECSD YDSA

DFK/IG

London, June 1987.

June 1987

RESTRICTED

DECEMBER 1986

ENGLISH

PHASE ONE INTERIM MISSION REPORT  
FOR ASSISTANCE TO  
THE KOREA DESIGN & PACKAGING CENTER  
SEOUL, KOREA

DP/ROK/82/025/C/11-51/31.3.M  
REPUBLIC OF KOREA

ANALYSIS, ACTIVITIES & RECOMMENDATIONS PURSUANT TO  
REINFORCING THE NATIONAL AWARENESS & INNOVATIVE  
REQUIREMENTS FOR THE INDUSTRIAL DESIGN DEVELOPMENT OF  
CONSUMER PRODUCTS / HOME APPLIANCES

Based on the work of  
Douglas F. Kelley, FSIAD IDSA  
Senior Consultant on Industrial Design & Marketing

United Nations Industrial Development Organization  
Vienna, Austria

ABSTRACT

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Pursuant to the Project Document's stated objectives, 'of assisting the Korea Design & Packaging Center (KDPC), to reinforce its industrial design capabilities and to set up a fully operational Industrial Design Center, capable of playing a leading role in research and development of Industrial Design in Korea; to act as an information and training center for industrial designers and to provide qualified consultancy and advisory services to industry (especially for export product industries);' the Phase One visit of a two-part split mission was undertaken by the consultant during October and November 1986.

Project analysis included a review of Government policy in general, its relationship and directives to KDPC, as well as the broader implications of industrial design in the private sector and particularly its importance for the export market.

Project activities included a comprehensive joint project collaboration with four major diversified Korean industries, several design and marketing seminars with KDPC and industry, as well as university lectures at several institutions.

Recommendations are far-reaching and highlight the need for greater emphasis on 'quality' of design solutions, rather than simply satisfying the quotas of 'quantity'. Implicitly, this places far greater emphasis to nurture innovation and idea creativity in the design process and thereby in the finished consumer products.

The broader aims of Government will also be met more quickly and with greater effect as KDPC accelerates the transition from a design-producing consultancy to a comprehensive Design Promotions, Information & Advisory Organization, capable of providing the professional catalyst for design excellence throughout industry, the private design sector and the universities. In this way, KDPC will significantly contribute to the growth of a definable Korean national design identity/profile, capable of truly assisting the export markets.

## I. MISSION OBJECTIVES

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This interim report pertains to Phase One of a two-part split mission, DP/ROK/82/025/C/11-51/31.3.M, and is meant to provide an indication of the status of the activity, together with a general analysis including preliminary recommendations.

While this specific mission, entitled Industrial Design of Consumer Products / Home Appliances, represents only one part of the concerns of the Preparatory Mission to Korea undertaken so successfully by Prof. Carl Aubock in August 1985, and of the subsequent Project Document, dated 5 February 1986, it has been this consultant's belief that the specific mission should develop within the broadly stated objectives and recommendations of these two documents.

With this in mind, it has been the mission consultant's intention to contribute to the longer-range goals of assisting the 'Establishment of Korean Design Leadership', while at the same time, reinforcing the more specific concerns and technical disciplines of the Consumer Products / Home Appliances sectors of Korea's industrial development and production. This report will show how this double, indeed parallel, concern is particularly pertinent within the longer-term recommendation, recently discussed and tentatively agreed with KDPC management; that the organization should evolve over the next few years into a more fully comprehensive, Design Promotions, Information & Advisory Center rather than to continue and expand its design-solution producing services as a government design office.

This adjustment in KDPC policy and eventual activities over say, a five year period, in no way diminishes the importance of the specific inputs of the Consumer Products / Home Appliances activity. In fact it will be seen from the following mission schedule that the discussion of modern industrial design techniques, the transfer of advanced technological information and the undertaking of a comprehensive workshop project, entitled, Corporate Product Identity, received considerable emphasis and allocation of the consultant's time.

It does imply, however, that in future the effective use and deployment of such knowledge and expertise by KDPC should be more wisely directed to increasing industry's awareness, assisting in the growth of the private sector consultants and in closer collaborative efforts with the design & marketing departments of universities.

Such an organizational objective can result in KDPC becoming a far more dynamic catalyst for generating a National & Industry-wide awareness of the true benefits of effective Industrial Design policy. Its enhanced collaboration with the private design sector (free-lance design offices) will act as a pump-priming incentive providing know-how and designer selection services, unobtainable by the individual offices. Furthermore, this nurtured compatibility between Government and the private offices, (both independent and corporate), will help to avoid some of the apparent competitiveness which now exists and rather instill a healthy and positive Korean design unified front.

