

Unit 4 Evaluative Report

MA Applied Imagination 2024

Mingwei Ma

Introduction

-Research Question:

How can we break the rigid adherence to traditional Chinese funeral practices and introduce more personalized options?

-What & Why

The notion that traditional Chinese funeral practices ‘rigid adherence’ stems from cultural traditions passed down from generation to generation, creating a rigid framework that often leaves little room for personal expression or modern adaptation. This has resulted in funeral rites that are deeply rooted in these practices offering few personalised options that conform to modern trends or the unique desires of the individual.

These funeral traditions have been passed on to innovate and re-pass on and become a way of honoring the departed, but now that the younger generation is becoming the socio-cultural mainstream, people love to seek individual expression. Even at the time of death, these traditions can give a sense of restriction.

I want to explore not simply questioning these traditions, but how flexibility and individuality can be introduced within this framework in a respectful way. My aim is to identify the break opportunities where traditional practices can be adapted to better meet the emotional and personal needs of modern families, making expressions of grief and remembrance more meaningful and personal.

Exploring the impact of deadening traditional funeral practices on the modern funeral industry, I conducted several explorations and interventions through tabular research, data visualisation, data analysis, interviews, field research and recording.

Research & Findings:

- Chinese funeral practices
- Interview with two stakeholders
 1. brand
 2. influencer
- Findings:
 1. From reading:
 2. From stakeholders

Intervention & Feedback:

- Intervention workshop (link to unit 4 workshop)
- Workshop process
- Discussion and exchange
- Feedback
- Potential challenges:
- Con:

Conclusion: