



FREIE UNIVERSITÄT BOZEN

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FREE UNIVERSITY OF BOZEN - BOLZANO

Fakultät für
Design und Künste

Facoltà di
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Faculty of
Design and Art

Branding the chinese dragon

Suitable answers in identity design addressed to western organizations that are confronted with the challenge of marketing their products or services in China

Abstract

Visual communication addressed to contemporary China is not only complex because of a combination of historical, sociological and political factors that make this country indecipherable and alien to the Western mind, but also because China is an extremely effervescent area, moving and changing at a fast pace.

In Western cultures, where societies and economies are established and stable, the rules of visual communication, and consequently of identity-design, are more clearly defined. But these "Western" rules might not be equally valid for a country like China, which is sustaining a development process at all levels of its intrinsically diverse reality.

The project formulates the hypothesis that the significance of China's ascent to the position of an economic world power might have a crucial impact on the way some Western organizations will have to communicate their identity in China and also globally.

It aims at providing answers in identity design to unprecedented problems; both in the case of an extension of a western brand over the Chinese borders and in the case of a creation of a new specific brand addressed to the Chinese.

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