The Ming Chuan University School of Design is honored to host the 5th "2012 ANBD Exhibition" opening ceremony and Taoyuan exhibition. The exhibition includes works by students, scholars, and designers from Japan, Korea, Taiwan, and China, as well as Singapore, Malaysia, and Thailand, providing participants a great opportunity to exchange ideas with one another, to understand the pulse of Asia and its design content, and to gain an international perspective.

The spirit of this exhibition is closely aligned to the Ming Chuan University philosophy of glocalized education—seeking to promote local strengths and characteristics globally while striving to incorporate global knowledge and processes locally.

ANBD (Asia Network Beyond Design), an Asian design platform comprising Taiwan, Japan, South Korea and China, is an international association featuring a meaningful exchange network demonstrating each participant’s unique Asian features. Since 2008, ANBD has been holding exhibitions, issuing portfolios, as well as identifying outstanding works. There are at least 300 exhibitors and more than 1200 works every year. In 2012, ANBD will be exhibiting in four cities: Taoyuan, Seoul, Yokohama, and Suzhou. Ming Chuan University is the site for the Taoyuan, Taiwan exhibition, and is also the opening venue of the 2012 ANBD Exhibition.

With the theme of Regional Culture, the 2012 ANBD exhibition seeks to ensure regional culture diversity. In an environment of rapid information technology development, the effects on the unifying phenomenon of culture have become a serious concern. Regional culture embodies local tradition, reflecting customs, history, traditions, folklore, and society of each respective region. Through the collection of diverse works beyond art and design, the 2012 ANBD exhibition emphasizes conveying the personality and manifestation of diverse regional cultures. I extend my heartfelt blessing for great success to the 2012 ANBD Exhibition.

I wish to express my thanks for the participants at ANBD 2012 exhibitions at the 4 areas opening in Asia. Understanding to the difference of local culture which is mutually different will be required in order to resuscitate a genre of art & design to be fresh. Therefore, the mutual exchange beyond the border of each different genre is required. Today, technologies are developing rapidly and will spread to all the countries of the world.

On the other hand, various types of contradictions will arise by losing the identity between the technologies and humans, or between technologies and the regional culture. I believe that creation is the most possible activity towards solving these contradictions. It is then important to be conscious of these cultural differences which will arise in each region or each country. In solving these problems, the creative cooperation with the artists and designers will contribute the individual identity beyond the each genre. The reason why I wish to consider regional culture on the level of creativity is that regional culture is not only a source of creative energy but is a background of creativity.

By this way, the identity of Asia serves towards a crystal. It is still taking time for a lot of genre of art & design and science as a whole feel comfortable with this new and self-improving digital network technology. As awareness of the new network continues to disseminate, the more artists, designers and scientists will learn to incorporate the digital network in their practice without being unsettled by the mutual distance. If this exhibition becomes a point of departure for the gradual deepening and the improving of the presentations raise, then our highest wishes will be more than thought.

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Akira HARADA
President of ANBD
Emeritus professor of Sapporo City University

Dr. Chuan Lee
President, Ming Chuan University
The Annual exhibition of ANBD will be held at Seoul, Taoyuan, Soochow, and Yokohama during Sept. to Dec. 2012. The common theme of ANBD 2012 is “Regional Culture”, due to the rapid development of information technology making all of culture unify or standardize, it is very important to preserve the diversity of cultures around the world. Regional culture reflected their respective regional customs, history, traditions, folks, and society. ANBD 2012 would be sought beyond the art, design, and a variety of different kinds of “Regional Culture” of artworks, and expects artworks to interpret “Regional Culture” connotation and expression.

ANBD so far has five years history, main exhibition place of ANBD 2012 will be held at Ming Chuan University, Taoyuan. Prof. Pin-Chang Lin, Dean of Design College, hosts all of activities in Taiwan. Prof. Akira Harada, President of ANBD Association, also will visit the exhibition place in Taiwan. In addition to artworks from Korea, Japan, China, and Taiwan will be published in ANBD, we also invite artists from Singapore, Malaysia, and Thailand to participate in ANBD 2012, hope to achieve wider communication with other Asian area. We expect long term perspective for moving from Asia to all of world. Finally, I sincerely wish the exhibition of ANBD 2012 a great success.

Wang, Chao-Ming

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Although different, the same context too!
"The diverse cultures of the world"

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