

Newsletter No.3

December 1998

基礎デザイン学会 / Society for the Science of Design Studies, Japan

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会員のメッセージ

デザイン・マーケティング、プランニングという業務の中で考えること

・いかに関係をつくるか、生み出すかが、情報の編集・企画のポイント。

生活や人々の欲求についても「つながりなおす」ことを考えると興味深い。

・マーケティングの上位にデザインを置いて考えたい。

ブレイクスルーできること、あるいは限界。

・イメージの生産・形成やシーンの描写、それはデザイン領域・デザイナーの手法としてとても有効である。言葉とイメージの相乗作用。

・人の身体、五感の退化・進化、今後の情報化の進展の中でどのように折り合いをつけるのか。

具体的な活動イメージではありませんが、このようなことに関して刺激を得、与えたいと思います。

(荻本和利 情報企画デザイン、マーケティング、日本ビクター(株)デザインセンター)

「基礎デザイン学」とは？基礎のデザイン学 / デザイン学の基礎 / デザインの基礎学・・・言葉の意味、定義や学会としての理念・スタンスはともあれ、この根源的テーマに對峙し、様々な領域空の「知」を結集し、横断的・学際的に社会に還元する集合体であり続けたい。

一方では、学術研究(論文発表)や情報コミュニケーションも不可欠ではあろうが、内的活動に留まらず、常に社会に開かれた共通言語・共通認識を保持し、われわれ一般市民をとりまく環境の、現在から次代への永続的な生命維持・生活環境の整備・向上に寄与しえる、社会に密着したプロジェクトを提起し、健全で正しく評価される社会システムのデザイン・スタンダードの構築を目指すべきで

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あろう。

(海保透 グラフィックデザイン)

1997年6月から美術出版社『デザインの現場』の連載「タイポグラフィの読み方」との連動企画で「hyper typography project」を開始した。これはインターネットを使ったタイポグラフィ教育プログラムである。

ホームページ上に課題を出し、学生はインターネット接続中に課題に取り組み、作品を電子メールで提出するものである。また、このホームページで全応募作品を掲示しているため参考にすることができるうえ、希望者に対して作品の講評も電子メールで行っている。このワークショップは様々な人が参加することができ、すでに1000通を超える応募が寄せられており、従来の教育システムに対する新たな次世代のためのひとつの実験である。

(小泉均 タイポグラフィ、長岡造形大学、真壁友 ウェブデザイン、マルチメディア、長岡造形大学)

私達の生活のなかには沢山の「間」があります。物と物、事と事のあいだだけでなく、建築においても床の間、居間、土間などの「間」があり、街にも様々な「間」があります。他の絵画、音楽、舞台美術の世界においても同様のことがいえます。

しかし、空間の原点は「間」より「間合い」を抜きにして論じることはできません。都市や農村においても、その「間合い」のなかで多くの人々が生活をしてきました。そしてその人々にとって適度な「間合い」が文化を生み出す社会を構成し、庶民文化を生み出してきました。

21世紀を目前にして、今日の混迷した社会を生み出している要因の一つに、近代化という社会構造の変化によって失われた「間合い」があります。あらためて現代都市、現代社会にあるべき「間合い」とは何かを主要なテーマとし、「基礎デザイン学」を知の交流の場として多面的に検証していきたい。

(児島学敏 建築計画・設計、芦原建築設計研究所 / 武蔵野美術大学)

当学会発足にあたって私の希望を述べさせていただきます。それは学生(院生)と第一線の研究者が、同一レベルで研究や発表ができる場となって欲しいということです。そ

んなことは既存の学会が行っているのではないかとおっしゃる方もいるでしょうが、必ずしもそうっておりません。研究発表など、ともすると形式だけが整った、いかにも業績づくりのためといったものが少なくありません。それも学会の機能の一つにちがひありませんが、そこからは研究というものが持っている魅力的でスリルに満ちた世界が見えてきません。

