This curriculum module presents information for an introductory course designed to develop a cross-cultural awareness and appreciation of the rich opportunities for growth in interior design and related fields that has resulted from the expansion of the global marketplace. First, the instructional goals of the course are outlined, suggesting that students should develop an awareness and appreciation of cross-cultural interplay, recognize the ways in which geographic, climatic, and socio-economic factors impact architecture and design, expand their knowledge of the design elements used in various countries, adapt American structural and interior furnishing materials to the living environments of foreign countries, and develop their understanding of the global economy. Next, the instructional objectives, assignments, activities, and evaluation methods are detailed, indicating that course readings, library research, field trips, a research paper, design projects, and pre- and post-tests would be included as part of students' activities. A description of the audiovisual resources that are to be used as an introduction to the module, the course pre-test, and a list of expected connections to be made beyond the classroom by students are included as well. The final sections contain annotated bibliographies and lists of additional resources for both students and instructors. (MAB)
"EAST MEETS WEST - AN INTRODUCTION TO THE DESIGN OF RESIDENTIAL INTERIORS IN CONTEMPORARY ASIAN COUNTRIES"

Use In: Residential Interior Design

BY

KAY HAGAN

Asian Studies Module
St. Louis Community College at Meramec
East Meets West - An Introduction to the Design of Residential Interiors in Contemporary Asian Countries

A Course Module for Infusing Asian Studies in

Course: ART 231 - RESIDENTIAL INTERIOR DESIGN
Course Credit: Three (3) Semester Hours/6 Contact Hours
Course Level: Prerequisites ARC 110 & 112, ART 229 & 230
Approximate Class Time: 12-15 Hours Lecture or 24-30 Hours Laboratory

Prepared by: Professor M. Kay Hagan
St. Louis Community College - Meramec
314-984-7631

This curriculum module is designed to develop a cross-cultural awareness and appreciation for the rich opportunities for growth in the interior design and related fields as the global marketplace expands.

CONTENTS

I. Instructional Goals
II. Course Objectives
III. Outline /Assignments/Strategies
IV. Evaluations
V. Audiovisuals
VI. Connections
VII. Annotated Bibliography For Faculty
VIII. Annotated Bibliography for Students
IX. Additional Resources for Instructors And Students

Architects and designers have often looked to international sources for unique products to enhance their designed environments - imported products including beautiful oriental rugs and carvings from China, India, Turkey; shoji screens and unique hard surface floor coverings from Japan; Indian textiles; batiks from Java; Indonesian furniture and accessories from Taiwan.

However, today more and more United States architectural and interior design firms are actually competing for and completing design projects in non-western countries. Increasing collaborative efforts are being spawned. (Note article Richmond, Holly, "Beyond Basic Training"...)

A group of St. Louis architectural and interior design firm members have joined forces to form their own cooperative to pursue international business. Currently this local group is working on projects in Saudia Arabia and Germany.
I. Instructional Goals

Our students have been employed by firms who are competing in the global marketplace. Our current and past students are working with local clients from around the world now residing in the United States. Also, over the past few years an increasing number of international students have become a part of the St. Louis Community College interior design program - students from Japan, Vietnam, Russia, Germany, and South Africa. Instructors and non-traditional students alike must recognize the unique opportunity these students provide for enrichment to the learning environment.

It is evident that cross-culture sensitivity must be provided if students and staff are to effectively work, live and play in our global civilization. It is our responsibility and intent to infuse this awareness. This module will help students to:

A. Develop an awareness and appreciation for the cross-cultural interplay

B. Recognize the use of different architectural building materials and interior finish materials based on the country's geographic areas, climatic and socio-economic conditions.

C. Expand our knowledge of typical interior furnishings, textiles and accessories characteristic of various countries.

D. Adapt various American structural building materials and interior furnishings for import and use to provide cross-culturally designed living environments in the various countries.

E. Develop an understanding of the global economy and the emerging compression of international civilizations.
II. Instructional Objectives

- The student will expand his/her cross-cultural awareness through research reports and design problem solutions.

- The student will investigate design influences and resources - local, regional, national and international.

- The student will recognize the value of major contributions our non-western cultures and civilizations have provided and continue to provide.

- The student will develop a knowledge of the increased and unique opportunities for global design work, and the value of the collaborative effort.

- The student will recognize the significant and increasing need to communicate effectively with global companies and individuals.

