







A folding paper representation of the magnetic levitation train is an item that will encourage participation and interest from users. The method used to fold the paper is simple to ensure people can make it easily while maintaining their interest. A mobile phone chain is a practical item that people can use it selectively while experiencing a feeling of intimacy coming from so simple and cute a design.



Figure.6 Creation of Folding paper and Cellphone accessories

## 5. Suggestion of design direction for development of culture-based character product

As the cultural materials we hold have originality and competitiveness, we need to create added cultural value by actively using each character's value.

The suggested design direction for the development of such character cultural products is as follows:

① It should be possible to utilize various products with the character. ② Emotional exchange with consumers as a living creature, not as a simple visible material, should be possible. ③ It should possess special originality offering pleasure.

We now live in an era of culture, so we have to recognize the fact that the origin of commodity competitiveness lies in the power of interpreting culture through design and we must make efforts to do so.

## 6. Conclusion

For the future development of the cultural industry, we should recognize cultural values and seek ways to cope with them. This means the creation of new economic activities through culture, not the creation of simple and new culture. In this study, we grasped respective characteristics through material surveys and analysis of culture-related characters. The study was carried out by deducing the indigenous cultural characteristics of railroad transportation and grafting characters possessing special features which would be intimated by the public easily based on its characteristics. Through this study, characters possessing specific cultural values will greatly contribute to satisfying consumers' sensitivity. It is also expected to play a role as a cultural messenger representing the culture of the era, not to mention staging various future-oriented profitable businesses.

## 7. Examples Citations

[1] Lee Joong-suk, Lee, Dong-yeon, So Young-wook, Lee Yu-jin , 2008, "Survey of domestic and foreign cases for design development of indigenous cultural products", collection of papers of Korean Society of Design Science.

[2] Lee Jae-min, 2003, "Study on development of fashion cultural products based on regional culture (centering on development of cultural products using butterfly character of Hampyeong)", A master's degree at Ewha Woman University.

[3] Maeil Economic Research Center, 1997, "Study on design development promotion policy of Korean cultural products" P.14.