WORLD DESIGN ASSEMBLY TOKYO 2023

DESIGN BEYOND

2023.OCT.27 FRI — 29 SUN

WDO WORLD DESIGN ORGANIZATION

Message from the President

As President of World Design Organization, it is my distinct honour to welcome you to this 33rd edition of the World Design Assembly in Tokyo. We are delighted to be hosting this event in Japan's capital city and hope you are able to take advantage of Tokyo's innovative design offerings.

This event would not have been possible without the continued collaboration and support of our co-host and WDO Member, the Japan Institute of Design Promotion (JDP). We also extend our sincere gratitude to all other local members, event sponsors and partners.

As we come together to explore Design Beyond, we find ourselves in a moment of sweeping change. Designers are grappling not only with the evolution of the world around them, but also with how their skills can contribute to positive change in this time of global uncertainty. As part of our programme, we invite the global design community to delve deep into a thoughtful discussion around design's impact on our shared future. I trust you will emerge inspired by the opportunities that lie ahead.

I look forward to connecting with each of you and hope the knowledge gained, connections formed and experiences lived over the next few days will continue to transcend boundaries to design a better way forward.

Wishing each of you a fantastic World Design Assembly.

David Kusuma
WDO President

Message from the Chair

I would like to extend my heartfelt gratitude to all parties involved in making the World Design Assembly Tokyo 2023 possible. The World Design Assembly has been held in Japan two times, in Kyoto in 1973 and Nagoya in 1989. We find ourselves reflecting on the 34 years since the Nagoya Assembly and 50 years since the Kyoto gathering.

Our chosen theme for 2023 is "Design Beyond." The world has witnessed unprecedented changes in the past decade. Amid ample challenges, we are forced to consider what design should aim for. Currently, we stand at the intersection of two pivotal moments. One is the environmental crisis, which has caused the emergence of the Anthropocene, and the other is the digital transformation (DX) society led by AI, called the Technopocene in Japan. In light of these circumstances, we will consider "Design Beyond" with distinguished guests from around the world invited to this occasion. After the COVID-19 pandemic, this Assembly offers a precious chance for dialogue and connection. The invaluable insights garnered from the discussions here will undoubtedly pave the way for the future of design. I sincerely hope you will choose to play an active role in the discourse of this Assembly.

Kazuo Tanaka
Executive Committee Chairperson,
World Design Assembly Tokyo 2023

WDO WORLD DESIGN ORGANIZATION

About WDO

World Design Organization (WDO)® is a globally recognized non-governmental organization that aims to promote and advance the discipline of industrial design and its power to enhance economic, social, cultural and environmental quality of life. Founded in 1957, WDO services over 200 member organizations around the world, engaging thousands of individual designers through our innovative programming and initiatives that champion 'design for a better world'.

About WDA

The World Design Assembly (WDA) is a biennial, multi-day event that gathers designers, academics and institutions of higher education, promotional and professional associations, private sector companies, as well as representatives from cities and communities to share perspectives, exchange best practices and explore new trends and opportunities affecting the global design industry.

About the Theme "Design Beyond"

In an era shaped by digital evolution and global challenges, "Design Beyond" encapsulates our collective aspiration. Emerging from the pandemic's shadows, there's an immediate call for design that reignites the soul and redefines our physicality.

Our role? Recognize our unique human spirit and physical essence, and channel these into visionary design. At this juncture lies the power of design: a blend of solutions-based innovation and speculative human discernment, especially amidst the realm of AI.

This conference dives deep through four lenses: Planet, Technology, Humanity, and Policy. Amidst our world's shifts, how does humanity evolve? And more crucially, how do we, through design, shape this trajectory?

"Design Beyond" isn't just about transcending past norms–it's about setting new ones. It's an invitation to craft the future code of human conduct. Design isn't merely a reflection; it's our beacon for tomorrow.

Join us. Let's define the future, design beyond boundaries, and together create the new global blueprint.

27 Oct.

Friday, 27 October 2023
Research and Education Forum

Venue: Design Research Institute, Chiba University

8:30 – 9:30	**Registration & Opening of Poster Exhibition**
9:30 – 10:00	**Opening Remarks** David Kusuma, Kazuo Tanaka, Toru Yamamoto (Mayor of Sumida City), Pier Paolo Peruccio
10:00 – 10:40	**Keynote Sessions** Ayse Birsel, Jian Liu
10:40 – 11:00	**Networking Break**
11:00 – 13:00	**Paper Presentations** **Theme 1 - Design for Humanity** **Moderators** Lilian Gonzalez + Pradyumna Vyas **Theme 2 - Design for Human-Centred Technology** **Moderators** Anne Asensio + Sheng-Hung Lee **Theme 3 - Behavioural Design for Planet** **Moderators** Pier Paolo Peruccio + Srini Srinivasan
13:00 – 14:20	**Lunch Break**
14:20 – 16:00	**Panel Discussion** **Moderator** Tadanori Nagasawa **Panelists** Jacob Mathew, Kenta Ono Hyungkun Yoon, Michal Ziso
16:00 – 16:15	**Networking Break**
16:15 – 16:35	**Closing Keynote** Katja Forbes
16:35 – 17:15	**Close of Forum** Pier Paolo Peruccio, Akira Ueda (Director of Design Research Institute, Chiba University)
17:20 – 19:00	**Reception/Networking Event**
All Day	**Poster Exhibition** **Sponsor Exhibition**

Please note schedule subject to change.

Speakers

27 Oct.

Anne Asensio

France | Moderator

Vice President of Design Experience, DASSAULT SYSTÈMES (3DS) | A recognized designer who has held executive roles in design management and innovation strategy. She has won several international awards and occupies leadership positions within companies and design schools around the world, including WDO.

Ayse Birsel

Turkey | Keynote Speaker

Co-founder of Birsel+Seck, Designer, Author | Ayse (Eye-Shay) is a Turkish-born, New York-based, award-winning industrial designer, author, and executive coach. Her human-centered design and innovation studio Birsel+Seck works with Amazon, Herman Miller, Knoll, and Toyota, among others.

Katja Forbes

Singapore | Keynote Speaker

Design Leader & DEI Director, Data Vizualisation Society Katja is a seasoned leader in the digital industry with a proven track record of driving growth and innovation. She is an expert in areas including the ethical navigation of emerging technology, CX, UX, data science, and product design.

Lilian González

Mexico | Moderator

Academic Coordinator, Anahuac University of Mexico | An industrial designer and design professor, she is co-founder of Pecha-kucha Queretaro, and an organizer and curator for various international conferences, symposiums and exhibitions exploring art and design. Lilian currently serves on WDO's Board of Directors.

Sheng-Hung Lee

USA | Moderator

Ph.D. researcher, MIT AgeLab, IDSA Board of Directors A designer, researcher and professor who has juried several distinguished international design competitions. Trained as an industrial designer and electrical engineer, his work is influenced by his passion for how design and technology impact and integrate into society.

Jian Liu

China | Keynote Speaker

Professor of Urban Planning and Design, Associate Dean of School of Architecture, Tsinghua University | Jian is a registered City Planner in China, Managing Chief-Editor of China City Planning Review, and Past President of the Asian Planning Schools Association.

Jacob Mathew

India | Panelist

Senior Design Principal, Srishti Manipal Institute | Jacob spent his early work life transforming business through design. He now leverages business, design and entrepreneurship to transform society, as Mentor at Industree Foundation and Design Principal at Srishti Manipal Institute.

Tadanori Nagasawa

Japan | Moderator

Professor, Cultural Engineer, Educator in Art and Design | Former President of Musashino Art University and Senior Fellow of the Royal College of Art, he graduated from Musashino Art University in 1978 and received an MA in Graphic Information from Royal College of Art in 1981.

Kenta Ono

Japan | Panelist

Professor, Design Research Institute, Chiba University Currently researching system design and theory, Kenta completed his ME and Ph.D. at Chiba University. Previously, he worked as an interface designer at Mitsubishi Electric Corporation and Mitsubishi Telecom Europe S.A. in France.

Pier Paolo Peruccio

Italy | Forum Chair and Moderator

Professor of Design, Politecnico di Torino | A professor, design historian and curator whose current research explores systemic design, Pier is the author of several books and more than 100 articles on industrial and visual design. He serves on the Board of Directors of several organizations in Italy and globally, including WDO.

Srini Srinivasan

China | Moderator

Professor of Industrial Design at the Design Institute of Innovation Shanghai (DIIS), Chairman of LUMIUMDESIGN A highly accomplished designer, design educator and entrepreneur in technology development, with over 30 years of experience in the United States, Europe and Asia. He served as President of WDO from 2019-2022.

Pradyumna Vyas

India | Moderator

Senior Advisor, Design Promotion and Innovation, Confederation of Indian Industry (CII) | Former Director of the National Institute of Design (NID). He has more than 38 years of professional and teaching experience in various spheres of design and currently serves on WDO's Board of Directors.