今日では多数の大学が博士課程を有し、その担当者は論文(研究)指導に多大なエネルギーをさいておられるはずですが、かといって複数で行えば良い結果が得られるとも思えません。やはり当学会のような学際的組織を通じて、多くの先達に直に接するなかで、学生が得るものは予想以上に大きいと思われます。それはわれわれにも刺激を与えずにはおかないはずです。

ともあれ、学生がレクチャーの単なる聴取者ではなく、コラボレーターとして研究活動に参加し、また研究の成果を発表、共有できる環境ができることを願っております。そのためにも微力ながらお手伝いできればと思っております。

(西川潔 視覚伝達デザイン、筑波大学)

「会話のデザイン学」

私と共同研究者は、最近、日本語の会話(中でも幼児と痴呆性老人の発話)に於ける「相づち」を研究の対象としている。現在までの所、話し手が聞き手の相づちを助詞・音調・ポーズなど様々なデバイスによって「誘い込み」、これに聞き手が相づちによって応え、この相づちによって話し手が会話を継続するという、循環的・共同的な構造(デザイン)が現れて来ている。因みに、英語では視線が相似的な機能を持つらしい。このデザインは、先ず何より言語学的なものである(=社会的な権力構造の反映だけではない)と我々は考えている。

助詞、待遇表現などと並んで、「相づち」は、日本語の中に深く埋め込まれたコミュニケーション・デバイスであるが、これらは、会話という環境の下で始めてその真の姿を現す。これらの機能と構造を見て行く事は、「会話が(社会)言語学的に如何にデザインされているか」を記述する事ではなからうかと考えている。

(西澤弘行 言語学、心理学、コミュニケーション論、常磐大学)

Congratulations on the establishment of the Society for Science of Design Studies in Japan. I look forward to the future activities of the Society. Nowadays we live in "global village" and a regional area at the same time. I teach design semiotics in Wako University, Tokyo, Japan. I have been interested in design semiotics for a long time, because it is very important to study design from an informational or communicational point of view. From now on we need a new design theory and its methodology for our future society.

Tetsuo Kawama (Design Semiotic, Wako University)

会友の研究活動 /research activity of international fellow

Alex Buck, Christoph Herrmann, Dirk Lubkowitz:
Handbuch Trend Management - innovation und ästhetik als grundlage unternehmerischer erfolge,
Frankfurter Allgemeine Zeitung GmbH, 1998
inhalt

1. Zurück zu den Wurzeln: Das Produkt als Grundlage unternehmerischer Erfolge
 2. Jenseits des Hypes: Trends und ihrer Bedeutung für das Management
 3. Hinter dem Trend: Versuch einer kleinen Phänomenologie
 4. Unter der Lupe: Wie man Trends zu fassen bekommt
 5. Fest im Griff: Ansatzpunkte eines effizienten Trendmanagement
- Nachwort Now is early: Zur Nutzung von neuen Informationstechnologien im Trendmanagement

Victor Margolin:

The Struggle for Utopia - Rodchenko, Lissitzky, Moholy-Nagy 1917-1946,
The University of Chicago Press, 1997
contents

1. Vision of the Future: Rodchenko and Lissitzky, 1917-1921
2. Constructivism in Germany: Lissitzky and Moholy-Nagy, 1922-1923
3. Inventing the Artist-Constructor: Rodchenko, 1922-1927
4. The Politics of Form: Rodchenko and Moholy-Nagy, 1922-1929
5. Representing the Regime: Lissitzky and Rodchenko, 1930-1941
6. Design for Business or Design for Life? Moholy-Nagy, 1937-1946

Jorge Frascara:

User-Centered Graphic Design - mass communications and social change,
Taylor and Francis Ltd, 1997
contents

1. Mapping the terrain
2. Design methods
3. Targeting communication: traffic safety project report
4. Case histories
5. Profiling the communication designer

I welcome the initiative to give design research an institutional setting. There is an urgent need to go beyond an understanding of design in the narrow sense of project, and reveal through systematic studies design as a fundamental category. Design has become a major force in everydaylife, in culture and economy, but what we are lacking are theoretical studies that bring us to a broader conception of design and its importance.

