



Culture Made Visible

CMF, Lighting, and UX Between China and Europe

DVN Torino Interior Workshop | January 14-15, 2026

Start with a simple question:

**Good design
works everywhere**

...
Right?





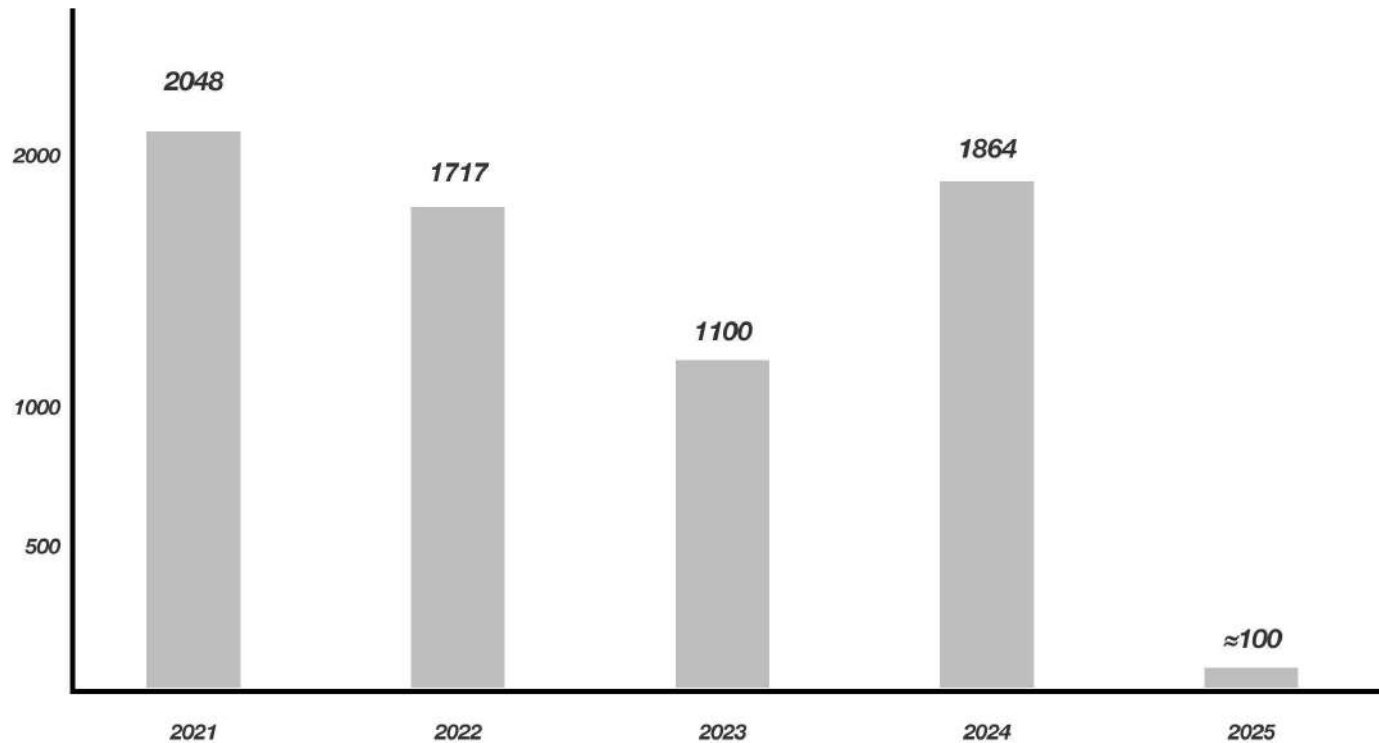
But ...

Same quality, same cost.

Radically different reactions.

European minimal interiors criticized as
“Cheap” in China.

Polestar's China Exit: A Sad End to What Could Have Been a Bright Story



Polestar's sales performance, which has remained weak for several years — and dropped even further in 2025.