Hyungkun Yoon

Korea | Panelist

Director, Korean Society of Design Science | A specialist in comparing design and consumer sentiment analysis in Japan, Korea, and China, Hyungkun has consulted with major brands including Toyota and Samsung. He received a doctorate in 'Emotional Engineering' from Chiba University.

Michal Ziso

Israel | Panelist

Architect, Founder & CEO, ZISO architecture + innovation lab, The SLEEP | An architect, futurist, and champion of global human-centered design, ZISO imagines, designs and creates the future of the built environment at the intersection of architecture, innovation, apace and human equality.

27 Oct.

Paper Presentations
Theme 1: Design for Humanity

Room : Theme 1 | Moderators: Lilian Gonzalez + Pradyumna Vyas

Crafted Resilience: Designing for Empowerment and Social Impact Using Phulkari, a Traditional Craft in a Heritage Setting

Prof. Puja Anand
Pearl Academy | India

The Socio-Political Aspects of Design: The Journey of a Healthcare App in Search of Social Inclusion

Ms. Mary Reisel
Rikkyo University | Japan

Leveraging AI to Infuse Humanity in Industrial Design Education

Prof. Sooshin Choi
Savannah College of Art and Design | USA

Evolutional Creativity

Mr. Eisuke Tachikawa
NOSIGNER | Japan

Developing City Design Power Index Model

Prof. Shyhnan Liou
Taiwan Design Research Institute | Taiwan, Chinese Taipei

Mapping Everyday Solutions to Foster Social Cohesion and Community Resilience

Mr. Raditya Ardianto Taepoer
Chiba University | Japan

Design for Humanity: Exploring the Power of Co-Design to Empower Young Population for Social Impact

Prof. Anastasios Maragiannis
University of Greenwich | United Kingdom

Paper Presentations
Theme 2: Design for Human-Centred Technology

Room : Theme 2 | Moderators: Anne Asensio + Sheng-Hung Lee

27 Oct.

Integrating Intelligent Agents and Service Design for 3H Care: A Path to SDG 3 in Singapore

Dr. Bo Gao
Nanyang Technological University | Singapore

Development of Smart Displays with Supportive Tools and Services to Tackle Senior Care Problems

Mr. Inho Lee
Korea Institute of Design Promotion | South Korea

Outer Space Technology: Harnessing its Potential for Sustainable Life on Earth through Human-Centred, Service, Policy, and Product Innovation

Ms. Abigail Hoover
Royal College of Art & Imperial College London | United Kingdom

Towards Nonhuman-Centred Design: Between Life and Matter

Dr. Nobuhiro Masuda
Kyushu University | Japan

Co-speculation for Future Personal Data Use–Toward Shared Authorship of Future Technology Use Scenarios among Multi-stakeholders

Ms. Masako Kitazaki
Musashino Art University | Japan

Using Science Fiction and Design Fiction to Learn AI

Dr. Luisa Mok
The Hong Kong University of Science and Technology | Hong Kong

27 Oct.

Paper Presentations
Theme 3: Behavioural Design for Planet

Room : Theme 3 | Moderators: Pier Paolo Peruccio + Srini Srinivasan

Design with More than Humans: Reimagining Social Biomimicry through Collaborations in Learning, Performance and Co-authorship

Mr. Tokushu Inamura
Kyushu University | Japan

Bottom-Up Circular Economy with the Alternation of Recycling Plastic Waste in CE Strategies by Adapting Open-Source Design and Adaptive Manufacturing

Prof. Daisuke Nagatomo
National Taiwan Normal University | Taiwan, Chinese Taipei

Ephemeral E-commerce: Redefining Consumer Behavior through Environmental Design Project Curriculum

Dr. Christopher Mark Kaltenbach
American University of Sharjah | UAE

!Do Something: Provoking Sustainable Behaviour Change through Collective Design Initiatives

Ms. Emma Peters
University of New South Wales | Australia

Should they find themselves stranded in an arctic storm, which teams demonstrate the highest chances of making the right decisions for the group to survive: teams of design students or teams of business students?

Dr. Fabienne Münch
The Ohio State University | USA

Kiwi Kai, from the Soil to your Plate: Designing Educational Tools for Pro-environmental Communications

Dr. Fabiola Cristina Rodriguez Estrada
WI-links/Centro de Investigación de Ciencia y Tecnología de Guerrero | Mexico

Poster Exhibition

5th floor

27 Oct.

Human Centred Design Approach for Bettering Lives of Construction Workers in India

Prof. Srikar Avr + Mr. Padam S
Indian Institute of Technology | India

System Design to Bring University Students Closer to STEAM

Mr. Javier Cervantes
Universidad Nacional Autónoma de México| Mexico

Develop & Lead your Organization by Design to Deliver Value Across the Triple Bottom Line for Prosperity not Profit and not at the Expense of People or our Planet

Mr. Stephan James Clambaneva
PARK, PARK Academy, Industrial Designers Society of America | USA

Te Kāhui Tika Tangata, the Human Rights Commission

Mr. David Hakaraia
Te Herenga Waka - Victoria University of Wellington | New Zealand

Study on CMF Design and Process Development System for User Emotive Satisfaction

Ms. Jiyoung Han
Korea Institute of Design Promotion | South Korea

OLTA: Human Rights Issue Selectshop Platform

Ms. Yejin Lee
Korea Design Membership Plus | South Korea

Design for Activating Citizens to the Future(s)

Ms. Aiko Monoi
Hitachi, Ltd. Research Development Group | Japan

Deforme' Water Bottle

Ms. Fatima Muhammad Nasir
National University of Science And Technology Islamabad | Pakistan

Addressing Food Accessibility & Food Services in the Aftermath of 2023 Turkey Earthquake

Dr. Can Özcan
Izmir University of Economics | Turkey

The Intersection of Design and Draftsmanship for Cross-cultural Creation

Dr. Fabiola Cristina Rodriguez Estrada
WI-links/Centro de Investigación de Ciencia y Tecnología de Guerrero | Mexico

A Visual Analysis of Facial Expressions in Cross-Cultural Character Design

Mr. Siddharth Sinha
Nanyang Technological University | Singapore

Anthropological Methods in Design

Dr. Thomas Ask
Pennsylvania College of Technology | USA

Water Resilient Oasis: Adapting Design Technologies for Water-stressed Regions Based on Urban Resilience Attributes

Mr. Soheil Dashti
University of Tokyo | Japan

Stepping Out of the Slate!

Ms. Akie Hinokio + Mr. Manabu Kawada + Mr. Yoshihiro Katsumata
Yamaha Corporation Design Laboratory | Japan

Web Accessibility in the Future: An Attempt to Combine Service Design Approach and Inclusive Design

Mr. Akira Nakayasu
Concent, Inc. | Japan

Dystopias of Digital Memory: Technology Helps Us Remember But Are We Allowed to Forget?

Ms. Aparna Raman
Srishti Manipal Institute of Art, Design & Technology | India

Designing Failure to Successful Design

Dr. Massimiliano Cavallin
University of Genoa | Italy

Promoting Local & Sustainable Food Practices Through Visual Communication Design

Mr. Peter Chan
The Ohio State University | USA

Recycle-inducing Plastic Bottle Label Design

Mr. Yeonhoon Choi
Korea Design Membership Plus | South Korea

System Glitch: Shifting Consumer Behavior Through an Embrace of Repair Mentality

Prof. Hazal Gumus-Ciftci
Arizona State University | USA

Curation as an Approach to Ecological Design Research – Sustainable Revolution Driven by Eco-design Curating

Ms. Siyang Jing
China Central Academy of Fine Arts | China

Edo Piano Concept Model Design

Mr. Manabu Kawada + Ms. Akie Hinokio + Mr. Yoshihiro Katsumata
Yamaha Corporation Design Laboratory | Japan

What Will Happen to All the Dead Batteries?

Ms. Hyeil Kim
Korea Design Membership Plus | South Korea

Designing a Culture of Care through Embodied Sustainability: A Design Research Approach to Understand, Translate and Implement Japanese Cleaning Culture in Western Society

Prof. Birgit Severin
German International University | Egypt

Paper Basket: A Sustainable Design Project to Rediscover Leftovers

Ms. Jiyeong Yun
Korea Design Membership | South Korea

27
-
29
Oct.

Exhibition

Opening Hours: 27 Fri. 8:30 – 20:00 / 28 Sat. 11:00 – 17:00 / 29 Sun. 11:00 – 16:00 Free Admission

Partner Companies

Panasonic

C1 [1F]

FUTURE LIFE FACTORY by Panasonic Design

Panasonic Corporation

Panasonic Design embraces “Future Craft” as our design philosophy. We have infused the word “Craft” with the qualities of politeness, precision, subtle grace, and gentle kindness. This philosophy reflects our intention to inherit the life and society spiritually enriched, and new experiences to the “Future”, transcending generations.
FUTURE LIFE FACTORY is a studio in Panasonic Design specializing in Design R&D. We are rethinking the question: What will living well mean in the future? And we are bringing the answers to life, by following wherever the ideas may lead. We take a creative approach, based on human values and social issues, and apply our insights to mold a vision of the future. We actively engage in cross-industry collaboration including with educational institutions, fostering a diverse range of perspectives, to explore the potential of emerging business models and contemplate how we will live in the future.

