A STUDY OF THE PROGRAM FOR PROMOTING
HANDCRAFT EXPORT TO AMERICA CONDUCTED BY
THE RUSSEL WRIGHT ASSOCIATES DURING 1955-60

Ching YANG

Abstract: Through literature reviews and in-depth interviews to the key persons, this study investigated
the background, cause, activities and achievement of inviting the Russel Wright Associates to promote
handcraft export to America by the Taiwan Handcraft Promotion Center during 1955-1960, under the
support of the American Aid Program. Through this study we explored the influence on the development
of industrial design in the early stage of Taiwan caused by these promotion activities and have clarified
the critical role they have played in assisting the transition of development from handcraft design into
industrial design in Taiwan.

This study revealed that, for enhancing the exporting potential of Taiwanese handcraft products, the
Russel Wright Associates has successfully conducted a series of training programs in 1950s to enhance
the skill for designing and manufacturing bamboo and rattan furniture, fine bamboo handcrafts,
straw-woven mats and hats, souvenir products, wood carving handcrafts, and pottery handcrafts. The
programs included training technicians, improving manufacturing technology and introducing new
concept of managing and selling products as well. By these programs, it is also the first time the modern
concept and methods of American industrial design have been introduced to Taiwan in the early stage and
have deeply influenced the development of industrial design in Taiwan afterward. Based on this point, we
may say Russel Wright is the first tutor to enlighten the development of industrial design in Taiwan.

Keywords: Russel Wright Associates, Design Consultancy, Handcraft Promotion, Taiwan Handcraft
Export

1. Background

After the World War II in 1945, Taiwan starts to rebuild
our society from economic developments. 1949, KMT
(Kuomintang) government has arrived, and began a series
of plan on reconstruct the rural economics. 1951, with
economically supported by United States of America (US
Aid), Taiwan establish the foundation of economic growth
and export-oriented commodity. Further, Sino-American
Joint Commission on Rural reconstruction ("JCRR") is
launched and discovered that handcraft costs less and
increases work opportunities for numerous families in rural
areas. Therefore, KMT government applied to the United
Nations and US Aid for technological cooperation in order
to found "Taiwan Handcraft Promotion Center" (THPC) in
1956. One of the most well-known activities of THPC is to
invite the Russel Wright Associates (RWA) led by an
international and well-known industrial designer: Russel
Wright to coach the handcraft export projects in order to
earn foreign exchange reserves. [1]

Conducted by a famous industrial designer must have a
lot of influence over the handicraft product design style in
the early stages in Taiwan. However, further questions are
what kind of reasons would influence Russel Wright to be
invited to Taiwan indicate? What was the purpose and result
of these activities? How would this action influence the development mechanism of handicraft industry for export industry of Taiwan? Besides, the influence from the modern design style brought in by Russel Wright in 50s to the design style of Taiwanese handcraft products is also one of motivation of this research. [1]

The scope of this research will be mainly discussing the activities which were conducted by Russel Wright Associates from 1956 to 1960 in order to clarify the origin of initiation in the early stage of industrial design and the correlation from handicraft to industrial design in Taiwan.

2. Methodology

The methodology of this research is mainly literature survey and verification. Data collection includes both international and domestic literatures, supported by the interviews of international witness for verification of the historical information.

2.1 Domestic Literature Surveys

The related domestic literatures consist of four literatures: ([2], pp.22-30)

1) Monthly of China Handicraft (1958-68)
2) The board meeting minutes of Taiwan Handicraft Promotion Center (1957-60)
3) The study on the Initial Institutes of Promoting Industrial Design in Taiwan and Its Training Activity. (ref) This source is a master’s thesis.
4) The Promotion Institute from Handicraft of 1950s to Industrial Design of 1960s in Taiwan. (Ref) This source is a National Science council research report.

From above mentioned domestic literatures, we can know the reasons that answer why Russel Wright came to Taiwan, working plans and dedications.