- The student will utilize expanded research techniques, concept development and problem-solving strategies as they approach design solutions in a non-western environment.

- The student will be provided with a broad overview of specific geographic, physical, cultural and socio-economic issues effecting the development of design solutions and business practices in the global marketplace.

- The student will develop and disseminatate their expanded knowledge of design criteria, resources and products available through global partners.

- The student's visual and oral communication skills will be enhanced through presentation of non-traditional projects.
III. Outline /Assignment/ Activities /Strategies

A. An overview of how the global market is changing and its impact on the design of today's home and its furnishings will be presented by the instructor.

This presentation will be based on the American Society on Interior Designer's publication: "Global Design: Passport To Your Future"  
The ASID Report - November/December 1994

B. Random Assignment of Design Problem  
4 - 6 Countries/ China, Japan, Taiwan, India, Korea

C. Research for each country will include:  
1. Library Research - Handout "Locating Asian Materials in the Library" will be distributed.  
2. Personal Interviews  
3. Field Trips/Site Visits to Local Resources

D. A 3-5 page written report on each country will be submitted covering:  
1. Geography & Climate  
2. Socio-economic and other influences  
3. Architecture Styles /Typical housing design and construction  
4. Typical building materials and interior finishes  
5. Typical furnishings including finishes and textiles  
6. Color preferences/Design motifs
C. A design problem will be assigned outlining the type of unit (single family, apartment, duplex, etc.) to be designed.

A project program will be provided detailing client background information and requirements, square footage limitations, geographic and other design criteria. These parameters will be utilized by the student as they individually develop appropriate design solutions.

D. Two - four 20" x 30" illustration boards featuring design solutions including floor plans, interior and exterior elevations, three-dimensional drawings, typical furniture, finishes, and textiles will be developed.

IV. Evaluation - Written

A. Pretest (Item IV-A)

B. Evaluations
   This design project accounts for approximately one-third of the student's semester grade.

1. Students will receive a grade on their 3- 5 page written report and oral presentations to fellow classmates. Grade for this report is based on:

   Research 10 Points
   Content 10 Points
   Oral Presentation 10 Points
2. Students will receive a grade for their visual solution of the design problem. The students will receive an oral critique from the instructor and fellow students. The student will also receive a written evaluation from the instructor.

3. A portion of the student's grade is also determined by their oral presentation. This oral presentation will cover design parameters, criteria and special features outlined earlier in their research report.

C. Post-Test
Approximately 20% of questions on the written final examination will be directed towards content derived from the cross-cultural exposure. Students actually prepare written study questions based on their own and/or their classmates presentations on the various countries.
V. Audiovisuals

To be used as an introduction to this module:


Feature focuses on the ability of North American designers to succeed in business opportunities in the global marketplace. Various designers share the cultural considerations, opportunities and obstacles they encountered in their varied projects.


This article covers a recent study sponsored by an Asian-American group showing that Asian immigrants are the fastest growing group in the United States. According to the study this group contributes billions of dollars to the U.S. economy each year and votes at a higher rate than natives. While the U.S. population is expected to grow 15% by 2005, the number of Asian-Americans is projected to increase 15% by 2005, the number of Asian-Americans is projected to increase to 81%.

- Various physical examples and photographic images from the instructor's personal collection of oriental rugs, furniture, accessories, batiks and other textiles reflecting the variety, uniqueness and richness of the decorative arts in the countries are to be explored in this module.
IV-A. Pretest

ART 231 - RESIDENTIAL INTERIOR DESIGN

Curriculum Module:
East Meets West - An Introduction to the Design of Residential Interiors in Contemporary Asian Countries

1. Furniture and fixtures incorporating brass and iron made by some of the world's best metalsmiths are made in:
   a. Japan  
   b. China  
   c. Taiwan  
   d. India.

2. The Chinese art of placement with beliefs about the proper alignment of construction with the forces of nature is referred to as:
   a. Shinjinrui  
   b. Tokonama  
   c. Feng Shui  
   d. Kimono

3. In Japan the size of housing units is often measured in:
   a. square meters  
   b. number of tatami mats  
   c. both a & c  
   d. None of the above

4. The Japanese maximum use of natural colors of clay, trees, straw, and gogongrass to produce a refined, subdued beauty is referred to as:
   a. shogun  
   b. neutralized aesthetics  
   c. shibui  
   d. sansui

5. Which country is the world's largest producer of cotton?
   a. China  
   b. Turkey  
   c. United States  
   d. India
VI. Connections

Students will be encouraged to visit local and regional galleries, as well as retail showrooms to expand their knowledge and resource base. (See resource list.)

