

Japanese Design

Aesthetics and Visual Culture

Section 1

Instructor/Title	Dr. Seonga Kim-Lee / Assistant Professor
Office/Building	Room 712, Main Building (Nakamiya Campus)

【Course Outline / Description】

This course aims at understanding Japanese aesthetics, culture, and society through the twentieth-century design. Students will examine broad range of design examples in terms of reflective of the social, political, and economic culture of the time. The course will begin by exploring Japanese aesthetics and prewar design and continues by discussing contemporary design with regard to the emergence of design, made in Japan, pop culture, and disaster and design. Students need to be familiarized with Japanese terms related to aesthetics and culture at the beginning of this course in order to understand how religion and philosophy are reflected in Japanese art and design. Through lectures, discussions, and presentations, students will understand how traditional Japanese aesthetics reflected on contemporary design and how individual Japanese designers uniquely delivered traditional aesthetics to international style.

Section 2

【Course Objectives/Goals/Learning Outcomes】

At the end of this course students will be able to:

- Take design as a key tool for understanding Japanese aesthetics, culture, and history.
- Perceive a brief history of Japanese design in the twentieth century and demonstrate specific issues affected Japanese design.
- Clarify the difference between Japanese and western aesthetics in design.
- Demonstrate how traditional Japanese culture reflected in the contemporary design.

Section 3

【Class Schedule/Class Environment, Literature and Materials】

Unit 1: Aesthetics and Culture

Lecture 1:

DNA of Japanese Design

- 日本貿易振興機構, 「日本デザインの遺伝子展」の記録 DNA of Japanese Design, (日本貿易振興機構 2006), 18, 20.

- Nendo et al, *Hidden-Unveiling Japanese Design* (ADP, 2014), 12, 14.

Lecture 2:

Japanese Aesthetics—karei, miyabi, notan

Read the pdf file on BB, pp. 23-27, 36-37.

- Patricia J. Graham, *Japanese Design: Art, Aesthetics, and Culture*, (Tuttle Publishing, 2014), 16-45.

Lecture 3:

Japanese Aesthetics—wabi-sabi, shibui

Read the pdf file on BB, pp. 11-18.

- Patricia J. Graham, *Japanese Design: Art, Aesthetics, and Culture*, (Tuttle Publishing, 2014), 16-45.

Lecture 4:

Japanese Aesthetics—Katsura

Read the pdf file on BB, pp. 7-10.

- Patricia J. Graham, *Japanese Design: Art, Aesthetics, and Culture*, (Tuttle Publishing, 2014), 16-45.

Lecture 5:

Unit Assignment and Discussion #1: *wabi-sabi*

Read the pdf file on BB, pp. 38-44.

- Roger J. Davies and Osamu Ikeno ed., “wabi-sabi,” *The Japanese Mind*, 223-232.

Lecture 6:

Japanese Aesthetics: Emptiness in Architecture

Mathias Frick, *Tadao Ando: From Emptiness to infinity*, [DVD] Credo Film 2014.

Valeriy Bagrintsev, *Tadao Ando's Church of Light*, (Architeg 2019), 2-109.

Lecture 7:

Japanese Aesthetics: Emptiness

Read the pdf file on BB, pp. 45-51.

- Hara Kenya, "The Origin of Japanese Design," *Wa: The Essence of Japanese Design*, (London: Phaidon Press Limited, 2015), 11-17.

Lecture 8:

Japanese Aesthetics: Emptiness

Read the pdf file on BB, pp. 52-58, 59-82.

- Arata Isozaki, Sabu Kohso, and Toshiko Mori, “Ma (Interstice) and Rubble,” *Japan-ness in Architecture*, (Cambridge Mass.: Mit Press, 2011), 81-100.
- Hara Kenya, “Muji,” *Designing Design*, (Lars Mueller, 2015), 227-281.

Lecture 9:

Japanese Culture and Design

Read the pdf file on BB, pp. 83-104.

- Ruth Benedict, "Taking One's Proper Station," *Chrysanthemums and sword* (Tuttle Publishing 1946), 43-75.
- Matthias Dietz and Michael Monninger, "Furoshikibility," *Japan Design* (Taschen 1992), 11-14.