Event : 10.29 Sun 11:20 – , 13:30 – , 15:00 –
Presentation “FUTURE LIFE FACTORY by Panasonic Design”

mazda

C2 [1F]

The Eternal Flame

Wishing for 1,000 years of peaceful and hopeful future ahead

MAZDA MOTOR CORPORATION

The “Eternal Flame” has been burning for over 1,200 years at the Daishoin Temple (Reikado) on Miyajima Island, Hatsukaichi City, Hiroshima Prefecture. It keeps illuminating the land of Hiroshima without a single flicker.
“We hope to keep a flame burning in the hearts of the people of Hiroshima, especially in this difficult time of the pandemic.”
Inspired by the passion of the Vice Chief Priest of Daishoin, Mazda took the lead in forming a group of volunteers from Hiroshima’s manufacturing companies and initiated the “Eternal Flame Project.” Mazda embarked on design and production a flame stand, the Flame of Prayers, as a symbol of that passion, hoping that the Eternal Flame will continue to illuminate the people of Hiroshima for the next 1,000 years.
“Our aim is to contribute to society through machine industry.”
This is the founding spirit of Mazda. We will keep this spirit in mind and continue to walk together with Hiroshima carrying our gratitude to our hometown in hour hearts.

MITSUBISHI ELECTRIC
Changes for the Better

C3 [1F]

Believe in the Power of Design

Mitsubishi Electric Corporation

In every era, designers have challenged to make the world a better place. Even in a world full of uncertainty, the design possibilities are always endless. What we need is to believe in that possibility, provide the place where designers can freely unleash your creativity.
That’s “Design X ®” from Mitsubishi Electric’s Integrated Design Center. Even in a world full of intertwined problems, there is no need to be pessimistic. Because our potential has no limit. Believe in the power of design and challenge the infinite possibilities of “X”.

YAMAHA
Revs Your Heart

C4 [4F]

A Lifetime Companion:
The Explorative Process Behind Its Behavior and Form

Yamaha Motor Co., Ltd.

Imagine a future in which we interact with devices for personal mobility like we do a living creature. How will human-machine interfaces for communication have transformed by then? MOTOROiD 2 is an experimental proof-of-concept model that melds mobility technologies with robotics and artificial intelligence. Here, we introduce the explorative process that led to crafting its movements and behavior, and a chassis with lifelike and complementary reactions to the rider-traits we believe make it worthy of being called “lifetime companion.”

YAMAHA
Make Waves

C5 [4F]

If There were Pianos in the Edo Era

YAMAHA CORPORATION

In the past, Yamaha led the efforts to promote Western music and popularize piano when Japan transformed under the Civilization and Enlightenment movement. What, however, if Japan modernized without being westernized? How would a piano look like in unwesternized Japan? We observed lifestyles of ordinary people in the downtown of Edo and ran thought experiments. The outcome is a piano merged with Japanese furniture.
The research activity taught us how to lead an abundant life with minimal belongings.
As we face limitations of physical abundance and feel the necessity to shift to spiritual abundance, we believe that looking back on cultures and wisdoms of the past will help us in our efforts to realize future sustainability. The exhibition features a piano shop from Edo era in the Japanese-style room on the 4th floor.

Rewilding Tools:
From Function to Phenomenon

C6 [4F]

YAMAHA CORPORATION

Today’s overly convenient tools are depriving us of the “PLAYFUL” element - the joy of mastering something and discovering new goals. Here are two projects that aim to stimulate our physical senses and orient us to “playfullness” , by extracting “phenomena” from “function” and “de-domesticatin” them.

■ Stepping Out of the Slate
In the redesigned music replay, the project extracts “actions” and “phenomena” directly connected to emotionality to examine ways to keep them alive together with the convenience of data music.

■ USEFUL PLAYFUL
Let “PLAYFUL” prevail over “USEFUL.” The project delved into the theme through existing tools and urban environment and rediscovered the importance and fun of “undomesticated” elements embedded in technology.

Exhibition

Opening Hours: 27 Fri. 8:30 – 20:00 / 28 Sat. 11:00 – 17:00 / 29 Sun. 11:00 – 16:00 Free Admission

Local Partners / Associates

27 - 29 Oct.

Stirring Hearts
SUMIDA MODERN

L1 [1F]

SUMIDA MODERN

Stirring Hearts SUMIDA MODERN
Sumida City + Sumida Local Brand Promoting Conference

Sumida City, Tokyo, has flourished as a manufacturing town since the Edo period (1603-1868), and many small local factories still produce daily usage items. In 2009, Sumida City launched SUMIDA MODERN: an initiative to publicize the strength of its industrial brand both domestically and internationally, in conjunction with the city's decision to invite the construction of TOKYO SKYTREE within its borders. SUMIDA MODERN's main activities include brand certification and promotion of high-value-added products as well as other items in Sumida City, in addition to product development in collaboration with designers in Japan as well as overseas. From 2021, the scope of SUMIDA MODERN has been expanded from "products" to "activities" practiced by businesses. SUMIDA MODERN is developing various businesses while also placing importance on the background behind the creation of the products.
In addition to the activities and products certified as SUMIDA MODERN, we will guide you through some of the products developed in collaboration with overseas designers.

Event: 10.28 Sat – 29 Sun. All day
Workshop by SUMIDA MODERN

あそび大学

L2 [1F]

Play is the Best Teacher!
ASOBI-DAIGAKU (Playing University)

ChanceForAll + SSK + Seki Design Lab
+ Chiba University Environmental Design Lab

ASOBI DAIGAKU, Playing University is a project to create a place where children can play freely with their own ideas under the rule of "do not hurt yourself and do not hurt others," utilizing materials provided by small factories in Sumida Ward. We will introduce activities, in which children themselves create their own playground, rather than a space prepared by adults.

Event:
10.29 Sun 13:00 – 14:00
Talk: What is ASOBI-DAIGAKU(Playing University)? Debriefing Session of Summer ASOBI-DAIGAKU "Kodomo no Kuni (Nation of Kids)"
10.29 Sun 13:00 – 16:00
ASOBI-DAIGAKU
*Free of charge, For Elementary school students and older ,
Available on the day of application

TAIWAN
DESIGN RESEARCH
INSTITUTE

A1 [2F]

Leaders of Emerging Design Trends

Taiwan Design Research Institute

Golden Pin Concept Design Award, Taiwan Design Research Institute. Established in 1981, Taiwan's Golden Pin Design Award is the most influential design award in the global Huaren market. The planning and handling of the awards, the prize-giving ceremony, and all other related events are executed by Taiwan Design Research Institute (TDRI). In 2015, the Golden Pin Design Award launched three separate award competitions - the Golden Pin Design Award, the Golden Pin Concept Design Award, and the Young Pin Design Award. While each award targets a different demographic, the purpose of each is to commend outstanding innovation in design.
The Golden Pin Concept Design Award invites products and projects that have not yet entered production or are not yet on the market. The winners of the annual award are granted the right to use the coveted Design Mark. The Best Design winner receives a certificate, award trophy, and a cash prize. The Golden Pin Concept Design Award gathers together innovative design concepts from all around the globe, and creates a platform for future innovation in design.

JDP

公益財団法人日本デザイン振興会
Japan Institute of Design Promotion

A2 [2F]

Empowering Everyone with Design

Japan Institute of Design Promotion

The Japan Institute of Design Promotion (JDP) is the only comprehensive design promotion organization in Japan.
As the organizer of the Good Design Award for over 65 years, JDP has continued to communicate the power of design and its role in society. Taking the opportunity of the World Design Assembly to communicate the potential of Japanese design to the world at large, and as a statement of intent to create a society where as many people as possible can exercise their creativity and create an affluent society, handing the power of design to everyone, we have formulated "Purpose" and its accompanying commitment and action guidelines, as a statement of our will to create such a society. This exhibition introduces the past JDP activities and new initiatives.

DesignShip DOO JAPAN DESIGN ORGANIZATIONS AS ONE.

A3 [2F]

What's Japan Design?
To Connecting Overly Expanded Designs

Designship, Inc. x The Council of the Design Association of Japan (DOO)

This exhibition sheds light on the relationship between design and the social environment in different times from the 1950s to 2010s to explore "Japanese design" by discovering overall design trends from products and graphics actually in use.

Event : 10.29 Sun 11:30 – 13:00
Talk: "Design to Weave the Future: Exhibition, Digital Archive, Media Crossroad"

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Oct.

