

Importance of Design Museum from the Perspective of Millennium Generation

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Abstract

The goal of this paper is to elaborate on the reasons why the design museum is important in three different perspectives; Education, Communication, and Design Trend. Since Korea has not built a design museum compared with other countries like Europe or the U.S., this paper emphasizes the importance of the design museum. In this way, we can have more understanding and increase the general awareness of the design museum. Research is based on the exploration of diverse design museums as case studies by analyzing each characteristic; how each museum in different countries is varied. By analyzing case studies of several design museums' features and current status, we found out that increasing the responsiveness, education, communication, and widening the views of design fields are factors to consider. The results from this paper will help professionals or audiences to have more clear perspectives towards the design museums and ultimately create a communication platform in design fields, while broadening the perspective and trend of design.

Keywords: *Design museum, Design education, Design exhibition*

1. Introduction

Economics, politics, and several major topics are well known to be critical knowledge to register. Among diverse topics, the design is the subject that can be commonly seen in the diverse perspective of life. The most common way to approach design is modern art in a museum, and diverse kinds of art exhibition. However, artworks or exhibitions do not fully cover a field of design, and indeed art and design have different characteristics [1]. Now, it is crucial to register the importance of design and correct knowledge of it. The design is permeated from minor to major factor of our life. Ironically, the difference between art and design is not well educated and distinguished [2]. In this context, it is time to shed a light on the importance of a design museum [3], which will improve three major fields are important; Education, communication, and design trends. Through the medium of the design museum, people can access accurate and precise education of design [4]. It leads people to have the eyes to see a wider spectrum of the world and deeper interpretation of chronological information of design works. These changes can ultimately create a communication platform in design fields, while broadening the perspective and trend of design.

2. Theoretical background

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2.1. What is a Design Museum?

Museum and exhibition are mostly known for showcasing artworks or for historical educational purposes. It is uncommon for people to find a place to experience all of art, history, and design. Especially, only few countries are familiar with design museum. In this context, the clarification of design museum is needed for countries that do not have this type of museum yet. Design museum is the place where people can see artworks, design works, and chronological histories at once. On top of that, it crucially provides the education of design which distinguishes the difference between art and design. For example, in Korea, most people assume design is part of art. Consequently, high school students who studies art are more approachable to learn about design as a major in college. Unfortunately, in general “design museums have still received far less critical attention than art museum” [3]. As the Apollo magazine has mentioned, the awareness of design museum is very low, and mostly understanding design museum as a general museum of art or exhibition. Unlike, commonly known museum or art exhibitions, design museum shows how the world has created and has developed which indicates design is way more meaningful and complex. In other words, “design has shaped all aspects of our lives” [3], design should be educated with more precise knowledge. Also, design museums are not only the source of education, but also can be the communication platform among the millennium generation. By exploring the history which covers the cultural institutions, this place can provide deeper understanding of how the design of each countries have improved and created, filling up the gap between the generations.

2.2. Clarification between art and design

The generalized definition of design is “to prepare the preliminary sketch or the plans for a work to be executed, especially to plan the form and structure of” [5]. Design defined with following sentence when it used with an object as a verb. Also, it represents the building, organizing, constructing, etc. Design is the subject that can be commonly seen in diverse perspective of life. The most common way to approach design is a modern art museum or any kinds of art exhibitions. However, artworks or exhibitions do not fully cover a field of design. Indeed, art and design have different characteristics [6]. The clarification is crucial to register the importance of design and correct knowledge of it. Sometimes artists consider themselves designers, vice versa. Although this topic has been debated for a long time, it is possible to find “the core principles of each craft” [1].

