

Culture and Design

Matthias Rauterberg



	UK	USA	CHINA	INDIA	EGYPT	FRANCE	JAPAN
RED	danger love stop	danger love stop	good fortune luck joy	luck fury masculine	death	aristocracy	anger danger
ORANGE	calm	confident dependable corporate	fortune luck joy	mourning disgust chilling	virtue faith truth	freedom peace	future youth energy
YELLOW	coward joy hope	coward joy hope	wealth earth royal	celebration	mourning	temporary	grace nobility
GREEN	spring environment go	spring money new	health prosperity harmony	romance new harvest	happiness prosperity	fertility strength	eternal life
BLUE	calming loyalty	confident dependability corporate	heavenly clouds	mourning disgust chilling	virtue faith truth	freedom peace	villiany
PURPLE	royalty	royalty imagination	royalty	unhappiness	virtue	freedom peace	wealth
BLACK	funeral death mourning	funeral death evil	heaven neutral high quality	evil			death evil
WHITE	purity chastity holiness	purity peace holy	mourning	fun serenity harmony	joy	neutrality	purity holiness



Cross-cultural Communication

An Example of Different Meanings of the Same Gesture

UK & USA = O.K.

JAPAN = MONEY



RUSSIA = ZERO

BRAZIL = INSULT

1000ventures.com

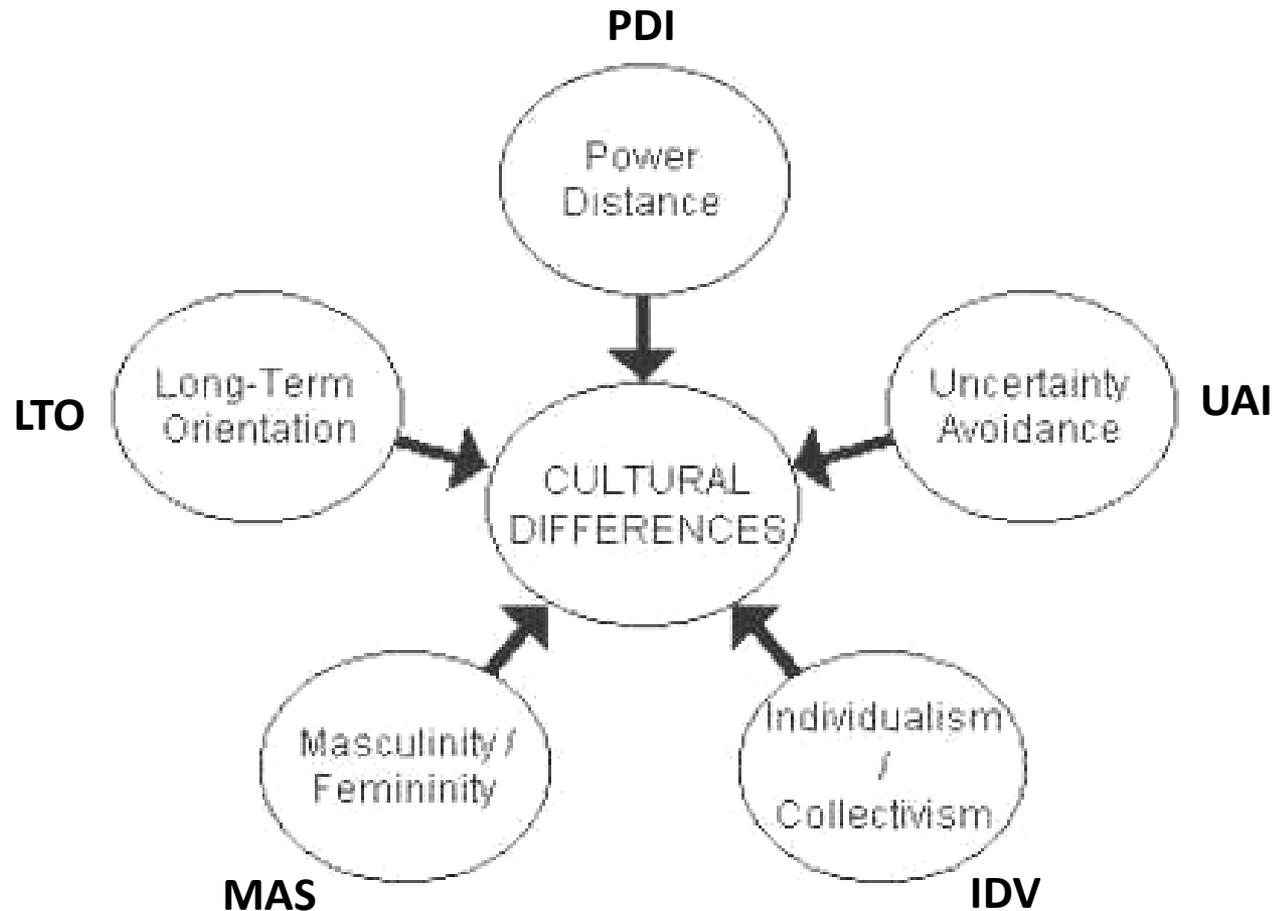
What is culture?

Culture is the **integration pattern** of human behavior that includes

- attitudes,
- norms,
- values,
- beliefs,
- actions,
- communications and language
- institutions of a race, ethnic, religious and/or social group.

