

# Designed for greatness

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GOOD design helps to increase a product's competitiveness internationally.

This strategy has been successfully used by Koreans, renowned as manufacturers of products with cutting edge designs.

Samsung, LG, Hyundai and Kia are just a few names that are popular not only with Malaysians but also consumers all over world, both for their design and high technology. Malaysia and other Asian countries are beginning to realise the important role that design plays in establishing a sought-after brand.

To complement this awareness, the Korea Institute of Design Promotion (KIDP) has embarked on a design-sharing project between Korea and emerging Asian countries.

Chiefly aimed at sharing the Korean success story, the Asia Design Sharing Council brings together a group of like-minded organisations geared towards promoting awareness of design and its functions in their countries.



Launched in 2009, its members comprise organisations from Korea, Malaysia, Philippines, Thailand and Vietnam.

KIDP president Dr Lee Tae Yong said the implementation of good design was a major strategy in Korea's success.

"In the 1960s, Korea started to develop its economy, which was focused on export. The government realised that to compete with the world market, design played a key factor in raising quality and adding value to our goods."

The government-funded institute, established in the 1970s, began with designing the packaging of goods for export before expanding its range of design to other fields.

"KIDP led the development of design in Korea. Not too long after its establishment, awareness of the importance of design started to grow in the private sector, involving Sam-

sung, LG and Hyundai, and, thus, the concept of good design became ingrained in society," said Lee.

"It was the combined efforts of the government and the private sector that had enabled the development of design and its infrastructure to be given prominence.

"The design-sharing project was mooted because Korea. In rebuilding the country after the Korean War, received a lot of assistance from many countries.

"This is our way of repaying the good deeds extended to us," said Lee, the co-chair of the Asia Design Sharing Council, which met in Kuala Lumpur on Monday.

"Design should be used as a strategy in raising the quality of people's lives.

"It does not require much money but rather ingenuity and creativity," he said.

For good design to be embedded in the mindset of the people, the field should be given priority by the government and emphasised in the education system.

"KIDP hopes to share its knowledge, experience and success stories with partner countries through workshops and bilateral exchanges."

The response by member countries had been positive and Lee hoped to expand the link with more Asian countries as well as increasing the number of collaborations.



Asia Design Sharing Council creates greater awareness of the importance of quality design manufacturing.

Malaysia Design Council (MRM) chairman Professor Datuk Dr Ahmad Zaimuddin said Malaysia had benefited by learning about best practices by top Korean companies.

"For Malaysia to become a global player, we must look at design as a provider of solutions. We must look beyond just products and use design as a tool and strategy towards providing solutions for community problems."

Ahmad said there was a need for the importance of design to be incorporated in the national agenda.

"Designers need to be nurtured

and supported. We must provide them with a suitable ecosystem as well as funding for research and development so that we can become international players as well."

In Malaysia, MRM works towards a greater design awareness by giving recognition to designers via the Malaysia Good Design Mark awards, which endorses Malaysian products with quality design manufacturing.

It also organises outreach programmes to rural areas and schools, and talent discovery programmes via the Malaysian Design Competition.



Dr Lee Tae Yong



Professor Datuk Dr Ahmad Zaimuddin