Table 1. Comparison between art and design

	Art	Design
Difference	Liberty: No Rule	Restrained with rules: under regulation
	Free to extend the topic	Design has specific purpose Send a same message to everyone
	Can be interpreted in diverse perspective Send a different message to everyone	Design is to communicate a message Design motivate the viewer to do something
	Create a bond between the artist and their audience	Design is an art which combined with science and engineering

	Judge by personal taste	
Similarity	Create visual compositions	
	Both of art and design works contain beauty	

According to artist Maurizio Cattelan, it is possible to find the differences between art and design. Nevertheless, he mentioned that he cannot categorize art and design as one same discipline; “What interests me is the overlapping of different areas, such as art and design, or art and fashion” [2]. Art and design seem like a similar subject, but each field has its distinction [Table 1]. Although design includes some source of art, it has different core value from the latter [7]. First and foremost, art has more liberty. It is flexible and free to extend the topic of certain work and freely express an opinion on the work. It can be interpreted with diverse perspective depends on the audience, while the artist has his or her meaning towards the artwork.

In design fields, design works can be a way of expression. Indeed, famous designers express their views and somehow reflect the social issues on their work; which is uncommon in design fields. Normally, it is hard to balance out between the personal view and request from the third position. Consequently, it is more restrained and sometimes it has regulations. The meaning and understanding of design are going to be more straight forward compare to art. In the other words, the design is possible to interpret as an art which is combined with science and engineering.

According to the scholars’ definition, design “incorporates seven elements: agent, object, environment, goals, primitives, requirements and constraints” [8]. Designers, unlike artists, should collaborate not only with engineers, but also with reality; whether ideation can be realized or not. In this sense, the former has more challenges to face; discussing the technical possibilities with engineers; having trouble to turn ideation into real world due to lack of technical skills or certain regulations in the society; having a negotiation between designers and technicians, while talking with people whom are related.

Indeed, designers define that “the understanding of what design is, can vary across companies, organization, and teams” [9]. In the other words, “the design project conceptual model is based on the view that projects are temporal trajectories of work systems that include human agents who work to design systems for stakeholders, and use resources and tools to accomplish this task” [8]. If a certain design has a commercialized purpose then a related company, advertiser, designer, technician, and many other relatives should collaborate as a team. In this dynamic, the advertiser or certain companies or individual consumer can ask to do design work as a request.

Overall, based on the research of definition of design from various perspective, I agree with the definition from the scholars and the designers. I also think that design is the combination of various element, which improve exiting object or subject with creative idea. Hence, art “ask questions” and design “answers” to them [3]. On top of that, if art creates a new concept, design uses existing problems or concepts to develop or organize it which can be helpful in the society [3]. Design has several principles to be a good design, while art has no boundaries or limitations [10]. It is hard to imagine the world without the factor of design.

3. Case studies of design museum

3.1. Het Nieuwe Instituut

The special areas of Het Nieuwe Instituut are design, digital culture, and architecture. Its mission is to increase the harmony among all categories mentioned above. This institution is mainly for domestic appreciation, but it also for international organization. Het Nieuwe Instituut particularly emphasizes social and “innovative value of culture” [11]; in other words, it can be explained as museum in the future; the society should appreciate more of its culture along with the existence of design. This place provides the communication platform for the community users who visits this institution. In this context, Het Nieuwe Insituut in the Netherlands do not function as classic style of museum, but it has diverse programs and public activities such as symposium and exhibitions; these events are the medium to enjoy while absorbing new knowledge about design, cultural value, digital culture, architecture, etc. In this context, it is good to see this museum as design museum which is trying to approach individuals to feel the concept of design as part of their life. Since the current issue COVID-19 has hindered off-line visiting, it got an inspiration to open activities which conducive people to overcome COVID-19 at home [Figure 1]. This activity is called as “Unlocked / Reconnected” [12]; it is fundamentally giving a mission to people to do the reflection at home. In this section, it also explains as time passed the activities that people are experiencing have changed. Specifically, from 20th century people could live in hygienic place, enjoying digital culture such as watching a television, gaming, watching Netflix, etc. In other words, the interior design of home and digital culture has reconnected community again and spiritually unlocked people from lockdown due to global pandemic. Overall, unlike other design museums, it felt like this institution is more towards to community so that they can socialize and have a communication by stepping out from the digital culture. Indeed, the digital culture also has improved the communication among people. Also, the purpose of this activity seems like to deliver the message of appreciation that people have their place to safely stay, while reflecting details of their home; for some family, it will be possible to find out an antique which may reflect the history of grandparents.

