



INTERCULTURAL INTERACTION AND POPULAR CULTURE IN FURNITURE DESIGN

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Abstract

Culture, is a value which used for understanding, organizing, configuring the lives in society. These information create resources about society. Although culture has a closed structure, it is in interaction both history of society and the other cultures. Intercultural interaction consists easily by development of technology and mass media, and contributes the formation process of popular culture. In this study, intercultural interaction and popular culture is examined with examples in furniture design.

Within that period furniture design and space perception change by the effects of popular culture. This study aims to mention disadvantages of these effects. As a methodology, the changes of furniture design perception in society investigated with spread form of popular culture. Consequently, popular culture can cause negative impacts for the user and the designer, and leads to dedifferentiation in furniture design and deterioration of the space perception. This paper, draw attention of designers to this topic and contributes to the literature.

Keywords: Intercultural Interaction, Popular Culture, Furniture Design, Space Perception.

MOBİLYA TASARIMINDA KÜLTÜRLERARASI ETKİLEŞİM VE POPÜLER KÜLTÜR

Özet

Kültür, toplumda yaşamı anlama, düzenleme ve yapılandırmada kullanılan bir değerler bütünüdür. Toplumda ait bu bilgiler kodlanarak birer kaynak oluşturmaktadır. Kültürel yapı her ne kadar içe dönük bir yapılanma olsa da hem toplumun geçmişi hem de diğer kültürlerle etkileşim halindedir. Teknolojinin gelişimi ve iletişim araçları ile kültürlerarası etkileşim kolayca oluşmakta ve popüler kültürün oluşma sürecine katkı sağlamaktadır. Bu çalışmada mobilya tasarımında kültürlerarası etkileşim ve popüler kültür örneklerle irdelenmektedir.

Bu süreçte popüler kültürün etkisiyle mobilya tasarımı ve mekân algısı değişmektedir. Çalışmada bu etkilerin dezavantajlarına değinmek amaçlanmakta, toplum üzerindeki mobilya tasarım algısı değişimlerini popüler kültürün yayılma biçimleri ile izlemek yöntem olarak kullanılmaktadır. Sonuç olarak popüler kültür, kullanıcı ve tasarımcı için olumlu olduğu gibi olumsuz etkilere de yol açabilmektedir. Mobilya tasarımlarında aynılışma ve mekân algısında bozulmalara neden olmaktadır. Bu araştırma ile tüm tasarımcıların konuya dikkatini çekmek ve literatüre katkı sağlamak hedeflenmektedir.

Anahtar Kelimeler: Kültürlerarası Etkileşim, Popüler Kültür, Mobilya Tasarımı, Mekân Algısı.

1 Introduction

Culture, states all the values in society, and space culture states both perception and usage of space. Cultural values of a society are fountain head of all designs and these are pathfinders of designers as a design element. Thereby space perception and culture consist with cultural values belonging to society. These values are in a direct interaction with space and furniture design. The interaction occurs in different cultures as a result of becoming widespread by mass media. Formation of some spaces, designs and trends consist with intercultural interaction. These designs become popular according to the users requests and furniture design sector is affected through the popular designs. Purpose of this study to mention about intercultural interaction and popular culture formations, and to examine negative effects on space perception and furniture design.

2 Intercultural Interaction and Popular Culture

The individuals give the meaning and configure some elements belonging to their societies. All self-induced customs and traditions belonging to the society for generations or new values that consisted to merge with different elements, is called culture. Bonnell and Hunt [1], indicates that the culture develops to including all fields of human sciences. In this developing process, significant effects of technology is seen. Technology supports this interaction not only mean of the

technical developing but also reaching different information faster and easier. It is getting easy to reach different cultures by the media that provided yield of technology. Kocadas [2]; specifies that mass media is a culture carrier and culture transmitter. After television with mobile phone and social media applications, visual communication is shared actively and snappily. For societies it is become a natural behavior pattern to synthesize different culture in the societies. Therefore it is revealed an intercultural interaction. Kartari [3], indicates that culture system can adjust with a part of another culture. In this context mass media plays a significant role.

Media is a source of providing individuals to get a culture at national and international levels for using to meet social needs such as knowledge acquisition, entertainment and information obtainment [2]. Just like every field it is enabled to get the information quickly and follow the last trends easily in the field of design. Any popular design can take a place in another society and even become popular by the media. Another subject of intercultural interaction is defined as reawakening the values that belonging different term of the same society. In other words society is in an interaction with its past. As a result of all these interactions; a new, renewed or interacted culture comes in sight. The reconstruction becomes popular by wide spreading process. It is called as popular culture and shows itself in every field.

The act of becoming popular exists in every term, develops by the industrialization and wide spreading by the media. In other words mass media markets all the things from behavior pattern to furniture designs. Popular culture is a dominant culture type accepting by majority. It plays a part as a direct action factor in consumer behaviors. Dulgeroglu [4], states that every factors affecting the individual, influences consumer behaviors and all changes in society environment influences buying behaviors for adjusting this environment. Consumer behaviors affects from cultural, social, personal and psychologic factors. The individuals not only as physical features but also want to have the objects for communicating with environment and the effort of revealing the identity pushes the individual to consumption process [5]. This process is the consequence of the interaction that composed by intercultural communication. Popular culture reflects on spaces quickly, and effects on furniture design process. In this study, it is mentioned about disadvantages of popular culture in the context of space and furniture by considering intercultural interactions in design field. Following the changes of furniture design perception on society is used for a methodology by spreading shape of popular culture.

