

# Main Title: Instruction for Contributors to the 6<sup>th</sup> Asia Design Conference

- Subtitle: If applicable. Instruction for contributors to the 6thADC

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**Abstract:** The Japanese Society for the Science of Design(JSSD) and The Japan Society of *Kansei* Engineering(JSKE) with the joint sponsorship of the Science Council of Japan, and in collaboration with the Korean Society of Design Science(KSDS), Chinese Federation of Senior Design Education, the Chinese Federation of Senior Design Education(CFSDE), the Chinese Institute of Design(CID) and the Design Research Society(DRS) of Britain, will hold the 6th Asian Design International Conference from October 14 to 17, 2003, in Tsukuba, Japan. The main theme is " Integration of Knowledge, *Kansei*\*, and Industrial power ". The program of the conference includes diverse sessions, speeches, activities: Original Article Presentation, a symposium on Doctoral Education in Design, the Asian Design Research Proposition, the Design Research Show-Case, and a Design Exhibition. Through this conference, we would like to take this opportunity to promote mutual understanding of design researches around Asian countries and, furthermore, and contributing to creation of the new research and education system, based on the identity of each country. The Japanese Society for the Science of Design(JSSD) and The Japan Society of *Kansei* Engineering(JSKE) with the joint sponsorship of the Science Council of Japan, and in collaboration with the Korean Society of Design Science(KSDS), Chinese Federation of Senior Design Education, the Chinese Federation of Senior Design Education(CFSDE), the Chinese Institute of Design(CID) and the Design Research Society(DRS) of Britain, will hold the 6th Asian Design International Conference from October 14 to 17, 2003, in Tsukuba, Japan. The main theme is " Integration of Knowledge, *Kansei*\*, and Industrial power ". The program of the conference includes diverse sessions, speeches, activities: Original Article Presentation, a symposium on Doctoral Education in Design, the Asian Design Research Proposition, the Design Research Show-Case, and a Design Exhibition.

**Key words:** *Integration of Knowledge, Kansei, Industrial Power*

## 1. Introduction

Science Council of Japan decided to carry out organizer of this international conference. On the behalf of organizing committee of 6th ADC, I am very pleased that Science Council of Japan, Japanese Society for the Science of Design and Japan Society of *Kansei* Engineering have opportunity to organize this international conference in Tsukuba. The Asian Society for the Science of Design is an international scientific design organization aiming at making a mutual exchange, study and proposition about design research widely, seeking for new cooperation between industry and the academic field, and contributing to the progress development of scientific research and design education about global design development centering on Asian countries[1]. Main

theme is " Integration of Knowledge, *Kansei*, and Industrial Power " [2]. The program of the conference will include diverse sessions, speeches, activities: Original Article Presentation, Symposium on Doctoral Education in Design, Asian Design Research Proposition, Design Research Show-Case, Design exhibition, etc.. Through this conference, we would like to take this opportunity to promote mutual understanding of design researches around Asian countries and, furthermore, and contributing to creation of the new research and education system based on the identity of each country. For creating and expanding new design research field in this conference, the new direction is proposed to be integrated with the research of *Kansei*, existing body of design knowledge and the industrial power. Ultimately, we do sincerely hope that the three key fields of design, Industry, Research, and Practice pursue triad collaboration for the progress of design in Asian region. Finally, we expect the development of the new Asian design research and educational organization and eventually cultivation of the 21st century by participation of entrepreneurs, designers, researchers, and general public.



**Fig.1 Asian Design Research Business Workshop**

## **2. Method**

Science Council of Japan decided to carry out organizer of this international conference. On the behalf of organizing committee of 6th ADC, I am very pleased that Science Council of Japan, Japanese Society for the Science of Design and Japan Society of *Kansei* Engineering have opportunity to organize this international conference in Tsukuba.

### **2.1 Design organization**

The Asian Society for the Science of Design is an international scientific design organization aiming at making a mutual exchange, study and proposition about design research widely, seeking for new cooperation between industry and the academic field, and contributing to the progress development of scientific research and design education about global design development centering on Asian countries.

