From Brain back to Hands and Fingers
“Design Thinking Reconsidered or How to handle non-Western Craft(wo-)manship in the Digital Age?”

Shigemi INAGA 稲賀繁美

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Design Thinking Reconsidered or How to handle non-Western Craft(wo-)manship in the Digital Age?

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Original planning and design

- **Introduction:** “Design” East & West?
- **1. IDEA.** From Disegno, to Design: Dessein, Dessin 「設計」
  - Brain-centered idea
  - eidos-hyre dichotomy questioned
  - toward digital thinking

- **2. HISTORY** From Industrial Art to Post-industrial Design
  - Design History an autonomous entity?
  - High Arts/ Lesser Arts  West/Rest  Design/ Decorative Arts
  - Ars/techne  art/technology analogy/digital

- **3. CYBER SPACE**
  - “Undingliche Ding” “Les Immatériaux“ Clouds...
  - Re-incorporation  immaterial Design and Physical Presence
  - Cloud of Virtual Network covering the Eco-system of the Planet
  - Non-Geometrical Amorphous Web  Clearance Gap

- **Conclusion:** suki-ma ,noise, redundancy
• Steve Jobs:
  “Design is not just what it looks like and feels like.
  Design is how it works.”

• This may be a modern and current understanding of the term, yet an ideology-free interpretation is far from being well established.

• To understand “design” as equivalent of デザイン (Dezain) in Japanese or 設計 (Shèjì) may entail confusions and even misunderstandings.

• Cultural gap also reveals itself in the process of cross-cultural migration and global transplantation of the idea and practice of “design” all over the world.
• disegnar (I. verb) disegno (L. noun) disegno (I. noun)
• *Il Livro dell’arte*, Cennino Cennini ca.1360-1427

• Leonardo da Vinci (1852-1519)
• désigner (F. 1529) designate sketch 1660s esquisse
• dessigner (F. 1556) schizzo skehdos
• desseigner/dessigner (F. 1761)
• dessin (≠? drawingdraught draft )
• dessein (planning, intention etc)

• project Ent-worf
• design (E. F. 1965) sign signum (L.)
• Cf. describe décrire des-scribere (L.)
• Etymological and critical overview of the term
Historical overview of the Design as an idea

Academism     Modernism
官展     現代主義
avangardism(s) 前衛
Fine Arts  Beaux-Arts
美術  Schöne Künste
Lesser arts 劣性諸藝術
Design

Post-modernism
脱-現代主義
Museum 門 Museum
Arts 哲
* original
Decorative Arts
裝飾藝術
Digital design

Lesser arts
劣性諸藝術
Applied arts
応用藝術
Industrial Arts
工業藝術

(Non-Western) trival Arts
airport goods *copy

Commercial Arts

Historical overview of the Design as an idea
Problem of translation into Asian languages

- Design ≡ 設計[shèjì]≡[sekkei]≡デザイン[dezain]?
- 平面設計 graphic design グラフィック・デザイン
- 揮絵設計 illustration イラストレーション
- 構造設計 structure/structural design
- 室内設計 interior design
- 機械設計 mechanical design
- 建築設計 architectural design
- 工業・商業設計 industrial・commercial design
- 建築設計事務所(J.) ≡ Design and Planning Office (A.)

- Social design 社会設計（？）
- Community design 社区设计 Shèqū shèjì
Haptic Enjoyment beyond the Visual Culture: Redefining «Modernity» in Museology
So as to Readjust the Digitalized Global Scale Model

13:30-15:00 Shigemi INAGA 稲賀繁美
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homepage: http://www.nichibun.ac.jp/~aurora/inaga/

- 稲賀繁美 接触造形論
- Shigemi Inaga, In Search of Haptic Plasticity: Souls touching each other, Formes interwoven (in Japanese), University of Nagoya Press, 2016
Introduction: cross-cultural conflict resolution

1. Museum Space reconsidered
2. Well, Tower and Staircase
3. Jigsaw Puzzle and the Final Missing Piece
4. Tokyonization: beyond Copy and Plagiarism?
5. Yellow Umbrella and Diamond Mandala

Conclusion: Toward the DMZ of Social Design
Aussies injured in fatal Vanuatu bus crash being flown home for ...

