

1999 11 28

가

가

가

20

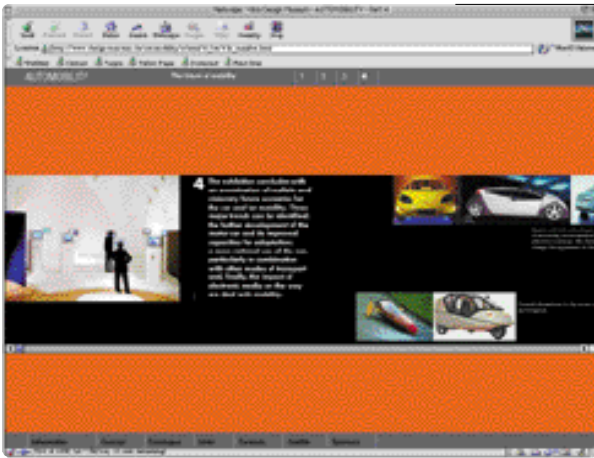
가

가

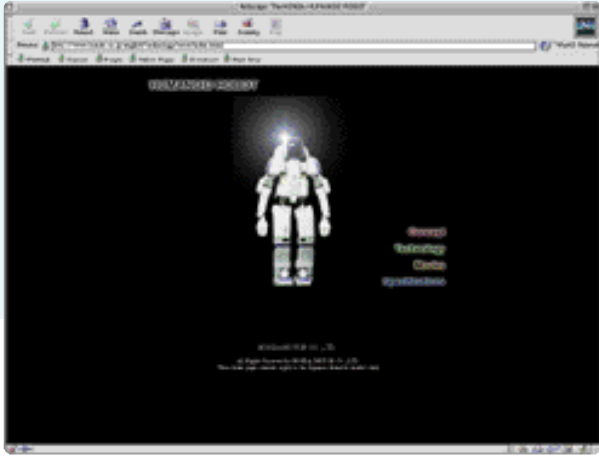
가

가

New Dimension of Mobility



www.design - museum.de/automobility/e/html/02_b4/01fs_mainb4.html



P3 www.honda.co.jp/english/technology/robot/index.html

P3 www.honda.co.jp/english/technology/robot/mov1.html



7 22 9 21
(MoMA)

가 :
(Different Roads: Automobiles for the Next

Century)

1997 12

(Vitra

Design Museum)

6 12

(Vehicle Design)

1 23

가

RCA

가

21

9

mobility)가

100

20

가가

50

(personal

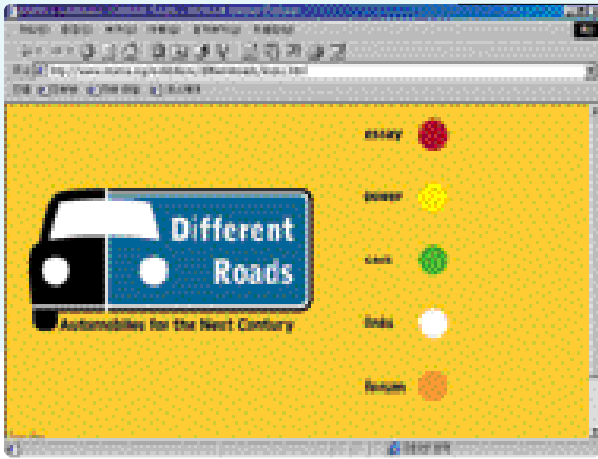
9

RCA

(Christopher Mount)

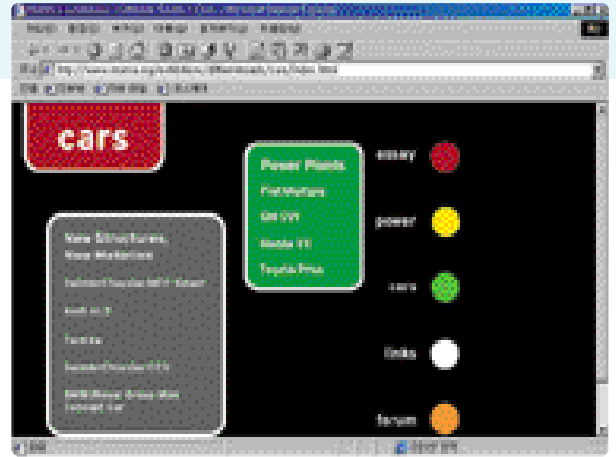
가

가



www.moma.org/exhibitions/differentroads/index.html

9 27가



www.moma.org/exhibitions/differentroads/cars/index.html



www.moma.org/exhibitions/differentroads/power/index.html

가?

