

Analysis of the Cultural and Creative Brands Design Features-Take Taiwan Furnishings as an Example

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Abstract

In this study, brands that were exhibited in the “2017 Creative Expo Taiwan” were screened for features that belong to furnishings family as the subjects of the study. The subject brands were divided into furniture, lamps, and household goods categories. Through universal suffrage, a total of 81 creative brands were screened into 18 furniture brands, 10 lighting material brands, 53 household goods of creative brands. Then, from the screened out creative brands’ official websites, 5 iconic commodities which can best represent the cultural and creative brands were selected from each website. A total of 405 research samples were selected. The focus group interview method and content analysis method were applied as means to analyze the characteristics of Taiwan’s brand design. Photos of the three categories of furniture, lamps, and household goods were processed through the coding tables and the reliability tests were done for the three encoders. Then, the coding of the content analysis was applied. Through the analysis, features of Taiwan’s furnishing creative brands was established to provide a reference for brand operators and literary researchers of Taiwan’s creative industry.

In this study, the research operation was carried out on November 18th, 2018. 7 team members were specialists in design and have more than 5 years of design experience expertise. The focus group interview method was applied to establish categories of furnishings of creative brands. The isomorphic professional background of the focus group helped this research to achieve the establishment of the

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categories from 405 research samples of Taiwan's creative furnishing brands. 6 categories containing 47 subcategories were discussed. A total of 122 research samples from 405 samples were used to test the reliability of the 3 encoders whose expertise was screened for 5 years of design experience and in the design related professional fields. The coefficient of the 3 encoders was 0.89, which was a prestigious encoder reliability so that this study can successfully enter the operation stage of the formal coding.

The findings of this study were based on the 6 categories and 47 subcategories of the research structure. 6 categories are structural characteristics, styling types, color types, texture types, decorative techniques, and technology. From the distribution of the 6 categories, texture types (372 times, 27.1%) is the most commonly used design feature followed by styling types (325 times, 23.7%), color types (314 times, 22.9%), technology (123 times, 9.0%), decorative techniques (121 times, 8.8%), and structural characteristics (117 times, 8.5%). The result of structural characteristics is less because only furniture products with the need for loadbearing would pay special consideration for the design. Also, the research samples were relatively small as the furniture category only consisted of 18 creative brands. In conclusion, the findings of this study show that Taiwan's furnishing brand design commodities are mainly based on the structural characteristics of wood homogeneous inlays. Decorative depiction techniques and open mold technology are applied the most. In the styling types category, circular geometric shapes are the most. As for color types, commodities with colors are more than those without colors. Among commodities with colors, design features are more prominent in wood colors.

Keywords : Cultural and Creative Brands, Taiwan's Furnishing, Design Features

文創品牌設計特徵分析之研究-以台灣傢飾為例

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摘要

國際經濟型態自進入二十一世紀後，各企業經營便逐漸由「服務化產品」轉型「體驗化產品」的創造。「文化創意品牌」是指利用文化創意的角度切入，讓更多的人開始思考自身品牌之定位與文化本質之間的相關性，善用獨特的觀點配合妥善的溝通手法，塑造品牌差異化之方法。本研究從『2017 年台灣文創博覽會』中參展的文創品牌中篩選屬於傢飾類之文創品牌為研究對象傢飾類之文創品牌分為家具類、燈具類及生活用品類，以普選方式篩選出家具類文創品牌有 18 家，燈具類文創品牌有 10 家及生活用品類文創品牌有 53 家，共有 81 家文創品牌，其次從每個篩選出來的文創品牌廠商之官網選出典型的代表產品 5 件，共有 405 張研究樣本。以焦點團體法及內容分析法 (Content Analysis) 針對家具類、燈具類及生活用品類等三類文創品牌的產品照片進行編碼表製作及三位編碼者信度檢驗，之後進行內容分析之編碼，藉以找出台灣傢飾類文創品牌設計之特徵，以提供文創產業業者與文創研究者之參考。

本研究在 2018 年 11 月 18 日執行研究操作，當時採用皆為設計類科專長且設計經歷在 5 年以上的 7 位研究小組人員，研究將焦點團體法運用於傢飾類文創品牌的類目建構步驟上，希望能以同質性的專業背景之研究小組人員能夠比較有機會達成本研究台灣傢飾類文創品牌中 405 張研究樣本之研究類目建構，本研究共討論出之 6 大類 47 小項之研究構面。從 405 張研究樣本中立意抽樣總共 122 研究樣本來進行編碼者的信度檢驗，而編碼者篩選是以 5 年以上設計經歷及設計相關專業領域的三位編碼員為原則，三位編碼者的平均信度係數是 0.89 算是相當高的編碼者信度，因此本研究可以順利進入正式編碼的操作階段。

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經由本研究分析發現，研究共分為 6 大類 47 小項之研究構面，其中 6 大類為結構特徵、造型種類、色彩種類、質感種類、裝飾手法及科技技術等。從六大類的分布狀況來看，發現質感種類（372 次，佔 27.1%）是最常運用的設計特徵，其次是造型種類（325 次，佔 23.7%）、色彩種類（314 次，佔 22.9%）、科技技術（123 次，佔 9.0%）、裝飾手法（121 次，佔 8.8%）及結構特徵（117 次，佔 8.5%），因為結構特徵大部分是在有承重考量的家具類產品中才需要特別考慮之緣故，且家具類只有 18 家文創品牌研究樣本比較少之緣故。總體而言，研究發現台灣傢飾類文創品牌設計之特徵是以木材類的同質鑲嵌之結構特徵為主，並且以描繪的裝飾手法與開模技術的科技技術使用為最多，造形以幾何造形中的圓形為最多，色彩種類以有彩色的使用多於無彩色，且以有彩色中以原木色系使用為最多的設計特徵。

關鍵詞：文創品牌、台灣傢飾、設計特徵