2.2 International Literature Survey

For international data collection, thanks to financial support from National Science Council at Taiwan (NSC 95-2411-H-224-006), this research conducts a special trip to America for Russel Wright related literatures. In October 2006, this research had contacted with MANITOGA/The Russel Wright Design Center located in New York in USA via emails. The contacted persons have indicated that the complete data about Russel Wright and his life is kept in the Special Collection Research Center (SCRS), of Syracuse University Library (SUL). After affirming the collection data, the trip to Syracuse University is conducted in January 2007. These literatures are:

1) Agreement between Foreign Operations Administration & Russel Wright Associates. This is a contract of official and RWA.
2) Survey and suggestions for advancing the economic welfare of workers in small production shops and cottage industries of Taiwan, Vietnam, Cambodia, Thailand, Hong Kong. This literature is dedicated. This literature is a survey and suggestions report about Russel Wright to The Far East.
3) Manual for handicraft import promotion program for Taiwan Handicraft Promotion Center. This is a THPC manual for handicraft promotion.
4) The photo of RWA’s conducts activities in Taiwan, provided by SUL-SCRC.

2.3 Interviews

The interviews are conducted from June 2003 to June 2007 including the administrative staffs, designers and technicians in THPC who have the same position as Russel Wright Associates. The basic information of interview targets is shown in Table 1.

Among those, two visits have been conducted by this research to the current chairman of THPC, Lin, Ching-Hong, and his staff. Although they cannot describe the detailed activities in 50s, but provided the board meeting minutes from 1956 to 1965 containing the clear evidence for the verification of date, people involved and activities. These interviewees are Cheng, Sheng-Fu, the warehouse manager of Mu-Zha research institute, Lin, Cheng-fu, the designer of THPC from 1956 to 1965, (Contacting with him with letters), Li, Zhai-Ling, the designer of THPC from 1958 to 1967, Huang, Zei-Ming, the technician of Mu-Zha research institute from 1958 to 1959, and Wang, Ching-Shuan, the technician of THPC from 1957 to 1959, after going to Japan. There were quite particular descriptions about the conducting of promotions of THPC and the process of inviting foreign experts to Taiwan. They also provided pictures that make us know the training of handicraft industry for export in the early stage of Taiwan and the process of marketing and production and design draft ([2], pp.31-32)

3. The Background that RWA Assisted Taiwan Industries Export to America

3.1 The Background of Taiwan Industries’ Development in the Early Stage After War

Before World War II, the construction of water, electricity, and industrial production was on a large scale
Table 1. Basic information of interview Targets

<table>
<thead>
<tr>
<th>No</th>
<th>The interviewee’s photo</th>
<th>Name</th>
<th>Year of birth</th>
<th>Workshop year</th>
<th>Current position</th>
<th>Interview date</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td></td>
<td>Li, Zhai-Ling</td>
<td>1928</td>
<td>1958–67</td>
<td>the designer of THPC</td>
<td>2004.10.8&amp;2007.4.29</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>Huang, Zai-Ming</td>
<td>1941</td>
<td>1956–59</td>
<td>the technician of Mu-Zha research institute</td>
<td>2004.8.18&amp;2007.4.30</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>Wang, Ching-Shuan</td>
<td>1922</td>
<td>1957–59</td>
<td>the technician of THPC</td>
<td>2004.8.30</td>
</tr>
</tbody>
</table>

In 1954, by considering the various nature resources already in Taiwan including straw, wood, bamboo and vines, Taiwanese government was promoting handicraft industry as the direction to be less dependent on imported materials. Handicraft industry can be a good compliment work for larger number of rural families. Handicraft costs less and provides more jobs. Because of this reason, Taiwanese government was very active to advance numerous promotion plans and activities. Therefore, Sino-American Joint Commission on Rural reconstruction applied to “Technique Administration of United Nation” and “International Cooperation Administration”, “ICA” for short, for a help that assign experts to Taiwan in order to carry out surveys and technical assistances. In March of 1955, Far East Handicraft Commission of United Nations Assigned a handicraft expert, Mrs. Elizabeth Baylay Wills (Figure 1) [4], to Taiwan to do investigations for a month. She considered that there were abundant handicraft resources in Taiwan rural areas. Then, she advised some government exclusive organizations to utilize the manpower of rural area comprehensively in order to shoot export to increase the inflow of foreign exchange.

