

# ASIA DESIGN TREND REPORT 2025



**LEGACY  
BEYOND  
ASIA**

## &lt; Celebrating the Publication of the ADP 2025 Asia Design Trend Report

## Chair of the Jury



Hyunsun Kim

Meaningful design begins by asking the right questions. As jurors, our role extends beyond evaluating well-crafted entries—we ask what issues each design engages with, and how it connects to the world around us.

The Asia Design Prize is evolving from a competitive showcase into a platform for cultural reflection and dialogue. I hope this report serves not just as a summary of the results, but as a thoughtful lens into the future of design.

This trend report offers insights into not only the aesthetic qualities of the awarded works, but also the deeper narratives and values embedded within them.

What Asian designers have shown—often quietly but powerfully—is that today, design is a collective response to the complexities of our time. 

## Founder of ADP



Doyoung Kim

Design is a language that has always recorded civilization and cultural shifts. Trends, then, are signs of how this language evolves over time. Since the founding of the Asia Design Prize, we have continuously asked ourselves: What is the essence of design?

We believe the answer lies not only in outcomes or appearances, but in thought, purpose, and philosophical responsibility.

As we move toward the next phase under the slogan Legacy Beyond Asia, this report marks the starting point of a long-term vision—to archive the creative heritage of Asia and share it with the world in a lasting, meaningful form.

This is not merely a report, but the first page of an ongoing narrative—a cultural memory that we hope will become a vital resource for designers, brands, educators, and researchers across the globe. 


## Branding Director



Woosung Jun

The Asia Design Prize is no longer just a ceremony—it is becoming a central platform that defines and shares the identity of Asian design with the world. Starting in 2025, we are proud to introduce the Asia Design Trend Report, an annual publication based on entries submitted to ADP. This is not a trend summary nor a style review. It is a serious attempt to understand how Asian designers perceive the world, what issues they are addressing, and how they are using design to propose new realities.

We believe Asian design should not follow global norms—it should offer its own philosophies, aesthetics, and ways of thinking. This report aims to record that unique heritage year by year, while also offering a glimpse into the future of design.

We hope it will become a meaningful resource for designers, brands, educators, and researchers—not just within ADP, but across the entire creative ecosystem—helping them better understand Asian design and connect it to global conversations. 



ASIA DESIGN  
**TREND REPORT**  
**2025**

SCORECARD  
REPORT  
INSIGHTS  
TREND CODES

ASIA DESIGN  
**TREND REPORT**  
**2025**

# SCORECARD

The Asia Design Prize 2025 received 1,879 entries from 22 countries around the world. Judges evaluated them fairly and equally in the first, second round.

About 16% of all entries were selected as the winners.

**Design of the Year: 1**

**Grand Prize: 5**

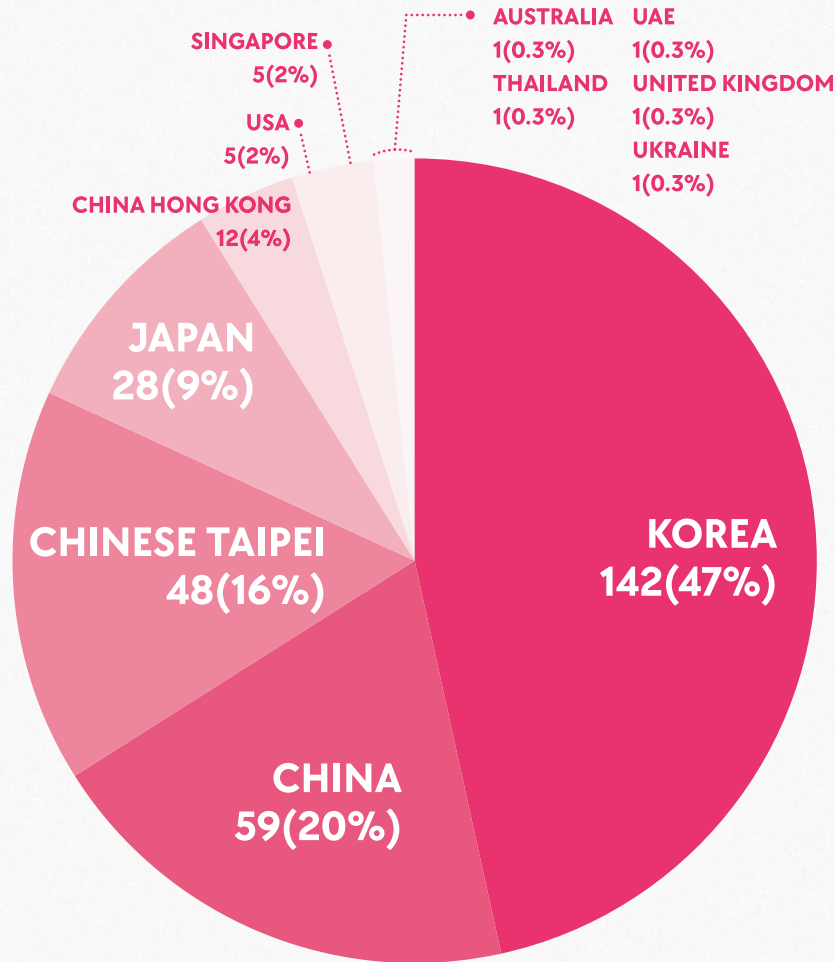
**Gold Winner: 32**

**Winner: 266**

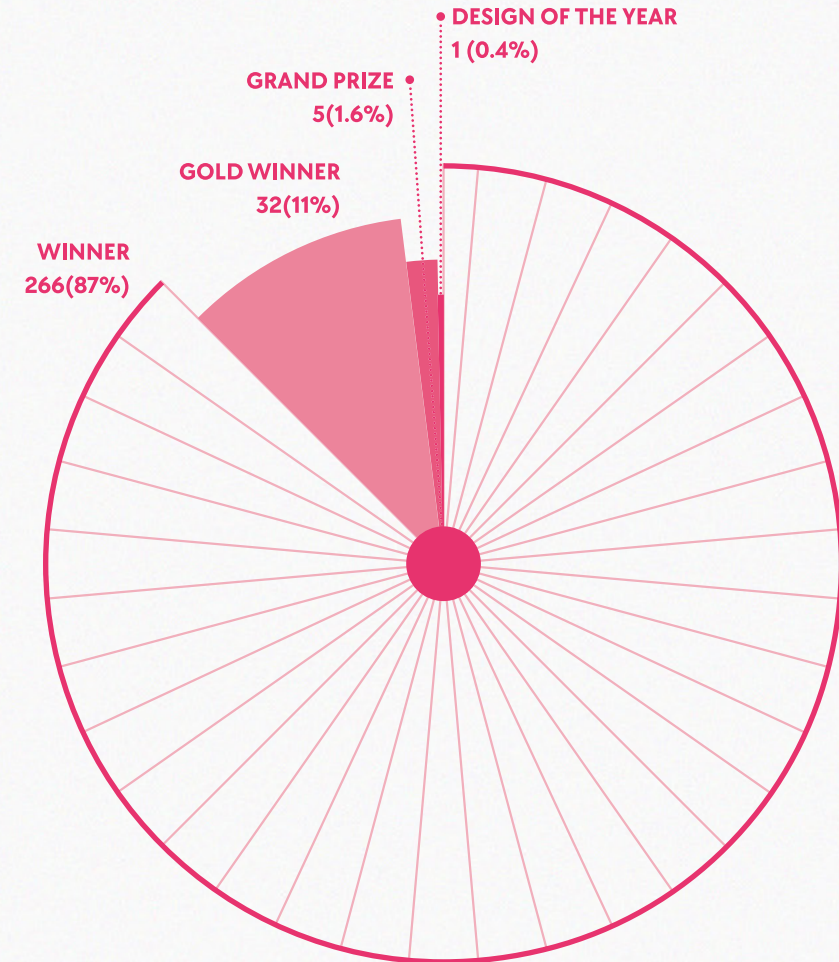




< The Asia Design Prize 2025 received 1,879 entries from 22 countries around the world.