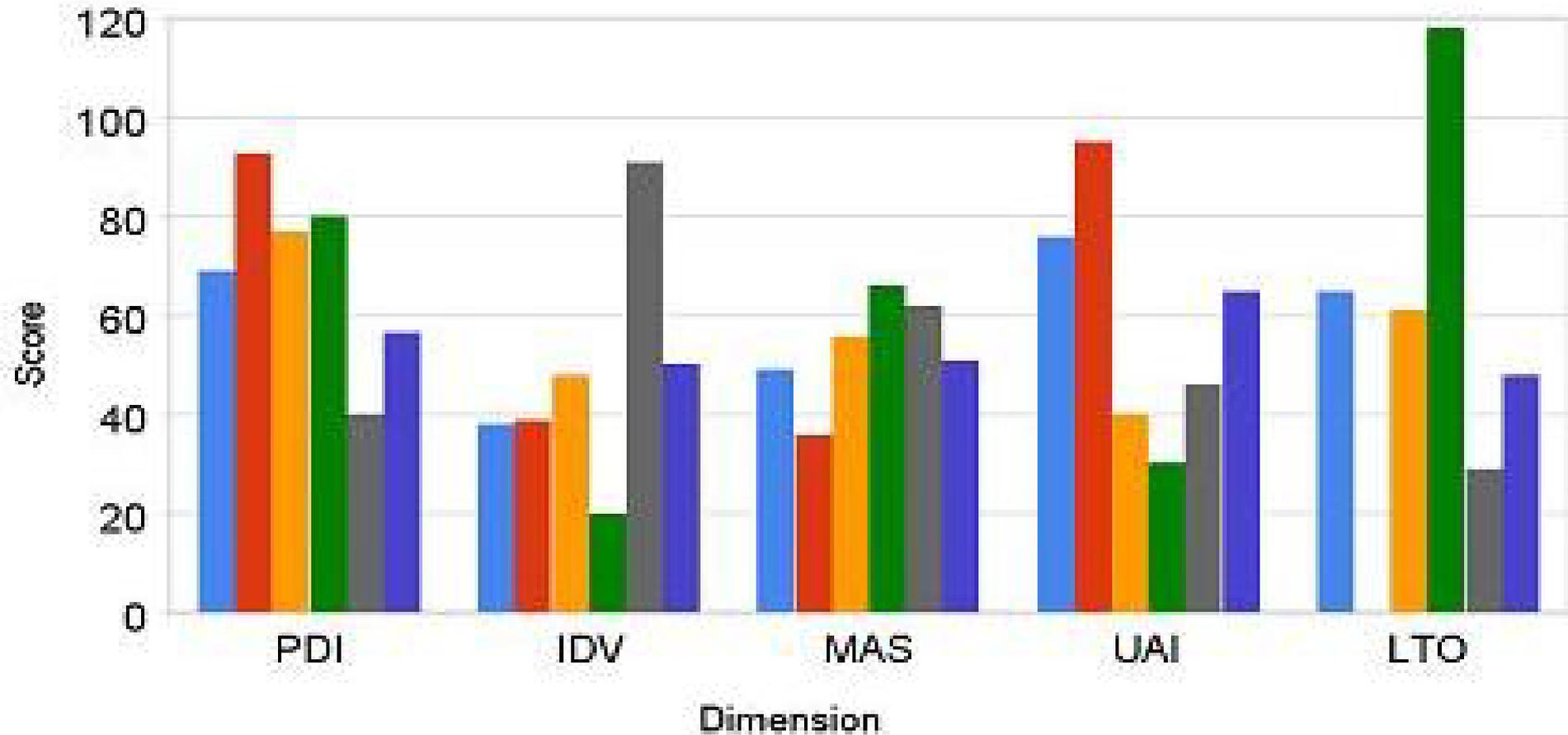
The word *culture* comes from the Latin root *colere* (to inhabit, to cultivate, or to honor). In general, it refers to human *activity*; different definitions of culture reflect different theories for understanding, or criteria for valuing, human activity. Anthropologists use the term to refer to the universal human capacity to classify experiences, and to encode and communicate them symbolically. They regard this capacity as a defining feature of the genus Homo.