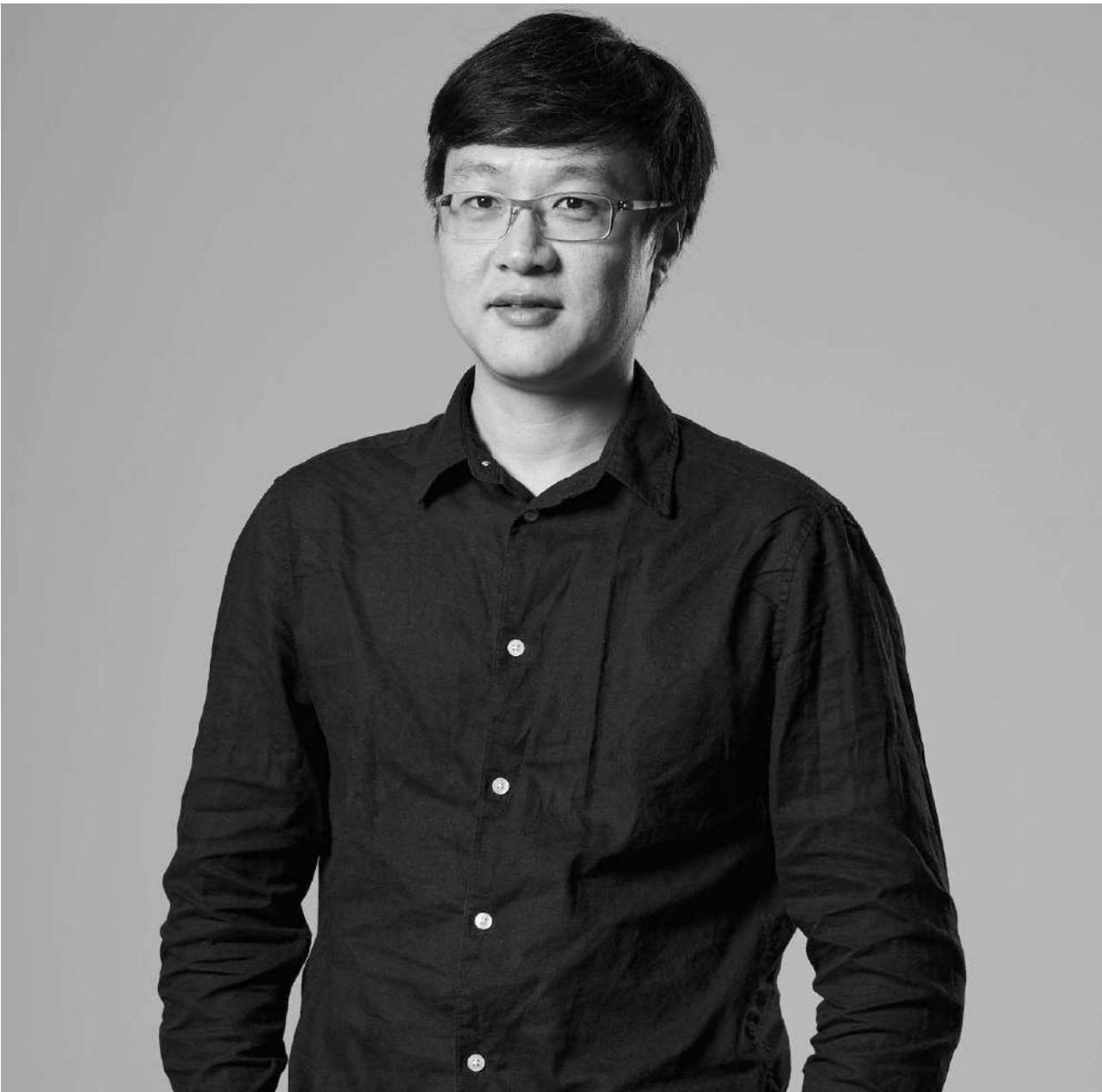
After years of sluggish sales and unclear positioning, Polestar has officially withdrawn from the Chinese market — a disappointing end for a brand once full of potential.

Polestar's China Exit: A Sad End to What Could Have Been a Bright Story



**From marginal to almost invisible: Polestar sold 1,864 cars in China in 2024
(~4% of global sales / 44851 global deliveries)**

With only 69 units in H1 2025 — pointing to an effectively vanished presence in the Chinese market.