In June of 1955, Foreign Operations Administration, “FOA” for short, contacted with Russel Wright Associates for an agreement (Figure 2). In this contract, the main purposes are: “Increasing the quantity of
output”, “Improving qualities”, “Augmenting categories of products” and “Reducing costs of handicraft industries in urban and rural areas”. It was in order to improve the quality that people who make a living by handicraft. The project range consisted of individual, firms, private organizations, government, and educational institution which are related with handicraft industry of urban and rural area. The project was committed by Indonesia, Taiwan, Thailand and Philippines, etc. ([2], p.33.)

In December 1955, based on assisting some small-scale industries, American industrial designer, Russel Wright (Figure 3) accepted the tasks from ICA and came to Southeast Asia for investigation. Joset Walker (fashion designer) and Ramy Alexander (Italy hand-craft expert) are also in the group. The six investigated areas in that time consisted of Japan (1955/12/4-7, 1956/2/3-5) and Hong-Kong (1955/12/8-17), Taiwan (1955/12/18-26), Thailand (1955/12/27- 1956/1/10), Cambodia (1956/1/10-16), and Vietnam (1956/1/17-26). After investigation finished and backing to U.S.A, he advised a survey and suggestions report. The related important data about Taiwan consisted of the summary of close-up investigations of 9 days and a suggestion report that submitted to Taiwan Handicraft Promotion Center.

After the investigations to Taiwan, both of two experts, Mrs. Elizabeth Baylay Wills and Russel Wright, have coherent opinions. They considered that Taiwan handicraft industries had abundant nature raw material resources. The fundamentals of technique and manpower are excellent. And base pay was low. If we were counseled comprehensively, we would have great development. They suggested that we should found some exclusive organizations, do some counsels and promote. Therefore, THPC was founded in March of 1956.

3.3 The Contract of RWA and THPC

In March of 1956, when THPC was founded, ICA invited Russel Wright Associates to be technical and marketing consultants temporary. And they also assigned Richard B. Petterson, handicraft design expert, to be the chief of design techniques and C. Ronald Garry to be its manager who was due to assist to do technique counsel and survey of marketing for THPC. The project of technique counsel is started from midland of Taiwan. When THPC was reorganized in October of 1957, Russel Wright Associated contracted with U.S. Aid commission instead of original ICA. THPC was managed directly by center. Until December of 1960, RWA had counseled in Taiwan for 5 years. ([1], pp.3-5)

Since 1961, after the contract between THPC and Russel Wright Associated finished, THPC starts to reorganize for self-support. In May 1961, Taipei experimental factory has established and be part of three experimental factories of THPC. [5]

4. Conducts of RWA in Taiwan

Russel Wright was the main manager of Russel Wright Associates. RWA was in charge of the plan that Sian countries including Japan, Taiwan, Vietnam and Cambodians handicraft export to America, and the plan included two places—Taiwan and America. How did RWA carry out the key point of this plan in America? And what was the working plan of RWA in Taiwan, staff and the content of conducts? [2], p.34-38. We will discuss these two above mentioned questions as the following.

4.1 Working plan and execution process of RWA in Taiwan

In March 1956, while THPC was established, RWA officially signed the contract with ICA for assisting handicraft exportation plan for America at the same time. RWA is responsible for all the assignments of THPC. Since Wright has travelled to Japan, Vietnam and other countries, RWA has hired C. Ronald Garry as the chief manager in Taiwan branch, Richard B Petterson as technical director to supervise every assigned task.[6] In 1959, after Petterson's
contract finished, the position of technical director becomes Alfred Girardy. [7]

From 1956 to 1960, the coach activities for assisting Taiwanese handicraft export conducted by RWA are divided into three stages: (1) 1956-57, the purpose of this stage is for understanding the concurrent situation of Taiwanese handicraft industry, including investigation on materials and prototyping; (2) 1957-59, after the investigation, RWA has refined the plan for production and marketing, to accept the trial orders for probing the American market; (3) 1959-60, RWA starts to coach handicraft techniques with the knowledge conducted in previous stage, and further begin the mass production of handicraft products including bamboo and vines products, Christmas decoration, pottery handicrafts and knits for export purpose.