Distribution of Award-Winning Entries by Country



Award Level Distribution

ASIA DESIGN  
**TREND REPORT**  
**2025**

# REPORT

The 2025 ADP Trend Report is based on a large-scale analysis of 1,879 award-winning entries and 11,274 images. Using advanced text and visual data mining methods, the report identifies over 5,400 unique words, including 488 key adjectives that reveal deep insights into the emotional and sensory direction of contemporary Asian design.

This dataset forms the foundation for decoding the language of design as it evolves beyond form into experience, culture, and identity.





## < Data Analysis Summary

The 2025 ADP Trend Report is based on a large-scale analysis of 1,879 award-winning entries and 11,274 images. Using advanced text and visual data mining methods, the report identifies over 5,400 unique words, including 488 key adjectives that reveal deep insights into the emotional and sensory direction of contemporary Asian design. This dataset forms the foundation for decoding the language of design as it evolves beyond form into experience, culture, and identity.

11,274

Total number  
of images collected  
for analysis

Number of Entries and Images

Approx.

36,210

Total number  
of words

(with duplicates and stopwords)

Approx.

5,481

Unique words  
after deduplication

Text Dataset and Word Count

488\*

\*This accounts for 14.1% of the refined word dataset.

Total number  
of adjectives

Adjective Frequency Analysis



# INSIGHTS

This analysis of national design trends is based on countries whose award-winning entries accounted for more than 10% of the total dataset with analyzable textual data. To examine the trajectory of Asian design, we employed big data methods to extract meaningful patterns from what are often qualitative and highly subjective design outcomes.

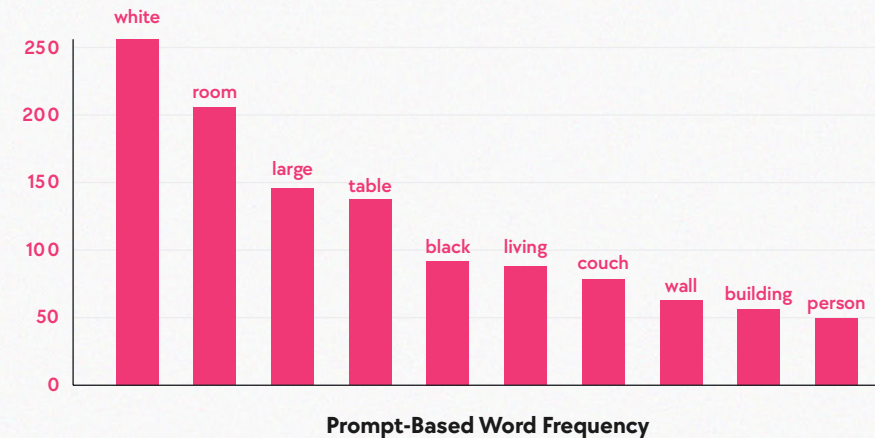
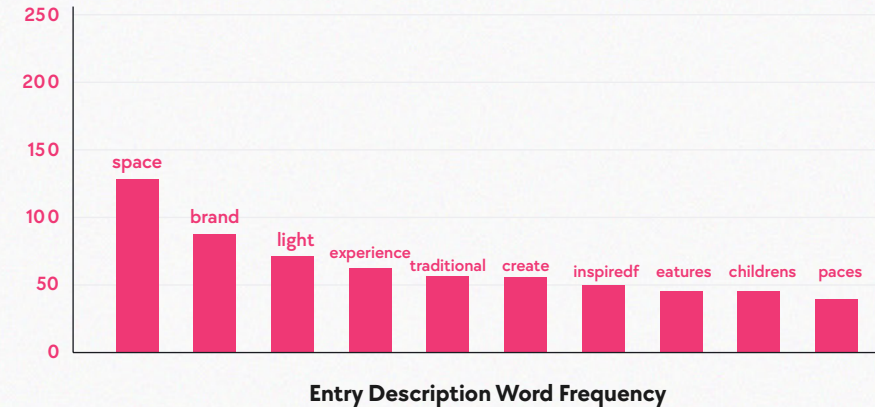
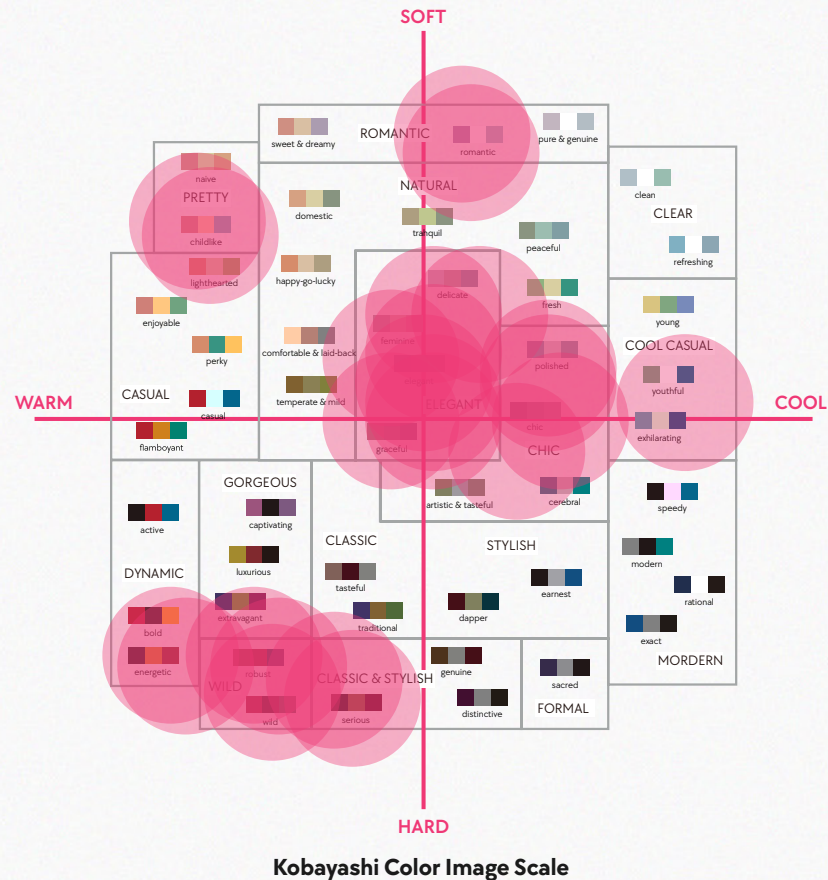
By converting visual entries into AI-generated text prompts and comparing their word frequencies with original design descriptions, the study aimed to uncover recurring linguistic patterns. These patterns reveal not only stylistic tendencies but also broader cultural and temporal currents that define the contemporary landscape of design in Asia.



