

Cultural Integration: the Coupling Relationship between Design Revolution and "Blue Sea" Strategy of Innovation China

ZHU, Jianchun^{ab}; XIN, Xiangyang^{*a}

^a School of Design, Jiangnan University, Wuxi, China

^b Taizhou College, Nanjing Normal University, Taizhou, China

* xxydesign@163.com

ABSTRACT: Under the new situation, design not only has been seamlessly connected with high-tech industries such as health care, artificial intelligence, green materials but also closely linked with "soft science" such as cultural heritage and educational methods. It has changed from the "physical logic" focusing on physical shape, colour and material to the "non-physical logic" focusing on the "pivotal role" of design and problem-solving. Meanwhile, the innovation of China's "blue sea" strategy requires us to innovate in science and technology, culture, management, and other areas, so as to enhance our core competitiveness in the complex international situation. It can be seen that design revolution and China's innovation strategy need to carry out "element reconstruction" and "breakthrough" to traditional solidification factors in the fields of science, culture, and economy. The intersection between design revolution and China's innovation strategy has created a key coupling effect. Through describing the present situation of the reform in the field of design, and introducing the understanding of the three dimensions of China's innovation strategy, the inherent logic of the coupling between design revolution and China's innovation strategy is put forward. Furthermore, through the Malan-Lake project, the paper successfully describes the story of design "empowerment" and desert ecological optimization, which discusses the relationship between design revolution and China's innovation strategy from the perspective of empirical research. Finally, it points out the urgency of catalyzing design revolution to promote the construction of China's innovative country and the effectiveness of China's innovation strategy to inspire design revolution.

Keywords: *cultural integration; coupling relationship; design revolution; innovating china; "blue sea" strategy*

1 Introduction

Since entering the post-industrial society, what changes have taken place in design, what it should pay attention to, what its social essence is and other similar philosophical issues have gradually aroused the interest of scholars. For example, Martin (2007) put forward the characteristics of comprehensive design thinking; Lu and Liu (2017) indicate that a good design requires a good grasp of historical context and profound philosophical connotation, taking its essence and discarding dregs; Senge (2006) highlights the significance of systematic thinking in his Fifth Discipline and in his The Necessary Revolution connects "Brand New Thinking", "Triple Bottom Line" and the social "Bermuda" together. Xin (2016)

always underlines that design should assume its social responsibility and critically considers the existence and development of human society on a new scale. Thus, the design is trying to search for the best way of sustainable innovation and the new theoretical model of design, focusing on more opportunities to intervene in a wide range of social changes and unknown fields. Whether there is a challenge coming from new technology or complex society, design-driven innovation has become the key to redefining the next change.

On the other hand, the proposal of Innovation China Strategy also triggered a widespread discussion in the domestic industry. For example, Cao et al. (2018) briefly described China's medium-and-long-term science and technology planning and independent innovation strategy (2006–2012). In addition, the strategic adjustments that should be adopted for the challenges of China's science and technology system in the future were put forward. Fan (2018) discussed the development of global science and technology innovation and the innovation-driven strategic choice in China. He also pointed out that the strategy of innovation-driven development is a systematic project that necessarily speeding up the construction of an innovation-oriented country through deepening the reform of science and technology system, promoting the construction of innovation-oriented talents and so forth. Zhou (2017) analyzed the emphasis of American innovation strategy and Chinese innovation-driven development strategy. These scholars have interpreted the innovation strategy of China from the different perspectives and also mentioned that it needs fundamental changes in all aspects such as the fields of science, economy, the architecture of management and so on.

the design innovation and China's construction strategy produces a series of internal coupling relationships in its potential needs. The paper studies this relationship from the angle of interaction between Design Science and Innovation Strategy, which is a new topic in the research of national strategy under the background of design-driven reform and innovation-driven development.