01 2020
Jun
Reflections on home
Unlocked/Reconnected
01/06/2020 – 01/09/2020
Het Nieuwe Instituut



Figure 1. Unlocked/reconnected activity

3.2. The design museum in London

Among all three design museums, the DESIGN MUSEUM in London has most active and various online design museum. It advertises its online design museum with '#Design FromHome'. The online design museum [Figure 2] has started with the global pandemic COVID-19. In online, it provides four different programs by dividing into four sections; #Design Dispatches which shows world of architects, fashion, and design; Young Design Museum is for students who are home-schooling so that they can have fun while they are studying other subjects; Learn with Design Museum: since the design has diverse areas, people can choose their wants, learning about specific fields of design works; Into the Archive is showing the behind story of exhibitions, and showing passed exhibitions that are finished.

On top of various digital design museum, it also shows the previews of on-going exhibition. By showing the highlights and main theme of exhibitions, people can receive certain warning and guidance of exhibition beforehand. As the design museum in London refers, "Design is a continuously evolving subject" [10]; this statement can reflect that the topic 'design' has deeper meaning than the world normally defines it. In this context, it is possible to decode that European continent takes design museum as more serious topic compare to continents in Asia.

3.3. Red dot design museum

Red Dot Design Museum is the largest design museum in Asia. It is in Singapore and it has made a starting way of design museum of Asia. This is also famous and renowned for "physical embodiment of international Red Dot Design Award" [14]. In other words, it is the place where people can be educated and be entertained by experiencing and going through the good designs. Those designs are selected from the exhibition which has been announced as one of global widely famed design awards. Since it has many designs to experience and learn, it is known as a good education trip because the entrance of this museum is the same as walking into the design world. The special exhibition point of it is 'Human-Nature' explore. This subject is beyond simple design works by human. In the other words, it also collaborates with technology and algorithm which bring up image of super human and the cooperation of communication, art, and designs. On top of design exhibition, Singapore is showing its traditional culture by running a café in inside of museum, tagging along with design shops. Other than offline design shop, it also consists online store. By visiting the online design shop, people can easily access to design world and works to receive inspiration or to buy the products [Figure 2].

4. Importance of design museum

4.1. Extend the field of design-based learning education via interactive design museum.

Design-based learning education has inspired other fields that education of design is critical to develop beyond from the current state. The skills - "holistic thinking, empathy, imagination, creativity, visualizing problems and solutions" [4] - are not only critical factors for potential designers to learn and achieve, but also important among business and management fields. Design museum is the place to grasp the knowledge and understanding the concept of design; by experiencing wide fields of it; package design, visual design, graphic design, etc. In this way, visitors can thoroughly learn about design which will help to

provide a framework of education for the millennium generation. Thus, they can naturally absorb diverse skills which will lead them to become “active participants in planning and shaping their world” [4]. On top of that, the fashion field also has created new notion of ‘art gallery’. It is not a typical clothing store or showroom, but it looks like art gallery. In this space, people can freely communicate with the designer and experience the clothes. In other words, this “art gallery” is a hybrid kind of design museum in fashion field. Likewise, fashion field has increased the communication and educational source by providing more experience to visitors. This kind of digital experience will encourage millennium generation to approach design fields. Design museum is not only influential in an educational purpose. Therefore, design museum itself can be a significant place in terms of education as well as communication source among millenniums.

