

***The Influences of the Culture Upon the Development of
Interior Design:
A Case Study of the Housing Refurbishment Industry in Kinmen***

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Abstract

The influences of the culture cause great effects on daily lives; therefore, the housing refurbishment is the most direct incarnation of the living styles. Kinmen is deeply impacted by Min-Nan cultural, as it can be perceived that traditional Min-Nan clans treat their hometowns as important as their ancestors, and needless to say, the clan activities and ancestors worshipping ceremonies are quite essential in Min-Nan culture as well. This research mainly use case study method for analyzing primary and secondary data to investigate the influences of Min-Nan Culture on housing refurbishment decisions. Here is the following results of the research: first, as the generations swift, Min-Nan Culture can cause various degree of influences among different generations; second, by using value chain analysis, housing refurbishment industry can cooperate with construction industry to form an upstream and downstream vertical-strategic alliance to make the lay outs of the interior housing refurbishment distribution into early consideration, in which way, the economic costs from repetitive construction can be lessened after housing refurbishment is finished. Keywords: housing refurbishment industry, Min-Nan Culture, value chain, Kinmen

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Motivation and Background

Since the appearance of humanity, the development of culture is according to the activities of humanity such as the distinct lifestyle, morality cultivate a regional cultural mode, this kind of unique cultural pattern is continuing affect the life of inhabitant, house refurbishment will be the most direct manifestation. Kinmen is an island between Taiwan and China. Because of the Martial Law Period, the island sealed for a long time and it preserves a great Min-Nan culture. The most interesting part is, they care about their hometowns, ancestors, clan activities and worship ceremonies so much that they pass all of those from generation and generation. To include all the reasons above, the daily life is also deeply influence by Min-Nan culture as well. So most of the people on the island, they consult the Min-Nan culture, such as form, pattern, style, measurement (size), when they are planning for house decoration. Not only because I'm living in Kinmen, but also I'm a house interior designer, all of the house decoration with Min-Nan culture really catch my attention.

Purpose of Research

The influence of Min-Nan culture like I mention, it's not only the construction but also the placement of the furniture. For example, does the door face the bed, does the bed face the gate, and the worship ancestry hall must be on the top floor and so on. The consideration for all the requests will make the buyer think over and consider the construction plans, even it needs to tear down all and build it again. It cost so much time and more money on it, but why do these things happen? It because when they are building a house, they don't combine Min-Nan culture and the life style with efficiency and accuracy. So the purpose for this research is to help those people to understand the unnecessary cost by repeated constructions. When the architects are drawing the blueprints, they should cooperate with interior designers and use upstream and downstream vertical= strategic to make the lay out of the interior housing refurbishment distribution into early consideration, in which way, the economic costs form repetitive construction can be lessened, and save more resources and materials.

Literature Review

There are 4 characteristic types of Min-Nan Culture: First, Min-Nan people are conscious of being useful to their hometown and pass the traditions to their children. Second, they are willing to see the "win-win situation" for any business Third, they have opening view of catching opportunity and feel at ease with whatever circumstances they are. Fourth, in their spirits, they are fearless, they are hunger to win. (LIN,HUA-DONG 2013)

Housing refurbishment: To change the partitions, the partition with closet and internal wall which fix on the ceiling, wall or floor from floor to ceiling above 1.2m height (ROC Construction and Planning Agency building interior decoration management approach 2013) All in All, a build beside girders, piers, cement ceilings, main structures, rest of it are including in the interior decoration.

Conceptual Framework

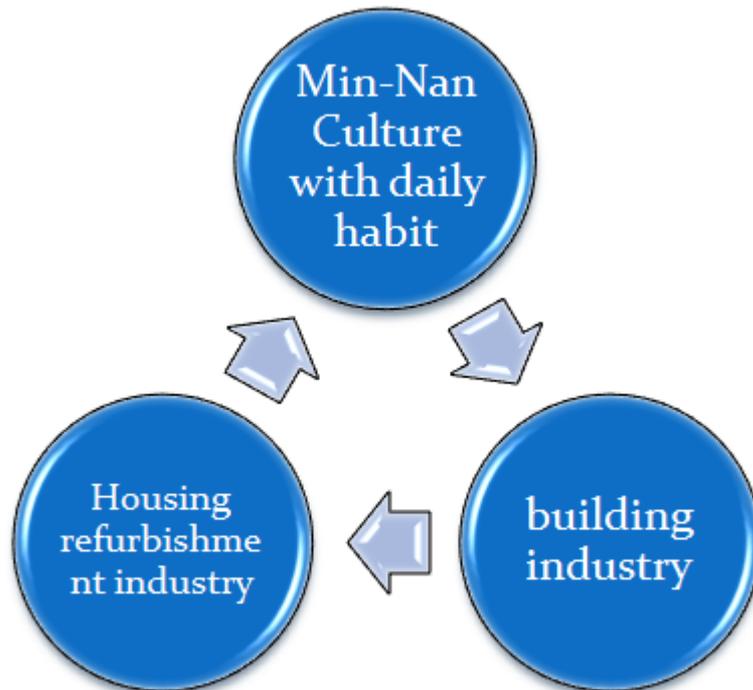


Figure1 . Conceptual Framework

This conceptual framework shows the Kinmen Min-Nan culture with daily habit ,interior decoration and building industry have a closely linked and inseparable.

Methodology

Case interview survey: Interviewees were the owners of the housing refurbishment industry and the customers who used to work with. Kinmen has six township, Jincheng , Jinhu , Jinsha, Jinning, Lieyu, we will choose one case from each township. And in-depth interview the owners and customers. During the interview to interview, all the conversation will be record, categorize. All the interview will be write down and draw charts to present the result.

value chain:

The increase of the enterprise value will distribute into basic activity and supportive activity, for the basic activities involving produce, sales, logistic feed, shipping logistic and service after sales. For supportive activities involving personnel, finance, project, research and develop and also purchase. Basic activities and supportive activities become the value chain of enterprise. Different enterprise will produce different value in every department, of cause not every department will create value, for the reality, only some specific activities will produce value, this kind of operate which create value called strategic link. Enterprise need to maintain competitive advantage, actually is mean that enterprise will maintain advantage in some part of competitive advantage of the value chain. Using analytical method of value chain for determine core competence, that mean request enterprise pay close attention on status of organization resource and also to cultivate enterprise to get the importance core competence in the value chain for the formation and consolidation on the competitive advantage in their industry. The advantage of enterprise can come from the adjustment of the value activities which involving. Therefore, can also come from the

coordination among enterprise or combine the optimization benefits of the most suitable value chain.

Expected results

Before the residents of Kinmen planed and constructed their houses, if can engage architect and interior designer for designing strategic alliance, let the interspace can early assimilate into Min-Nan cultural custom. These can decrease the economic costs which after the completion still need to repeat the construction. Effectively decrease economic burden of Kinmen residents can also help to decrease the waste of natural resources.

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