2 The Status Quo of Design Reform

2.1 Evolution and deconstruction of design paradigm

Nussbaum (2005) pointed out that "Our societies and institutions no longer function properly in business, financial system, environment, health care and education with no moves. As a result, there is an urgent need for design reform and a new definition of design, which is where design works". In addition, just as Giddins (2000) describes in his book *Visions of Jazz: The First Century*, "when everything is predictable and lacking in excitement, jazz (design revolution) proclaims a kind of innovation, change and surprise, which is the urgent need of this stereotypical world. It will be a great medicine to wake up the world".

In response to Nussbaum's appeal, something has changed in design, which is shifting from the production of "posters and ovens" to the design of process, system, and organization; from focusing on the dimensions of "beautification", "functional realization" and other single "objects" to acting as a "hub and tie" and closely linking different industries such as education, health care, commerce and so forth to deal with many "wicked problem" (Buchanan, 1992) in society together under the view of diversification. For example, president of the Design Management Association of America Thomas Lockwood has teamed up with MIT and Harvard Business School to work on the project about "food chain systems, childhood obesity, and emergency medical assistance".

In recent years, a series of important academic conferences (table 1) have been held in China to discuss the design objects. The theme of it indicated that the Chinese design community has also given a new life to design—design must get rid of the old logic, acquire self-reform and construct a new framework and organization in order to make it possible to weave new methods, economies or technologies, truly adapting to complex challenges and abstract social propositions in their respective fields (Chen, 2010).

Table 1 the List of Top Design Academic Conference in China

Sponsor	Name	Time	Place	Subject
School of Design, Jiangnan University	International Conference on Redesign of Design Education	2012—2016	Wuxi, Jiangsu	Category, method and value; new fields, problems and countermeasures; philosophical concepts; new phenomenal bases: experience, strategy and health; well-designed education: experience, ability and ideal
Alliance of Technological and Organizational Transition Trends	TTF Forum and CMF International Carnival	2017.11	Shenzhen, Guangdong	Enterprise transformation and Organizational innovation
Cumulus Association	2018 Cumulus International Conference	2018.10	Wuxi, Jiangsu (secretariat: Helsinki, Finland)	Extensive transformation and design opportunities: discussing the state and trend of design in the transitional era, responding to common challenges in the context of globalization 3.0 and reflecting on the new functions of design
College of Design and Innovation, Tongji University	Second International Forum on Design Management and Innovation Strategy	2017.12	Shanghai	Innovation, Design, Education
IXDC	IXDC Annual Festival: The Ninth International Conference of Experience Design	2018.07	National Convention Center in Beijing	The construction of new framework of design experience: humanization, intelligence and platform
Art and Scientific Research Center, Tsinghua University	Tsinghua University, Art and Design Month	2017.11	Beijing	Social innovation design: design for community renewal

2.2 The upgrading of design education

The focus of industrial design has changed from a product's color, modeling and some other called "materialization" in the past to ethnographic research, interaction between product and human and attributes of design service that all are concerned with the product; the focus of digital media design has added "artificial intelligence, big data analysis, visualized research of information" and some other research hotspots to the production of animation lines, scenes, and characters that are all paid attention to before. What the environmental art design major originally focused on was the structure, modeling, lighting, comfort of living in the architecture, "resonance" between the beauty of architecture, while the focus extends to the ecological environment, natural climate, local customs, and other similar areas. Besides, in Paris DMI International Education Conference was held: "the ability to reinterpret the value of design and design relevant responsibilities in a specific organization and context". From "Design 1.0 to Design 3.0" (Shao & Wang, 2014), design objects are no longer limited to physical products; the scope and boundary of products are expanding (from material to non-material, from entity to fiction, from "device" to "content") (Xin & Cao, 2015); The intersection of design disciplines are becoming increasingly stronger.