RCA

가

가

RCA

가가 .RCA가

YTN

,RCA

(Net car)

가
가
가
가
11 가
(General Motors)
100 (structured mobility) 가
가

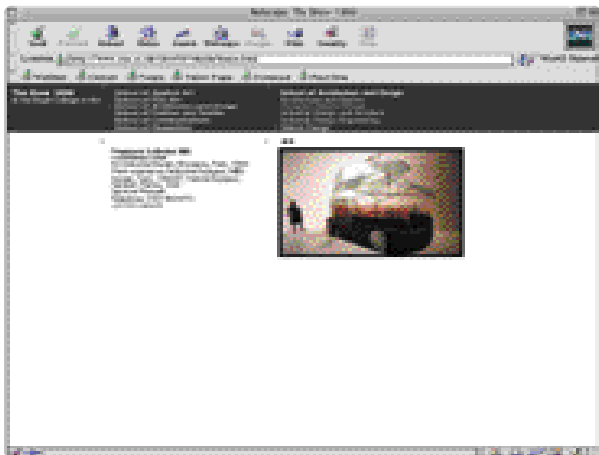
GM
(OnStar Virtual Advisor)
(Lawrence Grossberg)가
가
가

가
가 , MP3
(),
가
“ ” (mobile form)
가
가 P3(The Honda P3) 가
가

가
MIT
< (Being Digital) >
가
가 , GM
가



www.rca.ac.uk/schools/index_archanddesign.html



www.rca.ac.uk/show99/vehicle/frame.html

가
1960 (1985). 가
(1996), 1998

ICSID

1999 10 27

ICSID

가 . LG

' 99

2001

ICSID

“

”

— ' 99

가

— 2001

가

가

가?

(儀式)

가

(a sense of harmony)

가

2001

가

가 가

ICSID

가

가

가

가

가

— ' 99 3

가

가

가?

가?

53

가?

가?

가

?

가

()

가

10

가

가

2100

?

2010

2015

가

가

가

2000 - 2001

2000-2001 Envisioning Digital Product Trends

/ IRI



Internet/Communication

가

가

가



Enjoy Life

.21

가

techno - cyber

multi - entertainment



1990

가

2000

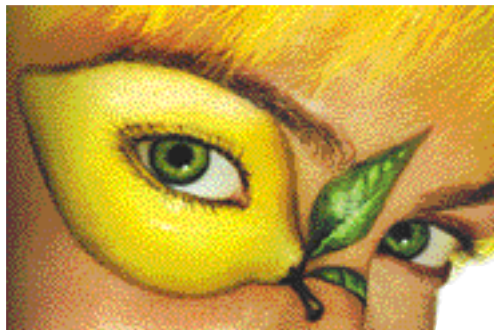
time pressure, information pressure



386

NGO

NGO



Color Marketing

가

pastel, vivid, strong

2000-2001

가

! 가

가

(Zen)

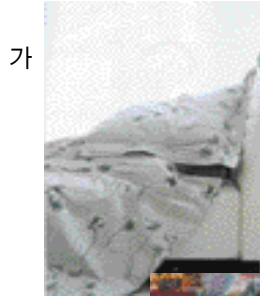
(禪).

_____ & _____

2000

, , , 가

_____ 가



20

, 21

가

가

가

, 21



가



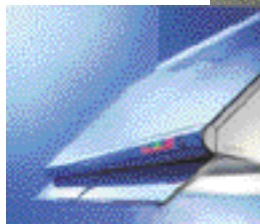
가

(silver) (gold)

