

Japanese Design

Aesthetics and Visual Culture

Section 1

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| Instructor/Title | Dr. Seonga Kim-Lee / Assistant Professor |
| Office/Building | Room 712, Main Building (Nakamiya Campus) |
| Office Hours | 16:30~17:30 Tuesday (Virtual) |
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【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, presentations, and field trips, 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: Monday, January 25 (Zoom)

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: Thursday, January 28 (On Demand)

Japanese Aesthetics—karei, miyabi, notan

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

- Patricia J. Graham, "Iki," "Miyabi and Furu," and "Karei," *Japanese Design: Art, Aesthetics, and Culture*, (Tuttle Publishing, 2014), 25-34.

Lecture 3: Monday, February 1 (Zoom)

Japanese Aesthetics—wabi-sabi, shibui

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

- Patricia J. Graham, "Shibui," and "Wabi and Sabi," *Japanese Design: Art, Aesthetics, and Culture*, (Tuttle Publishing, 2014), 16-23.

Lecture 4: Thursday, February 4 (On Demand)

Japanese Aesthetics—Katsura

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

- Patricia J. Graham, "Katsura," *Japanese Design: Art, Aesthetics, and Culture*, (Tuttle Publishing, 2014), 12-15.

Lecture 5: Monday, February 8 (Zoom)

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.

No Class: Thursday, February 11

National Foundation Day

Lecture 6: Monday, February 15 (Zoom)

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*, 11-17.

Lecture 7: Thursday, February 18 (On Demand)

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 8: Monday, February 22 (Zoom)

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 9: Thursday, February 25 (On Demand)

Japanese Aesthetics: Emptiness

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

- Arata Isozaki, “Ma (Interstice) and Rubble,” *Japan-ness in Architecture*, 81-100.
- Hara Kenya, “Muji,” *Designing Design*, Lars Mueller, 2015, 227-281.

Lecture 10: Monday, March 1 (Zoom)

Unit Assignment and Discussion #2: *itokodori*

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

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

Unit Assignment #2 submission due (Friday, October 9)

Lecture 11: Thursday, March 4 (On Demand)

Japanese Culture and Design: Packaging

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

Lecture 12: Monday, March 8 (Zoom)

Unit Assignment #3 and Discussion

Lecture 13: Thursday, March 11 (On Demand)

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.

Spring Break: March 13~March 21

Lecture 14: Monday, March 22 (Zoom)

Unit Assignment #3 and Presentations

Unit 2: History of Modern Design

Lecture 15: Thursday, March 25 (On Demand)

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 16: Monday, March 29 (Zoom)

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: Thursday, April 1 (On Demand)

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: Monday, April 5 (Zoom)

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 19: Thursday, April 8 (On-Demand)

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.

Lecture 20: Monday, April 12 (Zoom)

Unit Assignment #4 and Discussion

Lecture 21: Thursday, April 15 (On-Demand)

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 22: Monday, April 19 (Zoom)

Unit assignment #4 and presentations

Unit 3: Contemporary Design

Lecture 23: Thursday, April 22 (On Demand)

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 24: Monday, April 26 (Zoom)

Disaster and Design

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

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

Lecture 25: Thursday, April 29 (On Demand)

Fashion Designers in Paris

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

2021 Spring Semester

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

No Class: Monday, May 3

Constitution Memorial Day

Lecture 26: Thursday, May 6 (On Demand)

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 27: Monday, May 10 (Zoom)

Final Presentations

Lecture 28: Thursday, May 13 (On-Demand)

New Materials

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

Lecture 29: Monday, May 17 (Zoom)

Final Presentations

Lecture 30: Thursday, May 20 (On-Demand)

Review

Final Exam: May 21~May 27

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 50%

Final Exam 15%

Final Presentation 15%