2.3 The changes in the number and contribution of design talents

"Design creativity makes up 25% of the U.S. workforce." Hollowell Brian, who wrote McKinsey, and Claudia Joyce said in Business Review, and Richard Florida from the University of Toronto adjusted this figure to 30%. Both numbers have been through dramatic changes compared to the previous occupancy of design talents in single digits, and these people become promoters of social changes, makers of intangible assets and creators of new values. They are committed to "wicked problems" and "painful crosses" in areas such as financial services, health care, social changes and so forth, looking forward to triggering the genetic mutations described in Darwin's theory of evolution in these areas. Their focus has gone beyond the first and second sequence of design (language and logo design, tangible object design) and entered the third and fourth sequence of design (system design, integrated innovation design) (Buchanan, 2001).

Therefore, the fundamental extension in the connotation of current design has already taken place, leading to a broader study and more service objects. This change is transformative and completely breaks the shackles of traditional design cognition. The reform and evolution of design can be used as new products to promote the innovation and upgrading of economy, politics, and culture.

3 Three Dimensions of the Innovation Strategy in China

3.1 "Iceberg" model of the innovation strategy in China

Zhang et al. (2015) pointed out that the construction of an innovative country requires strengthening the "hard" fundamental support for innovation-driven development, making more efforts to tackling key technologies in major cutting-edge areas facing the needs of the state strategy, and integrating resources to build a number of infrastructures and platforms that support high-level innovation; at the same time, it is necessary to consolidate the "soft" foundation of innovation-driven development, improve the system of talent introduction and training, promote education reform, strengthen education in entrepreneurship and innovation, and reinforce the long-term mechanism of intellectual property protection. As a result, the innovation strategy in China is like a model of an iceberg (Figure 1), with both the visible "hard" foundation and the invisible "soft" one. These two parts constitute a whole. They mutually support and promote each other to achieve common development. Following are three points that we should notice.

1. The boundary in the iceberg model—sea level will change up and down as tides will rise and fall. Visible and invisible parts will change constantly, which is a dynamic interactive process. In addition, the iceberg model is in the ocean current, and elements in it flow up and down along ocean currents like nutrients in the ocean so that no elements in the model can be rigidly understood. For example, artificial intelligence also has invisible content like culture, organization, etc.; intellectual property protection also has the existence of manufacturing and other entities.
2. The "iceberg" model is just like the Actor-Network Theory in the sociology of science. Every actor in the network is equal, and every actor will be translated to push the expansion and change of its system forward. Therefore, we should treat every element of the iceberg model equally.
3. The misplacement of stakeholder communication will lead to the implicit fragmentation of these two parts, resulting in the absence of interactive development mechanisms and policies between them. China's innovation strategy requires efforts in both explicit and implicit parts by keeping balance in all respective fields to make common progress. The relationship between the two fields in the innovation strategy of China is consistent with the principle of human walking, and they must promote each other, develop in coordination with each other and walk solidly step by step.