Event

Opening Hours: 27 Fri. 8:30 – 20:00 / 28 Sat. 11:00 – 17:00 / 29 Sun. 11:00 – 16:00　Free Admission

Workshops

10.28 Sat – 29 Sun | L1 [1F] | All day
Workshop by SUMIDA MODERN

- Family Crest Painting Workshop by Atelier Sougeikan
- Tokyo Yuzen Dyeing Workshop by Ishiyamasenko

Sumida Creators workshop
10.28 Sat – 29 Sun | WS [2F] | All day

Picture Book Workshop by Satomitsu Terukina

Sumida Creators workshop
10.28 Sat | WS [1F] | 13:00 – 16:00

Chicchi's Picture-story Show + Picture-story Show-making Workshop

Screening & Talk

Films to Think about Cities and Commons
10.28 Sat | Theme 3 [3F] | 11:30 – 16:30

WDA Tokyo 2023's overarching theme is to think about designs that can help us overcome our obsession with economic growth and build a sustainable world on a global scale. Through three films - narratives documenting civil engineering efforts to realize coexistence of nature and human - we look into the roles of commons (shared assets) in today's society and their designs.

Director, Moderator: Koichiro Sakitani (CEO, Engineer Architect, EAU, Ltd.)

11:30–Theme: Universal technology and design - Dry stone walling school
STONE **[2018 | 29min]**
Post-screening talk: Junko Sanada, Professor of Tokyo Institute of Technology , President of Dry stone walling school

12:55– Theme: Technology to cross the ocean and design - Dejima Footbridge
BRIDGE **[2017 | 65min]**
Post-screening talk: Ryuichi Watanabe, Director of Dejima Footbridge, CEO of Ney & Partners Japan

14:50– Theme: Local design - Ki-Ki no michi, Path around traditional place
Michi No Michinori **[2022 | 70min]**
Post-screening talk: Hideyuki Ishii(CEO, landscape architect, studio terra)

Presentation

FUTURE LIFE FACTORY by Panasonic Design
10.29 Sun | C3 [1F] | 11:20– / 13:30– / 15:00–

FUTURE LIFE FACTORY is a design studio specializing in design R&D within Panasonic's Design Division. Designers will present the prototypes at the booth, and visitors will be able to experience them firsthand.

Talk & Workshop for Professionals by Designship

10.29 Sun | Theme 2 [3F] | 11:30 – 16:00

11:30 – 13:00
Design to Weave the Future: Exhibition, Digital Archive, Media Crossroad
Contemporary technologies and media are drastically changing our way of experiencing history, culture, and design. This talk discusses the importance of physical display venues, a new way to pass on history through the combination of digital archive and technology, and the connection of design media with businesses and its editing role.

Speakers
Tsuneo Ko, Chairman of Japan Design Museum Establishment Research Committee, The Council of the Design Association of Japan
Hidenori Watanabe, Professor, The University of Tokyo
Kazuyuki Koyama, Editor in chief, designing

13:00 – 14:00
Design Leadership: Connecting Businesses and Design
Based on the demand of business practices for design, the talk discusses how design can facilitate business.

14:00 – 16:00
Service Idea Creation Design Workshop - Theme: Tourism
Highlighting tourism as a theme, the talk depicts local stakeholders and their relationship to run a workshop and bring out service ideas. Sumida Ward, where the event takes place, hosts Skytree and various other tourism assets, attracting many tourists from outside the country. By depicting the relationships between various stakeholders using BusinessOrigami®, the talk explores new service possibilities with participants.
Lecturer: Akio Yoshihashi, Supervisor of Designship Do

Asobi Daigaku

Talk: What is ASOBI-DAIGAKU(Playing University)?
Debriefing Session of Summer ASOBI-DAIGAKU
"Kodomo no Kuni (Nation of Kids)"
10.29 Sun | Theme 3 [3F] | 13:00 – 14:00

ASOBI DAIGAKU (Playing University) is a creative project in which children freely ideate and create their own play using waste materials provided by a factory in Sumida. We will hear how this playground without rules was created by children only, and the role of design.

1F [Modelshop / Campus Common] 13:00 – 16:00

ASOBI-DAIGAKU (Playing University)

Friday, 27 October 2023
Research and Education Forum
Venue: Design Research Institute, Chiba University

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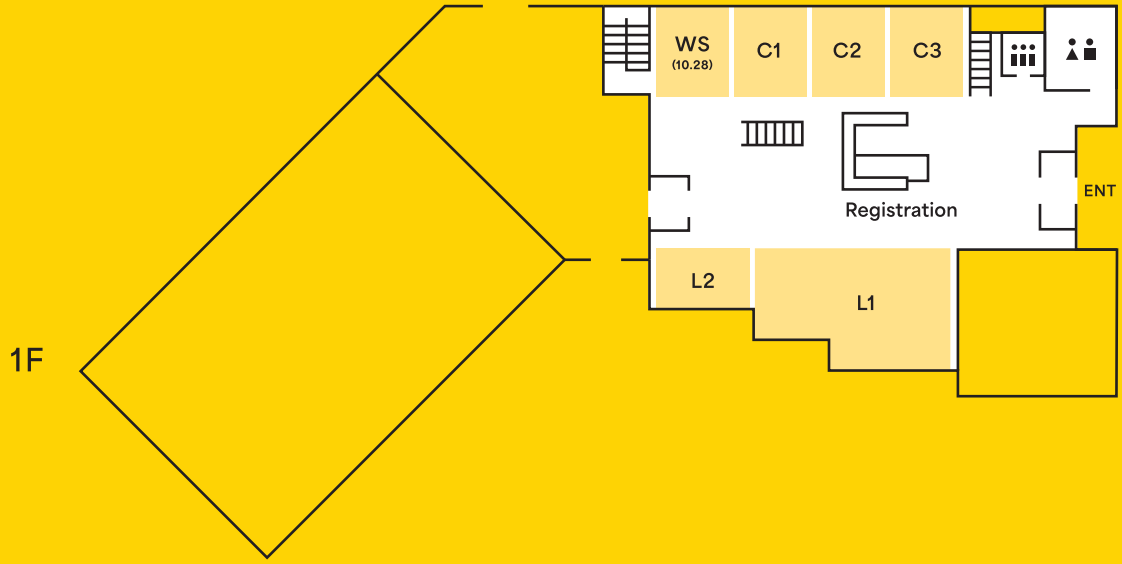
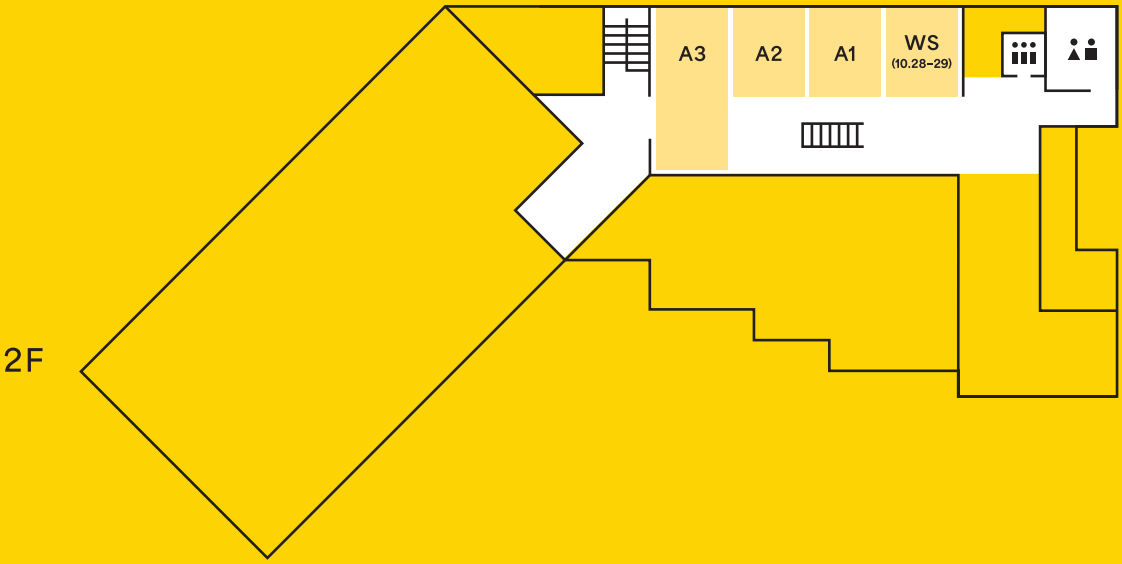
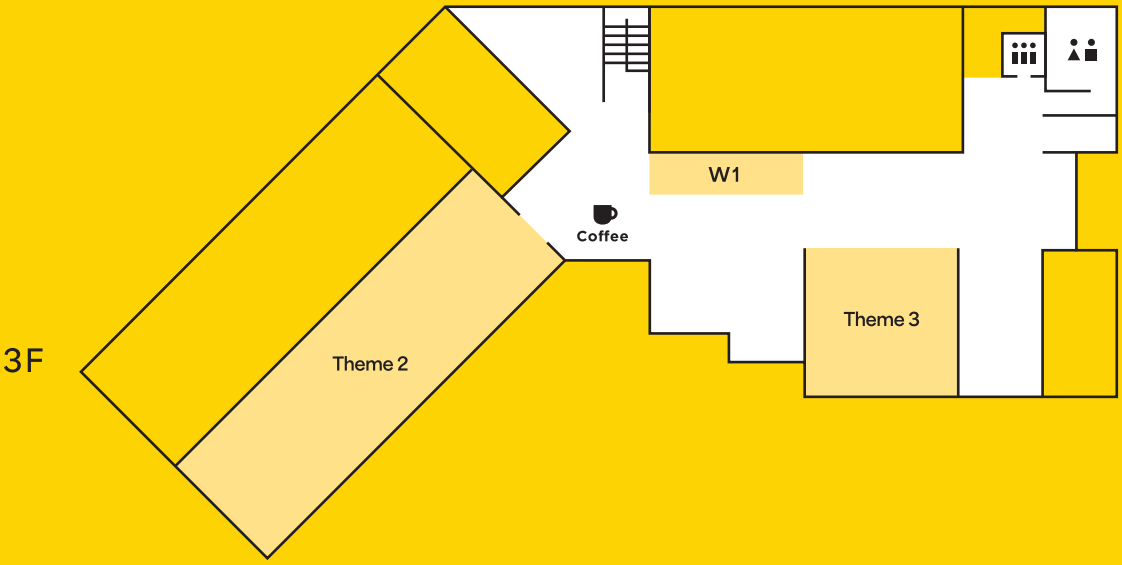
29
Oct.