## < Comprehensive Keyword & Country Analysis

/ ALL COUNTRIES

To gain a deeper understanding of the emotional and sensory dimensions of Asian design, images of the award-winning entries were converted into text prompts and analyzed in two ways. First, the extracted prompts were mapped onto the Kobayashi Color Image Scale to classify the emotional tone of each work. Second, a word frequency analysis and word cloud visualization were used to identify dominant descriptive terms and sensory impressions across all entries. By triangulating these findings with the original design descriptions and jury comments, this report seeks to uncover key trends in contemporary Asian design that span both conceptual intentions and experiential aesthetics.





## INSIGHTS

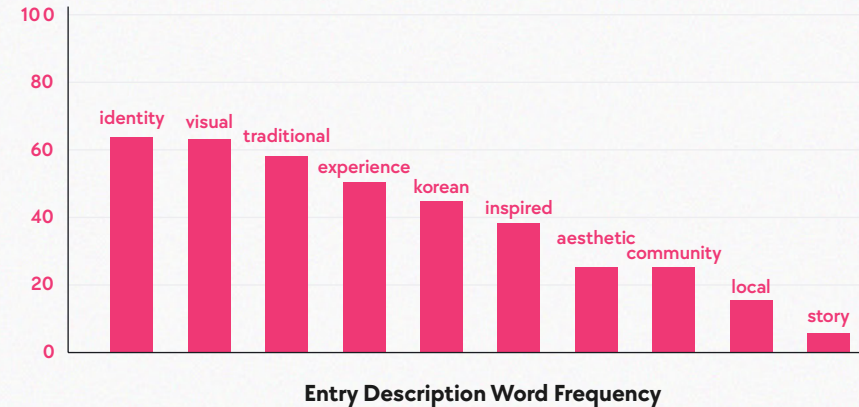
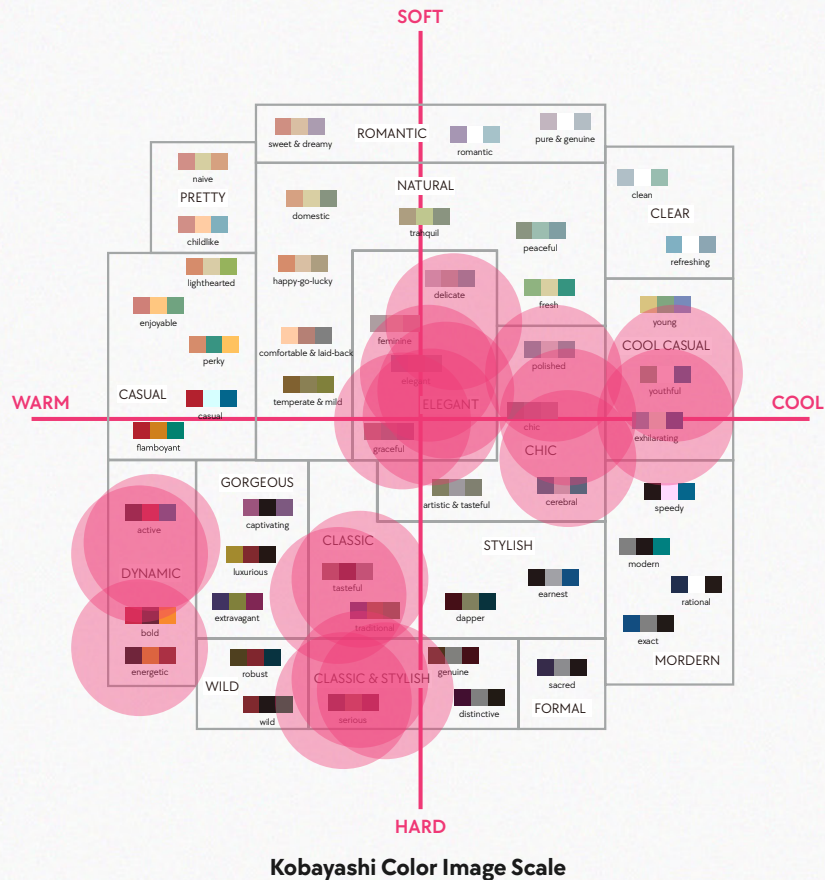
### / KOREA

GRAND PRIZE  
GOLD WINNER  
WINNER

1  
14  
125

## < Comprehensive Keyword & Country Analysis

In 2025, Korean design is evolving along the axes of emotion, sensation, identity, and participation. Text analysis of award-winning entries revealed keywords such as “traditional,” “visual,” “Korean,” “inspired,” and “offers,” indicating a strong focus on reinterpreting cultural heritage through modern aesthetics (Neo-Heritage), crafting immersive, multi-sensory experiences (Sensory Storytelling), projecting Korean emotional identity globally (Korean Imagination), and proposing personalized, lifestyle-centered solutions (Proposal-Based Design). These trends reflect a shift from functional form-making to strategic storytelling and cultural expression. Going forward, Korean design is expected to distinguish itself globally through immersive experiences, reinterpretation of locality, and socially driven propositions—achieving both a unique identity and long-term sustainability.



### Sensory Storytelling

Immersive experience design that engages all five senses beyond visual aesthetics.

### Neo-Heritage

A modern reinterpretation of traditional Korean elements, transformed into contemporary trends.

### Korean Imagination

The creative adaptation of Korean sensibility for global expansion and cultural influence.

### Proposal-Based Design

A participatory design approach that proposes personalized, lifestyle-centered experiences.

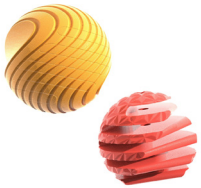
### Trend-Defining Neologisms



## INSIGHTS

### / KOREA

#### The Evolution of Design Through the Language of Sensation



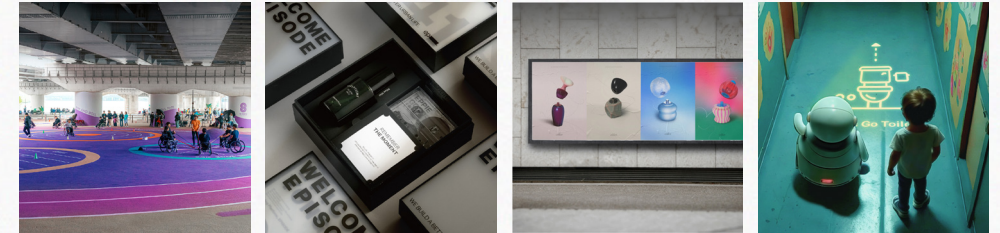
## < Comprehensive Keyword & Country Analysis

In 2025, Korean design reveals a clear trajectory centered on four key pillars: **emotion, sensation, identity, and participation**. An analysis of award-winning entries from Korea revealed the frequent appearance of keywords such as “traditional,” “visual,” “Korean,” “inspired,” and “offers.” These terms suggest a design approach that goes beyond formal aesthetics to embed cultural meaning and sensorial storytelling at the core of the design process.