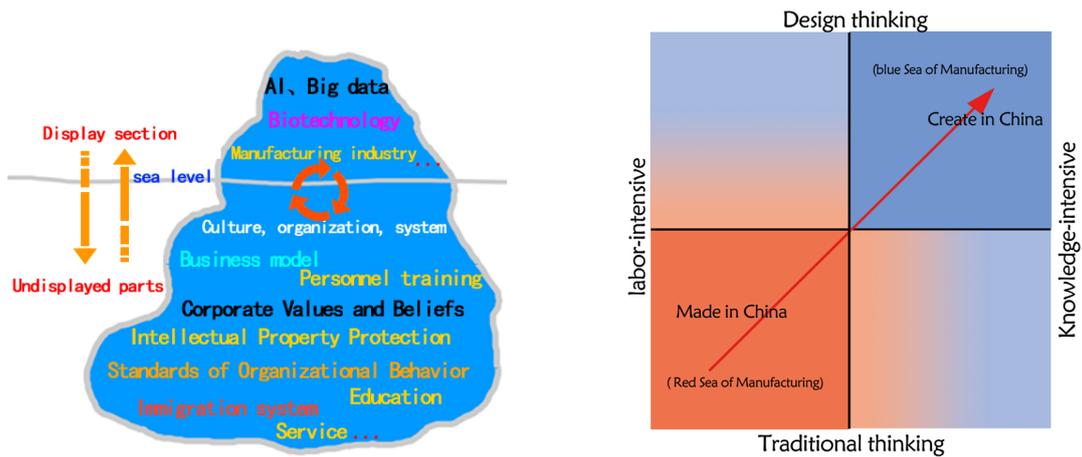


Figure 1. "Iceberg" Model of China's Innovation Strategic. Figure 2. Strategic-oriented Quadrant Map of Manufacturing Industry. Source: Drawn by the Author.

3.2 The "presence" and "absence" of the innovation strategy in China

Philosopher Heidegger pointed out: "the so-called presence is what appears or the meaning of something present; the so-called absence is what doesn't appear or the meaning of something absent. We cannot always stare at what is present at the moment, but go beyond it, beyond something absent and linkage of all sorts behind us, combining the presence and absence together as a whole" (Pöggeler, 1989). Following are two points concerning with it:

1. The first-order comprehension of "field theory" in the philosophical level—what appears is the real presence of the object (presence), and this object is a real object. Take the phenomenon of rain as an example. We can see the falling water, but the formation of rain and rain recycling don't appear (not present) when it rains, which is the simplest model in "field theory".
2. The second-order comprehension of "field theory"—what appears is not real, invisible but deductive, statistical or abstract (absence). For example, aging is getting worse and worse, and we can't really see it. However, we can count it out. Of course, how to solve this problem is even much more impossible to appear to us, and the solution is also intricate and has a huge system (not present). It is not only the absence of time but also the absence of the solution system.

Most of the problems facing China's innovation strategy are so complex that they need to be understood at the second-order level. For example, the "labor-intensive" domestic manufacturing is in urgent need of transforming and upgrading, resulting in the "qualitative" transformation from "made in China" to "creating in China" (Figure 2); Land desertification is increasingly aggravated; the contradiction of trade war needs resolving by "artistry"; the "dividend" of domestic labor force is declining year by year; the shortage of medical resources, the hardness and high expense of seeing a doctor still exist... These "sinister problems" cover many areas such as economics, medical treatment, education, health, diplomacy and so forth, so that solving these problems for our country and society requires the "Blue Sea" Strategy of Innovation China. Every solution to them is a complex and important part of China's innovation strategy.

If the challenges of China's innovation strategy are "the present absence" in the sense of philosophy, the solutions to them will be "the absent presence". These problems must be solved by cooperation in different fields, all-round innovation from different angles, research crossing different disciplines, as well as summarizing the experience of the past, comparing the past with the present and looking forward to the possibility of the future. Therefore, the solutions to the problems are the art of integrating the "horizontal" of the subject and the "vertical" of time. This innovation strategy requires domain cooperation and temporal "hetero

spatial" linkages that cannot be captured or actually presented by human eyes. It requires us to play wisdom and subjective initiative to practice, to sum up, to think, the process of which is exactly the evolution from "present absence" to "absent presence".

3.3 The diversified fields of the innovation strategy in China

From the perspective of the importance of the innovative object, the innovative strategy in China needs to be pluralistic. The development of aircraft carriers, the invention of JF-17 fighter air-crafts and the International Space Station are, of course, important support for the innovation strategy of China. However, the left-behind children, the improving efficiency of public services and other areas also play an important role in it because the innovation in these areas are closely related to the well-being of people's livelihood. The government work report at the 19th session of the national congress of the communist party in China pointed out: "Currently the main contradiction of society has been transformed from the contradiction between the increasing material and cultural needs of the people and the backward social productivity, into the one between growing needs of the people for a better life and unbalanced and inadequate development". Consequently, the improvement of people's livelihood and the increasing of all people and society's well-being also play an important part in the innovation strategy of China.