3 Cultural Effects in Space and Furniture Design

The furniture design is in many design field such as interior design, industrial design and architecture. Generally involving the design concept is associated many fields. It brings along the cultural nourishment as a significant design element. Space culture is separated as space concept and usage of space and is different from culture to culture with this aspect [3]. It can shows an alteration not only perception of space but even usage by intercultural interaction. The open kitchens can be given for an extensive example. The act of living space that includes sitting and eating, is seen as a matter of priority in the open kitchens (Figure 1). According to changing family pattern by the changing life conditions and the socio-cultural values, the kitchen usage get changed. Sak [6], indicates that family structure, social standing and socio-cultural structure affect tendency of using open kitchen, and families who spend less time at house in other words working families use open kitchen because of preferring practical cook. Deficiency of the time spending at house provides being together by associating act of cooking and sitting. Therefore continuous working individuals of the present-day prefer the open kitchen. Also the open kitchens have taken a part between the house trends in a past period, and individuals have changed their preferences according to this trends.



Figure 1. Open Kitchen Example [7]

In a similar way furniture is a reflection of physical and social status of the culture. Furniture configuration is effected from the developing need of socio-cultural structures of the users, thus requests and needs of the users that have different socio-cultural structure, are different from each other [8]. While designing any space or furniture, most important thing is the user profile. The consumption format and habits of user reflect the cultural features of society. In any culture furniture design can become popular by majority usage. Through the rapidly-developing communication technologies, the design which is wanted to be popular, can spread to the whole world in an instant by mass media and social media. This situation that consists of a result of intercultural interaction, can be adopted different societies and even can contain within own culture. Unconscious accruing of the intercultural interaction occurs social structure deterioration and cultural conflicts, thus it is seen the changes also in space culture and perception [9].

Television viewer, that has different characteristics such as life style, age group, educational level, economic structure, gets bilateral communication watching similar or same broadcasts unwittingly [9]. Any furniture design can become popular by films, television series, advertisements and brands. Thereby it is reached a popular culture directing consumer behaviors. According to developed individuals' preference, using furniture designs without its trueness and suitability is became only a social consumption process. Because individual purchasing habits show an alteration according to communal environmental changes [4].

To give an example; a television series adapted from a novel, is named "Forbidden Love (Aşk-ı Memnu)", televised between the years of 2008-2010 in Turkey. Both performers and spaces especially bedrooms are became very famous. Even an armchair in the bedroom of lead role actress became popular in all featured environments, and started to be noted for this character's name (Figure 2).



Figure 2. Josephine Armchair (Bihter Armchair) [10]

Sales of the armchair is started to be seen in everywhere, and individuals show a social consumer behaviors with no regard to necessity, usage and suitability for their houses. A wide array of this furniture such as different sizes and types is started to produce by strong demand (Figure 3). These kinds of interactions are seen in the houses distinctly by means of popularity.



Figure 3. Types of Josephine Armchair [11]

Apparels, accessories, furniture designs come to the forefront in all series, films and advertisements as shown on screen. The concepts even only colors of these become popular. Through this popular culture it is seen that being in use in many space and individual. Also it can be a new marketing strategy in sector. This situation creates a new space perception by showing an alteration in the usage, structure and furniture of the space. It is affected the furniture design sector by revealing a new trend in furniture design.

4 Conclusion

It is an accepted certain that intercultural interaction and popular culture offer an insight into innovative understanding to the space and furniture design. These innovations that is formed and developed by popular culture, can also gain a place in another culture. Actualizing changes in society culture can become permanent and also similar changes can be seen in form of behavior.

However intercultural interaction and popular culture do not be consciously, deterioration and unconformity can occur in social structure of society. Considering from the point of the space and furniture design, popular culture disadvantages can be line up below.

- Incorrect consumption behavior occurs as a result of becoming popular in furniture preferences without questioning esthetics and function.
- Although the furniture is not suitable for the space, buying it for only its popularity can cause the deterioration in space perception and culture.
- Forming the furniture production with procurable features for everyone, can cause the deformation and reduce the production quality.
- Forming the furniture production according to strong demands only, can cause to decrease in value in furniture design sector.
- Trying to do similar designs can cause negative results such as losing originality and dedifferentiation.

Following the searches; it is specified that popular culture can cause negative effects as well as positive effects for the user and the designer. Considering from the point of design to the emergent negative results; it is seen to be caused dedifferentiation in furniture designs and deterioration in space perception. It is needed that individual studies to protect their society, space, furniture culture, and the furniture sector brings to fruition to intercultural interaction and popular culture in a qualified, functional and controlled manner. Within this study it is aimed to draws attention of all researchers, designers and academicians to this subject and contributes to the literature.

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6 References

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