The universities will also benefit since they will have the assistance of a coordinated promotions, information & advisory service, operating domestically and abroad. Furthermore, it is hoped that the potential for a viable private sector will induce a certain number of part-time teachers into full-time consultant activity where their talents can be more consolidated and productive. At the same time, this re-emphasis will allow properly qualified industrial design teachers and professors to devote their full-time to what they realize is a noble and most significant cause.

Naturally, the three design sectors of 'design interest' may always overlap in some degree as is the case in most industrialized countries, however a greater specialized separation will have a healthy and stimulating result.

In brief, the two parallel objectives are as follows:

- A. To assist KDPC in evolving into a comprehensive Korea Design Promotions, Information & Advisory Organization. / Korea Design Council (KDC).
- B. To provide and undertake Consumer Product / Home Appliance joint workshop projects between KDPC & major industries, to provide advanced international industrial design technology transfers and to restructure the marketing & industrial design consultative capabilities of KDPC to maximize their facilities and organizational structure.

## II. MISSION ACTIVITIES

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Phase One of the proposed split mission was undertaken in Seoul, Korea from 18 October to 22 November 1986, following a two day briefing in Vienna at UNIDO. The following contacts, collaborations and activities resulted.

### A. Contacts & Collaborations

N. Subbaraman	Resident Representative UNDP, Seoul
A.S. Nasir	UNIDO Coordinator, Project Manager UNDP, Seoul
Prof. Carl Aubock	Preparatory Mission Expert Vienna
Lee, Kwang-Ro	President Korea Design & Packaging Center (KDPC)
Park, Han-Yoo	Director KDPC, Seoul
Lee, Dae-sung	Manager, Dept. Industrial Design KDPC, Seoul
Yi, Tae-sang	Chief International Affairs Div. KDPC, Seoul
Kim, Myoun	Promotions & Training Head, Joint Counterpart KDPC, Seoul
Shim, Hyo-Sup	Industrial Design Development, Joint Counterpart KDPC, Seoul
Kim, S.A.	Public Relations Head KDPC, Seoul
Mu, George	Commercial Counselor U.S. Embassy, Seoul
Rosengen, Thomas	Director, US Trade Center U.S. Embassy, Seoul
Krause, Frederick	Executive Vice-President American Chamber of Commerce, Seoul
Rogers, David	Director The British Council, Seoul
Hill, Adrian	Commercial Counselor British Embassy, Seoul

Lee, S.Y.	Commercial Attache Korean Embassy, London
Lee, Y.A.	Editor & Publisher, Design Magazine Seoul
Im, G.B.	President, Ulim Precision Ltd. Busan, Kcrea
Park, J.S.	Chief Designer Hyundai Motor Company, Ulsan, Korea
Ee, Jae-Guke Seoul	Designer, translator
Cho, Jong-Ho	Manager, Industrial Design Samsung Electronics, Seoul
Lim, S.R.	Director Design Goldstar Co. Ltd. Seoul
Dr. Kim, Ho Keun	President Kyeong-Gi Technical Open University, Seoul
Kim, Chulsou	Dean Kookmin University, Seoul
Lee, Soon-Jong	Head, Industrial Design Kookmin University, Seoul
Kim, Keel-Hong	Head, Industrial Design Ewan Womens University, Seoul

B. Activities Schedule

1. UNIDO Briefing & Orientation, Vienna; 13 & 14 Oct. 86
2. KDPC Orientation & Intro, Seoul; 18 Oct. 86
3. UNDP Orientation & Intro, Seoul; 20, 23 & 28 Oct. 86
4. Consumer Product / Home Appliances Research, Seoul
  - KDPC Exhibition Center
  - Hyundai Department Store
  - New Core Department Store
  - Han Yong Shopping Center
  - Lotte Department Store
  - Shinsegae Department Store
  - Midopa Department Store
5. Furniture Design Research
  - KOEX 86 Exhibition
6. Seminars
  - KDPC Design Management & Designer Seminar, 24 Oct. 86
  - Mid-Career Designers Seminar, KDPC, 4 Nov. 86