27 - 29 Oct.

Chiba University
1-19-1 Bunka, Sumida-ku, Tokyo
6 min. walk from Omurai station, Tobu Kameido Line
15 min. walk from Oshiage Station (Skytree-mae), Tokyo Metro Hanzomon Line/Keisei Line

C1	Panasonic Corporation
C2	Mazda Motor Corporation
C3	Mitsubishi Electric Corporation
C4	Yamaha Motor Co., Ltd.
C5	Yamaha Corporation
C6	Yamaha Corporation
A1	Taiwan Design Research Institute
A2	Japan Institute of Design Promotion
A3	Designship, Inc. x DOO
L1	SUMIDA MODERN
L2	ASOBI-DAIGAKU (Playing University)
W1	WDO

Lunch

Lunch boxes will be provided for all attendees.
A lunch ticket will be issued at the registration desk for those who have entered dietary restrictions when registering for the assembly.
*Attendees without dietary restrictions do not need a ticket to receive a lunch box.

Saturday, 28 October 2023
Design Conference

Venue: Roppongi Academy Hills 49th floor

28 Oct.

8:00 – 9:30	**Registration & Networking**
9:30 – 10:00	**Welcome Remarks** David Kusuma, WDO President Kazuo Tanaka, Chair of Executive Committee, World Design Assembly Tokyo 2023 Messages from Authorities
10:00 – 11:15	**Keynote Session** Ana Arriola-Kanada, Tim Ingold, Marianne Mensah **Moderator** Seiichi Saito
11:15 – 11:30	**Networking Break**
11:30 – 12:00	**World Design Medal Laureate** Dr. Patricia A. Moore Introductions by: David Kusuma & Hartmut Esslinger
12:00 – 13:30	**Networking Lunch**
13:30 – 14:00	**Innovation session** **Session 1 - Ishibashi Foundation** **Session 2 - Mazda Motor Corporation** **Session 3 - Panasonic Corporation**
14:00 – 16:50	**Breakout Sessions** **Session 1 - Humanity** **Panelists** Dominique Chen Jun Rekimoto Cameron Sinclair **Moderator** Minako Ikeda **Session 2 - Planet** **Panelists** Dwinita Larasati Monika Koncz-MacKenzie Eisuke Tachikawa **Moderator** Daijiro Mizuno **Session 3 - Technology** **Panelists** Yutaka Matsuo Koji Sasaki Miyuki Tanaka **Moderator** Suzanne Mooney **Session 4 - Policy** **Panelists** Takashi Asamuna Chi-Yi Chang Hiroshi Harakawa Muhammad Neil el Himam Anna Whicher **Moderator** Kinya Tagawa
16:50 – 17:30	**Afternoon Plenary Session** **Moderator** Seiichi Saito Minako Ikeda Daijiro Mizuno Suzanne Mooney Kinya Tagawa
17:30 – 18:00	**World Design Capital 2026 Announcement**
18:00 – 18:15	**Closing Remarks** David Kusuma, Kazuo Tanaka
19:00 20:30	**Visit to GOOD DESIGN EXHIBITION 2023**
20:30 22:30	**Cocktail Party (Cocktail Ticket Holder Only)** **@Billboard Live TOKYO**
All Day	**Sponsor Exhibition**

Please note schedule subject to change.

28 Oct.

Speakers

Ana Arriola-Kanada

Japan | Keynote Speaker

Executive Director, IDEO Tokyo | A queer latine and mother, Ana is an award-winning designer specializing in UX/ UI, electronics, and AI ethics. Her human-centered designs prioritize authenticity and simplicity.

Takashi Asanuma

Japan | Panelist

Vice-Minister for Digital Transformation, Chief Officer of Digital Agency, Japan Government | After completing his Ph.D. in design methodology, Takashi worked in experience design for a major financial institution, before joining the Digital Agency with the challenge of enhancing government services.

Chi-Yi Chang

Taiwan | Panelist

President, Taiwan Design Research Institute (TDRI), WDO Board Member, Professor at National Chiao Tung University, and Vice Chairman at Xue Xue Foundation | In addition to diverse leadership roles, Chi-Yi has authored several books on architecture.

Dominique Chen

Japan | Panelist

Professor, Faculty of Letters, Arts and Sciences, Waseda University | Dominique applied his Ph.D. in Interdisciplinary Informatics working as a researcher at NTT InterCommunication Center, and co-founding Dividual, Inc. He currently leads the Ferment Media Research group at Waseda University.

Hiroshi Harakawa

Japan | Panelist

Deputy Director, Design Policy Division, Ministry of Economy, Trade and Industry | Hiroshi studied product design at Tohoku University of Art and Design. He is currently researching changes in Japan's design policy over more than 100 years and design policy in countries around the world. He leads a study group that considers future design policy in Japan.

Muhammad Neil El Himam

Indonesia | Panelist

Deputy Chairman for Digital Economy and Creative Products at the Ministry of Tourism and Creative Economy, Indonesia | Joined the Ministry of Communication and Information in 2008 and helped establish government regulations and investigations into cybercrime, becoming Director of ICT for Bekraf in 2015.

Minako Ikeda

Japan | Moderator

Associate Professor of Design, Kyushu University / Editor, IIDj | Minako explores the possibilities of design by applying editorial thinking. She is involved in design projects aimed at passing on the culture and techniques of traditional crafts.

Tim Ingold

United Kingdom | Keynote Speaker

Emeritus Professor of Social Anthropology, University of Aberdeen, UK | A social anthropologist, Tim explores human ecology, evolutionary theory, and art. He is a fellow of the British Academy and Royal Society of Edinburgh, and received a CBE in 2022 for services to Anthropology.

Monika Koncz-MacKenzie

United Kingdom | Panelist

Senior Design and Innovation Manager at Ellen MacArthur Foundation | After completing her M.A. at the University of Bonn, she worked as a UK-based Leadership Consultant focusing on culture change and innovation. Currently, she aids senior design leaders in promoting a circular economy.

Dwinita Larasati

Indonesia | Panelist

Lecturer/researcher, Faculty of Art & Design, Institut Teknologi Bandung | Dwinita serves as a Bandung City of Design Focal Point in the UNESCO Creative Cities Network, and is on the Executive Committee of Indonesia Creative Cities Network. She is also a pioneering graphic artist and publishes a graphic diary.

Yutaka Matsuo

Japan | Panelist

Professor, Graduate School of Engineering, the University of Tokyo | A leading researcher in the fields of artificial intelligence, deep learning, and web mining, Yutaka is also Chair of the Japan Cabinet Office AI Strategy Council, and President of the Japan Deep Learning Association.

Marianne Mensah

France | Keynote Speaker

Founder, CEO, the Climate Innovation Education Lab (CIEL) | Marianne advises businesses on sustainable transformation and innovation. Through education, she mentors young designers towards a regenerative society and serves on boards promoting climate education and nature-inspired creativity.

Daijiro Mizuno

Japan | Moderator

Professor, Kyoto Institute of Technology / Distinguished Visiting Professor, Keio University | Tokyo born, Daijiro completed his M.F.A. and Ph.D. at the Royal College of Art in the UK. Since returning to Japan, he has focused on cross-disciplinary design research, especially in fashion design.