**The first key trend, Neo-Heritage, reflects a strategic reinterpretation of traditional cultural elements through contemporary materials, technologies, and user experience frameworks.** This is not a nostalgic return to the past but a reassembly of heritage into a living language of modern design. Examples include modern interiors inspired by Hanok architecture, UI/UX interfaces that incorporate traditional Korean patterns and colors, and product branding using materials like hanji (traditional paper) or nacre.

**Secondly, the emergence of Sensory Storytelling marks a shift toward immersive, multi-sensory design experiences that move beyond the visual to include touch, sound, scent, and even taste.** From tactile interfaces and AI-driven sound design to brands that incorporate scent and flavor, Korean designers are pioneering multi-sensory UX strategies that blend digital interaction with physical engagement.

**The third trend, Korean Imagination, captures the creative expansion of Korean emotional aesthetics into global narratives.** Rather than simply preserving tradition, designers are translating Korean cultural identity into globally resonant expressions—through Hangul-based motion graphics, culturally inspired smart interfaces, and fashion or product design shaped by the emotion of K-content. Korea is emerging not just as a consumer of global trends, but as a creator of emotionally rich design platforms.



**Finally, Proposal-Based Design reflects a growing focus on curating personalized, lifestyle-oriented experiences.** Keywords like “inspired” and “offers” point to a new role for design—not as a static solution but as an evolving proposal shaped by user behavior, wellness needs, and sustainability. Examples include AI-personalized furniture and spaces, interactive environments responsive to user actions, and healthcare UX design that prioritizes well-being and adaptability.

From these insights, four neologisms emerge as defining terms of Korean design in 2025:

**Neo-Heritage:** A trend that modernizes traditional Korean culture through contemporary design

**Sensory Storytelling:** Immersive design driven by multi-sensory experience beyond the visual

**Korean Imagination:** The creative transformation of Korean emotion into global narratives

**Proposal-Based Design:** Experience-focused design that proposes and evolves with the user

Ultimately, Korean design in 2025 is not about simply making things—it is about designing how people feel, connect, and live. Through immersive experiences, localized reinterpretation, and socially driven propositions, Korea is carving out a distinct, sustainable, and emotionally resonant identity in the global design landscape.



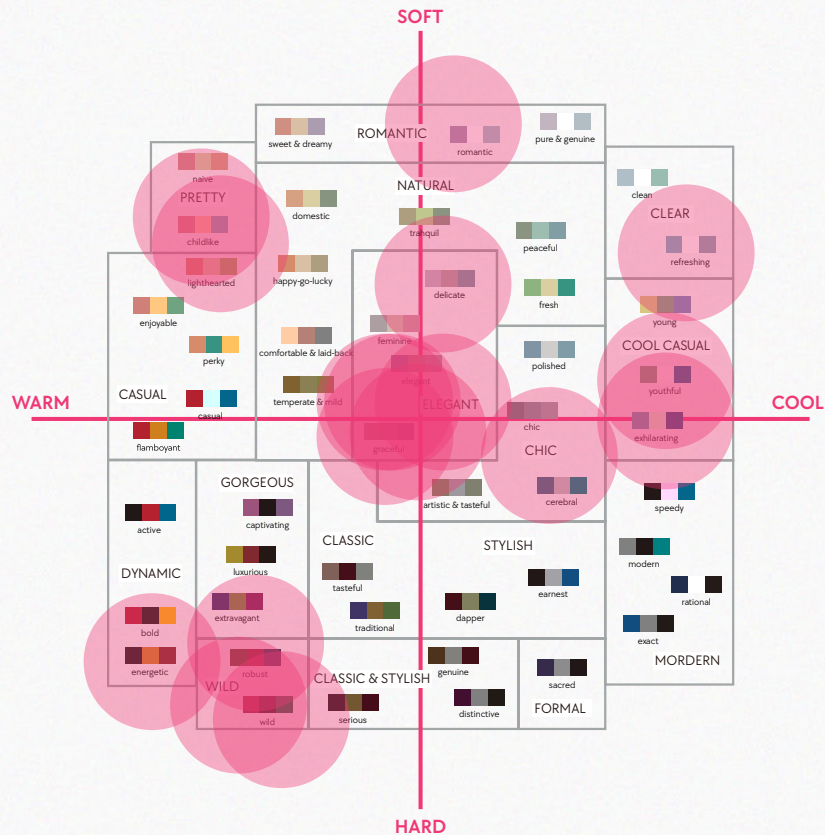
## INSIGHTS

### / CHINESE TAIPEI

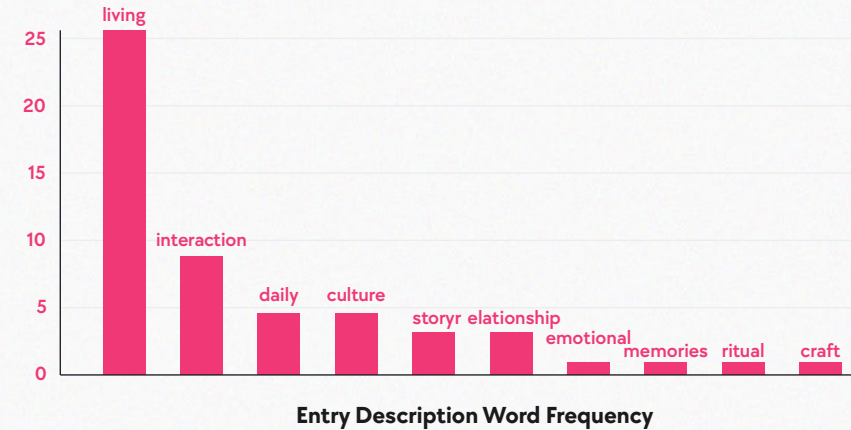
GRAND PRIZE	1
GOLD WINNER	3
WINNER	44

## < Comprehensive Keyword & Country Analysis

Design trends in Chinese Taipei for 2025 center around themes of emotional storytelling, cultural rituals, personal memories, and everyday living. Frequently appearing keywords—such as “story,” “memories,” “relationship,” “craft,” and “daily”—reflect a strong emphasis on connecting individual experience with shared cultural narratives. This manifests as handcrafted storytelling (Narrative Crafting), designs that foster social empathy and human connection (Relational Living Design), and the elevation of routine moments into meaningful rituals (Ritualized Everyday). Together, these trends show how design in Chinese Taipei extends beyond function to become a poetic, sensory reconstruction of life—infusing the everyday with emotion, memory, and human presence.



Kobayashi Color Image Scale



Entry Description Word Frequency

### Narrative Crafting

A design approach that embeds emotional storytelling into objects through artisanal expression.

### Relational Living Design

A practice-oriented design strategy centered on human relationships and empathetic interaction.

### Ritualized Everyday

The transformation of daily routines into meaningful sensory rituals through design.