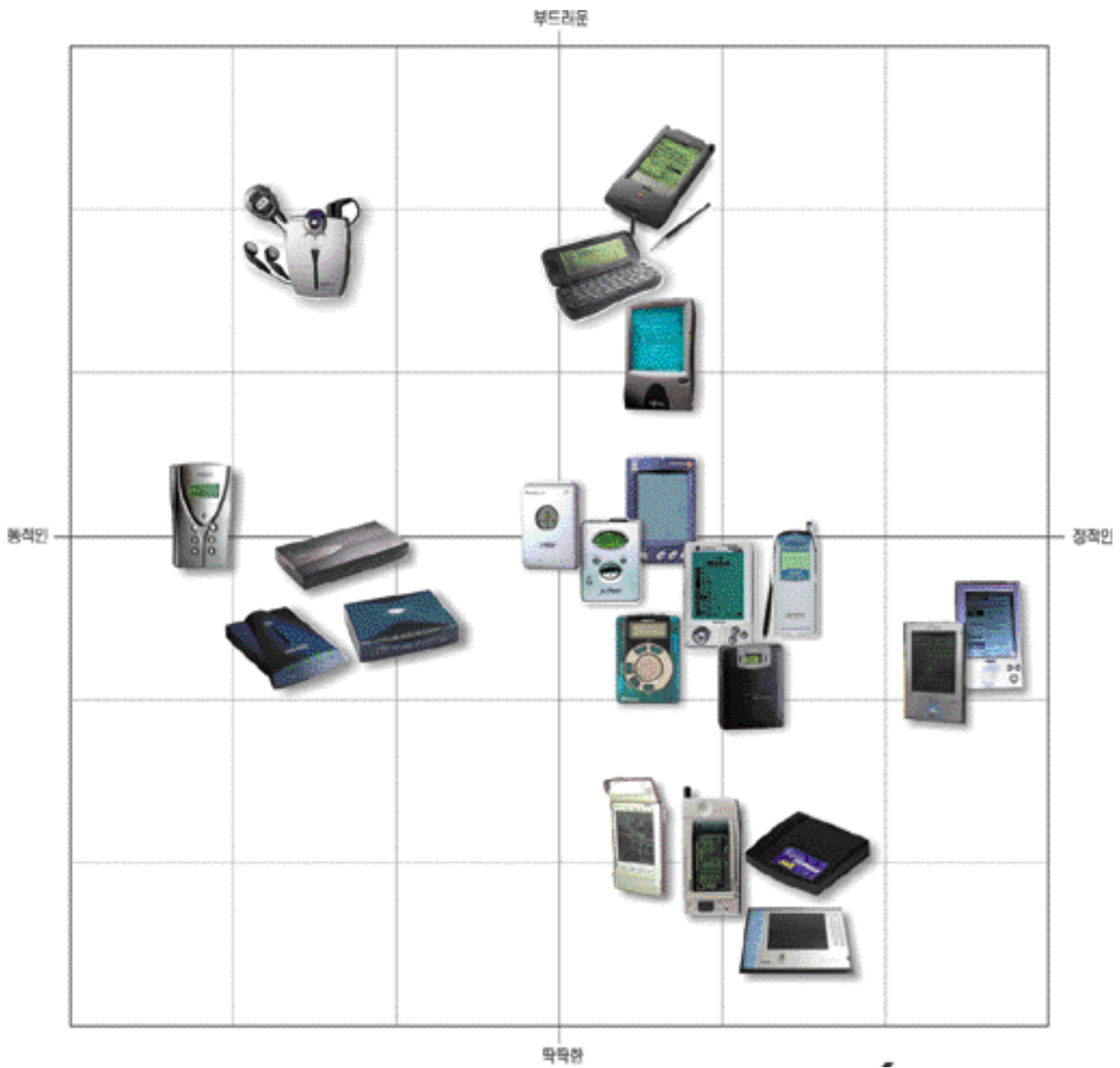
(metal)

(無心) 가

(理智的)



가 , (icy)
 & (cool & technical) 가
 (dark)