Gui Bonsiepe, Prof., Information design, Univ. of Applied Sciences, Cologne

The idea as well as the theoretical framework of Society for the Science of Design Studies, is outstanding. In fact, though professionals and other people meanwhile have become more and more aware of the importance of design and its innovative potentials very little attention has been paid so far to the complex **theoretical** implications and **qualitative** design research.

Therefore, it is both extremely necessary and highly appreciated that experts from the Musashino Art University (particularly Prof.Shutaro Mukai) have taken the challenge in establishing this interdisciplinary and international Association in order to fill in the blanks which have been existing for a long time.

May I express my strongest recognition and admiration for this courageous and encouraging venture.

And I might say that I feel deeply honoured to have been asked to join this honourable society as a guest member. I accept this offer enthusiastically and hope that I am able to prove worthy of your confidence.

Congratulation and best wishes for the founding convention.

Uta Brandes, Prof. Dr., Cultural studies, Womens studies, Living life, Univ. of Applied Sciences, Cologne

"What design really need is to develop a new 'disciplinary interdisciplinary character' whereby - thanks to a changed approach in the conception of strategic, holistic product design - the designer again lays claim to areas which have meanwhile been usurped by other disciplines and professions. This should occur not out of hybris, but in the belief that a healthy portion of all-round abilities combined with unconventional yet structured thought will be able to generate solutions to current issues in everyday culture. And surely that is what design is there for?!

If the Society for Science of Design Studies helps to foster this, then I cordially welcome it and wish it much success.

Alex Buck, Dr., Design manegement, Editor"form", "form diskurs", Frankfurt

Dear professor Mukai: Please accept my warmest congratulations on the occasion of the founding of Society for the Science of Design Studies, Japan. Design thinking is only now becoming understood as discipline that is central to organization, development, and application of information and knowledge in daily life and in all professions. Yet this human capacity to think and act in ways that are practical, constructive and fulfilling is not adequately understood, valued and developed in individuals,

organization and cultures. A deeper understanding of the process of designing is essential in this age of abundant information and almost unlimited technology. It is as fundamental to human evolution today as scientific method was to the age of enlightenment and industrial development. Society for the Science of Design Studies can play an important role in realizing this new level of human potential and cultural achievement. I am honored by your invitation to become an international fellow in the Society and looking forward to its important work.

Charles Burnette, Prof. Dr., Design education, Architecture, Industrial design, The Univ. of Arts, Philadelphia

I would like to welcome the birth of Society for the Science of Design Studies, Japan and to thank all the promoters and the members for having had the idea and for implementing it. Three points of your program are particularly in my opinion:

- the stressing of the social, cultural, environmental, and technological dimension of design;
 - the problem-oriented, not ideological transdisciplinary cross-fertilization as a tool to really further the setting and the solving of transdisciplinary design problems;
 - the strong linkage between research and University education.
- I hope that such assumptions and aims could be basis of similar and connected initiatives at the international level.

Medardo Chiapponi, Prof., Industrial design, Environmental design, Polytecnico Milan

The founding of "Society for the Science of Design Studies" is an excellent idea and will be a very important mark in the history of design. There is no doubt that this society will be very important for the Japanese and for the international development of design: In terms of strategical and political items as well as in those of educational and professional aspects, concerning the designers and the enterprises.

The basic paper for this society could be read as a paradigm for the serious perspectives and for the future not only of design itself, but also of complex social, economical and cultural future. I am absolutely sure that the founding members of the society will be very proud to be members, because this society will get a very high international reputation soon. Therefore I thank for the honour to be asked to become a guest member.

Michael Erlhoff, Prof. Dr., Design Context, Theory and History of design, Univ. of Applied Sciences, Cologne

Dear Mukai-sensei: Congratulations on the establishment of Society for the Science of Design Studies. I am honored to be asked to join as an international fellow and look forward to the future activities of both the Society and the School of Science of Design at Musashino Art University. The interdisciplinary concept of design studies in the 21st century is an essential basis for confronting the social, economic, technological and environmental issues of our "global village." I wholeheartedly support the objectives of Society for the Science of Design Studies and its

illustrious Founding Committee. Sincerely,
Felice Fischer, Dr., Japanese Art and Design, Curator, Philadelphia Museum of Art, Philadelphia

The creation of Society for the Science of Design Studies, is very timely, and the scope of concerns outlined in the founding document reflects the most urgent problems humanity confronts today in the design field.