Cultural dimensions



Geert HOFSTEDE

BRIC Geert Hofstede Scores



Brazil

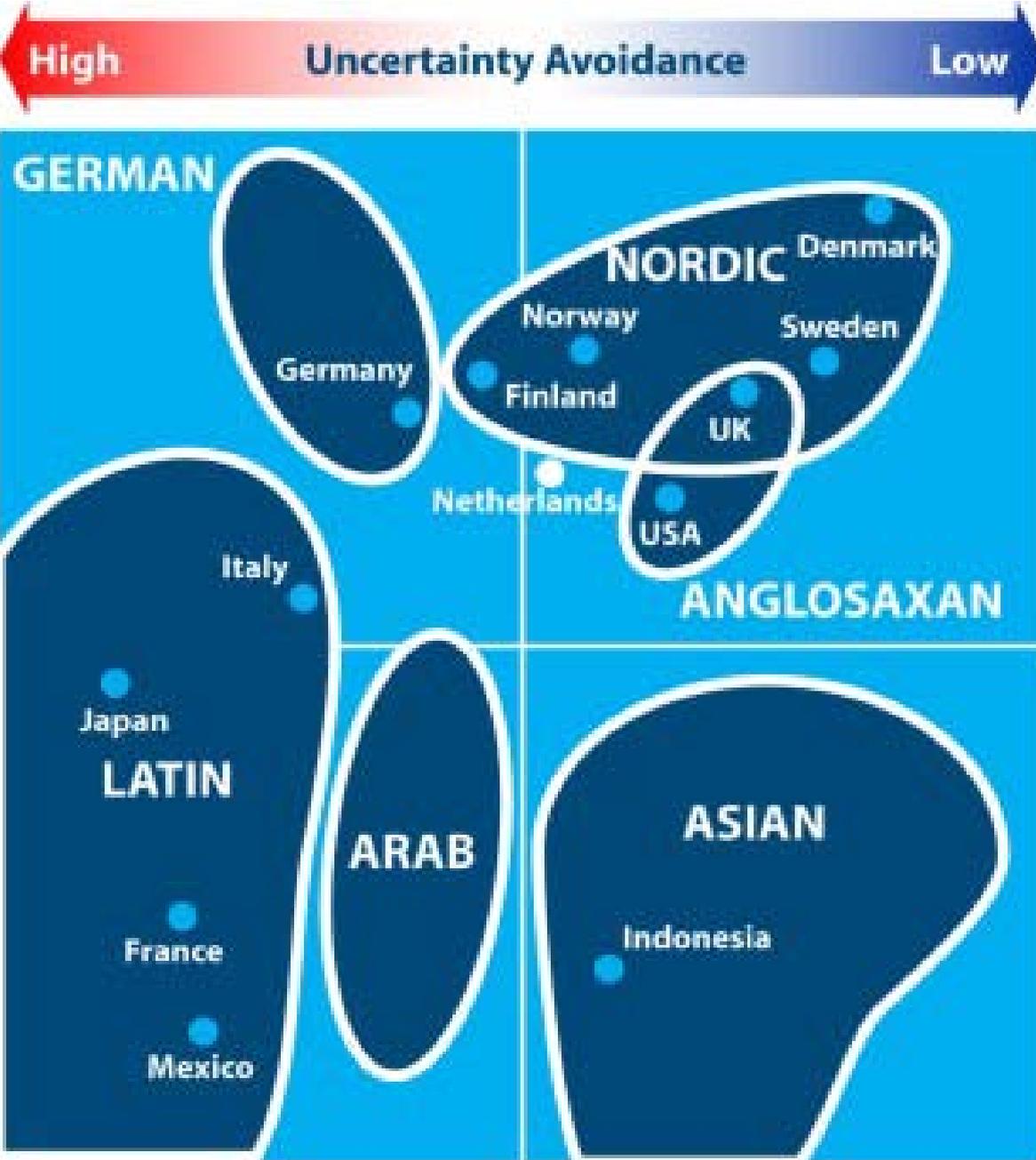
Russia

India

China

USA

World

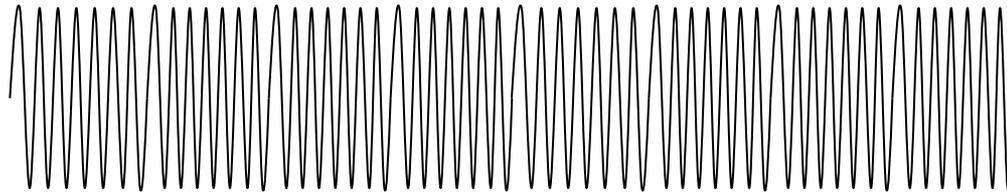


Uncertainty Avoidance Index (UAI) deals with a society's tolerance for uncertainty and ambiguity; it ultimately refers to man's search for Truth. It indicates to what extent a culture programs its members to feel either uncomfortable or comfortable in unstructured situations. Unstructured situations are novel, unknown, surprising, different from usual. Uncertainty avoiding cultures try to minimize the possibility of such situations by strict laws and rules, safety and security measures, and on the philosophical and religious level by a belief in absolute Truth; 'there can only be one Truth and we have it'. People in uncertainty avoiding countries are also more emotional, and motivated by inner nervous energy. The opposite type, uncertainty accepting cultures, are more tolerant of opinions different from what they are used to; they try to have as few rules as possible, and on the philosophical and religious level they are relativist and allow many currents to flow side by side. People within these cultures are more phlegmatic and contemplative, and not expected by their environment to express emotions.

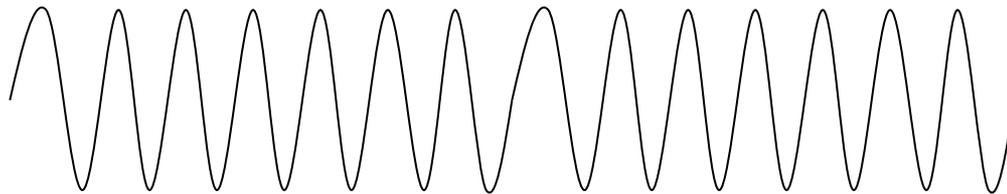
Power Distance Index (PDI) that is the extent to which the less powerful members of organizations and institutions (like the family) accept and expect that power is distributed unequally. This represents inequality (more versus less), but defined from below, not from above. It suggests that a society's level of inequality is endorsed by the followers as much as by the leaders. Power and inequality, of course, are extremely fundamental facts of any society and anybody with some international experience will be aware that 'all societies are unequal, but some are more unequal than others'.