5. Seminars / (continued)
  - Design Management Seminar, KDPC, 17 Nov. 86
  - Goldstar Design Management & Designers Seminar, 18 Nov. 86
  - Kookmin University Seminar, 19 Nov. 86
6. Special KDPC & Industries Workshop Project, entitled; Corporate Product Identity
  - Joint collaboration; KDPC, Samsung Electronics, Goldstar, Daewoo & Hyundai Electronics. 27 Oct. to 21 Nov. 86.
  - KDPC Joint Project Presentation, KDPC. 21 Nov. 86
7. Professional Articles & Publications
  - Hankook Economic Daily
  - Korean Chamber of Commerce Weekly
  - Monthly Design Magazine; article
  - KDPC Design Magazine; article
  - British Commerce Monthly; article

### III. ANALYSIS & RECOMMENDATIONS

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#### A. Recommend that KDPC evolves into a comprehensive Design Promotions, Information & Advisory Organization. / Korea Design Council, KDC

To achieve the Government's objective of maintaining and further increasing the healthy export of mass-produced Consumer Products / Home Appliances, particularly from the medium to small producers, a tightly integrated collaboration is required among KDPC, the private sector design consultants, KSID, the Korean Society of Designers representing the professional designers and naturally, the universities. Such a collaboration implies that each party should be performing its own specialized functions with clarity and singlemindedness. That is to say;

1. The Korean Design Interests
  - a. KDPC, as the National Design Promotions, Information & Advisory Center.
  - b. The private sector Industrial Designers, (both independent consultants and corporate designers in industry).
  - c. KSID, the Korean Society of Designers, as the professional society .
  - d. The universities with industrial design departments exclusively involved in design education.

Quite naturally, the ROK Government was right and foresighted in its original establishment of KDPC as the vehicle through which design (initially packaging design), could be both promoted and executed. Private sector designers and/or

consultant offices did not exist and the double role of promotion/advice and design execution/practice was the logical manner in which to 'prime-the-pump'. Industry was eager to have prototyped products ready for manufacture and it was understandable that often, copied or semi-copied designs met the time schedules.

The forthcoming Olympics in Seoul also produced a rather unusual demand for souvenir-type products and the apparent 'no-fee design' service which KDPC was providing resulted in valuable time being devoted to this non-creative activity. KDPC was also drawn into detailing production versions of handicraft products, surely a use of manpower which does nothing to develop innovative practical consumer products or to an increased understanding of the profession of industrial design.

As mentioned in Prof. Aubock's report, "the practice of providing a free, no-fee consultant design service quickly becomes a mixed-blessing, since it tends to result in a mediocre or superficial solution." Furthermore, it lowers industry's value-perception of design services, when in reality, one of KDPC's prime goals is to emphasize the importance and essential value of design as a management requirement.

The increased value which innovation provides will be further accentuated as the forthcoming implementation of the patent and copyrighting law makes copying less desirable.

These many changes have made it desirable for KDPC to reconsider its overall activities which therefore provides the basis for this recommendation that she evolves into a type of organization as outlined below.

## 2. Korea Design Center

Of several Design Promotions, Information & Advisory Organizations which exist throughout the world, the most appropriate inspiration is probably the British Design Council, eventhough its economic structure would be difficult for the Korean Government to emulate. Its many services and activities are listed below for information, however the consultant has provided KDPC with detailed documentation which it is hoped will be the subject of Phase Two discussion.

The British Design Council / Services & Activities

- a. Assistance to industry & commerce through funded design consultant services performed by private sector designers.
- b. Design Advisory Services to provide companies with a demonstration of the benefits of using Industrial Design services through diagnostic surveys.
- c. Design Information Services to provide advanced technical and marketing inputs from domestic and international sources.
- d. Designer Selection Services to provide industry with short-listed recommendations of design experts most suited and specialized in particular sectors of industrial design.
- e. Marketing Services to provide manufacturers whose products have been approved for Design Centre Exhibition, with commercial advice and information on domestic and foreign markets.
- f. Trade Fairs and exhibitions to promote and inform industry of the benefits of industrial design in general and of certain products specifically.
- g. Design Centre 'Good Design' label to help promote well designed products in retail shops.
- h. Design Council Awards to provide special accolades for design achievement, both to the designer and to the manufacturer.
- i. Educational activities to promote improved design at both university level and more recently at the secondary school level.
- j. Publications include the monthly 'Design' magazine in addition to numerous specialized books and booklets on design and engineering matters.
- k. Picture library provides the design community and schools with professional slide presentations and reference material.
- l. Design Retail Shop provides well designed objects of many kinds in addition to the book shop.
- m. Press and Publicity provides an active and continuing dissemination of design related information and openings of interest throughout the world.

