Produce / Exchange / Disseminate / Store
Design knowledge through an integrated vision of Eastern and Western design

**Global Partners and Networks**

ADCF is a global design research institute and Asia-specific design knowledge exchange platform that works to encourage dialogue and involve scholars, designers, and other experts from all around the world in its activities.

**ADCF Asia Design Center For Future**

ADCF is situated right in the heart of a cultural Asian city: Busan, Korea and is based at Dongseo University.

"Design research institute based on Asian values"
The Asia Design Center For Future (ADCF) will take the lead in the development of creative designs that harmonize Asian and Korean traditions with modern cultures through a lens of de-westernized Asian culture, and locally-oriented design research.

**Organization**

- **ADCF**
- **Steering Committee**
  - Director
  - Associate Director
  - Institute Manager
- **Research Staff**
  - Research Associate
  - Assistant

**DSU Dongseo University Asia Design Center for Future**

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01 Vision & Goal

Exploring Korean and Asian cultural values
Collaboration and engagement on a regional, national and international basis

ADCF aims to offer a different approach to contemporary design education in Korea, which has typically focused on Western design methodologies and theories. The ADCF instead seeks to localize the subject of research and scholarship to that of the East Asian region, explore Korean and Asian culture within the narrative of humanities and arts, construct, create, and disseminate Asia-specific design knowledge, and improve Asia’s design education through regional and global joint collaborations.

To be a world-leading hub for research on Asian Design

Design research institute based on Asian values

MISSION

• Exploring Korean and Asian cultural values
• Collaboration and engagement on a regional, national and international basis

PURPOSE

• To seek to contribute to an understanding of Asian design
• To rethink Asian design in a changing global context

GOAL

Localization of Design Research
Search for Korean and Asian Cultural values
Dissemination of Asian Design Knowledge

A. To establish a cultural identity in design research
B. To localize education and research
C. To explore Korea and Asian specific cultural values within the context of universal values
D. To share and disseminate Korean and Asian cultural values
E. To contribute to the expansion of Korean & Asian design research.

04 Research Activity

New design research reflecting Asia’s perspective
Transnational interactions within the Asian region as well as throughout the world
Explore local cultural values and present future alternatives

01 Research Activities

Research Activities
Design research based on Asian, Korea, and Asia
• Renewed focus on Korean & Asian design studies
• Joint academic research in Asia
• Study local historical and cultural contents

Educational Activities
Educational application of created design knowledge
• Develop new subjects and textbooks related to Korean and Asian designs
• Develop courses & textbooks for international students
• Develop MOOC courses

02 Educational Activities

03 Academic Exchange Activities

Academic Exchange Activities
Dissemination and communication of research
• Academic forum
• International academic events (including exhibitions)
• ISU/ISEE lab

04 Publishing Activities

Publishing Activities
Publication of research results
• Scholarly publications on Asian design studies
• Publish textbooks
• Conduct various writing activities

05 Archiving Activities

Archiving Activities
Accumulation of design knowledge
• Archive various achievements of Design College
• Establish DID for basic data related to Asian designs