



Cultural identity of the product in the context of narration

Research Through Design Case Study

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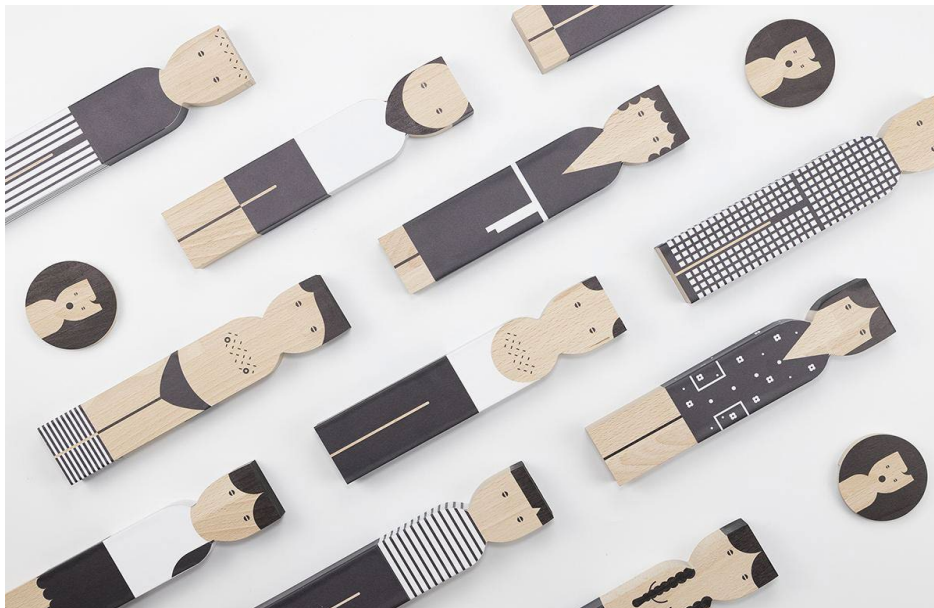
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Abstract

The dissertation examines the cultural identity of the product which is shaped by stories, customs, traditions and symbols. It explains the narrative design which focuses on national objects evoking memories, emotions and associations with the country to which they belong. The work also analyses the psychology and marketing of narrative products. A part of the work is the design of three products inspired by mysterious symbolism which lead to self-reflection and new learning.





Summary of research through design activity

The practical part of the dissertation resulted in three products. The first is a semantic game - Myslena, inspired by the ceremonial symbolism of the rings. The design also included the creation of a graphic identity, logotype, packaging and accompanying printed matter. This is a complex project with a very cultivated graphic design processed in several material variants. The second product is a design of wooden figures/dolls called Takka. In this case, it is a collection of 28 figures with playful minimalist black and white graphics that can be combined with each other and continuously expanded. Takka is primarily a decorative and gift item, in its secondary application it can serve as a therapeutic aid, which can be considered its great advantage. Even in this case, it is a complex and professionally processed project, tightened to the smallest details, which in addition has strong commercial potential. The third product is a ceramic vase - Lovestory. These are symbolic objects with considerable degree of abstraction in the resulting morphology. Although the vases have clean lines and a simple design adapted for series production, they can clearly communicate submitted content. The added value of the product is also its original way of packaging in a textile tapestry, which also serves as a wall decoration.

Underpinning research, context and summary of methodology

The method of dissertation processing consists of two main approaches. In the first, the doctoral student analyses and applies the issue of product narration from the point of view of the user's relationship to the final product. It seeks the way to get the closest to the user, takes into account his emotional needs and defines them within broader social structures. The second approach is to highlight the local context of the product, not just from a national perspective but especially as a tool for preserving identity and cultural heritage.

The thesis is divided into seven chapters. The first, introductory chapter maps the current state of the issue at home and abroad and also introduces us to the topic of the impact of narratives on human emotions. In the second chapter, the author defines the goals of the dissertation, while the main goal is to examine the cultural identity of the nation and national products with stories that shape them to some extent from the past to the present. In this context, it focuses on acquiring basic knowledge about the origin of products related to a particular territory, locality or region, as well as what negative impact threaten their cultural identity. An important part of fulfilling the goals of the work is also the analysis of the creation of designers and craftsmen who are involved in maintaining the characteristic national features of the product in question. He then plans to apply the acquired research results to author's products with a narrative character, which lead to self-reflection, learning and



self-knowledge. The third chapter deals with the identity of national symbols. In it, the doctoral student presents the necessary set of information, forming the theoretical basis necessary for the further development of the dissertation. The fourth chapter provides an overview of projects, on the examples of which the topic of national identity in the international environment is presented. This chapter complements the theoretical information from previous chapters on the real environment of design or artistic practice. The doctoral student demonstrates the topic on examples from Japan, Sweden, the Netherlands, the Czech Republic and Slovakia. The fifth chapter then describes the development of material culture in Slovakia. It offers a historical overview, which is of a general nature. The following, the sixth chapter is devoted to product marketing, the impact of emotions and narration on the decision-making process when choosing a product. At seven, In the last chapter, the doctoral student presents the final products.

References produced by researcher from/during doctoral research

Takka doll, Semantic game Myslena and vases Lovestory in an exhibition National Prize for Design 2021 / Product Design, Slovakia

<https://ncd.scd.sk/projekty/semanticka-hra-myslena/>
<https://ncd.scd.sk/projekty/vazy-s-tapiseriu-lovestory/>

Nomination with Takka doll in National Prize for Design 2021 / Product Design, Slovakia

<https://ncd.scd.sk/projekty/takka-figurka/>

Takka dolls are used in CHAT - Art therapy centre in Košice, Slovakia



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