### **2.2 Integration of Knowledge**

Main theme is " Integration of Knowledge, *Kansei*, and Industrial Power " .The program of the conference will include diverse sessions, speeches, activities: Original Article Presentation, Symposium on Doctoral Education in Design, Asian Design Research Proposition, Design Research Show-Case, Design exhibition, etc.. Through this conference, we would like to take this opportunity to promote mutual understanding of design researches around Asian countries and, furthermore, and contributing to creation of the new research and education system based on the identity of each country. For creating and expanding new design research field in this conference, the new direction is proposed to be integrated with the research.

## **3. Results and Discussions**

*Kansei*, existing body of design knowledge and the industrial power. For creating and expanding new design research field in this conference, The new direction is proposed to be integrated with the research of *Kansei*,

**Table1. Primary topics and Session's categories**

Primary topics for subscription	Session's categories for presentation
Design philosophy, <i>Kansei</i> philosophy	Universal design
Design theory	Design methodology, Sustainable design
Design in education	Human centered design
Design history	Customer participating design
Design survey	Society design, Community design
Life, Culture and Technology	Adaptation design
Form, Morphology, Composition	<i>Kansei</i> science, <i>Kansei</i> engineering
Color planning	Design engineering on safety
Design psychology	Medical engineering, Artificial organ design
Human factors, Human error	Design responds to disaster

existing body of design knowledge and the industrial power. Ultimately, we do sincerely hope that the three key fields of design, Industry, Research, and Practice pursue triad collaboration for the progress of design in Asian region. Finally, we expect the development of the new Asian design research and educational organization and eventually cultivation of the 21st century by participation of entrepreneurs, designers, researchers, and general public.

#### 4. Conclusions

*Kansei*, existing body of design knowledge and the industrial power. For creating and expanding new design research field in this conference, The new direction is proposed to be integrated with the research of *Kansei*, existing body of design knowledge and the industrial power. Ultimately, we do sincerely hope that the three key fields of design, Industry, Research, and Practice pursue triad collaboration for the progress of design in Asian region. Finally, we expect the development of the new Asian design research and educational organization and eventually cultivation of the 21st century by participation of entrepreneurs, designers, researchers, and general public. *Kansei*, existing body of design knowledge and the industrial power. For creating and expanding new design research field in this conference, The new direction is proposed to be integrated with the research of *Kansei*, existing body of design knowledge and the industrial power. Ultimately, we do sincerely hope that the three key fields of design, Industry, Research, and Practice pursue triad collaboration for the progress of design in Asian region. Finally, we expect the development of the new Asian design research and educational organization and eventually cultivation of the 21st century by participation of entrepreneurs, designers, researchers, and general public. Finally, we expect the development of the new Asian design research and educational organization and eventually cultivation of the 21st century by participation of entrepreneurs, designers, researchers, and general public. *Kansei*, existing body of design knowledge and the industrial power. For creating and expanding new design research field in this conference, The new direction is proposed to be integrated with the research of *Kansei*, existing body of design knowledge and the industrial power. Ultimately, we do sincerely hope that the three key fields of design, Industry, Research, and Practice pursue triad collaboration for the progress of design in Asian region. Finally, we expect the development of the new Asian design research and educational organization and eventually cultivation of the 21st century by participation of entrepreneurs, designers, researchers, and general public. *Kansei*, existing body of design knowledge and the industrial power.

## **Acknowledgment**

Ultimately, we do sincerely hope that the three key fields of design, Industry, Research, and Practice pursue triad collaboration for the progress of design in Asian region. Finally, we expect the development of the new Asian design research and educational organization and eventually cultivation of the 21st century by participation of entrepreneurs, designers, researchers, and general public.

## **References**

1. Jim WG, Cheung YK, Zienkiewicz OC. Trefftz method for Kirchhoff plate bending problems. International Journal for Numerical Methods in Engineering, 36(5), 765-781(1991).
2. Reismann H. Elastic Plates: Theory and Application, Wiley, New York, 1-10(1988).

## **Appendix A** *(if applicable)*

The summarized results from the creative researches being done at the university or joint researches with industry will be exhibited in the form of panel or real product. The basic unit of booth of 4.5 square meters will be provided for each exhibitor. Throughout the exhibition it is hoped to develop new industry-university joint project with interactive communications between academy and industry.

## **Appendix B** *(if applicable)*

The summarized results from the creative researches being done at the university or joint researches with industry will be exhibited in the form of panel or real product. The basic unit of booth of 4.5 square meters will be provided for each exhibitor. Throughout the exhibition it is hoped to develop new industry-university joint project with interactive communications between academy and industry.