REF: http://www.geert-hofstede.com/hofstede_finland.shtml

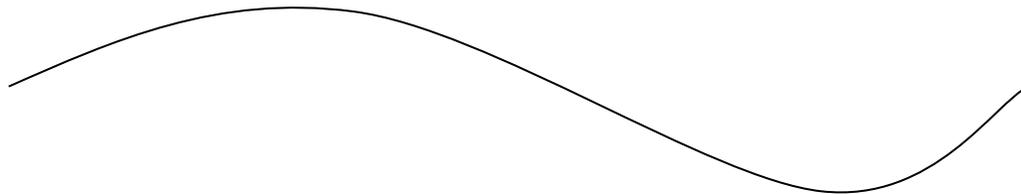
Culture on different layers



Year-layer



Century-layer

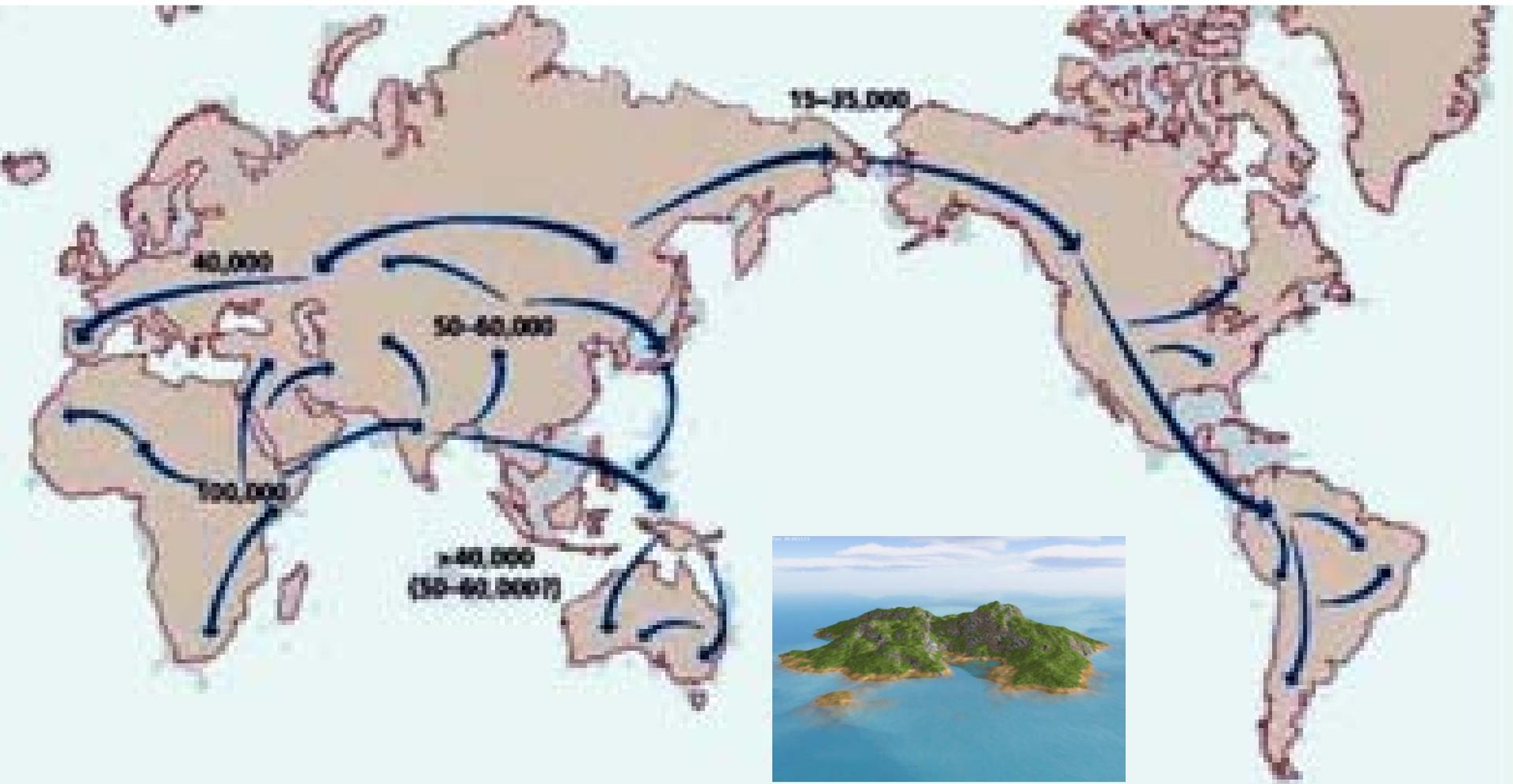


Millennium-layer



Universal-layer

Most influential factors: location



Most influential factors: climate



Most influential factors: genome



**Francis Galton
(1822-1911)**

Heritability of full scale IQ is

87% in the Netherlands (N=664),
83% in Australia (N=858), and
71% in Japan (N=606).