Local professional designers, educators, and journalists will be invited as guest speakers to infuse their knowledge from working or conducting research in these countries.

Students will be encouraged to participate in the local and regional cross-cultural conferences, folk life/international festivals, and special exhibitions.

Our goal will be to share our heightened awareness of multi-cultural design. Other students and staff will be invited to the formal presentations of our design projects.

We hope to arrange a public display of the student's presentation boards. They will be displayed either in the walkway display cases, the library display area or campus gallery.

In addition it is our hope to investigate and expand our global awareness to other countries over the next 3-5 years.
VII. Annotated Bibliography For Faculty

  Discusses what Feng Shui means - how a place effects people - and how different people are effected in different ways. Looks at the application of and client adherence to Feng Shui today - especially in commercial interiors. Overviews key elements of Feng Shui for today's designers.

  The ASID Report, a bimonthly publication of the American Society of Interior Designers Service Corporation, focuses on North American designers doing business in the global marketplace. Various designers share the cultural considerations, opportunities and obstacles encountered.

  A large volume (close to 250 color illustrations) cataloguing a recent traveling exhibit of over 250 examples of postwar Japanese design, along with five company histories, close to 150 biographies and a whole range of informative essays. Furniture, housewares, textiles and electronics scrambled together with graphics, packaging and many other items are presented together in chronological order. This allows the reader to see the general development from a spare, simple modern society to a much more complex sometimes mysterious society.

- "Indochine, Mon Amour: Designers Look to the East (and Back in Time) for Inspiration". Interior Design. Volume 66, Number 15, Pg. 22.

  A survey of the decorative arts and architecture of Japan from ancient times through the 20th century.
Richmond, Holly. "Beyond Basic Training". Contract Design. Issue 11 Volume 37, November 1995, P. 48-51. Reviews the unique design solution resulting from the teaming of Japan Railways and an American architectural design firm RTKL of the Miyazaki Station in Kyushu, Japan. The tropical climate and the theme of motion are successfully played up to create a non-traditional commuter center where passengers take the time to stop and shop.

Sidman, L. and Soper, Alexander, The Art & Architecture of China. New Haven: Yale University Press. 1971. Over 4,000 years of the cultural history of China is covered. Both authors emphasize the influence of tradition from the Shang Dynasty to the end of the Ch'ing Dynasty in this century. The importance of Buddhism and other philosophical ideals on Chinese architecture is clearly depicted as well as the importance of material prosperity on other artistic developments.


"Study: Asian Immigrants Fastest-growing U.S. Group." USA Today, March 28, 1996. 4A. covers a recent study sponsored by an Asian-American group showing that Asian immigrants are the fastest growing group in the United States.
VIII. Annotated Bibliography for Students


- Barnard, Nicholas. *Arts and Crafts of India*. London: Conran Octopus, 1993. A comprehensive text with extensive images highlighting the rich variety of decorative arts from India.

- "Charles Jacobsen: Oriental Overtones Calm a Contemporary Residence in Laguna, California". *Interior Design*, Volume 66, Number 15, Pg. 72-77. Overview of the Jacobsen and design partner, Brad Blair's successful refurbishment of a 7,000 square foot contemporary residence to reflect the client's appreciation of Asian culture. Materials including sea grass carpet, antique Japanese mats, matchstick Indian blinds, old kilims, antique futons and textiles help to create the user-friendly, natural non-opulent interiors the clients desired.


- DiPiero, Diane. "Oriental Expressions: Chinoiserie". *Colonial Homes*, October 1994, P. 64 -69. Traces the influence of Chinoiserie on from its roots in Cathay (early China) through its all-out craze in Europe in the 1600's to its introduction to the United states in the early 18th century to contemporary times. Porcelins, textiles, even architecture styles were impacted.

Article discusses the changing role of women in Japanese society as some Japanese women begin to challenge traditional roles. Marriage is still the only truly acceptable state for Japanese women and spinsterhood is a dreaded fate. The well-being of the group is still considered more a woman's own self-interest.