From the perspective of materialism, diversification is also very necessary. Highway, rail transit, aircraft armor and other material areas are indeed the urgent need of creating an innovative China. However, we should realize that in the 21st century, society is the one filled with information technology and "smoke-free" competition. Many innovative forms of output are no longer physical, but virtual, invisible and untouchable, such as digital community, money virtualization, virtual reality, changes in payment methods, etc., These non-material perspectives of innovation also matter for the present innovation of China's construction.

4 The Coupling Logic between Design Reform and the Innovation Strategy in China

4.1 A sustainable ecosphere formed by design reform and China's innovation Strategy

The ecosystem is the unity of living beings and environments in certain space of nature, in which beings and environments interact and restrict each other and stay relatively in a stable dynamic equilibrium in a certain period of time (Liu, 2018). The innovation ecosystem is an ecological chain composed of each innovation subject, link and factor in a certain region, which is interrelated and dependent on each other. The combination of innovation ecological chains among different elements, domains or industries form a regional innovation ecosystem (Chen, 2017). The innovation strategy of China is also a big ecosystem, and design reform is an important element in it. Design reform helps push the strategy forward and in turn, the strategy also needs the reform. The relationship between them is similar to that of the ecosystem and its components (abiotic matter and energy, producers, consumers, and decomposers), the absence of any of the elements will undermines the stability and balance of the ecosystem itself.

On the other hand, The system of the innovation strategy in China contains a series of sub-systems, such as science and technology innovation, management innovation, culture innovation and so on, which need integrating into the entire system to maximize their energy. Design plays a key role in this large ecosystem of innovative strategy in China, the role of it has been shifted from solving simple problems to complex ones; from emphasizing a single principle of independent work to cross-functional teamwork. The design of new framework and content not only play a leading role in the innovation ecosystem, but also coordinate the natural and smooth meshing operation of each subsystem like the lubricant of gears and

build a platform on which scholars of respective disciplines and fields can exchange and absorb knowledge.

4.2 The consistency of philosophical "field" between design reform and China's innovation strategy

As mentioned above, new changes have taken place in design, defining a new research framework: from focusing on the "material attributes" of the product to the "behavior attributes"; from the aesthetic issues of product appearance to the behind, such as brand building, user's experience and service contact, even including social life and economic condition. Therefore, the focus of design reform has shifted from just "presence" to both "presence" and "absence". Its research object has been greatly expanded and extended. When it comes to the problems of "presence", the innovation strategy of China also needs to study the social background, technical means and the innovation basis of "absence". Their common "field" is overlapping and similar.

Moreover, the driving force of design reform has been shifted from "presence" to "absence" promoted by the innovation strategy in China. Before the main drivers of external innovation were new technologies, competitors' behavior and market research (presence), but now they prefer internal drivers such as unique insights, visions, the experience curve and empathy (absence). It is the motive to solve the problem of "presence" faced by the construction of external innovation in China that triggers the change to "absence" in the driving force of design innovation; it is also related to the fact that the traditional "field" force cannot solve the problem of "uncertain logic" and "alienation barrier" in the field of "absence" in the construction of innovation in China, triggering a fission reaction. Meanwhile, the design of the internal driving force of innovation and external force is not separated. The complex external changes and influences of the "presence" have been internalized into the creative power and design thinking of the "absence" and rooted in the "soil" of the unique culture of design-driven innovation, which was then used as the "catalyst" of the national innovation strategy.