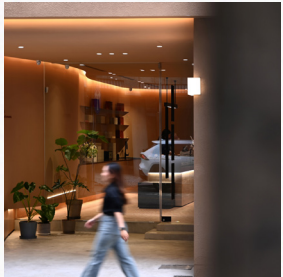
Trend-Defining Neologisms



## INSIGHTS

### / CHINESE TAIPEI

#### Emotional Narratives and Empathic Practice



## < Comprehensive Keyword & Country Analysis

In 2025, design in Chinese Taipei reveals a strong inclination toward **emotional storytelling, cultural rituals, and human connection**. Analysis of award-winning design entries highlights recurring keywords such as “emotional,” “daily,” “story,” “ritual,” “culture,” “relationship,” “craft,” “interaction,” “living,” and “memories.” These suggest a design orientation that connects the personal with the cultural, and everyday routines with deeper emotional resonance.

**The first emerging trend is Narrative Crafting, where design becomes a medium for memory and cultural storytelling.** Rather than serving purely functional or aesthetic goals, objects are imbued with narrative depth—capturing moments, traditions, and emotions. From utensils and furniture to visual communication tools, design in Chinese Taipei reflects a poetic sensibility that makes each piece a vessel of lived experience.

**The second trend, Relational Living Design, focuses on empathy and interpersonal connection.** Here, design moves beyond user-centeredness into relationship-centeredness. Interaction, social bonding, and family dynamics become central elements in how objects and environments are shaped. This reflects a shift from solitary experiences to shared living, where design helps nurture emotional connections between individuals.

**The third trend is Ritualized Everyday, which elevates mundane routines into meaningful moments.** Designers are increasingly attentive to the beauty and significance of repeated, simple actions. Whether through textures, form, or user interaction, objects are designed to transform everyday habits into small rituals—infusing life with sensitivity and mindfulness.

These three trends are expressed through the following neologisms:

**Narrative Crafting:** embedding emotional stories into objects through careful material and cultural articulation

**Relational Living Design:** prioritizing empathy, interaction, and community as design fundamentals

**Ritualized Everyday:** turning ordinary experiences into intentional and emotionally rich rituals

In conclusion, 2025 Chinese Taipei design is grounded in emotional awareness, cultural memory, and human-centered living. It redefines design as more than utility or style—it becomes a quiet form of storytelling, relationship-building, and the celebration of everyday life. This positions Chinese Taipei as a leader in soft power design, where sensitivity, empathy, and craftsmanship take center stage.





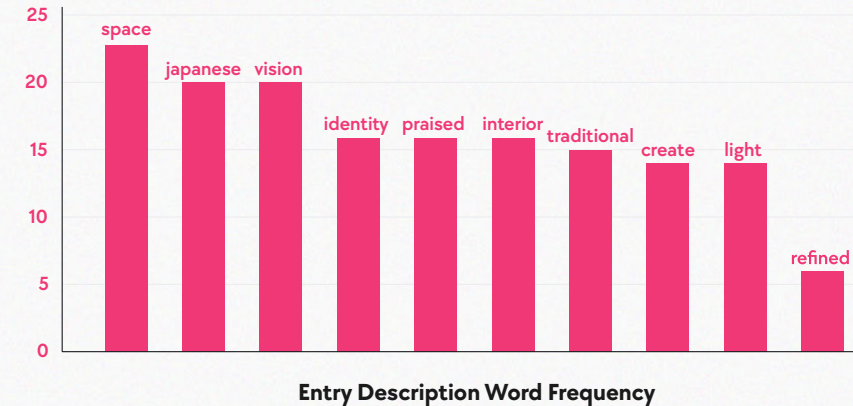
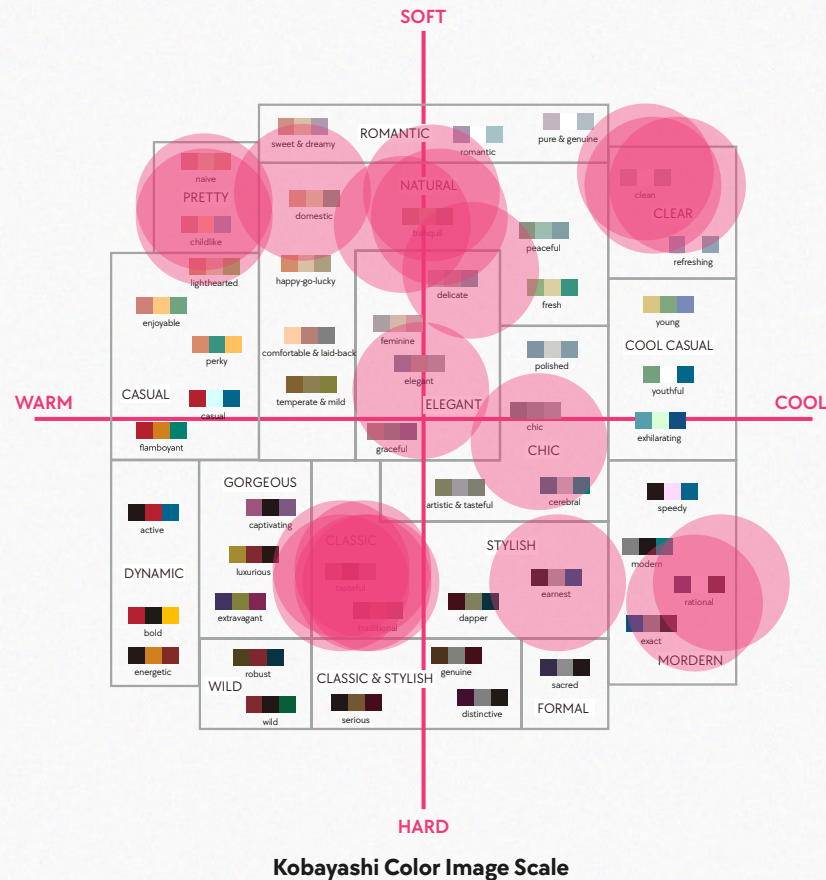
## INSIGHTS

### / JAPAN

DESIGN OF THE YEAR	1
GRAND PRIZE	1
GOLD WINNER	4
WINNER	22

## < Comprehensive Keyword & Country Analysis

Japan's 2025 design trend is defined by spatial clarity, cultural identity, and refined restraint. Frequent keywords such as space, japanese, vision, identity, interior, traditional, and refined reveal a focus on calm, precision, and heritage. This is embodied in concepts like Quiet Minimalism, which creates emotional balance through simplicity; Functional Fineness, where details and tactility are carefully orchestrated; and Contemporary Tradition, where traditional forms are reimagined with modern geometry. Altogether, Japan maintains a quiet yet confident presence in global design through a philosophy of elegance and intention.



### Quiet Minimalism

A minimalist strategy that conveys emotional calm through visual stillness and restraint.

### Functional Fineness

A design philosophy that achieves precision and detail within simple, refined forms.

### Contemporary Tradition

A balanced approach that reinterprets traditional aesthetics through modern materials and context.