B. Recommend Consumer Products / Home Appliance joint workshop projects between KDPC and industry, transfers of advanced international industrial design technology and the restructuring of KDPC marketing & industrial design consultative capabilities to maximize its facilities and organization.

While Recommendation A. above will ultimately reduce the actual problem-solving design activity at KDPC, the advanced design expression with its

international profile of industrial design at KDPC will be substantially increased. KDPC should thereby become, the vibrant and informed center of everything that is happening in 'Design'. To achieve such a profile with its effective operational potential, the following activity, procedural and environmental changes are recommended.

1. Organize a continuing programme of marketing and management seminars in collaboration with key government and industrial sectors of the economy. These seminars should be fee-paying seminar-days as is common practice in industrialized centers throughout the world.

It is recommended that, as discussed with KDPC, two or three well organized seminars be undertaken during the Phase Two mission of the consultant. These events must be carefully planned and organized, well in advance of the arrival of the consultant in Seoul, however in close collaboration with the consultant by correspondence.

2. It is recommended that the CPI, Joint Project between KDPC and the key industries be actively advanced to a three-dimensional model stage. The highly successful first stage was enthusiastically received by both KDPC management and representatives from industry and continuation was tentatively agreed. It is proposed that KDPC actively support its further development prior to the arrival of the consultant in Seoul and that there after it be finalized for possible use as a publicized test-case.

3. Analyse and plan a more effective use of the KDPC facilities for the maximum promotion of KDPC and Industrial Design.

- a. Redesign and generally improve the KDPC building entrance to provide a more dynamic, design-orientated expression; truly, the best of current design practice. Carry this design awareness into all conference rooms and construct one purpose-built professional conference/presentation room for management presentations with up-to-date audio/visual equipment (to be specified during consultant's phase two mission).
- b. The design studios should also be redesigned and supplied with the most advanced workstations and lighting, for maximum efficiency and design imagery.

- c. Redesign the exhibition space to increase the impact of the facade, both in design quality and in its visual impact to the passing public. Improve the internal impact and function by altering the lighting, the display systems and in implementing more interesting and variable exhibitions.
- d. Study the possibility of KDPC sharing in the publicity of all displays and special exhibitions held at the adjacent exhibition hall. Develop a formula whereby KDPC is always seen as the 'Design Host' for events on the site including all publicity material.
- e. Consider the advisability of changing the organizations name to a more simple and clear reference; i.e. Korea Design Center or Council. KDC.
- f. Study the economic value, both direct and indirect, of installing a CAD/CAM System to provide research and experimental facility for both KDPC and outside interested parties. Such facilities will do much to generate positive collaborations between KDPC and the private design sector. Sponsorship of such a research set-up could be negotiated with one of the big 'four'.
- g. KDPC's workshops and modelling shops are very much in need of improvement and expenditure is required. As with Par. f. above, the facility, if properly developed and promoted could be open to the private sector as a benefit to the entire design community, while developing income at the same time.

#### IV. PHASE TWO MISSION PLANNING & CONCLUSIONS

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The two major objectives as mentioned above in this report, if addressed properly in the terms of the principal recommendations, will provide the substance for the Phase Two mission. Preparatory activity by KDPC can naturally proceed prior to the arrival of the consultant and in particular, the management seminars should be properly planned and publicized well in advance, i.e. during February 1987.

Recommendation A. can also be further advanced independently by KDPC based on various documentation already provided by the consultant, however its practical structuring will be the subject of detailed analysis and planning during the Phase Two mission.

Recommendation B. is in three parts. The first concerns the above mentioned management seminars, which should be planned and structured immediately. The consultant is prepared to assist KDPC through correspondence, in order to ensure an agreed seminar programme.

The second part concerns the further advancement and finalizing of the Joint Project CPI, so successfully started during the first mission. The four outside industries have tentatively expressed interest in continuing the collaboration both prior to the arrival of the consultant and then in finalizing it during the mission. It is hoped that the results of this project will be appropriate for display in KDPC's participation at the international ICSID Congress in Amsterdam during August 1987. If possible, a serious Korean participation at this congress would be timely in confirming the validity of Korean design capabilities.

The third part of the recommendation involves the rethinking of the activities of KDPC, study of the optimum use of its facilities and the recommended improvement of its presentation and working environment. Careful preparation of the necessary budgets will be a vital factor in the success of the various recommendations and the consultant will collaborate in their preparation.



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