4.2 Conducts of Russel Wright in Taiwan

Before Russel Wright (1904-1976) came to Taiwan in 1955, he has been already a famous industrial designer in America. Wright was not only called “America Life Style creator”, but also one of the symbols in his internationally well-known Stream-line Style. During 1930s, the period of economic depression, a series called American Modern of kitchenware, designed by Wright, got popular in American families with the economical value but higher quality design. Wright got honorably invited in The New York World Fair in 1939 with World famous designers, Walter Dorwin Teague, Raymond Loewy, and Norman Bel Geddes.[8]

In 1955, Wright and Russel Wright Associates (RWA) accepted offers by ICA to support development of small industries in South Eastern Countries and the export plan of handicraft products to America.

Since Russel Wright usually had to visit to Southeastern Asian, instead of participating handicraft conducts for a long time, the projects that he was in charge of were to plan and make decisions of important projects. The following paragraph is focused on the records that Russel Wright visited Taiwan four times from 1955 to 1960. The records are ordered as following.

1) In December of 1955, Russel Wright came to visit Nantou Craft Seminar (Figure 4) [9] with Joset Walker (women fashion designer) and Ramy Alexander (handicraft expert contracted by Italy government). (2), pp.34-35) Afterwards, Wright recommended an official organization should be found to promote handicraft industry.

2) In March 1957, Wright came to Taiwan to discuss the official business of THPC and RWA.

3) In January of 1958, Wright came to Taiwan for a month to discuss the progress of project. And he conducted about the working plan of knit in Nantou Craft Seminar (Figure 5, 6). He addressed a disquisition in Taiwan Handicraft Promotion Center with the topic: “Opportunities for Development of Handicrafts in Taiwan; Opportunities for Business for Designers for Technicians” (Figure 7). (2), pp.51-55)

4) At December 14, 1959, Wright investigated the status quo of business promotion and the further-development. He addressed two public speeches in the conferencing room of Government Information Office at December 29, 30 in the topics: the selling methods of Consumer product in America and The American Market for Asia handicraft products. [10]

4.3 Staff and conduct content of RWA in Taiwan

Since established in 1956, RWA has appointed C Ronald Garry as manager and Richard B. Petterson as technical director in 1956-60. Additionally, RWA has also recruited dozens of handicraft experts in various domains coming to Taiwan. This research describes their expertise and conduct activities based on when they were coming to Taiwan. The result is shown in Table 2 ([2], p.53-61).

After the contract with RWA is due in 1961, and all foreign experts went back to America, THPC starts to reorganize to meet the criteria for self-sustainability. However, in 1961-63, THPC still hired Ken Uyemura2 (Figure 8) to continue the conducts started by RWA [11].

Figure 4. In 1955, Russel Wright visited Taiwan, Russel Wright (In the middle), Yen, Shui-Long (right) [9], p.254

Figure 5. Russel Wright (left) in Nantou handicraft Seminar for knitwear products at Jan. 13, 1958 [2], p.52.

Figure 6. Russel Wright (middle front) visited Nantou handicraft Seminar at Jan. 13, 1958, [2], p.122
Table 2. 1956-60 The conduct contents of RWA exports

