

Newsletter No.4

April 1999

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

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研究会のご案内

今年度より、研究会を開催することになりました。第1回は、竹原あき子氏に世話人をお願いして、下記のとおり、原宿竹下通りの見学を行ないます。参加をご希望の方は、事務局までファクシミリ(042-342-5181) または e-mail(kisode@musabi.ac.jp)にて申込をお願いいたします。

日時 : 1999年5月2日(日)

集合場所 : 原宿駅(地下鉄明治神宮駅入口付近)

集合時間 : 5月2日(日)午後3時

研究会の内容については、参加できなかった方にも、ニューズレターで報告したいと思います。

研究会は月1回を予定しています。前もって会員全員にお知らせする予定です。しかし連絡が緊急になる場合も予想されます。この場合、e-mailとファクシミリでご案内することになりますので、この連絡が必要な方は予め事務局までファクシミリ(042-342-5181) または e-mail(kisode@musabi.ac.jp)にてお申込みくださるようお願いいたします。

また、当日の遅刻など緊急の連絡は、090-1057-9445(宮島慎吾、携帯電話)までお願いいたします。

研究会の記録方法、担当については、当日話し合いをしたいと思いますがお手持ちの小型カメラ等記録するための道具をご持参ください。

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臨時総会・第1回研究大会報告

1998年12月6日(日)に臨時総会と第1回研究大会がBMW Squareを会場として開催されました。

臨時総会では、網戸通夫氏を議長に選任し、顧問を設けるための会則の変更と役員についての議事が諮られ承認されました。役員代表として向井周太郎会長の挨拶のあと、今年度の雑誌出版計画と研究大会の活動が宮島慎吾事務局長から報告されました。議案は以下のとおりです。

議案1 会則の変更

第14条 監事 本会に監事をおく。監事は会計の監査等を行う。

したがって、以下の条項の番号が順番に繰り下げられます。

第14条 顧問 第15条 顧問

第15条 会友 第16条 会友

第16条 会則の変更 第17条 会則の変更
付則 この会則は1998年12月6日より施行する。

議案2 役員および監事について

会長 向井周太郎

理事 泉修二、勝井三雄、柏木博、川添泰宏、
小木和孝、児島学敏、小林宏一、
竹原あき子、西川潔、西沢健、橋本梁司、
羽原肅郎、前田富士男、増成隆士、
宮島慎吾、向井周太郎、門内輝行

運営委員 荻本和利、海保透、川間哲夫、
小林昭世、篠崎晃一、末廣伸行、
長澤忠徳、長峰秀鷹、東仲雅明、
吉田慎悟、渡邊敏之

監事 川島重治、清水敏成

臨時総会後の、第一回研究大会は、「デザインの意味の転換と再構築」をテーマとしてシンポジウムが開催されました。

向井周太郎会長の趣旨説明の後、クラウド・クリップンドルフ氏(ペンシルバニア大学)の講演に続いて、柏木博氏、竹原あき子氏(当日は都合により欠席)、増成隆士氏、門内輝行氏、吉田慎悟氏をパネリストとして提案と討議が行われました。

ご欠席の方には、当日配付したシンポジウムの資料を同封いたします。またこのシンポジウムのテーマ「デザインの意味の転換と再構築」を特集テーマとして学会誌1号の編集が始まりつつあります。

理事会と運営委員会の記録(抜粋)

第1回理事会記録

1998年12月19日 14:00-17:30

MSB ギャラリー銀座

1. 第1回研究大会の反省等

「パネルで具体例があり、それと呼応できた」というクリップンドルフ氏からの感想をはじめ、テーマ、内容・進行、会場についての意見がかわされました。また、今後、会員の研究発表の機会をつくる意見も提起されました。

2. 今後の活動について(活動テーマ・内容、体制・方法、スケジュール)

研究会を隔月くらいで実施し、ニュースレターでその内容を紹介する/デザインや社会の危機感をも含めて、扱うべき課題を展望するマップ、リストを作る、/シンポジウムも一度やっただけでなく、もう一回やると深まってくる。そういうやり方も考えられる、等の意見が提起されました。

第2回理事会+運営委員会記録

1999年3月13日 14:00-17:30

MSB ギャラリー銀座

1. 学会誌の刊行について:「基礎デザイン学1号」の特集テーマはシンポジウムのテーマでもあった「デザインの意味の転換と再構築」とし、パネラーへの原稿の依頼と関連する原稿を依頼することが決まりました。

また出版時期については、当初予定していた7月には刊行せず、今年度内の刊行を目標にして、内容と形式についての議論を積み重ねることが確認されました。

2. 1999年度研究大会について:テーマ案としては、「milieu(風土)」や「素材」、日程は、10月という意見があげられましたが、次回、再び話し合うことになりました。

3. 研究会活動

月に一度研究会の開催が決まりました。

4. その他：4月刊行のニュースレターについて

(臨時総会と5月2日研究会の詳細を決定し、会員名簿も同時に発送する。シンポジウムの資料も参加できなかった会員に郵送する。)

運営委員会記録

1999年2月12日

武蔵野美術大学

1. 「基礎デザイン学1号」の編集について：「基礎デザイン学1号」(1999年7月刊行予定)編集(案)をもとに討議しました。
2. 理事会より提起された、基礎デザイン学の問題領域、現在のデザイン問題領域のマップ制作について、その進め方をふくめ検討しました。
3. 研究会の開催：毎月の定例の研究会を、基礎デザイン学の問題領域、現在のデザイン問題のマップの制作とあわせて、開催することが提起されました。
4. その他：早い時期の名簿の出版、データベースとして学会会員 who's who の作成。

理事会(隔月)と運営委員会(毎月)の記録については、ニュースレターにすべて掲載することはできませんでした。学会事務局で閲覧することができます。今後、学会ホームページでの提供も考えています。

事務局よりのお知らせとお願い

1. 1999年度会費納入のお願い

1999年度会費納入をお願いいたします。振込用紙を同封しました。なお、昨年度の会費納入を済まされていない方は、あわせて振込をお願いいたします。

2. 会員名簿(1999年4月1日付け)をお送りします。お気づきの点、ご訂正、ご変更がありましたら、事務局までお知らせください。

海外会友等を含めた英語版等を、次第に整備していく予定です。

3. 事務局担当者について

1999年度より、宮島慎吾、小林昭世に長澤忠徳が加わり

三人になります。

4. 事務局のe-mailについて

学会ホームページとメーリングリストを準備中です。

5. 今回は、会員の著書等の活動報告はありませんでした。会員の皆様の著書をはじめとする活動を事務局までお知らせください。ニュースレターでお知らせしたいと思います。

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