REF: M. Wright, E. De Geus, J. Ando, M. Luciano, D. Posthuma, Y. Ono, N. Hansell, C. Van Baal, K. Hiraishi, T. Hasegawa, G. Smith, G. Geffen, L. Geffen, S. Kanba, A. Miyake, N. Martin, and D. Boomsma (2001).

Genetics of Cognition: Outline of a Collaborative Twin Study.
Twin Research Volume 4 Number 1 pp. 48–56.

Monroe and Einstein

Marilyn Monroe suggested to Einstein:

What do you say, professor, shouldn't we marry and have a little baby together: what a baby it would be – my looks and your intelligence!



Einstein replied:

I'm afraid, dear lady, it might be the other way around...

Most influential factors: language



“But life is short, and truth works far and lives long...” Schopenhauer



“Time Saving Truth from Falsehood and Envy”
François Lemoyne, 1737

Ontological Reference

	Real Being	Formal Being	Ideal Being
Epistemological Method	Observation of Reality	Formal proof	Belief based on intuition
Inference Concept	Inductive logic	Deductive logic	Value system
Academic Paradigm	Natural Sciences	Mathematics	Humane Sciences

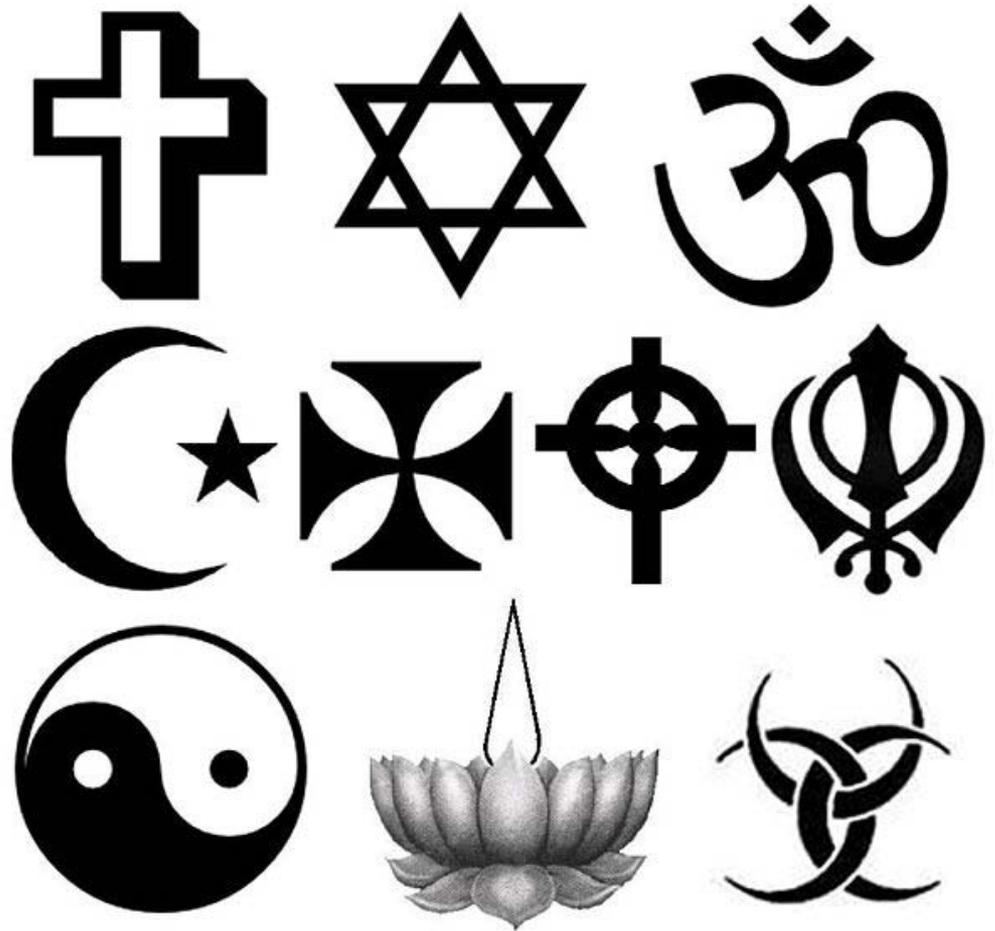


DESIGN

Most influential factors: religion



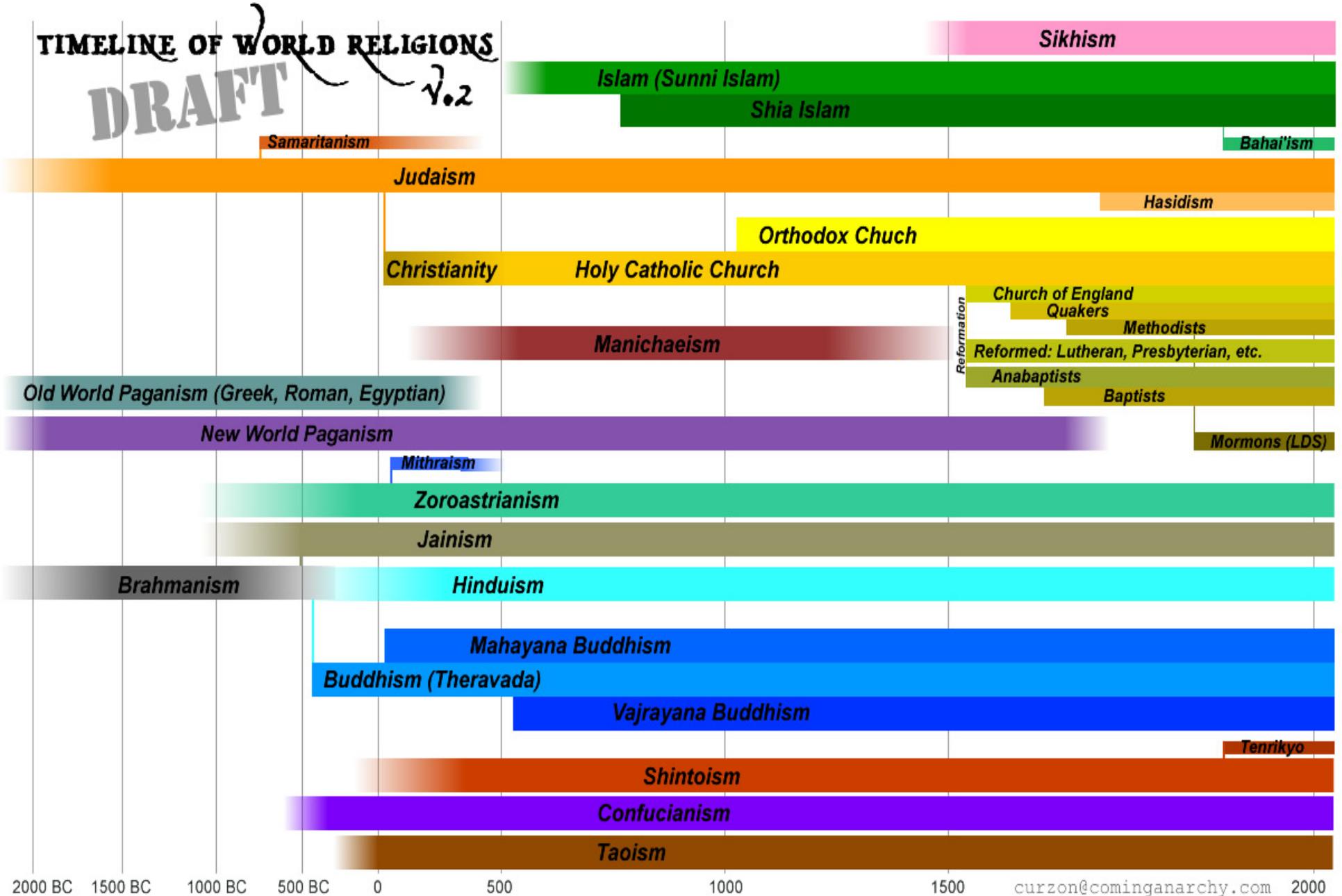
HORUS (2500BC)



TIMELINE OF WORLD RELIGIONS

DRAFT

v.2



Reformation

curzon@cominganarchy.com

Culture, religion, and iconic

East



West



East versus West

East



Gunpowder
(China) 800



Marco Polo
(1254-1324)