Lecture 10:

Japanese Culture and Design: Packaging

- Joy Hendry, "The Purpose and Meaning of Wrapping," *Wrapping Culture*, 1993, 8-26.

Lecture 11:

Unit Assignment and Discussion #2: *itokodori*

Read the pdf file on BB, pp. 105-108.

- Roger J. Davies and Osamu Ikeno ed., "Titoko-Dori: Adopting Elements of Foreign Culture," *The Japanese Mind*, 127-133.

Lecture 12:

Japanese Culture of Miniaturization

Read the pdf file on BB, pp. 109-113.

- Young Lee, "Smaller is Better: Six Examples," *Smaller is Better: Japan's Mastery of the Miniature*, 25-31.

Lecture 13:

Unit Assignment #3 and Discussion

Unit 2: Modern History of Design

Lecture 14:

Modernization and Westernization

Read the pdf file on BB, pp. 129-135.

- Felice Fischer, "Japanese Design: from Meiji to Modern," *Japanese Design*, 8-13.

Lecture 15:

Unit Assignment #3 and Presentation

Lecture 16:

Modernization and Westernization

Read the pdf file on BB, pp. 129-135.

- Felice Fischer, "Japanese Design: from Meiji to Modern," *Japanese Design*, 8-13.

Lecture 17:

Emergence of Product Design

Read the pdf file on BB, pp. 136-147.

- Takuo Hirano, "The History of Japanese Design: A Personal View," *Japan 2000*, 95-99.
- Charlotte & Peter Fiell, "Japanese Postwar Design," *The Story of Design*, (The Monacelli Press 2016), 380-387.

Lecture 18:

Fall Break

Lecture 19:

Japanese Modernism in Architecture

- Cherie Wendelken, "Aesthetics and Reconstruction: Japanese Architectural Culture in the 1950s," in Carola Hein et. al., *Rebuilding Urban Japan after 1945*, (Palgrave Macmillan, 2003), 188-209.

Lecture 20:

Pop Culture and Design

Read the pdf file on BB, pp. 152-162.

- William M. Tsutsui, "Form and Themes in Japanese Popular Culture," *Japanese Popular Culture and Globalization* (Association for Asian Studies 2010) 5-22.

Lecture 21:

Design and Marketing

Read the pdf file on BB, pp. 148-151.

- Motoo Nakanishi, "Design and Marketing," *Japanese Design: A Survey since 1950* [exh. cat., Philadelphia Museum of Art, 22-24.

Unit 3: Contemporary Designers and Their Challenges

Lecture 22:

Designers in Postmodernism

Read the pdf file on BB, pp. 177-194.

- Matthias Dietz and Michael Monninger, "Introduction," *Japan Design*, (Taschen 1992), 9-23.

Lecture 23:

Unit Assignment #4 and Discussion

Lecture 24:

Fashion Designers in Paris

Read the pdf file on BB, pp. 165-176.

- Yuniya Kawamura, "The Japanese Fashion Phenomenon in Paris since 1970," *Japanese Revolution in Fashion*, 91-123.

Lecture 25:

Unit Assignment #4 presentation

Lecture 26:

Disaster and Design

Read the pdf file on BB, pp. 195-203.

- Esther Charlesworth, "Shigeru Ban," *Humanitarian Architecture*, (Routledge, 2014), 19-30.

Lecture 27:

Emotional Design

Read the pdf file on BB, pp. 204-260.

- Hara Kenya, "Re-Design," *Designing Design*, (Lars Mueller, 2015), 22-47.
- Hara Kenya, "Haptic," *Designing Design*, (Lars Mueller, 2015), 70-149.

Lecture 28:

New Materials

Stefania Piotti, "New Materials," *Wa: The Essence of Japanese Design* (London: Phaidon Press Limited, 2015), 254-257.

Lecture 29:

Review and discussion

Lecture 30:

Final Presentation

Final Exam: TBA

【Textbooks/Reading Materials】

Texts of reading materials will be provided by the instructor.

Section 4

【Learning Assessments/Grading Rubric】

Grading Criteria

Class Participation 20%

Unit Assignments 40%

Final Exam 20%

Final Presentation 20%

Section 5

【Additional Information】

Email: skimlee@kansai-gaidai.ac.jp