

Fascination: Case Study for Cross-Cultural Design Innovation and Sustainability

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Abstract: Fascination was the collaborative project between the Technical University of Catalonia (UPC) in Spain and School of Architecture and Design (SOAD), King Mongkut's University of Technology Thonburi (KMUTT) in Thailand in 2007. The aim of this project was to explore cross-cultural design innovation possibilities and sustainability through virtual collaboration on the Internet. The learning environment www.fascinationproject.com has been created by using the open source platform as a main interface between all of the project participants. Twenty participants were selected from both countries. A majority of them were design professionals and students. A few had no design background. Ten collaborative design projects were assigned to ten two-persons groups. The project workshop was run in total of 20 days. During the workshop, the participants were encouraged to use any possible communication tools via the Internet, i.e. MSN, Skype and email. They were taken care by the mentors. The workshop activities were recorded by video recorders from both parties. The authors were the main mentors for the whole workshop. This paper presents the mentors' views, observation and reflections on the success of the project, based on the following three key aspects: cross-cultural design pollination, attainable collaborative relationship and sustainability. It suggests these key aspects are crucial in the creation of fascination experience in the workshop.

Keywords: Cross-cultural Collaboration, Innovation, Virtual Design, Sustainability