West



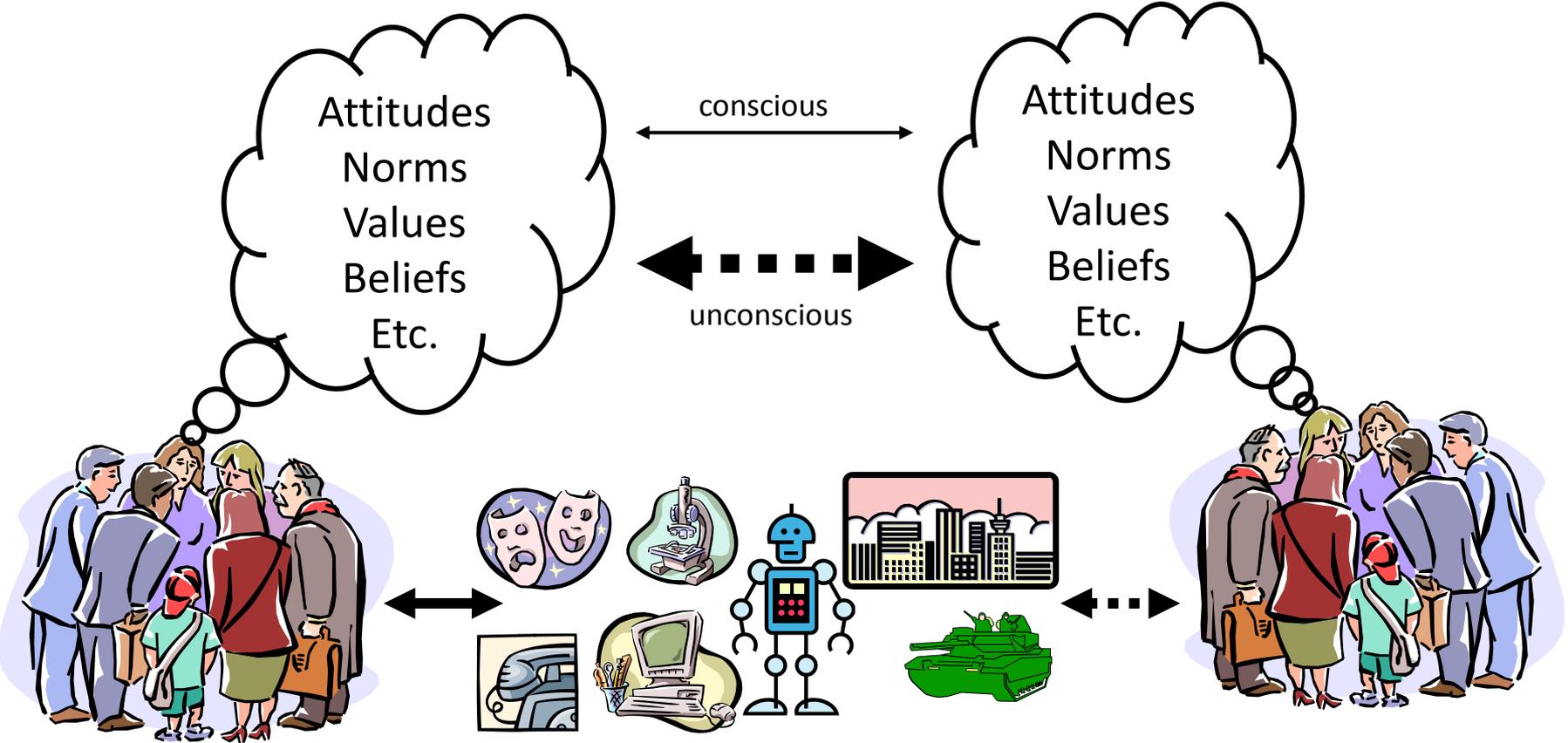
battle of Cressy
(North France) 1346



Hiroshima
(Japan) 1945



Culture reflects in artifacts



Nakatsu R., Rauterberg M., Salem B. (2006). Forms and theories of communication: from multimedia to Kansei mediation. *Multimedia Systems*, 11(3), 304-312

Culture in East and West

Eastern has *holistic* and Western *analytic* reasoning.

Eastern reasoning embraces contradictions among objects in a yin–yang field of constant change.

Western reasoning tends to focus on objects and categories, and is driven by *formal logic*.

REF: Nisbett RE., Peng K., Choi I. & Norenzayan A. (2001). Culture and Systems of Thought: Holistic versus Analytic Cognition. *Psychological Review*, 108(2), 291-310 .

What is design?

“A plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is built or made.”

Merriam Webster (2011)

“Design is that area of human experience, skill and knowledge which is concerned with man’s ability to mould his environment to suit his material and spiritual needs.”

Archer, B (1973)