4.3 The "co-creation" effect between the innovation strategy in China and design reform

From the macroscopic perspective, as one of the important strategic decisions in China, constructing an innovation-oriented country not only receives a great degree of support in policy but also receives a wide range of it. For example, *The Outline of the Thirteenth Five-Year Plan for Economic and Social Development for the People's Republic of China—the Chapter of the Implementation of National Innovation-Driven Development Strategy Program, Decision on the Implementation of Outline of Science and Technology Plan to Enhance the Capacity for Independent Innovation, Decision of the State Council of the Central Committee of the Communist Party of China on the Implementation of Outline of Science and Technology Program to Enhance the Capability for Independent Innovation and Report on Building an Innovative Country (2015—2016)*. From the microscopic perspective, the contents listed in table 2 focuses on some details and highlights of the implementation of the innovation-driven development strategy in China's outline. It can be seen that: (1) the diversification of the strategic layout determines that the policy needs to be designed from the view of multiple levels and angles, which is consistent with the new content of design reform. (2) the concrete measures of China's innovation strategy and the new framework of design reform have the common connotation in many fields, such as focusing on bottlenecks of modern agriculture, urbanization, environmental governance, healthy aged care and some other areas to formulate the scheme of systematic technical solution; shifting the focus from solving current problems to facing development in the future and so on.

On the other hand, the general program and policy established by the innovation strategy of China are also of leading help to the stakeholders of design reform, which is like navigation, enabling the brand car Rolls-Royce in design reform to drive in the direction it guides. At the same time, the detailed clauses in the general program also give a precise response to

design reform. Design reform, an invisible benefit, will "grow" more vigorously with the assistance of these policies. Therefore, the "co-creation" effect is the inevitable result of the innovation strategy of China and design reform.

Table 2 the Summary Contents of China's 13th Five-Year Plan Outline: Implementing Innovation-driven Development Strategy

Country	Plan	Time	Main Contents	Main Highlights
China	The Thirteenth Five-Year Plan	2015 – 2020	Strengthen the leading role of scientific and technological innovation: promote innovation breakthroughs in strategic frontier areas, optimize the innovative organization system and enhance the basic ability of innovation. Construct the institutional mechanism of stimulating innovation: deepen the reform of science and technology management system. Implement the strategy of giving priority to the development of talents: build a large-scale talent team, promote the optimal allocation of talents and create a good environment for the development of talents.	Accelerate the breakthrough of core technologies in the fields of the new generation of information communication, new energy, new material, aerospace, biomedicine and intelligent manufacturing and so on; focus on bottlenecks in modern agriculture, healthy old-age care and public services to formulate systematic technical solutions; accelerate the cultivation of new external economic advantages with the core of technology, standard, brand, quality and service.

Source: China's 13th Five-Year Plan Outline: Implementing Innovation-driven Development Strategy

5 Case Analysis: the Malan-Lake Desert Project

5.1 Situation of the Malan-Lake desert

The Malan-Lake Base (Figure 3), located in China's fourth largest desert, the Tengger Desert, is situated in the southwest of Alxa Left Banner in Inner Mongolia's Autonomous Region and the border of Gansu province. So far it has a total land area of 42,700 square kilometers and is continuously expanding. Besides, the area is suffering from water resource shortages, high degree of desertification and serious salinization of land, therefore, its ecology environment is extremely fragile.



Figure 3. The Location of the Malan-Lake Base. Source: Baidu Map. Figure 4. Vigorous Plants in the Malan-Lake Base. Source: Photographed by Bowen LI.

In April 2011, with a passion for public welfare, an entrepreneur in Hong Kong named YUAN Shuhua applied for and then founded Alashan Alliance Springfield Ecology Limited and promoted the Malan-Lake reforestation project. Six years have witnessed that 20 square kilometers of desert was almost all afforested (Figure 4) with a total 70% survival rate of plants. However, the Malan-Lake project being conducted for six years, has encountered

severe challenges during its development. For example, desert control is a cause with high investment, great difficulty, low efficiency and little return in the short term; the project did not raise any attention in society for lacking shared communication and social impact.