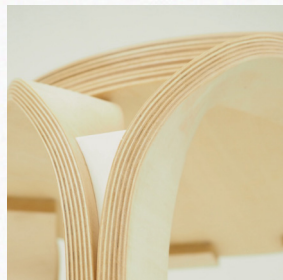
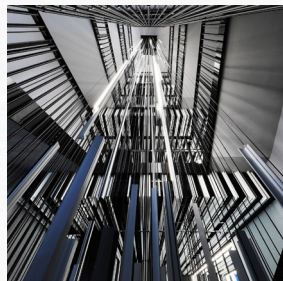
### Trend-Defining Neologisms



## INSIGHTS

### / JAPAN

#### Refined Stillness and Functional Minimalism



## < Comprehensive Keyword & Country Analysis

In 2025, Japanese design continues to refine its signature aesthetics—rooted in quietude, restraint, and precision. An analysis of award-winning entries reveals dominant keywords such as “minimal,” “quiet,” “detail,” “refined,” “tradition,” “geometry,” “subtle,” “white,” “harmony,” and “tactile.” Together, these terms paint a picture of a design culture that values silence over spectacle, subtlety over saturation, and harmony over disruption.

**The first trend, Quiet Minimalism, emphasizes emotional calm through simplicity.** Words like “quiet,” “minimal,” and “white” suggest an intentional avoidance of visual noise. Japanese designers continue to eliminate excess, creating spaces and objects that are peaceful, ordered, and emotionally balanced. This minimalism is not about emptiness, but about crafting serenity through deliberate subtraction.

**Secondly, Functional Fineness represents Japan's enduring commitment to precision.** Keywords such as “detail,” “geometry,” and “tactile” indicate an aesthetic that elevates the subtle intricacies of form and function. Every proportion, texture, and material is meticulously curated—not as a flourish, but as a necessity to achieve a sense of balance. This is minimalism with depth, where even the simplest object reveals layers of craftsmanship and intention.

**The third trend, Contemporary Tradition, illustrates how Japan harmonizes heritage with modernity.** Terms like “tradition,” “harmony,” and “geometry” reflect an ongoing effort to reinterpret classic Japanese aesthetics through a contemporary lens. Designers are not merely reviving the past; they are restructuring it. By integrating traditional spatial rhythms, natural palettes, and principles of emptiness into modern materials and use cases, Japan redefines cultural continuity as design innovation.

These insights converge in three defining neologisms:

**Quiet Minimalism:** a minimalist strategy that conveys emotional stability through visual silence

**Functional Fineness:** a design language that calibrates simplicity with exacting functional and material detail

**Contemporary Tradition:** a method of reimagining traditional aesthetics within modern systems of form and meaning

In conclusion, Japan's 2025 design direction exemplifies a calm but confident stance in the global design discourse. It does not chase novelty, but rather deepens clarity. Through quietness, detail, and restraint, Japanese design reaffirms that elegance lies in what is left unsaid—and that silence, when designed with intention, speaks volumes.





## INSIGHTS

### / CHINA HONG KONG

GOLD WINNER

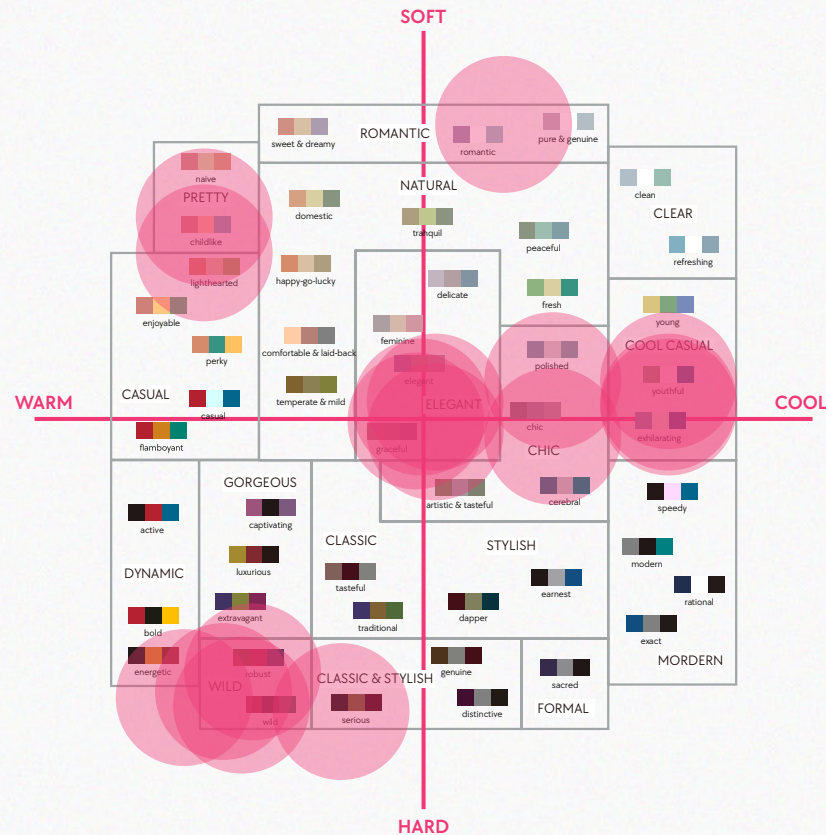
1

WINNER

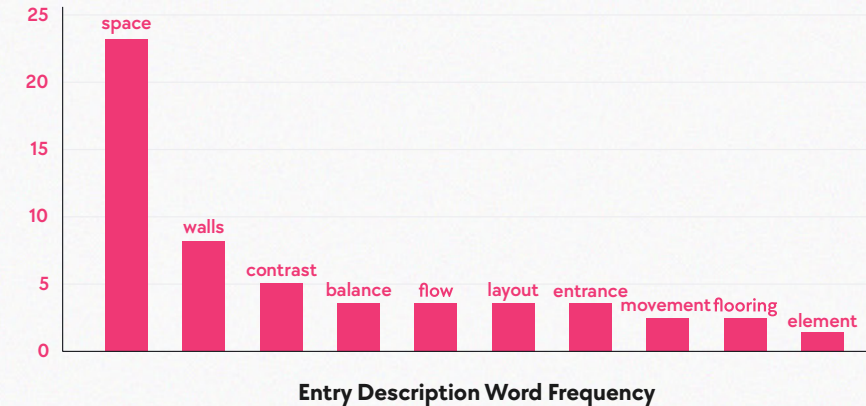
11

## < Comprehensive Keyword & Country Analysis

Design in China Hong Kong for 2025 focuses on spatial harmony, material contrast, and functional flow within compact urban environments. Frequently used terms such as space, walls, contrast, balance, and flow suggest a refined approach to organizing limited space with aesthetic clarity. Trends like Aesthetic Modularity emphasize flexible layouts and multi-purpose use, while Sensory Order reflects thoughtful material combinations to create tactile depth. Altogether, this reflects a rising direction toward Urban Flow Design, where structure and emotion coexist in small but sophisticated spaces.



Kobayashi Color Image Scale



### Aesthetic Modularity

A flexible spatial design strategy that combines multi-functionality with visual harmony.

### Sensory Order

Experience-oriented design that creates order through material contrast and sensory cues. **Ritualized**

### Urban Flow Design

A structural and spatial approach to navigating movement within high-density urban spaces.

