

Faculty Project Information

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| Brewing Identity: Experiential Intercultural Innovation through Chinese Tea Culture | |
| Faculty Name: | Prof Lianyun Pang, Ph.D. |
| Faculty Email: | lianyun.pang@dukekunshan.edu.cn |
| Research Field: | Experiential and embodied intercultural learning (with extensive experience in designing tea culture-based intercultural programs and leading student-centered tea culture initiatives) |
| Brief Description | |
| <p>This project uses Chinese tea culture as an experiential platform to support intercultural learning, identity reflection, and student-centered innovation at Duke Kunshan University. Building on existing Tea Culture initiatives and the student-led Tea Culture Club, interdisciplinary student teams will design, implement, and evaluate a series of cultural innovation activities that integrate tea practice, thematic discussion, and reflective expression. Working in real campus contexts, students will connect traditional tea culture with contemporary student life, identity formation, and intercultural communication. They will independently plan tea workshops, roundtable discussions, experiential activities, tea culture pop-up events, and small-scale tea culture markets, while conducting basic research through surveys, interviews, and reflective journals to examine changes in participants' learning experiences and cultural understanding.</p> <p>The project emphasizes a learning-by-doing innovation pathway: students are not only participants, but also designers, organizers, and researchers. Through this process, students will develop competencies in intercultural collaboration, project management, cultural communication, and applied research. In later stages, students will extend experiential learning outcomes into cultural product prototyping and creative incubation. This may include</p> | |

developing Chinese-aesthetic tea branding concepts, bilingual storytelling and copywriting for international audiences, student-designed tea kits, and pop-up showcases. These activities enable students to explore pathways from embodied cultural experience to creative product development and social innovation.

The project integrates academic inquiry with practical campus impact. Academically, it explores how embodied cultural practices support intercultural learning. Practically, it contributes to DKU's campus culture by developing a sustainable, student-led tea culture experiential and cultural innovation model. Project outcomes may be further developed into Independent Study or Signature Work.

Expected Outcome(s)

- 3-5 student-designed tea culture experiential events or workshops
- One or more tea culture pop-up showcases or small-scale markets
- A student-authored project report integrating research data
- Multimedia documentation (photos and videos)
- A reusable Tea Culture Experiential Learning Toolkit
- Student-created tea branding concepts and bilingual storytelling materials
- Poster presentations or research showcases at DKU
- Potential Signature Work or student co-authored conference papers

Requirements for Student Applicants

Open to undergraduate students from all disciplines. Particularly suitable for students interested in culture, communication, event design, media production, applied research, branding, or social innovation. No prior tea knowledge is required.

Key Student Tasks:

- Co-design tea culture experiential activities and discussion frameworks
- Organize and facilitate student-centered tea workshops, sharing sessions, and pop-up events
- Conduct surveys, interviews, and reflective data collection
- Analyze outcomes related to intercultural learning and identity development
- Develop Chinese-aesthetic tea branding concepts and bilingual cultural storytelling
- Produce project outputs (research reports, posters, short videos, reflective materials)
- Participate in the final pitch and campus showcase