Suzanne Mooney

Japan | Moderator

Associate Professor, Tama Art University | An Irish media artist, she passionately explores the immersive potential of technology in art and contemporary culture, bringing a unique perspective to media art.

Patricia Moore

USA | World Design Medal Laureate

FIDSA President MooreDesign Associates | Dr. Patricia Moore is a Designer and Gerontologist recognized for her Empathic Elder Experience and the promotion of Inclusive and Universal Design for global equity and life quality for all.

Jun Rekimoto

Japan | Panelist

Professor, Interfaculty Initiative in Information Studies at The University of Tokyo / Deputy Director, Sony Computer Science Lab. | An information scientist, Jun specializes in human-computer interaction, augmented reality, human augmentation through technology, and human-AI integration.

4QFBLFST

28 Oct.

Seiichi Saito

Japan | Moderator

Principal, Panoramatiks | Seiichi studied architectural design at Columbia University Graduate School of Architecture. Currently, he leads Panoramatiks, and has served as a planning and implementation advisor for many government agencies and companies.

Koji Sasaki

Japan | Panelist

Chief Researcher, Center for Social Innovation, Hitachi, Ltd. / Senior Researcher at Keio University A trained anthropologist, Koji combines science and creativity to lead various projects in urbanism, sustainability, design, and ethnography, including Transitions for Sustainable Futures.

Cameron Sinclair

USA | Panelist

Designer, writer and pioneer in socially responsive architecture | Cameron is founder of the Worldchanging Institute which focuses on architectural solutions for social and humanitarian crises. He writes on design, advises on philanthropy, and also co-founded Half Kingdom Gin.

Eisuke Tachikawa

Japan | Panelist

President of the Japan Industrial Design Association (JIDA), CEO of NOSIGNER | A design strategist focusing on alternatives for a hopeful future, Jun is an advocate of "Evolutionary Thinking," which draws from the natural phenomenon of biological evolution, and the design of creative education.

Kinya Tagawa

Japan | Moderator

Co-founder and CEO, Takram | An Honorary Fellow of the Royal College of Art, Kinya leads Takram, a design engineering studio that works across industry and discipline boundaries, combining design, engineering and business expertise on projects ranging from cosmetics to aerospace engineering.

Miyuki Tanaka

Japan | Panelist

Curator and Producer | Miyuki has been working on exhibitions, performances, and various projects that defy categorization under the theme of "disability as a perspective that redefines the world," rethinking the way we view and perceive expressions together with audiences.

Anna Whicher

United Kingdom | Panelist

Head of Policy and Design at PDR (International Design and Research Centre) at Cardiff Metropolitan University Anna specializes in using design methods to develop and evaluate government policies and services. She has aided global governments in creating policy labs and design action plans.

28 Oct.

Exhibition

C1

MAZDA SPIRIT RACING
BIKE & WHEELCHAIR CONCEPT
MAZDA MOTOR CORPORATION

We believe in the power of human.
Through the exhilaration of maneuvering a car, we aspire to enrich the unique joys of individual's living.
With that in mind, MAZDA SPIRIT RACING was born to captivate a diverse audience by the joy of mastering one's own tools, transcending the boundaries of automobiles.
The MAZDA SPIRIT RACING BIKE CONCEPT is a concept TT bike model that represents the ethos of enjoying speed sports for those embarking on serious cycling competition.
The MAZDA SPIRIT RACING WHEELCHAIR CONCEPT is a concept wheelchair that aims to deliver the happiness of unrestricted mobility and living life on one's own terms, emphasizing the "joy of mobility" with agility and thrill in everyday travel.

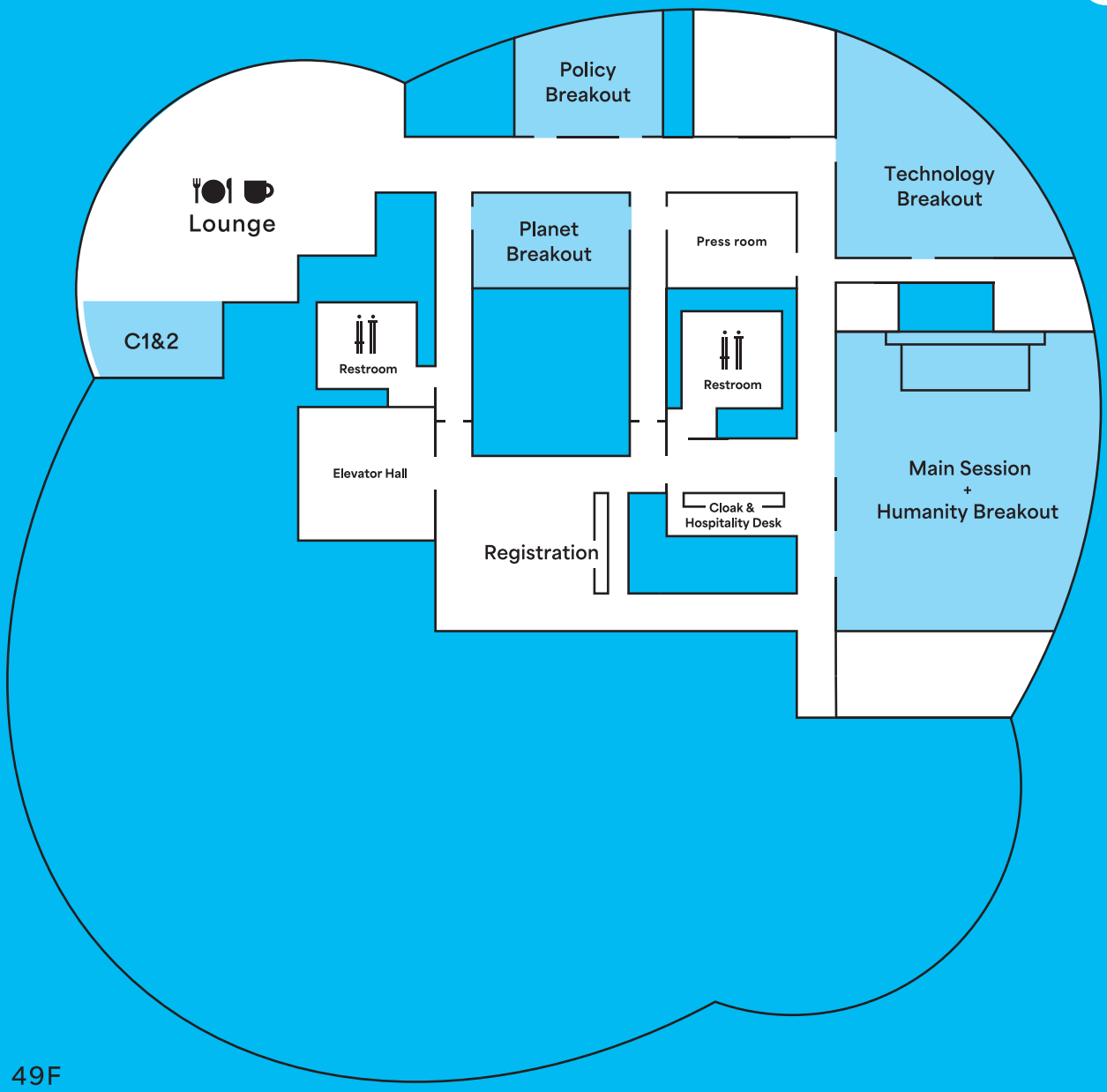
C2

Make New
Panasonic Corporation

It is our promise and our commitment to realize the next form of sustainable happiness through our products and services.
Every new challenge comes with a risk of failure.
Trying new things may sometimes seem absurd, but we believe that undertaking challenges is the key to building the future.
Creating new standards to expand our possibilities.
Make New.

Saturday, 28 October 2023
Design Conference
Venue: Roppongi Academy Hills

28 Oct.



49F

Lunch

Lunch boxes will be provided for all attendees.
Venue: Lounge 49

*A lunch ticket will be issued at the registration desk for those who have entered dietary restrictions when registering for the assembly.
*Attendees without dietary restrictions do not need a ticket to receive a lunch box.

Roppongi Hills Mori Tower 49th Floor
6-10-1 Roppongi, Minato-ku, Tokyo
3-12 min. walk from Roppongi Station, Tokyo Metro Hibiya Line / Toei Subway Oedo Line
C1 Mazda Motor Corporation
C2 Panasonic Corporation

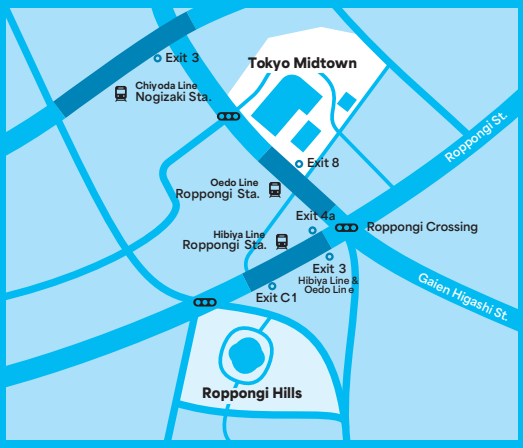
28
Oct.