<table>
<thead>
<tr>
<th>International experts</th>
<th>Conduct content</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. C. Ronald Garry*</td>
<td>Manager, responsible for handicrafts marketing and export orders.</td>
</tr>
<tr>
<td>(Figure 9) 1956/03-1960/12</td>
<td></td>
</tr>
<tr>
<td>(Figure 10) 1956/03-1959/12</td>
<td></td>
</tr>
<tr>
<td>3. Ruben Esthanian</td>
<td>Knit designer, to design any fabric knit design.</td>
</tr>
<tr>
<td>(Figure 11) 1956-1957</td>
<td></td>
</tr>
<tr>
<td>4. Paul Nicholas</td>
<td>Knit designer, in charge of conducting knit design and technique of handicraft.</td>
</tr>
<tr>
<td>(Figure 12) 1957-1958/12</td>
<td></td>
</tr>
<tr>
<td>5. Jack Larson</td>
<td>Knit designer, to counsel the knit plan.</td>
</tr>
<tr>
<td>1956/12-1957/06</td>
<td></td>
</tr>
<tr>
<td>6. Shoukansai Iitsuka</td>
<td>Japanese Bamboo fine workmanship, to counsel the development plan of bamboo fine workmanship six months.</td>
</tr>
<tr>
<td>(Figure 13) 1957/01-06</td>
<td></td>
</tr>
<tr>
<td>7. Klans Grabe</td>
<td>Bamboo and vines product expert, in charge of improving the bamboo and vines furniture design. (1956/11/3) To hold a speech called “The importance of commercial design”. (April 1959)</td>
</tr>
<tr>
<td>1958/11-1959/06</td>
<td></td>
</tr>
<tr>
<td>8. Andree J. Ferris</td>
<td>Tourism souvenir designer, arrived in Taiwan in 1958/11/22, for designing souvenir and general handicraft design.</td>
</tr>
<tr>
<td>(Figure 14) 1958/11-1959/06</td>
<td></td>
</tr>
<tr>
<td>9. Max M. Hawker</td>
<td>Knit designer, to be in charge of development of any fabric knit design.</td>
</tr>
<tr>
<td>1959/04</td>
<td></td>
</tr>
<tr>
<td>10. B. W. Triupin</td>
<td>Coming to Taiwan in August 1958 for a month, Silver accessory designer, responsible for investigating and analyzing the category of jewelry shops in order to improve the marketing and production problems.</td>
</tr>
<tr>
<td>1959/08/11</td>
<td></td>
</tr>
<tr>
<td>11. Alfred Girardy*</td>
<td>Graphic package designer, in charge of conducting handicraft package design.</td>
</tr>
<tr>
<td>(Figure 15) 1959/12-1960/10</td>
<td></td>
</tr>
<tr>
<td>12. Diana DeRouche*</td>
<td>Tourism souvenir designer, to conduct the development of tour handicraft design.</td>
</tr>
<tr>
<td>(Figure 16) 1959/12-1960/10</td>
<td></td>
</tr>
<tr>
<td>13. John Risley</td>
<td>Staying five months in Taiwan, in charge of Wooden sculpture design, fabric knit design and conduct technique.</td>
</tr>
<tr>
<td>1960/01-1960/06</td>
<td></td>
</tr>
<tr>
<td>14. Mary Allard*</td>
<td>Fabric knit designer, to assist fabric knit design and conduct technique.</td>
</tr>
<tr>
<td>(Figure 18) 1960/06-1960/12</td>
<td></td>
</tr>
</tbody>
</table>

5. Conduct Outcome Analysis of RWA

From 1956 to 60, RWA led by Russel Wright performed the Taiwan handicraft product export project, the outcomes not only the field studies done in 1955 (described above), but also contain the America market analysis specific for Taiwan handicraft export products done by RWA New York. In addition, the raw materials and survey of Taiwan domestic technology and marketing and the educational training of human resources are two extra important contributions for Taiwan. These contributions have significant impacts over clarifying the relation and consequence for the design history of Taiwan industrial design.

5.1 Raw materials and survey of status quo

Based on China Handcraft Monthly and the board meeting minutes of THPC, seven expert recommendations for Taiwan handicraft products are summarized as below:

1) From 1956 Petterson was in charge of survey over seven important handicraft material I survey including vines, bamboo, Ramie, the stem pit of rice-paper plan, lintou straw, da-jia straw and seaweed (Figure 19) *

2) From October 3 - 20, 1958 Ferris is in charge of marketing survey of Tourism souvenir.[12]

3) Petterson and Nancy Patterson are investigating the ceramic industry in Beitou, Miaoli.

4) In December 1958, associated with THPC, C. Ronald Garry surveyed the production/marketing of peach tree and vines in Hualien.[13]

5) In 1959, THPC had short-term contracted with knit expert Hawker in survey of fabric wall decoration of Taiwan.

6) At 1959/8/15, B. W. Triupin investigated silver ornament industry in Taiwan for a month.

