

# Incorporating The Influence of Regional Culture in Tableware Design: The Case Study of Chaoshan Area

Li Zhuopeng<sup>1\*</sup> and Muhammad Jameel Mohamed Kamil<sup>2</sup>

<sup>1</sup>School of The Arts, Universiti Sains Malaysia, 11800 USM, Pulau Pinang, MALAYSIA

<sup>2</sup>Design Technology Programme, Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak, 94300 Kota Samarahan, Sarawak, MALAYSIA

\*Corresponding author: lizhuopeng0424@student.usm.my

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## ABSTRACT

Tableware has traditionally played a significant part in China's food culture and has a high usage rate as a product directly tied to everyday life. Therefore, designing tableware with local cultural characteristics may aid in the education of people to appreciate local culture. However, there is a considerable shortage of research on tableware with Chaoshan cultural elements. Hence, this research will include both Chaoshan culture and tableware design. It is recommended that Chaoshan culture be employed as a design element in tableware design, and that the viability of using tableware as a carrier to express regional culture be explored. The significance of this study will aid in improving the Chaoshan region's cultural production, boosting cultural confidence, and increasing local revenues.

**Keywords:** Chaoshan, culture, tableware, product design

## INTRODUCTION

The operational income of enterprises in the cultural and related sectors is projected to reach 9,851 billion RMB in 2020, according to research by China's National Bureau of Statistics. The increase of 2.2% over the previous year, with the cultural manufacturing sector accounting for 39.7%, is sufficient to demonstrate China's expanding culture-based products industry and innovation. Furthermore, based on statistics from China's report hall, the added value of national culture and allied businesses is expected to reach six trillion RMB in 2022 and 6.65 trillion RMB in 2023 (see Figure 1).

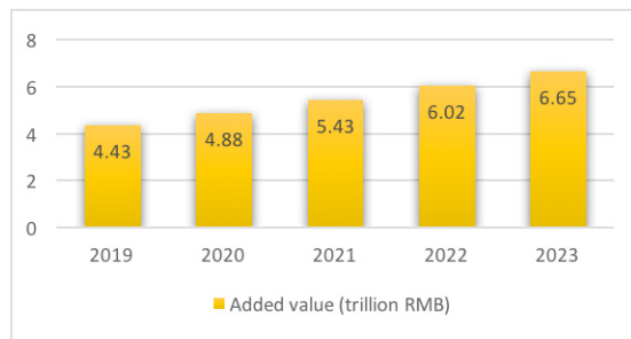


Figure 1 Statistics and forecast of National Cultural and Related Industry added value in 2019–2023.

Source: Adapted from State Statistics Bureau (2021).