www.dailytelegraph.com.au

Australians were injured in the bus crash in Vanuatu. Picture: Wilford Patunvanu/Facebook
Vanuatu « chief »
Local advisor
From Island P

Japanese cultural
Anthropologist
As an observer

Australian Driver
Lawyer

Victime

Victim’s family

Boy’s father and Family inhabitant Of the Island Q

Vanuatu Boy killed by The accident

Source: kaori Ootsu, « A Case Study of Conflict Resolution in Vanuatu »
The 3rd Asia Future Conference, Oct.03, 2016; courtesy of the author
Banuatu « chief »
Local advisor
From Island  P

Japanese cultural
Anthropologist
As an observer

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Vanuatu Boy killed by
The accident

Boy’s father and
Family inhabitant
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Source: kaori Ootsu, « A Case Study of Conflict Resolution in Vanuatu »
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The 3rd Asia Future Conference, Oct.03, 2016; courtesy of the author
Australian Driver Lawyer

Banuatu « chief »
Local advisor
From Island P

Proposal of a symbolic Kinship « family tie »

Exonerated

Japanese cultural Anthropologist As an observer

Boy’s father and Family inhabitant Of the Island Q

Vanuatu Boy killed by The accident

Source: kaori Ootsu, « A Case Study of Conflict Resolution in Vanuatu » The 3rd Asia Future Conference, Oct.03, 2016; courtesy of the author
Banuatu « chief »
Local advisor
From Island P

Australian Driver Lawyer

Western Jurisdiction

Vanuatu Social Custom

Information

Japanese cultural Anthropologist
As an observer

Boy’s father and Family inhabitant
Of the Island Q

Vanuatu Boy killed by The accident

Not guilty ?

Missing

Failed compensation
Lack of understanding

Frustration & Unsatisfaction
Lack of moral fulfillment

betrayal

Source: Kaori Ootsu,
Security-Police
Traffic circulation
Commercial issues
Construction regulations
Toward a Social Design in the Era of Globalization --
A New Task of Design History

Shigemi INAGA 稲賀繁美

Introduction: cross-cultural conflict resolution

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Conclusion: Toward the DMZ of Social Design
Le Petit Palais, Paris, 1900
The Tate Modern and its Surroundings
Museum of Modern Art, Kamakura. #JAPAN
The City of Kamakura and “Kamakin”
The City of Kurashiki and Oohara Museum
Oohara Museum in Kurashiki (above)

Kanazawa 21th Century Museum (right)
L’École polytechnique fédérale de Lausanne (EPFL)
L’espce sans croison, la continuité indéfinie comme amibe collective, myxomycète caractérise la paratique spatial du SANAA. Amparphe plat, et modifiable à l’infini.

Le myxomycète se transforme en se balançant entre sa phase ‘animale’ et celle ‘végétale’ voire entre la stabilité et la mobilité, enjambant la notion de ‘mobilier’ et les biens immobiles. L’Architecture comme épiderm parasite-protecteur.

SANAA（サナア、Sejima and Nishizawa and Associates）は、妹島和世（せじまかずよ）と西沢立衛（にしざわりゅうえ）による日本の建築家ユニット。プリツカー賞、日本建築学会賞2度、金獅子賞他多数受賞。
Odile et Jean-Christophe Hecquet /Architects from the Japanese Sanaa agency
Hongkong, M + Planning
Security - Police
Traffic circulation
Commercial issues
Construction regulations
Administrative collaboration

Local community collaboration

Citizenship communication & Mutual aid, informal friendship
NPO, NGO initiatives, etc.

Cultural resources
National Museum of Singapore in search of multi-layered cultural identities?
Taipei's Songshan Cultural and Creative Park will serve as the main venue for the International Design House Exhibition.
Echigo Tsumari, reuse of the abandoned primary school facilities in the village
越後妻有、廃校になった小学校を美術館にしてよみがえらせた場所
Laputa model of the cultural center?