7) In 1958, THPC contracted RWA for bamboo Anti-Splitting experiments. RWA submitted Bamboo Anti-Splitting Report in March 1959. (Figure 20)

5.2 Whizkidd Training and Product Design Improvement

The experts who came to Taiwan conducted handicraft design, technique invention, and supported training. In the second board meeting minutes (Jan 15 1958), Nantou Craft Seminar invited Japanese expert, Shoukansai Iitsuka (Figure 13) to conduct bamboo export class. And then the short-term class held by Muzha Research Institute invited sculpture expert, Risley (Figure 17). This purpose of training was to provide new opinions and designs in order to make wooden products to play up to the need of foreign markets.
3.2 Export of Handicraft Products to Western Countries

About improvement of product design, beside RWA was carrying out each of plan, they also made people who had finished their training from abroad into a group. They would match with them with members of RWA who were apt in handicraft improvement. Therefore, the design and improvement of handicraft relied on sketches from New York in America, suggestions of RWA experts in Taiwan and cooperation between members of THPC and experts of RWA. ([2], pp.65-66)

5.3 Promotion of Handcraft Design Education

From 1950s to 1960s, for promoting handicraft export policy in Taiwan, several staff and experts from RWA came to Taiwan to teach several branches of THPC in terms of production technology, form design development and marketing knowledge. This research organized representative products in table 3 including bamboo products, wooden products, veil products and furniture, straw hats and bags, toys and souvenirs.

From table 3, we can discover that in 1950s, because of the development of industries and the quality of life, Americans started to prefer natural materials for products. However, due to the expensive labor costs, a new opportunity for Taiwan export handicraft industry has arrived. The conducts of RWA in Taiwan have successfully developed the unique characteristic of Taiwan natural material and provided the form design concepts and production technology popular in western countries. This project brings the handicraft produced in every small town of Taiwan to the export market effectively.

In terms of industrial design point of views, for the industrial design form design listed in table 3, we have three conclusions for discussion:

1) An export industrial design specific for western life style: the export products conducted by RWA, mainly provide for the American market, therefore, most of products listed in Table 3 are directly designed by RWA designers in New York and mass production in Taiwan. For example, A01-A06, B01-B04, B07-B09 and all vine product and furniture, no matter the theme, form style
and production technology are all following the need of western life style or fashion. Among those, A01, C02, and C03 are even representing the curve style of American Modern done in 1930s by Russel Wright.

Table 3. The handicraft design outcomes with assistant by RWA

<table>
<thead>
<tr>
<th>A. Bamboo products</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B. Wooden products</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image2.png" alt="Image" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C. Vein products and furniture</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3.png" alt="Image" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>D. Straw hats and bags</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4.png" alt="Image" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E. Toys and souvenirs</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image5.png" alt="Image" /></td>
</tr>
</tbody>
</table>

Source: * is from interviewers in Lu Kung(2005), rest are from China Handcraft Monthly (1958-60)
2) Chinese culture elements of export products: In 1950s, Americans not just prefer natural materials but also are very curious about oriental culture style. Therefore, part of the export products conducted by RWA are using Chinese symbols or calligraphy such as A07 vine bucket, A10 bucket wooden product, B10 cowboys, B11, B12 Confucius sculpture, E01-03 China doll, and so on. With these culture elements, export products can then penetrate the daily life of American to fulfill the curiosity of American towards oriental culture.

3) A creative design integrating Western modern design with domestic metaphor: In the later stage of RWA conduct project, the technology of Taiwan export handicraft is achieving its mature stage. Meanwhile, they become experienced in the preference of American daily life. Therefore, western modern style is adapted onto Taiwanese domestic culture symbols and develops new design of export handicraft such as wooden product of B06 pineapple plat, B07 Mahjong plat. One needed to be mentioned is A 12 Lamp designed by Ken Yuemura. Taiwanese craftsmen combines bamboo slice and wooden slice to create an innovative production technology, one of American favors. It is a very successful product.