Cocktail Party

10.28 20:30 – 22:30
Venue: Billboard Live TOKYO
Tokyo Midtown Garden Terrace 4F
(9-7-4 Akasaka, Minato-ku)

Music Live Performance by Ei Wada
(Artist/Musician)

*The cocktail party is only open to people
who have purchased cocktail tickets in advance.



Music Performance by Ei Wada

GOOD DESIGN EXHIBITION 2023

10/25 (WED) ～ 10/29 (SUN) 11:00～20:00

Special Closing Hours: 10/28: Closes at 21:00　10/29: Closes at 18:00

東京ミッドタウン Tokyo Midtown Roppongi　入場無料 Admission Free　www.g-mark.org

WDA TOKYO 2023 Related Event

[Design for Anthropocene] Exhibition & Talk

Progress in industrial society and capitalism brought about an environmental transformation at a global scale, leading to a notion that we have entered a new geological era, called Anthropocene. Design, meanwhile, has won wide recognition as a means to connect producers and consumers, technology and people, society and individuals, and so on. Now, what can design do to survive the Anthropocene?

When economic disparities accelerate, political schisms worsen, climate change and deteriorating biodiversity violently deform the environment, and when all these seem to make a doomsday scenario unavoidable, the roles of design should transform as well. What should designers focus on to survive this critical time? Can design realize a society where everyone has a place to be on their own? How can design connect such society with the natural ecosystem?

What is Design for Anthropocene? The event invites guests with various backgrounds to discuss this theme, among others. The venue also displays 11 works by the participating designers, as well as 12 recent winners of Good Design Award that are related to 'Design for Anthropocene'.

Talks: People marked with * also exhibit their works.

Oct 24 (Tue)
19:00 – 20:30 *Contemporary Design & Anthropocene* we+

Oct 25 (Wed)
17:30 – 19:00 *Reevaluating Design History*
Masaki Iwabuchi, Sakura Nomiyama
19:30 – 21:00 *Our Place & Commons* Rie Allison

Oct 26 (Thu)
15:00 – 16:30 *The Nature as a Client* Kosuke Araki*
19:00 – 20:30 *Anthropocene Social Innovation* Kazuki Mori, Rika Ishitsuka

Oct 27 (Fri)
15:00 – 16:30 *Design Implemented in Society* SPREAD
19:00 – 20:30 *Convivial Technology as a Watershed of Humankind*
Hisato Ogata*
23:00 – *Significance of Design for Anthropocene Journalism*
Hiroki Tokuyama, Yoshihide Asako ,Tomoya Yoshida

Oct 28 (Sat)
11:00 – 12:30 *Possibility of urban forestry* Yoshiyuki Yuguchi
13:00 – 14:30 *Connecting Design and Politics* Moe Furuya *
15:00 – 16:30 *Design to Revive* AtMa inc.
19:00 – 20:30 *Redefining Natural/Artificial* Satoshi Yoshiizumi*
22:30 – 23:30 *Transforming Urban / Technology / Design in the Anthropocene* Seiichi Saito

Oct 29 (Sun)
11:00 – 12:30 *Future Shapes of Circular Design* Daijiro Mizuno
13:00 – 14:30 *Anthropocene & Lifestyle* Sae Honda*, M&T
15:00 – 16:30 *Visualizing Design Challenges* Daisuke Yamamoto*
Live talks at the venue + livestreaming + Podcast (Afterwards)

Venue:
GOOD DESIGN Marunouchi
(1F, Shinkokusai BLDG. 3-4-1 Marunouchi Chiyoda-ku Tokyo)

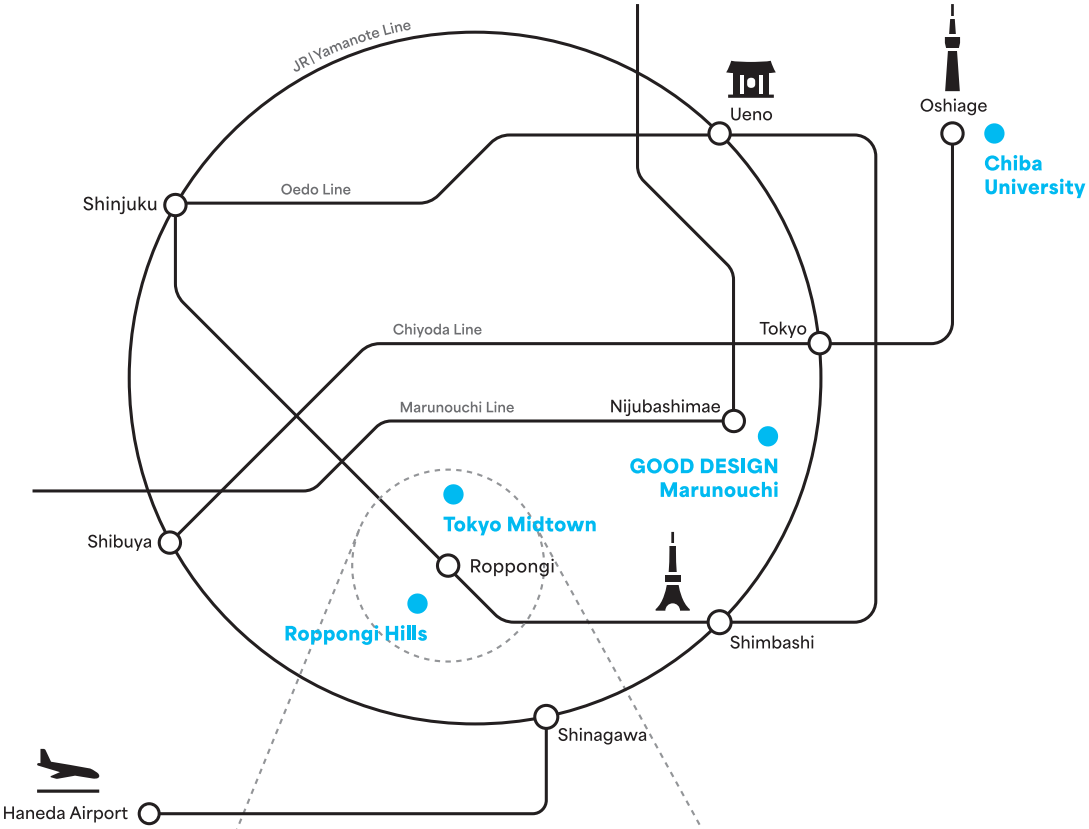
Date & time:
Exhibition
October 24, 2023 (Tue) - October 29, 2023 (Sun) 11:00 – 20:00
From 17:00 on Opening Day / Till 17:00 on Last day