About me

Designer@Diconium (a VW Group IT company).
Experience in the Automotive and Digital sectors.

Trained as an industrial designer, worked in
China, Korea & Germany.

Currently researching on the topic of diverse
consumer and user needs between the EU and
China, driven by factors such as history, digital
ecosystems, social economic norms, and
lifestyles.

Abstract to this presentation

What

*When “Premium”
stops translating*

Why

*What’s hidden behind
design preference*

How

*How cars adapt
to local taste*

Fin

Summary

Part 1

**When “Premium” Stops
Translating and Stops Resonate**





Minimalism becomes a liability

*“Interior space feels **underwhelming**”*

*“Color choices **lack richness**”*

*“Digital features feel **incomplete**”*

*“The overall design **lacks presence and excitement**”*



Vice Versa the same

Chinese expressive interaction labelled as “Distracting” or “Complex”.

Too abundant options to choose,

5 different model variants

13 different interior colour selection,

Part 2

The Hidden Drive Behind Design





EU

Boomer

58 years old
Manager

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BYD

中国 千禧一代

GenY / Millennials

35 years old
entrepreneur

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Differences

The difference between Chinese and European consumers goes far beyond age or digital literacy, it is rooted in culture, education, and how people grow up.

Different cultures, different upbringings — different ideas of what a car should be.



**Grown up in divergent history,
culture, social-economical
norms**



Background shapes perception.

Perception shapes preference.

Preference defines design.