Design, as a problem-oriented, interdisciplinary activity, urgently needs the concerted effort of many different people to confront the large, complex problems of our time. This is not an unrealistic, utopian position. It would be unrealistic to keep on exclusively responding to market needs, reactively allowing the market to define the designer's role. Design has a role to play in the shaping of the future and the sustainability of our lifeworld.

The core of the professional preoccupations cannot be formed by styles, computers, or the best tricks seen in the last annual. Design has to strengthen its concern for what really matters: life, death, pain, happiness, and the welfare of people.

Jorge Frascara, Prof., Graphic design, Univ. of Alberta, Edmonton

Thank you very much for your letter of 15 April, letting me know about Society for the Science of Design Studies, Japan, which has been set up at Musashino Art University in Japan. I am in full support of this idea - obviously I can not be formally associated with it but would be pleased to allow my name to be mentioned as international fellow/fellow supporter of the concept. May I wish you best of luck with new and very timely venture. yours sincerely,

Christopher Frayling, Rector/Prof. Dr., Cultural history, Design history, Royal College of Art, London

I appreciate your initiative and feel honoured act as an international fellow!

Peter Hahn, Dr., History of Design, Director, Bauhaus-Archiv Museum für Gestaltung, Berlin

Best congratulations on the founding of Society for the Science of Design Studies, Japan! Musashino Art University again provides leadership in this endeavor, not only in Japan, but internationally. I would be deeply honored to be named an international fellow and supporter of the Society. Yours sincerely,

Kathryn B. Hiesinger, Dr., European Decorative Arts, Curator, Philadelphia Museum of Art, Philadelphia

It is an honor to be invited to serve as an international fellow, friendly supporter, and founding promoter of the Society for the Science of Design Studies.

The new Society is to be commended for its focus on basic design (aka design science) and for its resolve to broaden the scope of **basic design** through transdisciplinary linkages to well established and to new fields in the sciences, arts, and humanities with a program of study, research, and exchange.

William S. Huff, Prof., Architectural/Design education, Basic design,

State Univ. of New York, Buffalo

In the context of rapid technological challenges, **design**, more than any other domain of human action, has to undergo radical changes. In the process of self-examination, we should not go for slang words like post-design, nor get involved in superficial polemics over aesthetics. There are more fundamental issues we have to address, like; what are the ideas of being human we are inscribing in technologies that coming generations may have to live with. Or; how can we make the world a better place for all of us, without eradicating the cultural diversity on which we thrive. Or; what is design when a technology is emerging that enables its users to do what designers do today.

In my own way, I am working on some of these issues by inquiring into **language** as a medium for the **social construction of reality** and, on a more applied task, I am developing a **semantics for design**. Both endeavors reorient design towards a human-centered approach.

However, individual scholars can only fuel a cause that institutions need to carry on. I therefore welcome the establishment of a Society that seeks to further a Science for Design (I prefer for design", as this science ought to be of service to design, not about it). I am certainly happy to participate in any way possible as I consider **basic studies in and of design** to be both necessary and timely. Please let me know how I, as an International Fellow of the Society, can contribute.

Klaus Krippendorff, Prof. Dr., Writing on Design, Research in communication, and consulting with industry and government, Univ. of Pennsylvania, Philadelphia

Design is no artistic and no technical phenomenon, but concerns the whole society . This is the basis for a great responsibility towards the environment and the productions resulting out of it. Thus design is the conscience of the product.

Design influences all areas of life substantially and is very much connected with other disciplines and, vice versa, so that the design must urgently be supported.

Your offer to support Society for the Science of Design Studies, Japan as an "international fellow member" is a great pleasure for me.

Stefan Lengyel, Prof., Industrial design, Univ. of Essen

Ich wünsche der Society Alles Gute, Gerne nehme ich die Ehre eines guest members an.