How to innovatively solve the problem of desert control with the power of design revolution has always attracted Professor XIN Xiangyang, School of Design, Jiangnan University. In 2017, Professor XIN has set up an interdisciplinary team composed of 12 people (team members come from design, biology, architecture and other research fields; the author is one of the team members), trying to explore the new path of desert control with design methods.

5.2 Design practice and desert control innovation

After hard work for more than three year, team members comprehensively analyzed the specific problems, opportunities, stakeholders and strategic positioning of the Malan-Lake Base, and then formed the initial scheme of the project.

5.2.1 The contents and objectives of design innovation

Controlling a wider area of desert is only one purpose of preventing desertification. Another important appeal is to attract more people to participate in it, fundamentally change their understanding of desert control and finally alter their cognition, behavior and even lifestyle. Therefore, the ultimate aim of the project lies in constructing an open and multi-functional community. Many potential investors involving the local farmers, herdsman and people with the same values can be drawn by this community to achieve sustainable development of desert control and to inspire stakeholders to rethink the relationship between human and nature (Figure 5). Consequently, the design content of the project is no longer limited to the attributes of object but also highly related to the elements of "non-material logic", such as information, economic benefits, culture and so on which all require considering.

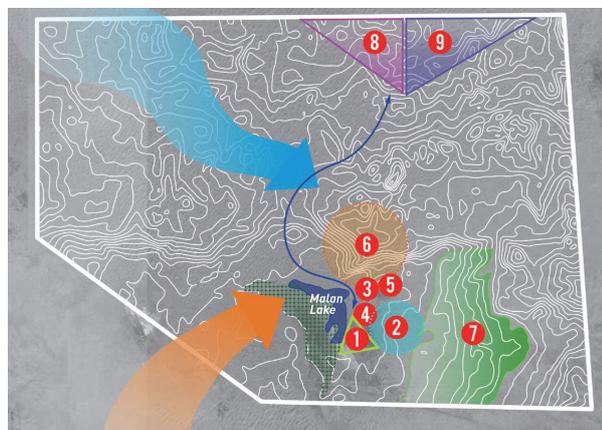


Figure 5. Relationship Map of Stakeholders in the Multi-functional Community. Figure 6. Design Scheme of the Multi-functional Community. Source: Publicity Manual of the Malan-Lake Project.

5.2.2 The presentation of design scheme

The overall planning of multi-functional community in the scheme includes nine themes (Figure 6) which include (1) Main Building; (2) Co-construction; (3) Desert Kitchen; (4) Bonfire Party; (5) Star-watching Platform; (6) Recreational Area; (7) Planting Experience Area; (8) Orienteering; (9) Desert Safaris. Among them, Main Building should include guest rooms, restaurants, conference centers, exhibitions and other functions; Supporting Building mainly includes staff dormitories, power supply, warehouses and other logistics rooms; Infrastructure should include swimming pools, parking lots and other functions. Co-construction mainly refers to the exhibition of conceptual models by designers through

competitions, during which the investors choose the excellent scheme to construct the real building, and the follow-up income of it belongs to the investor. It should be noted that the area of these buildings and the selected materials will be audited by the organizer. Desert kitchen is a kind of desert experience project based on catering, emphasizing nature and characteristics. Visitors can not only enjoy the unique Mongolian cuisine, but also personally participate in the food production to learn it. Recreational Area mainly includes beach volleyball, beach sunbathing and other projects. In addition, other thematic entertainment concepts created by multi-functional communities can all make tourists fully experience desert culture with unique regional characteristics.