Present

Future

Past

Accumulated Cultural resources

Well fountain

Social network

「在都市発現一座遺世孤島」
© Full House
Accumulated Cultural resources

Past

Present

Future

Well fountain

cistern

Social network

天空之島 ©nibariki 二馬力
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Conclusion: Toward the DMZ of Social Design
Present

Past

Future

Well fountain

Turpan 吐鲁番市
تۆرپان شەھەری

Social network

Accumulated Cultural resources

cistern
4th +13th Floors as spiritual storage floor
Hanshin-Awaji Great Earthquake, 17 Jan.1995
Pan-cake Crash at the 4th Floor. Kobe West Citizens’ Hospital (left) and Kyowa Building (right), Fourth Floor collapsed at the Great Hanshin-Awaji Earthquake, Jan. 17, 1995.
Hyogo Prefectural Museum

2002

Newly designed

After the Hyogo Awaji Great Earthquake
In 1994

in conjunction with the Nagisa Seashore Park

Architect: Tadao Ando
Hyoigo Prefectural Museum (upper left) and the Surrounding Port facilities, then (upper right) and Now...
Kobe Port as cultural memory of the glorious past, half dead vestige...
People living on the Riverbank « illegally »

Free-of-charge living house
In Tokyo, by Kyohei Sakaguchi

Previous antiaircraft gunsite now illegally occupied,
In Higashiyodo District, Osaka, Japan
Ce n’est pas avec la théorie préfabriquée mais à partir des études sur le terrain que l’atelier Bow-wow déploie sa stratégie. Les cas pertinents sont només « pets », comme des animaux favoris, mais pas domestiqués, qui constituent leur collection.

typologie de l’architecture ‘Pet’

Les zones vide à profiter:

Quatre catégories

1) Elargissement du chemin
2) Insertion diagonale d’une route de voiture
3) La marge géométrique entre la fleuve et la route
4) Interstice entre les bâtiments ou le terrain superflu
Atelier Bow Wow s’intéresse aux interstices urbaines dont on tire profit. Des bâtiments minuscules se prolifèrent comme de mauvais herbes. Le norme n’y existe pas en apparence mais tous ces bâtiments sont legals. En accord avec la complexités des règles de construction en rigueur au Japon...
• The octopus balls shop on Cat street ... my own personal (undomesticated) pet.

Zone triangulaire au croisement des rues tracées à tord et à travers en compromis des intérêts privés et publiques d’une façon contradictoire...

Cf. Gaston Bachelard,
• “Coin”, “nid” in La Poétique de l’espace, 1957
Les coins vides sont remplis par nécessité.
It sounds like the idea of programmatic customization is very important to you. In *pet architecture*, architecture is customizing itself to fit into its environment and then in *micro public spaces* individuals are customizing their environments. Does that also transcend into your design work for public or private buildings?

La condensation des fonctions multiples est la clef pour l’efficacité urbaine
La poursuite d’une souplesse pour s’accompoder à l’environnement exigent.
Toward a Social Design in the Era of Globalization --
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Terra nullius
empty space
Hugo Grotius
1583-1645
Naoto FUKAZAWA
and the Nippon Mingeikan, Tokyo
Yuichi Tsukatani,

An Illustrated Book Of plants and grasses Growing in crannies, 2014
The Calribian Sea as ego-as-absence
Of the Immune System of the World
Order, where « piracy » propagates...

Tomio Tada, 1934-2010
*Semiotics of the Immune sytem, 1993*
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Tokyo Olympic Emblem scandal
In 2015 and the proliferation of Dubious copy-padody emblems
The Knockoff Economy
How Imitation Sparks Innovation (2012)

By Kal Raustiala and Christopher Sprigman

Translated into Japanese as:
Pakuri Economy (2015)

Pacreator
“pakuri” + “creator”

Olivier Debie

Kenjiro Sano 佐野研二郎
石井大五 Taigo ISHII 世界東京化計画
Tokyonization of the World Project, Venezia Biennale, 2016

http://honyakualfa.blog.fc2.com/blog-entry-428.html
Venezia Piazza San Marco, “Tokyonized”

https://www.youtube.com/watch?v=ec2d-voeoFA
https://www.youtube.com/watch?v=9H-WHJdAyDA
“Japanized’ Piazza San Marco (left)

Todaiji Temple below left
Tsukiji Hongaji Temple below right

築地本願寺、盆踊り

東大寺、山陵祭。5月
French capital, « lost in translation » or « translated » into its Japanese version?


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Conclusion: Toward the DMZ of Social Design
UMBRELLA REVOLUTION
SYMBOLS OF HONG KONG PROTEST

esther :)
You may say I’m a dreamer, but I’m not the only one. I hope someday you’ll join us. And the world will live as one.