가

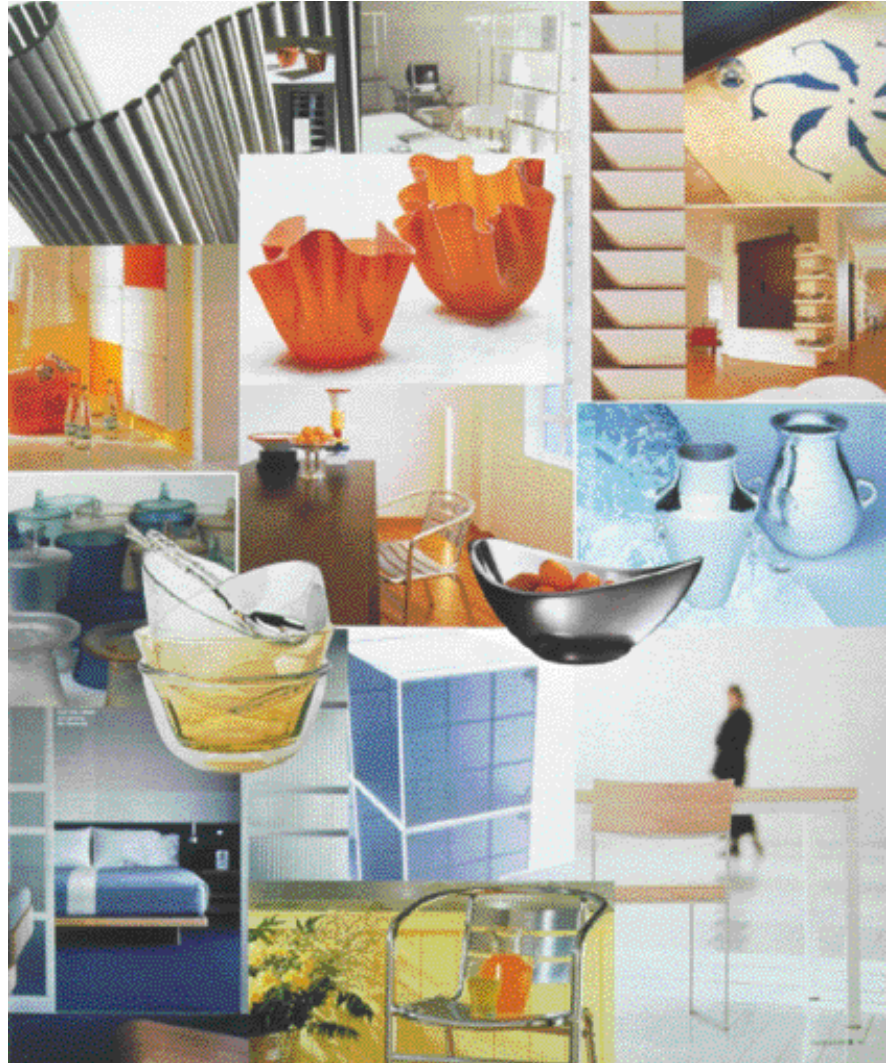
가

가

가

가

가



(metallic),
 , boxy+bigger
 (material) - (matt) , steel+fabric,

21

가

IRI _____ 1992

, LG , SK,

< _____ >(1996) < _____ >
 >(1998) , < _____ > . 2000

IP . KIDP TOP10 (1999)

KIDP Surveys the Actual Conditions of the Investment in Product Designs

() () 6 23 -9 10 9,024
 IMF (2 586) 46.1% 3 80
 1-2 2 7 6 p350

	5	(89,033)			
	()	6			
	69,141				
	9,155	9,024			
	(5 -49)	(50 -299)	(300)		
	9,024	6,625	2,028	345	26
%	100%	73.4%	22.5%	3.8%	0.3%

:1999. 6. 23 - 1999. 9. 10

가 (Booster Sampling)
 가 (weights)

27.7%

9 가 27.7% 2 4 22.7%(2 2)

	1998	1999	1998	1999	1998	1999
	89,032	20,228	24,700	22.7%	27.7%	117.7
	81,425	17,666	21,772	21.7%	26.7%	62.4
	6,823	2,211	2,552	32.4%	37.4%	281.4
	784	351	376	44.8%	47.9%	2,185.7
						2,417.4

0.34%

IMF 1998 5 2 3 12 (90 5 7) 0.26%,
 (R&D, 7 5 30) 30.7% 46.1% 3 3 78
 100 0.34%, 1 5 2 22.2%

	()	()	()	()	(%)
	1998	1999	1998	1999	1998
	9,057.14	10,000.89	23.12	33.78	0.26%
	3,187.13	3,595.23	11.77	19.90	0.37%
	18,220.99	21,370.68	77.55	107.76	0.43%
	532,919.78	585,613.85	812.42	947.62	0.15%

17.5% 15,599

17.5%, 4 8 5

4 8 5

46.9% : 53.1%

가 46.7%(2 3) 가

10.2%

가 10.2%

41.5%

2 2 7 6

1 5 7 가 1-2

가가 4 6

6 49

64.3%

74.5% 69.2%, 62.4% 76%

68%, 63.5%가 35.2%

22.1%

45.7%

62.4%

가 22.3%

17.7%

64.9%

3 5

1994

34.3% 3 5

66.7%가

82.5% 73,434

1.5%

49.2%가

16.4%

16.7%(8)

58.5%

2 7 6

, 가 3 6 , 3 1

2 4 4 , 2 9 ,

가

가

가

가

가

가

가

1 5 5

27.5%

/ KIDP

(<http://www.kidp.or.kr>)

(Raw Data)가

spss+

KIDP

e - mail. humaing@kidp.or.kr