Part 3

How Cars Adapt to Local Taste



以中国龙文化为基调
独创极具东方神韵的
龙颜美学设计语言



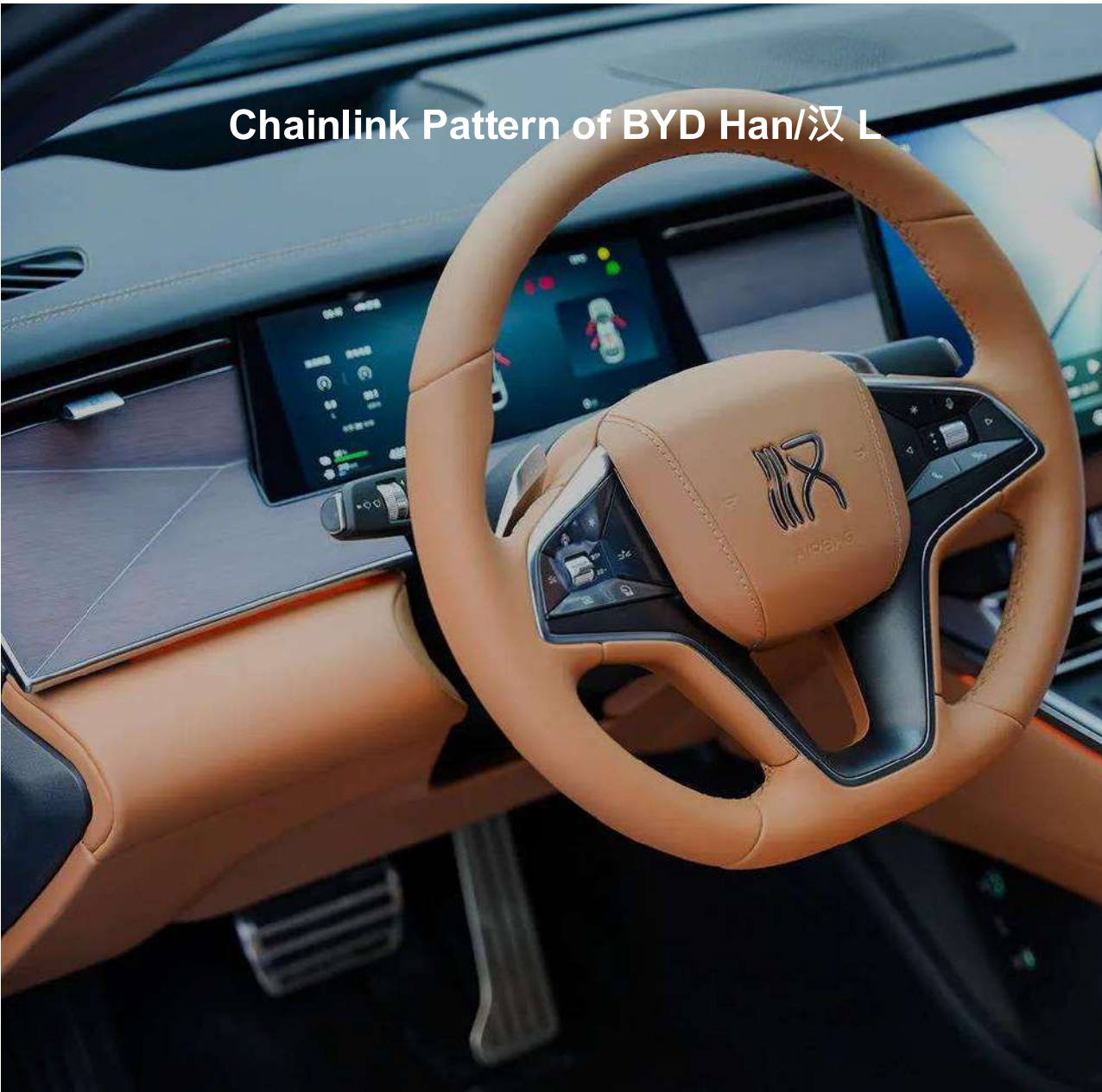
基于**宫商角徵羽**五大中国声调
结合朝代典型乐器
构建品牌专属主动声



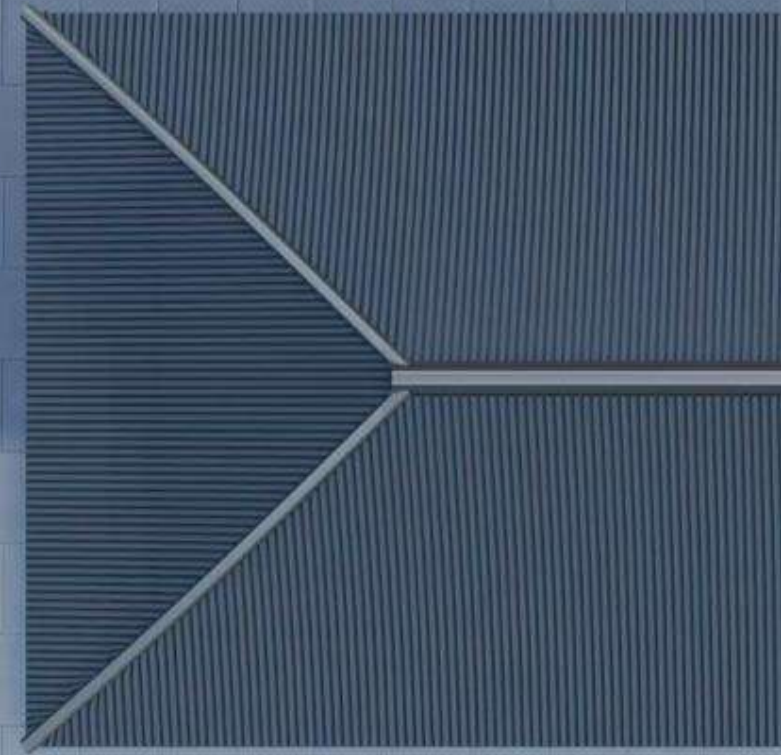
Chainlink Pattern of BYD Tang/唐 L



Chainlink Pattern of BYD Han/汉 L



BYD 王朝



虎殿构

Bamboo Interior of Lexus ES350e 2026 & Concept Car LF-ZL



Bamboo Door Concept from Yanfeng BASSI



Part 4

To Summarise



No Global Interior.

**Even Good Design
Doesn't Necessarily
Work Everywhere ...**



One experience. One language.

**All Designs speak in
one language —
materials, light, and
UX altogether.**





Final Question:

**Are we designing interiors that only
fit human bodies, or also human
cultures?**

Thank you

Connect me on LinkedIn and continue the discussion



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