John Lennon

John Lennon, Yoko Ono, Nam June Paik and Shuya Abe at the Galeria Bonino New York

23 November 1971
Photo: Tom Haar
Courtesy Kunsthalle Bremen © The Estate of Nam June Paik.
韓国民衆音楽のリズムはシンコペーションのある、3-5-7という奇数を重視する、ここには、モンゴルからハンガリーにおよぶリズムの共有があるはずだ。

シャーマニックな文化体質

定住性のノマド
Stationary nomade

ジンギスカンの復権 1993、Yellow Peril-Globalization
Or The Rehabilitation of Genghis Khan

1863年（？）に電話が発明されるまで、鉄道のある路線のぞけば、馬が最速のコミュニケーション手段だった。輸送メディアより速い情報メディアは存在しなかった。馬はテレックス＋コンコルドだった。
Nam June Paik, The Rehabilitation of Genghis-Khan, 1993, Venezia Biennale, German Pavillion  Courtesy, Nm June Paik Art Center
Up until the invention of the telephone, the communication was not faster than the transportation. The horse up until then was equivalent of Concorde supersonic airplane and telefax combined. This is why we have to rethink about the horse at the beginning of the electronic age.

Nam June Paik’s The Pre-Bell-Man: This sculpture depicts a knight made of various forms of communications technologies riding on top of an iron horse. In a lot of ways this sculpture represents the PR and media industry. Both continuously evolve as new technologies empower people and brands to connect and tell stories in new ways. Ten years ago, social media and paid media amplification were foreign to the PR industry; today they are key channels and tools through which we engage audiences. The next defining channel of media and communications may not be known, but like the knight, we must be prepared to boldly take on the challenge of navigating the impact of new technologies and mediums in the global communications landscape. http://www.edelman.com/post/art-informs-life/
Electronic Superhighway
光fiber cableで西海岸を東海岸に繋ぐ (974)
。Bill Clinton Stole my idea.

大陸間のコミュニケーションは、大西洋横断ケーブルができて、6カ月から2秒に短縮された。輸送速度と情報速度の分断。リトリーヴァルなき貯蔵庫のごみ溜め化。
Nam June Paik’s “Revenge” to Bill Clinton, President of the United States?
Nam-Jun Paik, *Turtle*, 1993

- One equals to the multiple; the multiple equals to One;
- One Square Thumb contains the Whole Universe

Nam-Jun Paik, *Turtle*, 1993
Namjun Paik  白南準、多々益善  Dadaikseon  (The more, the better)、1997
Nam June PAIK: The More, the Better, 1987, 1003 db tv monitor, National Museum of Modern and Contemporary Art
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DMZ: Demilitarized Zone
MDL: Military Demarcation Line

North Korea
Pyong-yang
North of MDL
MDL
South of MDL
Control of line against citizen
38th parallel (Military border line before the Korean war)

DMZ: Demilitarized Zone
MDL: Military Demarcation Line

Total length of the line: 248 km
Western border: End of Im-jin river
Eastern border: Myeomho-ri, Kosung-go, Kangwon-do

Seoul
Panmunjom
2km
2km

gettyimages
Kyutai Kaku
In the splitting crevasse of one personality, the dead are sleeping. It is the failure of consoling the dead souls that causes the splitting of the personality. Indeed tremendous amount of the dead victims of Korean War are still sleeping in the deserted no-man’s land. In this Demilitarized Zone, neither the Korean citizens nor the people of North Korea can tread in. The Real IDM Project is realized for the purpose of assisting at the very failure of this memorial service.

Surely we are living in Asia, where many nations-states are still suffering from various traumas under multiple personality disorder (caused by the discordant division lines traced in each of the national history). Enlarged-inclusive program of memorial services for reconciliation (overlapping differently subdivided national consciousness) are still badly needed (in East Asia as well as in south East Asia), so as to realize the recovery from, and the reintegration of, our split personalities.


東浩紀「ダークツーリズム以降の世界」『ゲンロン03』

cf. Kim Sunjung, “Parallel Relation Between the International and Local’ the Real DMZ Project,” *Genron* 03, pp.049-056.
Social Design

for the Global Realization of the Demilitarized Zone (DMZ)

You may say I am a dreamer, but I am not the only one....