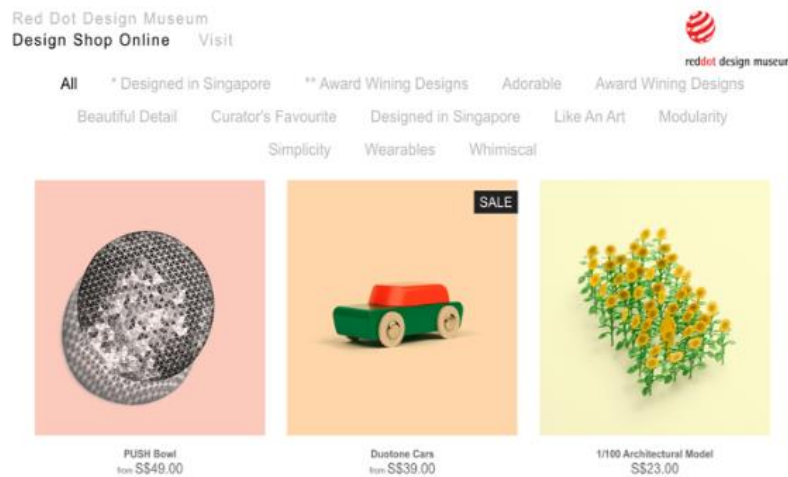


Figure 2. Online design shop of red dot design museum

4.2. Design museum increases a level of communication

Design museum is not only for educational purpose, but also works as a way of communication. It can increase the level of communication by providing communication platform. Recently, platforms in diverse fields are working as sharing ideas and communicating with many people. Specifically, in design museum, people can share and communicate with the other viewers of design museum. In the other word, it is a new place to discuss about design not only from people to people, but also from Business to Business, Peer to Peer, Customers to Customers, etc.; which can be changeable depends on the specific fields of design. Beyond the minor or major group of people, it can also facilitate and enrich multiple generations. Since the design museums are emphasizing the direct experience and delivering the social issue [15], visitors can communicate with one another while connecting the gap between the generations. Indeed, ‘the DESIGN MUSEUM’ in London has the part which is known as ‘Design Museum Collection’ has increased the communication method. In this collection, it has recorded “the key designs that have shaped the modern world” [10], which tells the history of the world in all views of design; “architecture fashion, furniture, product and graphic design, digital media, and transport” [13].

4.3. Current trend of design museums

Through the medium of design museum, it is possible to access the accurate and precise knowledge about design, presenting the difference between art and design. On top of two main importance of design museum, it also leads people to have the eyes to see wider spectrum of the world and deeper interpretation of chronological information of design works. Currently, due to the coronavirus, it is hard to access the off-line visiting. Thus, the current trend is that design museums has started on-line programs [18]. Thus, several design museums opened on-line design museums so that the guests can safely enjoy the projects. The unexpected disease has opened the digital culture in design field [19]. Now on, the digital field is what “people will rely on, coming up with incredibly imaginative ways to find connection even when they are not in the same physical space together” [20]. In this sense, people can visit design museum not only through off-line source but also approach with online platform. Online programs will be the new communication platform [Figure 3] and connections for people to receive positive emotional contagion and emotional comfort [21].



Figure 3. People who participated in MIT COVID-19 challenge

5. Discussion

Design museum is strongly needed for millennium generation. Currently, the education and awareness of design is highly low among students. Many people simply acknowledge design as part of arts and one of art majors. By providing design-based education in design museum, it is possible to educate people about design with more accurate knowledge. In this sense, the design will become more approachable topic for millennium generation. Furthermore, design-based education will improve the potential abilities of students who will contribute as human resources in a global world; in all aspects of education will absorb design related skills which indicates the other majors will also absorb more flexible and broaden the mind to do business Other than education, by accessing the design museum, the topic of design should become more approachable topic to discuss in daily life. According to Apollo-magazine which covered about “What are design museums for?” said design “shapes all aspects of our lives” [3]. In other words, design can be the source to open new communication platform for the millennium generation. From minor communities to major communities, people can share and discuss more about designs and relative topics. Thus, it is necessary to build a place to learn about design, communicate about it, and most importantly expand the trends and thought of design. Consequently, design museum is going to arouse lots of beneficial changes which enrich the culture of country for millennium generations and for future generation.

6. Conclusion

Design museum is uprising issue that needs to handle as an issue. Singapore has made a starting line of design museum in Asia. Other than East Asian countries, Europe and the

U.S.A has opened their design museum in an early age. The fundamental function of design museum can be different and be changeable depends on the country or theme of itself. Even though the purposes or the themes can be differed and be changeable depends on the place, the fundamental function of design museum is mostly similar. Currently, the onset of the COVID-19 has altered the way live, interact, and work [22]. Since the digital museum or online design museum has become a new trend, qwurther research can be the “Current Flow of Design Museums under the COVID-19”. Thus, it is possible to seek the new field of design by doing further research about on-line design museum.

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