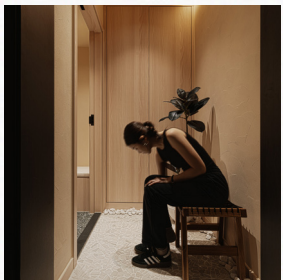
Trend-Defining Neologisms



## INSIGHTS

### / CHINA HONG KONG

#### Sensory Order and Functional Aesthetics in Urban Space



## < Comprehensive Keyword & Country Analysis

The 2025 design trend in China Hong Kong centers around the refined orchestration of spatial composition, material contrast, and functional flow. Textual analysis of award-winning entries highlights keywords such as “space,” “walls,” “contrast,” “balance,” “flow,” “layout,” “entrance,” “movement,” “flooring,” and “element.” These terms reflect a nuanced approach to spatial configuration that values both structural clarity and sensory experience—particularly within the context of a densely urbanized environment.

The first trend, **Aesthetic Modularity**, emphasizes flexibility and compositional harmony. Words like “modular,” “flexible,” “layout,” and “movement” suggest that Hong Kong designers are addressing spatial limitations by designing environments that adapt fluidly to different functions and times of use. Rather than static spaces, these works embrace modular configurations that respond to the dynamic needs of urban life—framing modularity as an aesthetic language rather than just a structural convenience.

Secondly, **Sensory Order** captures the growing focus on material-driven experience. With frequent use of terms such as “material,” “element,” “contrast,” and “balance,” the trend reflects a deliberate strategy of crafting emotional and sensory impact through material juxtaposition—gloss versus matte, soft versus hard, warm versus cool. These combinations create an immersive experience, making the materiality of the space itself a narrative medium that engages the body and the senses.

The third emerging concept is **Urban Density Harmony**, where designers confront Hong Kong’s spatial constraints with strategies that balance complexity and clarity. By layering visual contrasts, compositional rhythm, and functional zoning, these works create spatial illusions of expansion and calm despite the density. This reflects an evolving urban aesthetic where every centimeter of space is choreographed with both emotional subtlety and utilitarian efficiency.

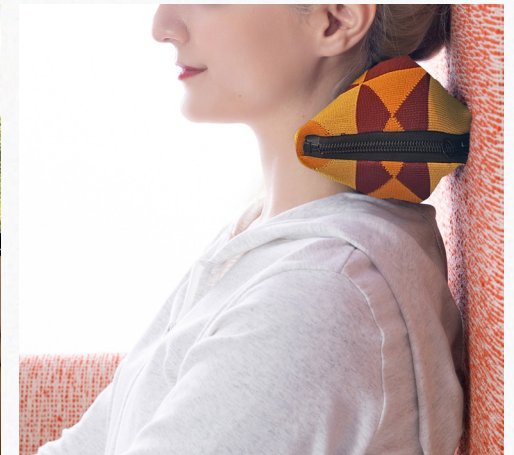
As a synthesis of these insights, we propose three defining neologisms for Hong Kong’s 2025 design language:

**Aesthetic Modularity:** A spatial strategy that fuses visual balance with adaptable functionality

**Sensory Order:** The artful layering of materials and sensations into structured, emotionally resonant environments

**Urban Flow Design:** A spatial choreography tailored for dense cities, balancing structural order with intuitive movement

In conclusion, the 2025 China Hong Kong design scene highlights the transformation of space into a responsive interface—where form, emotion, and function seamlessly converge. By embracing material intelligence and spatial fluidity, Hong Kong design is positioning itself as a leader in crafting elegant, compact, and experientially rich urban environments across East Asia.



ASIA DESIGN  
**TREND REPORT**  
**2025**

# TREND CODES

The 2025 Asia Design Trend Report distills key insights from the Asia Design Prize's award-winning entries to identify this year's defining design directions. By analyzing textual descriptions, jury comments, and over 11,000 AI-generated image prompts, the report reveals recurring patterns that go beyond aesthetics—tracing how Asian design in 2025 communicates identity, emotion, and culture. Four new keywords—Senterface, Neoditional, Identelling, and Livingformal—capture the essence of these trends, offering a data-driven lens through which we understand the evolving language of design in Asia today.





SINGAPORE\_Horng Shan House



CHINA\_Deloitte University Asia Pacific China



JAPAN\_Ossuary Hall Prabha



KOREA\_Pebble Soap

## 2025 TREND CODE

# [ SENTERFACE ]

*A compound of "Sensation" and "Interface"*

Senterface refers to a design approach that prioritizes multi-sensory interaction over traditional user interfaces. Rather than relying solely on visual or functional inputs, Senterface emphasizes tactile, auditory, olfactory, and ambient sensory cues to create intuitive and immersive user experiences. It transforms everyday objects and environments into living interfaces that communicate through feeling rather than explanation.

Singapore's [Horng Shan House] conveys emotional depth through a ceiling design based on flowing curvature, where tiered surfaces create a stunning lighting effect that resonates with users' emotions. China's [Deloitte University Asia Pacific China] showcases how the natural flow of daylight interacts with sculptural elements to produce a rich, multi-sensory experience. Japan's [Ossuary Hall Prabha], despite contrasting traditional and contemporary architectural forms, embodies the country's quiet aesthetics and delivers a calm sensory interaction. Meanwhile, Korea's [Pebble Soap] combines the softness of foam with an organically shaped design, offering both tactile and visual delight.



## TREND CODES

< Derived from Asia Design Prize Award-Winning Data



In Korea's [Baekje Soju Branding], patterns derived from ancient palaces and artifacts are reinterpreted in a contemporary aesthetic. In CHINESE TAIPEI, [SIMPLICITEA] achieves an Eastern visual identity despite its use of a modern and minimal layout. Hong Kong's [T Apartment] incorporates traditional Asian materials and objects while organizing the space with a modern structure, offering a fresh take on interior trends. Japan's [Nihonto Noshudo Zero] presents a refined reinterpretation of the samurai sword's traditional beauty, transforming it into a modern object with both harmony and aesthetic depth.

2025  
TREND CODE

[ NEODITIONAL ]

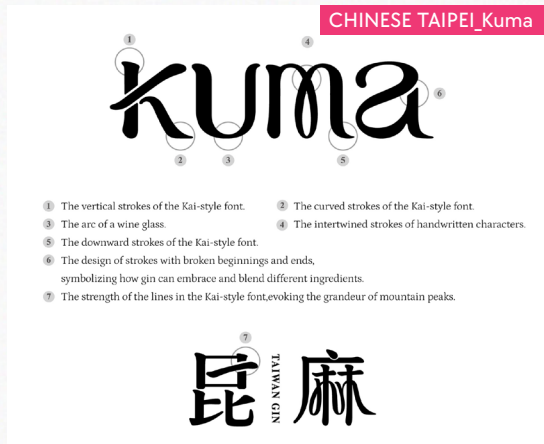
*A hybrid of "Neo" (new) and "Traditional"*

NEODITIONAL refers to a design approach that reconstructs cultural heritage and traditional values through the lens of contemporary sensory aesthetics. It does not simply replicate the past, but reinterprets it with modern materials, technologies, and emotional expression. The goal is to create designs that feel both familiar and novel—anchored in tradition yet responsive to present-day experiences and tastes.