Sadao Hibi, a freelance photographer specializing in nature related subjects, shares with us beautiful images of rich, simple Japanese architectural environments and details that harmonize with natural features of the land.


A study in environmental sensitivity placing western amenities at the edge of the Indonesian rain forest.


An informative work covering every aspect of the traditional Japanese home. Details of construction, architectural ornamentation, general layout, traditional and ceremonial appointments are discussed. Over 300 illustrations are included. Although greatly impacted by Western ideas, the text provides a purer view of the traditional Japanese home with its blend of art and nature, simplicity and decoration.


The other side of Japan is explored, a world far apart from Tokyo where simple village life seeped in tradition and beauty are what matters.

Discusses the uncertainty expressed by the 5.8 million inhabitants of Hong Kong as they move from the powerful free enterprise British territory to unification with communist China in 1997. Described as a Chinese Manhattan, this 413 square mile territory, is Asia's number one tourist attraction and the world's third largest trading economy. Although individuals and businesses have begun an exodus, the author concludes that most ordinary people will stay and that everything that is going to happen has already happened.

IX. Additional Resources for Instructors and Students

- Visits to the Galleries of Chinese, Japanese, Indian, and Korean Art at:
  St. Louis Art Museum
  Nelson-Atkins Gallery in Kansas City
  Art Institute of Chicago

- Brochures
  A Publication of Museum Education of the Art Institute of Chicago, written by Susan Kuliak
  Chinese, Japanese and Korean Art - A Guide to the Collections

- Local Sources for Imports - Furnishings and Accessories
  India Palace
  India Exotics
  Plow share Crafts
  Hakimian Brothers Oriental Rugs,
  Pier I
  Arts of Asia

- Guest Speaker Options:
  Repps Hudson, St. Louis Post-Dispatch Editor
  Recently on Fellowship in Japan

  Stacey Levinson, Interior Designer/Former Student
  Recently Spent Time in Japan

  Chandan Mahanta, Mahanta Associates
  (Independent Architect From India)

  Larry Raphael, Independent Designer
  (International Design Collaborative Member)

  Gina Ward, Gina Ward Associates, Interior Designer
  (International Design Collaborative Member)

  Ted Woffard, Murphy, Downey and Woffard
  (Architect-International Design Collaborative Member)
• Additional Readings:


Kates, George N., *Chinese Household Furniture*. Davis Publications 1948


Title: "East Meets West - An Introduction to the Design of Residential Interiors in Contemporary Asian Countries"

Author(s): Kay Hagan

Corporate Source: Meramec University, St. Louis Community College

Publication Date: 08.23.96

REPRODUCTION RELEASE

In order to disseminate as widely as possible timely and significant materials of interest to the educational community, documents announced in the monthly abstract journal of the ERIC system, Resources in Education (RIE), are usually made available to users in microfiche, reproduced paper copy, and electronic/optical media, and sold through the ERIC Document Reproduction Service (EDRS) or other ERIC vendors. Credit is given to the source of each document, and, if reproduction release is granted, one of the following notices is affixed to the document.

If permission is granted to reproduce and disseminate the identified document, please CHECK ONE of the following two options and sign at the bottom of the page.

For Level 1 Release:

Check here

PERMISSION TO REPRODUCE AND DISSEMINATE THIS MATERIAL HAS BEEN GRANTED BY

Sample

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

The sample sticker shown below will be affixed to all Level 1 documents

Level 1

For Level 2 Release:

Check here

PERMISSION TO REPRODUCE AND DISSEMINATE THIS MATERIAL IN OTHER THAN PAPER COPY HAS BEEN GRANTED BY

Sample

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

The sample sticker shown below will be affixed to all Level 2 documents

Level 2

Documents will be processed as indicated provided reproduction quality permits. If permission to reproduce is granted, but neither box is checked, documents will be processed at Level 1.

I hereby grant to the Educational Resources Information Center (ERIC) nonexclusive permission to reproduce and disseminate this document as indicated above. Reproduction from the ERIC microfiche or electronic/optical media by persons other than ERIC employees and its system contractors requires permission from the copyright holder. Exception is made for non-profit reproduction by libraries and other service agencies to satisfy information needs of educators in response to discrete inquiries.

Signature: Kay Hagan

Organization/Address: St. Louis Community College - Meramec

Printed Name/Occupation: Kay Hagan

Telephone: 984-7631

E-Mail Address: 63122-5799

Date: 4/2/97