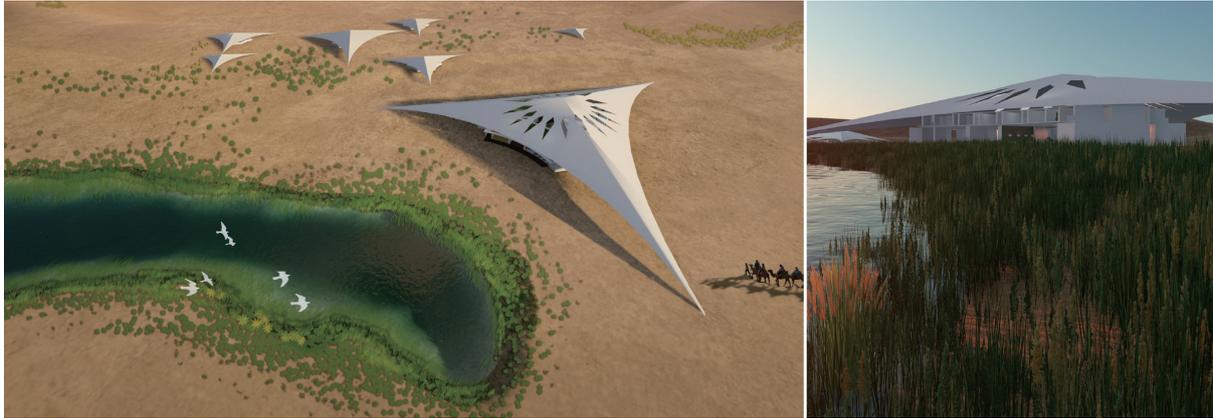


Figure 7. Conceptual Scheme of Main Building in the Multi-functional Community. Source: Drawn by Bowen LI.

5.2.3 The desert changes driven by design

According to the conceptual planning scheme provided by the design team, the Malan-Lake community has established the brand of desert agricultural products called "Cao Muyuan" and planted a large number of medicinal materials and fruit trees such as sandy plants, *cistanche deserticola* Ma, *cynomorium songaricum*, *lycium barbarum* in the "Planting Experience Area". The community takes advantage of the rich natural resources such as solar energy in desert areas to vigorously develop new photovoltaic energy. "Co-construction" project, the "Main Building" (Figure 7) and "Star-watching Platform" make the most use of "photovoltaic" energy to promote the tourism, providing more jobs and choices. The unique natural scenery of mystery and exploration provided by desert tourism such as "Orienteering" and "Desert Safaris" cannot be replaced. Therefore, the desert tourism project is gradually attracting more and more adventurous tourists. From July 4 to 7, 2019, XXY Innovation, Alashan Alliance Springfield Ecology Limited and Guanghua Design and Development Foundation jointly launched the 2019 Malan-Lake Desert Volleyball Competition and Workshop for Sustainable Desert Development. These innovative designs enable stakeholders in desert control to form cooperative symbiotic relationships and gradually achieve the planning objectives of integrated the desert tourism communities.

5.3 Enlightenment:

In this case, the design discipline intervened in the innovation of desert cause and considered this social problem—desert control from a unique perspective. Design discipline breaks through the original boundary and creatively integrates diet, entertainment, adventure and other contents into desert control, which provides some new ideas of it. Undoubtedly, the design revolution here is an important content and driving force of China's innovation strategy.

6 Conclusion

The new mission of design has become the important measure to solve the "wicked problem" in the process of social development and to promote the national cultural soft power; it has also become an important way to promote the innovation of products and services, to meet diversified consumption needs and to improve the quality of life (Xin, 2016). The reformed "new design" has not only become a football player of "heavy gunner" to solve the "road rover" and "difficult bone" encountered during the implementation of the strategy, but also play the role of "professional broker". In addition, the innovation strategy of China also provides a rich "culture medium" for design reform and provides the correct direction to develop, just like the "watchtower". This mutual promotion and common development of the benign coupling relationship help design reform and the innovation strategy of China all make great achievements.

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About the Authors:

ZHU Jianchun is a PhD student in the School of Design, Jiangnan University (China). He is also an associate professor in the Taizhou College, Nanjing Normal University (China). His research interests cover design theory, design revolution, and social innovation.

XIN Xiangyang is a Chair Professor in the School of Design, Jiangnan University (China). His research interests include design innovation, design strategy and culture.