## TREND CODES

< Derived from Asia Design Prize Award-Winning Data



2025  
TREND CODE

# [ IDENTELING ]

*A fusion of "Identity" and "Storytelling"*

IDENTELING refers to a branding strategy that communicates identity through narrative structures rather than visual decoration alone. It focuses on telling emotionally resonant, culturally rooted, and experience-driven stories that reflect the worldview, lifestyle, and values of a brand. It's identity not as a static logo, but as a living narrative.

Singapore's [Formopia Brand Design] moves beyond surface-level aesthetics to showcase a harmonious integration of brand identity and storytelling. In China, [AllEcho] illustrates how the design itself becomes a narrative, tailored specifically to the user experience of children. Similarly, [Kuma] from CHINESE TAIPEI and Korea's [BACK OF GYEONGBOKGUNG] both demonstrate how branding and design systems can evolve into self-contained stories that express identity and meaning.





JAPAN\_Villa A



CHINA\_Lightingribbon Penthouse



CHINA HONGKONG\_The Dawn



KOREA\_TDL A6101

2025  
TREND CODE

# [ LIVINGFORMAL ]

*A fusion of "Living" and "Formal"*

LIVINGFORMAL refers to a design strategy that transforms everyday life into structured, intentional experiences. It does not treat life as a backdrop for design, but rather turns life itself into a subject of formal composition. This concept emphasizes designs that propose new ways of living—through spatial structures, AI personalization, or modular systems—by embedding lifestyle into physical form.

In 2025, there is a noticeable emphasis on deeper explorations of human-centered spatial design. This is evident in Japan's [Villa A], where the user's lifestyle and lived experience emerge as the core drivers of the design approach. Similarly, China's [Lightingribbon Penthouse] and Hong Kong's [The Dawn] demonstrate how design is not merely shaped by architectural structure but by human presence, emotion, and daily routines. Korea's [TDL A6101] also exemplifies this shift, going beyond functionality to propose a new spatial flow that encourages intuitive movement and enriched user interaction.



## < When Sensation Speaks and Identity Resonates.

Recently, the influence of AI has been surging rapidly across the design industry. Numerous experts, lectures, and sometimes playful memes have permeated society, shaking the very paradigm of design.

In such a time, one might ask: where should designers head next? Ultimately, the answer is clear. It lies in the exploration of humanity — of users — and the creation of tools to adapt to new environments. AI should neither be revered nor feared. It is not to be worshiped, nor should it be resisted like the Luddite movement. Rather, AI stands as a powerful tool that enables designers to work more intelligently. Based on this awareness, we set out to observe the design trends of Asia in 2025.

We converted the design descriptions, jury evaluations, and images of award-winning entries into text and prompt words, seeking to interpret this year's design flows from a more objective and multilayered perspective. This report, in essence, is an attempt to weave together emotional language and physical structure, subjective interpretation and data-driven analysis, to reflect on where Asian design stands today and where it is heading.

The 2025 Asia Design Prize Trend Report (ADP Trend Report) analyzes linguistic and visual data from award-winning works in major Asian countries, aiming to understand what contemporary design seeks to communicate. Throughout the process, we applied natural language processing (NLP)-based keyword analysis (Payak et al., 2020) and emotional frequency analysis (Zhang et al., 2020), while also converting entry images into prompt words to objectively analyze physical structures.

Through text analysis, the most frequently appearing keywords were 'space' (0.84%), 'brand' (0.50%), 'designed' (0.46%), 'light' (0.40%), 'experience' (0.38%), 'traditional' (0.31%), 'create' (0.31%), 'inspired' (0.30%), 'features' (0.29%), and 'children' (0.29%). These words highlight key themes around sensation, experience, creativity, and identity.

In contrast, prompt word analysis of images yielded terms such as 'white', 'room', 'table', and 'chair', which depict physical elements and spatial configurations. In short, text analysis reveals emotional abstraction, whereas image prompt analysis uncovers the physical materialization of design. Text reflects the user's affective sense, while imagery reconstructs the external structure. These results demonstrate how design operates simultaneously across two cognitive layers: an emotional dimension and a physical one. Design is not merely about presenting a form, but about reconstructing the world through two distinct languages: emotion and structure. This overarching flow of Asian design in 2025 unfolds naturally into four directions.

**First, there is a clear tendency toward Senterface, the sensory-based interface.**

Keywords such as 'light', 'experience', and 'features' reveal how spaces and objects evolve beyond mere forms, becoming living structures that interact with users through touch, vision, temperature, and light.

This supports the idea that beyond technological interfaces, sensory-based interaction itself (Ranne, 2019) is now the very purpose of design. Examples include Singapore's smart public designs, Japan's aesthetic of stillness, and Korea's sensory-driven branding strategies.

### Editor-in-Chief, Asia Design Prize Trend Report



Yonghyuck Lee

CEO, Ockhms Branding Inc.  
/ Research Professor, Seoul  
Venture University

Dr. Yonghyuk Lee is a seasoned expert who bridges practice and academia in the fields of design and brand strategy.

In the 2025 Asia Design Trend Report, he offers an in-depth perspective on the present and future of Asian design, striking a balance between human-centered sensibility and data-driven objectivity.




## < When Sensation Speaks and Identity Resonates.

**Second, Neoditional, or the sensory reinterpretation of tradition, becomes apparent.** The co-occurrence of *'traditional'*, *'inspired'*, and *'create'* suggests that Asian design is not merely restoring the past, but reassembling it through the sensory language of the present. Reinterpretations such as Korea's Hangul patterns and Hanok architecture, Taiwan's ceremonial memories, and China's order-centered spatial designs illustrate this movement, where identity is retold through the lens of contemporary sensibility rather than simply preserved.

**Third, Identelling, or identity-driven branding storytelling, emerges strongly.** The frequency of words like *'brand'*, *'experience'*, and *'children'* shows that branding is evolving beyond visual logos and symbols, becoming a narrative platform embracing emotions, experiences, generations, and worldviews (Kapferer, 2013). Particularly noteworthy is the growing consideration for child users, as emotional, experience-driven branding gains momentum across Korea, Taiwan, and Japan.

**Finally, Livingformal, or the structuralization of lifestyle proposals, reveals itself.** The recurring appearance of *'features'*, *'create'*, and *'experience'* indicates that design is shifting away from offering mere solutions, instead proposing holistic ways of living. This is reflected in AI-driven customized lifestyles, wellness-focused spatial design, and user-led modular public structures.

These four trajectories show that Asian design in 2025 is moving beyond aesthetics to embrace deeper narratives. It is not only about shaping objects, but about interpreting culture and responding to the spirit of the times. This report aims to reflect the evolving identity and potential of Asian design in a shifting global landscape. 

### 2025 CODES

SENTERFACE

NEODITIONAL

IDENTELLING

LIVINGFORMAL

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EDITED BY DESIGNSORI CO., LTD.

[info@asiadesignprize.com](mailto:info@asiadesignprize.com)

[www.asiadesignprize.com](http://www.asiadesignprize.com)

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