6. Conclusion and Suggestion
Following the verification above, this research has five conclusions for invoking further discussion:

1) Russel Wright has opened the new frontier for Taiwan export industrial design industry: After World War II, America provides “US Aids” to sustain the economic growth of Asia countries in 1950-1960. With the increasing demanding of American market in handicraft, while led by Russel Wright, RWA has helped Taiwan to conduct a successful export plan for Taiwan industrial products to America. Further, under Wright’s supervision and his western design styles as well as the production procedure, Taiwan has established the mass production model for exporting Taiwan industrial products. This inspires a golden age of Taiwan export handicraft and also proves the invaluable contribution of Russel Wright to Taiwan product design.

2) Russel Wright brought the modern design and marketing/production knowledge to Taiwan: In 1956-60, Russel Wright has come to Taiwan several times in person. With several excellent industrial designers hired by RWA come to Taiwan, RWA provides lectures, seminars, and workshops to educate young Taiwanese designers with state-of-the-art knowledge in terms of production/marketing knowledge, mass production technology and innovative modern styles.

3) Establishing the excellent production foundation of Taiwan industrial economics: In 1960, Taiwan is facing an export global market with our cheaper labors. With the close collaboration of Russel Wright, RWA and THPC, the export industry of Taiwan handicraft starts to build up its own strength and learning the necessary knowledge for the future including marketing survey, product design and development, prototyping, commercial negotiation and mass production procedure. This provides the strength for the 70s that brings Taiwan into a modern society.

With these discussions above, we can clearly understand the implication of RWA’s conducts in Taiwan. This research only investigates the conduction of Russel Wright and RWA to Taiwan in 1955-60. The results clearly unleash the reasons and contribution done by this special instance. With the limitation of human resources and timing issue, the consequence of this event and its further development after 1960 remain a further research investigation.

Acknowledgement
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References
[5] Yang, Ching, Ding-Guo Hong “The Study on the Training of Assisting Regions to Develop Exported Craft Industry by Taiwan Handcraft Promotion Center”,
the proceedings of 10th annual conference of Chinese Institute of Design, volume 1, Taipei, 2005; 63-68.


[9] Ueng, Shyu-Der (eds), History of Graduate Institute of Taiwan handicraft, Graduate Institute of Taiwan handicraft, 1998; 254.


Notes:

1 The Korean War broke out in 1950. To prevent the expansion of the communism, United States sent armed forces to help defense Taiwan. In 1951, a common security act was passed in the Congress. Since then, an average amount of $10,000,000 dollars was offered each year to support the economy of Taiwan. A special organization, CUSA, was therefore established. The US aids lasted for 15 years, ending in 1965

2 Uyemura, Japanese American craftsman, in October 1958, was contracted by RWA in charge of Design consultant in Vietnam Handicraft Development Center, and came to Taiwan as design consultant of RWA in 1961.

3 C. Ronald Garry, graduated from B.M., St. John's University, New York. During 1956 to 60, was assigned by RWA as the manager in Taiwan branch, in charge of Taiwan handicraft marketing analysis and export management. Garry has great interests in Chinese-related affair, life style and culture.

4 Petterson, china and handicraft expert. Since Petterson was living in Peijing in his childhood and specialized in Mandarin, he is in charge of technical director and communication with Taiwan design technician.

5 Alfred B. Girardy is a Swiss American graphics and packaging design expert. Specialized in product and packaging design, architecture and arts exhibition design, Girardy had offered design service for Westinghouse, Pullman Standard Car Co., Dave Chapman, and Montgomery Ward. Before he came to Taiwan, Girardy was an industrial design consultant for electric and mechanic industries in Japan. Source: Productivity & Trade Monthly, 5(2), p.7 (1961).

6 Diana DeRouche, studied Art in Lindenwood College in 1950. specialized in knit, fashion design, (China Handcraft Monthly, 1960; No.19: cover 2)

7 John Risley, BA, after graduated in 1950, Risley started his academic career in Philippine. He studies wooden products of Philippine and experienced in oriental wooden sculpture. (China Handcraft Monthly, 1960; No.18: cover 2)

8 Mary Allard specialized in art and knit design, taught in Fashion Institute of Technology, New York. In 1957, Allard participate Design Derby of US, earned the first price. (China Handcraft Monthly, 1960; No.23: Cover 2)