Most famous designer: China



Ieoh Ming PEI

Most famous designer: Finland



Alvar AALTO



Most famous designer: Germany



Dieter RAMS

Most famous designer: Japan



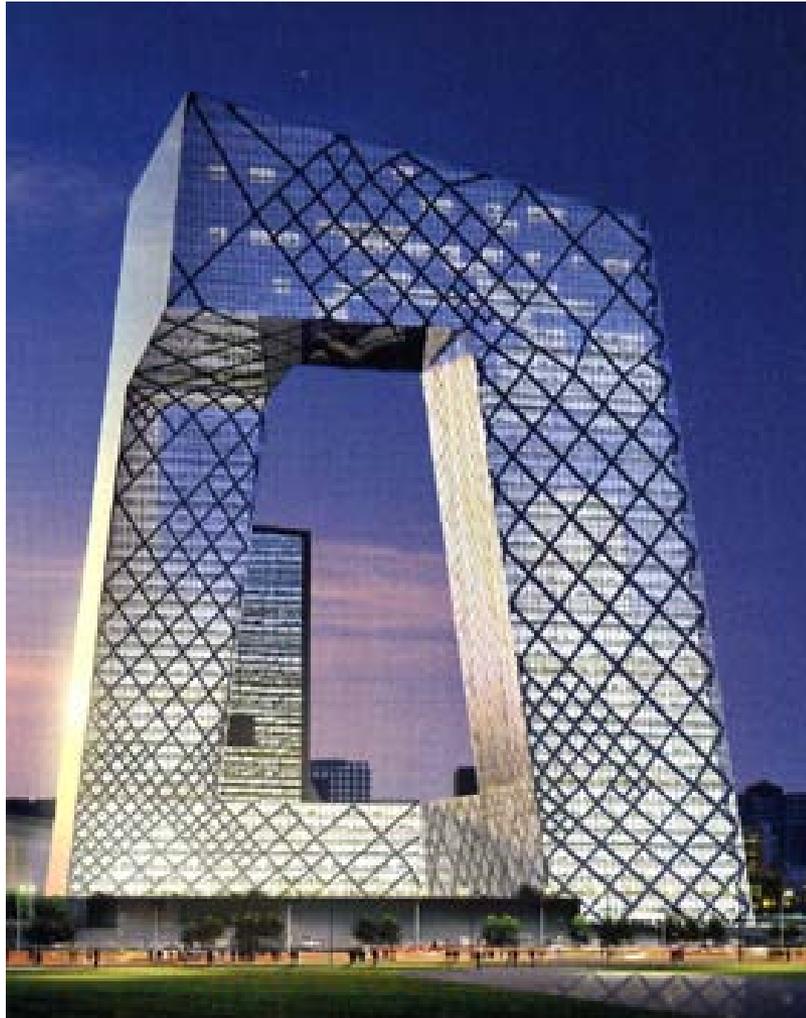
Tadao ANDO

Most famous designer: Korea



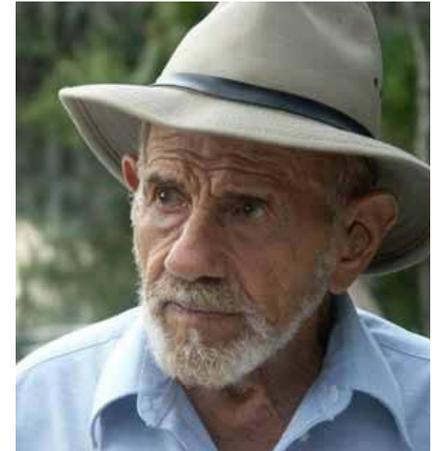
Andre KIM

Most famous designer: Netherlands



Rem KOOLHAAS

My favorite designer

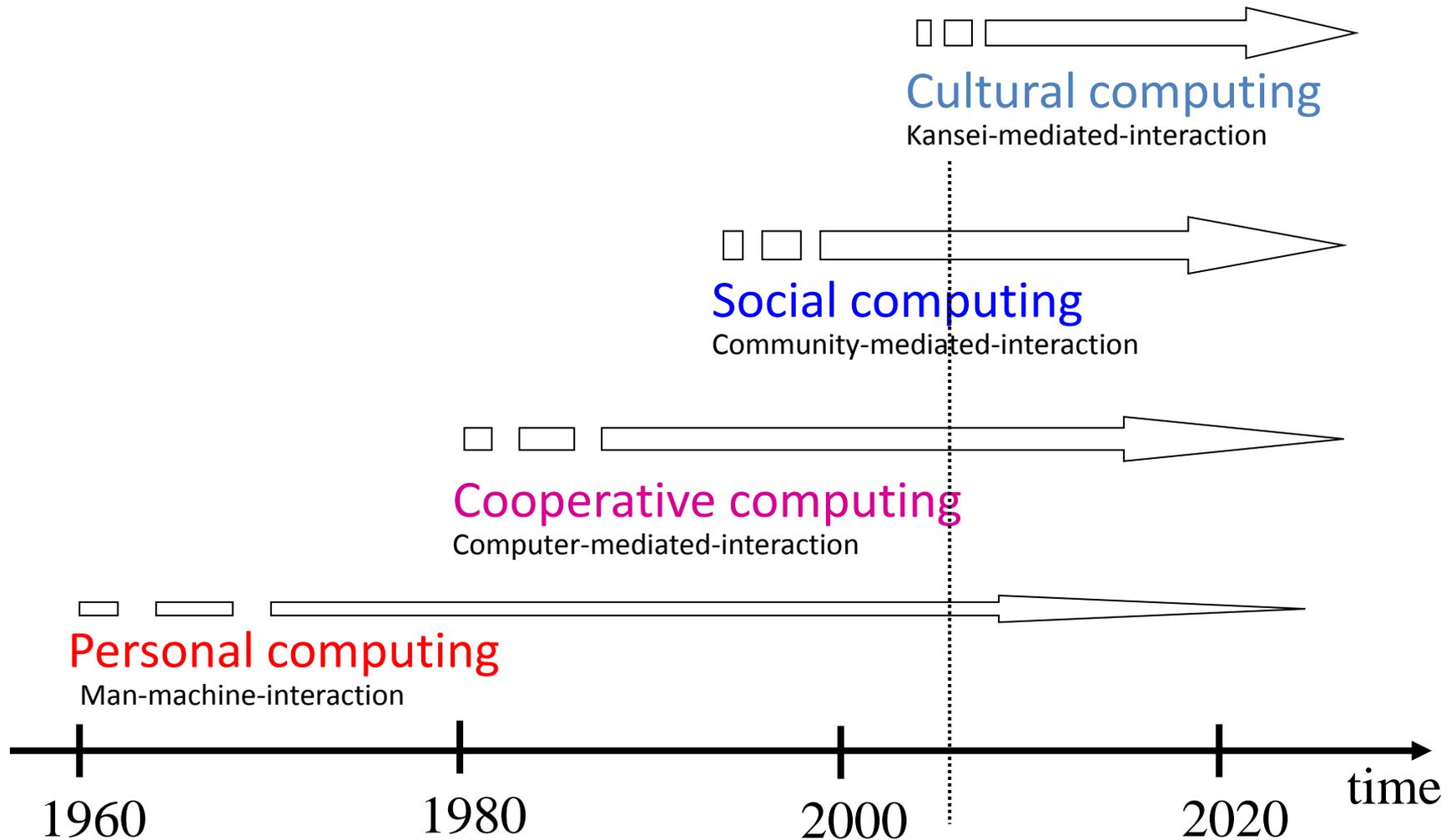


Jacques FRESKO



THE VENUS PROJECT
BEYOND POLITICS POVERTY AND WAR

Interaction Paradigms



Finally...

The following conclusions can be drawn:

- (1) religion influences culture
culture influences society
society influences design
- (2) Western societies suffer from aggression
Eastern societies enjoy entertainment
- (3) Each culture has its own expression through design

Thank you for your kind attention.