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Nota di contenuto	Chapter 1. Introduction -- Chapter 2. Research Methods -- Chapter 3. Literature Review -- Chapter 4. Development Models and Feasibility Analysis of Cultural Product -- Chapter 5. Cultural and Creative Products Exhibition and Its Analysis Based on Scenario-Oriented Design -- Chapter 6. Conclusions and Recommendations.
Sommario/riassunto	This book proposes new design and development models for local cultural and creative products, intended to improve the quality of these products and to preserve or enhance their local economic benefits. Building a knowledge base of design symbols and information gleaned from local history can be used to simplify the process of creative product design and increase the efficiency of product development. This book proposes a method for grasping the essential elements of symbols and culture so as to accelerate product development and capture the essence of culture in product design. In addition, it demonstrates that exhibitions applying scenario-oriented design can not only strengthen the representation of local culture, history and

stories, but also support product consumption. As a result, the book offers a valuable asset for boosting the efficiency of creative product design and promoting the consumption of creative cultural products.

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