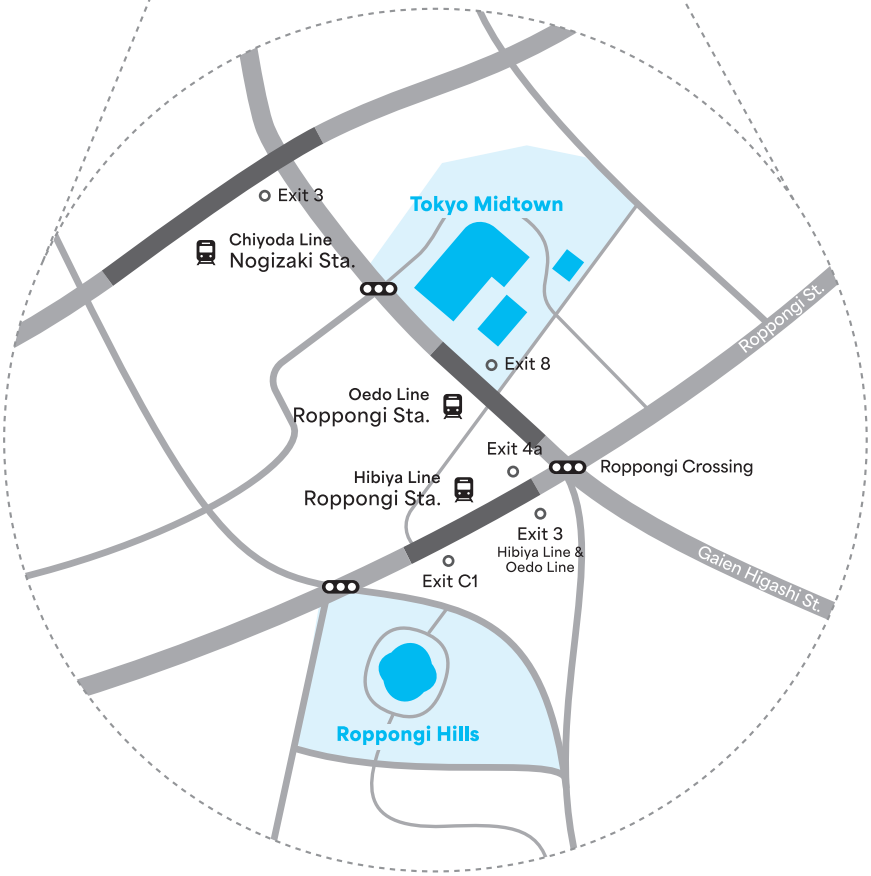
Exhibition Director / Moderator

Keiichiro Fujisaki
Design Critic, Professor,
Tokyo University of the Arts

Takahiro Tsuchida
Design Journalist

Tokyo Map


JR Yamanote Line
Ueno
Oshiage
Chiba University
Shinjuku
Oedo Line
Chiyoda Line
Tokyo
Marunouchi Line
Nijubashimae
GOOD DESIGN Marunouchi
Tokyo Midtown
Shibuya
Roppongi
Roppongi Hills
Shimbashi
Shinagawa
Haneda Airport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Tokyo Midtown
Chiyoda Line
Nogizaki Sta.
Roppongi St.
Exit 8
Oedo Line
Roppongi Sta.
Exit 4a
Roppongi Crossing
Hibiya Line
Roppongi Sta.
Exit 3
Hibiya Line &
Oedo Line
Exit C1
Gaien Higashi St.
Roppongi Hills

29 Oct.

Sunday, 29 October 2023
WDO General Assembly

Venue: Roppongi Academy Hills (49th Floor)

7:30 – 8:30	Young Designers Networking Breakfast
8:00 – 8:45	Registration and Morning Networking
9:00 – 10:00	Opening of meeting and announcements
10:00 – 11:00	Operations report
11:00 – 11:30	Networking Break
11:30 – 12:00	Election of 2023-2025 Board of Directors
12:00 – 14:00	Report on Programming President's Award Group Photo
14:00 – 15:00	Networking Lunch
15:00 – 16:30	Member workshops
16:30 – 17:00	Networking Break
17:00 – 18:30	Address from incoming 2023-2025 President Presentation of 2023-2025 Board of Directors Induction of 2022-2023 President as Senator World Design Congress 2025 announcement
18:30 – 19:00	Close of meeting
19:00 – 21:00	President’s reception

This is a private meeting for WDO Members only. Agenda and timing subject to change.

Over 200 international organizations committed to design driven innovation.

Be part of the change.

DESIGN FOR A BETTER WORLD

wdo.org

@worlddesignorg

WDO WORLD DESIGN ORGANIZATION

Supported by	Cabinet Office Digital Agency Ministry of Economy, Trade and Industry Ministry of Land, Infrastructure, Transport and Tourism Délégation générale du Québec à Tokyo Tokyo Metropolitan Government Sumida City Japan External Trade Organization (JETRO) Japan National Tourism Organization (JNTO) ASEAN-Japan Centre NHK Japan Design Space Association (DSA) Japan Graphic Design Association Inc. (JAGDA) Japan Interior Designers' Association (JID) Japan Industrial Design Association (JIDA) Japan Jewellery Designers Association (JJDA) Japan Package Design Association (JPDA) Japan Sign Design Association (SDA) Japanese Society for the Science of Design
In cooperation with	Tokyo Convention & Visitors Bureau
Media Partner	AXIS Nikkei Design
Strategic Partner	Designship, Inc.
Special Support	Ishibashi Foundation
Gold Sponsors	Mazda Motor Corporation Panasonic Corporation
Silver Sponsors	Hitachi, Ltd. Mitsubishi Electric Corporation Recruit Co., Ltd. Toshiba Corporation Yamaha Corporation Yamaha Motor Co., Ltd.

Executive Committee	Kazuo Tanaka, Chairperson Tadanori Nagasawa, Vice Chairperson Eriko Esaka Hiroyuki Fukano Minako Ikeda Akihiro Kubota Eisuke Tachikawa Shinji Yajima
Executive Secretariat	Chiba University International Design Center NAGOYA Inc. Japan Industrial Design Association Japan Institute of Design Promotion Musashino Art University Tama Art University

ARTIZON
MUSEUM
Designing Creativity
Creating a comfortable and functional design
for a pleasant experience.
www.artizon.museum
ISHIBASHI
FOUNDATION

MAZDA DESIGN

Make New

Panasonic

In today's world where our normal and our values are changing,
we reacknowledge our founding passion,
and start our new challenges to
truly enrich our future under the words 'Make New'.

It is our promise and our commitment to realize
the next form of sustainable happiness
through our products and services.

Creating new standards to expand our possibilities.
Make New.

さまざまな価値観が変わろうとしているこの時代に、私たちパナソニックは「豊かさ」について、あらためて考えています。自分たちがつくるものは、ほんとうに人々のくらしに貢献し、未来のためになっていくのだろうか。パナソニックの創業を振り返れば、そこにあったのは、くらしの不便や不自由を解消する製品をつくり、より豊かな社会の実現に貢献するという未来への想いでした。人々のくらしが変わり、価値観が変わり、常識が変わる今、私たちは自らの想いをあらためて胸に刻み、「Make New」という言葉のもとこれからの時代に向けた新たな行動を起こしていきます。それは私たちのものづくりやアクションによって、次の時代の豊かさを実現していくという挑戦への決意。新たな挑戦に失敗はつきもの。非常識と思われることもある。けれど、挑戦こそが未来をつくっていくと私たちは信じているのです。無限の可能性に向けて、未来の定番をつくっていく。「Make New」

Changes for the Better

MITSUBISHI ELECTRIC
Changes for the Better

まだ、ここにない、出会い。
RECRUIT

AirREGI　AirPAY　SALON BOARD　保険チャンネル
スタディサプリ　RECRUIT AGENT　RECRUIT DIRECT SCOUT　リクナビ
はたらいく　シフトボード　タウンワークTOWNWORK　TABROOM
suumo　Coin+　エリクラ　リクナビ派遣
カーセンサー　fromAnavi　ヒトメシ　リクナビNEXT
HOT PEPPER グルメ　HOT PEPPER Beauty　ゼクシィ　ゼクシィBaby

リクルート プロダクトデザイン室では、
“まだ、ここにない、出会い。”を一緒につくる仲間を募集しています。

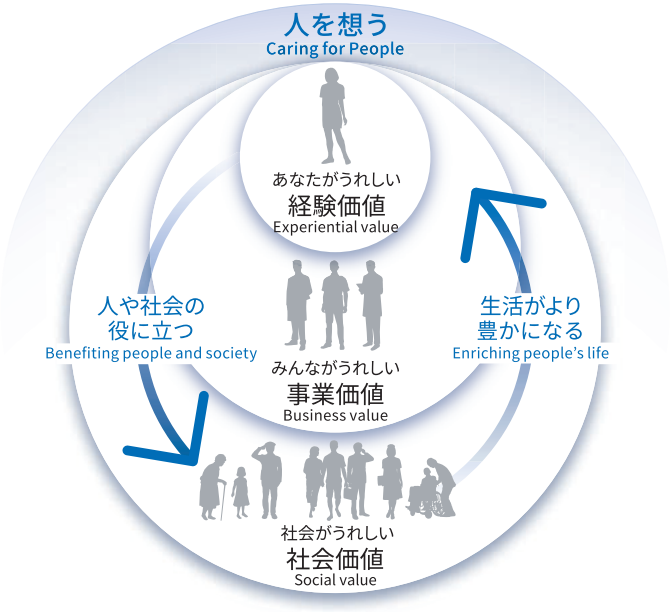
プロダクトデザイン室 採用サイト
https://www.recruit-productdesign.jp/
プロデザ

TOSHIBA

人 を 想 う Caring for People

生活に“うれしさ”を生み出し、
社会を豊かで安定したものにする。
私たちのデザイン活動は、「うれしさの循環®」を
創ることを目指しています。

Our mission is to create “happiness” in people’s lives whilst making society more prosperous and stable. Our design activities aim to create a ‘Synergistic Cycle of Well-being’.



https://www.global.toshiba/jp/design/corporate.html

THERE'S A **FINITE** NUMBER OF **NOTES**, AND **INFINITE** WAYS TO **PLAY** THEM.

YAMAHA
Make Waves

Yamaha Design Laboratory Website

Instagram @yamahadesignlab

Empowered by a passion for innovation, we create exceptional value and experiences that enrich the lives of our customers.

YAMAHA
Revs Your Heart

global.yamaha-motor.com

YAMAHA MOTOR CO., LTD.

World Design Assembly Tokyo 2023

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World Design Assembly Tokyo 2023 Executive Committee
https://www.wda2023.tokyo/

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