Herbert Lindinger, Prof., Industrial design, Institute for Industrial Design, Univ. of Hannover

Dear Shutaro, an excellent idea, congratulation!

Tomás Maldonado, Prof., Design education, Polytechnico Milan

I would be pleased to have you use my name as an International Fellow of Society for the Science of Design Studies.

I am pleased to learn about the establishment of Society for the

Science of Design Studies in Japan and am happy to serve as an International Fellow of the Society. Design today is undergoing significant changes and there is an interest throughout the world in questions related to design research, as well as to matters of design history, theory, and criticism. As a founding editor of the academic journal *Design Issues* and a professor of design history and theory, I have been committed and remain committed to furthering a worldwide dialogue on the kinds of questions that you intend to examine. It is a good moment for Japanese designers and researchers to begin a systematic investigation of design and its history so as to generate new knowledge for the practice and understanding of design. I wish you well in the first phase of your activity and hope that you will be able to build an international network of colleagues and collaborators.

Victor Margolin, Prof., Design History, Univ. of Illinois, Chicago

Design, that reflects the social, economic and ecologic problem, we are confronted with, is a complex of activities that transcends typical images of professions. It can be neither conceived nor taught as a separate fields. It must be developed intersecting existing disciplines. To achieve this, a new kind of institution must be developed: facilities that are understood as an open, interactive field for design, science and technology. Here the Society for the Science of Design Studies, Japan takes on a forwardlooking task.

In future Design will be more and more understood as a networked activity, based on the model of specializing according to the given context. The concept of superimposing various disciplines to address the problem or project in question could spawn a new hybrid category of design activity, which will emancipate itself from traditional disciplinary concepts. It would be equally oriented toward research and practice, albeit in a novel way.

The program of Society for the Science of Design Studies, Japan promises to play an important role in the development of a new context driven understanding of design. In that respect it corresponds with the concept of the *Laboratorium der Zivilisation*, founded in 1991 at Darmstadt, Germany - with Shutaro Mukai as fellow member and founding promoter.

Bernd Meurer, Prof., Environmental Design, Design Science, Head, *Laboratorium der Zivilisation*, Univ. of Applied Sciences, Univ. of Applied Sciences, Darmstadt

First of all let me wish you a lot of success on the occasion of the founding Society for the Science of Design Studies, Japan.

Thank you for your kind request, I am delighted to permit you to use my name as an international fellow member and friendly supporter of the society.

Ferenc Müller, Prof.Dr., Design management, Univ. of Art and Design Budapest, Director, Institute for Design Management

I will write to you about my new mission.

Sudhakar Nadkarni, Prof., Industrial design, Indian Institute of Technology-Guwahati

I give my full support to your important initiative, to found Society for the Science of Design Studies. The lack of scientifically relevant knowledge and results of multidisciplinary research can be seen both inside of the designfield and in the confusion of the attitudes concerning the design in general.

Tapio Peräinen, Prof.Dr., Architect, Designer, Social Scientist, Helsinki

Sehr geehrter Herr Prof. Mukai, zur Gründung der Society for the Science of Design Studies, Japan gratuliere ich Ihnen.

Selbstverständlich bin ich gerne dazu bereit ihr als guest member beizutreten und Sie - soweit es mir möglich ist - ideell zu unterstützen. Freundlicher Gruß

Brigitte Reinhard, Dr., History of fine arts and design, Director, Stadt Ulm Ulmer Museum, Stadtarchiv Ulm/Hfg-Archiv Ulm, Ulm

Lieber Herr Mukai, Ich habe mich sehr gefreut, wieder einmal von Ihnen zu hören. Und dazu noch in einer so erfreulichen Angelegenheit. Sehr gerne nehme ich die Einladung an, als international fellow für Ihre Gesellschaft zu werben.

Mit der Post schicke ich Ihnen einen Vortrag, den ich kürzlich bei einer internationalen Designertagung in München gehalten haben - damit Sie sehen, da ich mich auch fachlich einschlägig interessiere.

Ihnen und Ihrer Familie alles Gute. Ihr S.J.Schmidt
Siegfried J.Schmidt, Prof. Dr., Philosophy, German literature, Linguistics, History and Art History, Univ. of Münster

Congratulation on the founding of the new society- it is timely and necessary and will fill an important gap.

Günter Schmitz, Prof., Architecture, State Univ. of New York at Buffalo

I wish the Society to work towards a deeper understanding of the nature and meaning of design.

Jrjö Sotamaa, Rector/Prof. Dr., Design, Univ. of Art and Design Helsinki

Design seems to be an everyday activity. We can interpret the world of objects and information around us as products of design. But research and theory which we need to understand this contradictory matter and to find adequate solutions to a rapidly changing society united by the electronic media is still a stepchild both of the humanities and science.

Looking back to the times of the Hochschule für Gestaltung in Ulm, where I had the privilege to complete my studies, life seems infinitely more complex today. But basic needs remain and my wish is that the design world does not forget that there are human beings at the bottom of their activities. This goes especially for education.

Margit Weinberg Staber, Critic on Arts and Design, Zürich

I am convinced that your initiative for basic research will have a good effect on design education and production.

Best wishes for your project!

Flix Studinka, History of Arts, Museum für Gestaltung Zürich

Lieber Prof.Shutaro Mukai, mit grossem Interesse habe ich von Ihrem Plan der Gründung des "Society for Science of Design Studies, Japan", Kenntnis genommen. Ich begrüße Ihre Initiative sehr und versichere Ihnen, dass ich Ihre Pläne sowie inhaltlich wie von den Zielsetzungen her uneingeschränkt unterstütze.

Es wird Sie interessieren, dass wir hier an der Universität eben zur selben Zeit ein "Institut für Kunst-und Designwissenschaft" gründen.

Ich hoffe, dass sich auch von daher eine fruchtbare Zusammenarbeit entwickeln wird.

Mit schönen Grüßen und guten Wünschen für Ihre Arbeit, Ihr Hermann Sturm

Die Ziele und die Organisation, des Instituts fasse ich kurz zusammen:

1. Das Institut für Kunst-und Designwissenschaft der Universität Essen ist eine wissenschaftliche Einrichtung.
 2. Das Institut hat die Aufgabe. Forschung und Lehre in allen Theoriefachern der Kunst- und Designwissenschaften zu betreiben und dabei in strukturstärkender Weise ein systematisches Theorieangebot für die Studiengänge zu entwickeln.
 3. Das Institut soll die Zusammenarbeit mit außeruniversitären Einrichtungen (Museen, Instituten. Sammlungen,Designzentren, Forschungseinrichtungen) verstärken und weiterentwickeln - auch im Interesse des Forschungstransfers.
 4. Mitglieder des Instituts sind die Professorinnen und Professoren aus den Kunst- und Designwissenschaften, sowie deren Mitarbeiterinnen und Mitarbeiter.
 5. Das Institut wird geleitet vom Vorstand (die Professorinnen und Professoren). Der Vorstand kann Forschungs-, Studien-, Arbeits-, Projektgruppen einrichten.
 6. Der Vorstand wählt aus seiner Mitte eine Professorin oder einen Professor für 5 Jahre zum Institutsleiter und seinen Stellvertreter.
- Hermann Sturm**, Prof., Art- and Design sciences, University Essenn, Head of The Institute for Art- and Design Sciences, Essenn

I am honoured by this invitation and gladly accept it. I am sure the founding of the Society will add new dimensions to design studies, and I hope to be enriched by my association with society. I hope to send a detailed response to the note sent by you later. however I wish the founding convention of the Society all success. Please convey my regards to friends and colleagues there.

Kirti Trivedi, Prof., Visual Communication Design, Product Design, Design History, Design Traditions, Indian Institute of Technology- Bombay

*Elisabeth Walter-Bense, Prof.Dr., Philosophy, Semiotic, Aesthetic, Publisher and Editor, "Semiosis", The International Journal for Semiotic Studies, Stuttgart