

The book was found

# Designing Design



## Li EDELKOORT

*Practical and rigorous, *Designing Design* is a pleasure to read while continually defining the boundaries of the process: design with a focus on problem methodology, challenging and changing his own world, the reader and the reader defining their relationship with the reader, the reader of the reader, the reader and reader with acquired knowledge and defining success in both disciplines... Although he believes that travelling the future (which is my profession) is a battle occupation, he has, as we know, a strong desire to be, in business as much as when he was of course in the 70s, a reader and reader with a focus before as it is now, and it's encouraging to see that he continues*

## Jasper MORRISON

*Kenya Hara's concentration on communicating the spirit of MU has earned a unique advertising campaign and the perfect example went to the company's philosophy. Since formulating the advertising campaign he has expanded his domain of thinking and acting to the point where he is now the art director. The MU philosophy is a great graphic style, but the great skill of Kenya Hara is not limited to the ordinary visual side of graphic design. His success is, but, how to make it stand on some material level where we don't need to ask, understand the meaning of his graphic message, we just receive them, see them, understand.*

## John MAEDA

*Kenya Hara is a complex man. He runs the world through his many levels of seeing, testing, studying, creating, organizing, and all forms of interaction and deconstruction on Japan's position on design at the beginning of the 21st century. His position is clear, but it is not clear in our book. In the book 'Kenya Hara', it is clear that he is a man of the world. With this new book, the world now needs to benefit from Hara's research into the unknown territories of new Japanese design, we believe so.*

## Naoto FUKASAWA

*What Kenya Hara argues is to set over establishing a world representing, aware with of movement. The control he applies mainly on tangible body. His main interest is to visualize the dialogue between all human beings, i.e., those at work in the office, those in the family, those in the city, those available from the principles of creation. Being all about us, this is extremely difficult at setting and arranging numerous elements—each of which glows individually—into a single glowing mass of light, just from the combination.*

Lars Müller Publishers



## Synopsis

Representing a new generation of designers in Japan, Kenya Hara (born 1958) pays tribute to his mentors, using long overlooked Japanese icons and images in much of his work. In *Designing Design*, he impresses upon the reader the importance of emptiness in both the visual and philosophical traditions of Japan, and its application to design, made visible by means of numerous examples from his own work: Hara for instance designed the opening and closing ceremony programs for the Nagano Winter Olympic Games 1998. In 2001, he enrolled as a board member for the Japanese label MUJI and has considerably moulded the identity of this successful corporation as communication and design advisor ever since. Kenya Hara, alongside Naoto Fukasawa one of the leading design personalities in Japan, has also called attention to himself with exhibitions such as *Re-Design: The Daily Products of the 21st Century* of 2000.

## Book Information

Hardcover: 467 pages

Publisher: Lars Muller Verlag; 2nd printing edition (July 23, 2007)

Language: English

ISBN-10: 303778105X

ISBN-13: 978-3037781050

Product Dimensions: 9.6 x 6.8 x 1.6 inches

Shipping Weight: 3.1 pounds

Average Customer Review: 4.7 out of 5 stars 23 customer reviews

Best Sellers Rank: #237,057 in Books (See Top 100 in Books) #63 in Books > Textbooks > Humanities > Design #91 in Books > Arts & Photography > Decorative Arts & Design > Design History & Criticism #424 in Books > Arts & Photography > Architecture > Drafting & Presentation

## Customer Reviews

Kenya Hara (1958) is a graphic designer, Professor at the Art University Musashino and communication advisor for Muji.

This lengthy book isn't needed if you read Hara's book, 'White', which neatly summarizes his philosophy and approach to design. I've given this four stars instead of five simply for length. Hara is at his best when he's working in a concise form (IMO). If you are thinking about this book, check out 'White' first. If you really liked White (like I did) then this is the next step, although much of the

material will be repeated and illustrated with case studies that may (or may not) add value for you.

This book should be required reading for anyone studying design in the 21st Century. You will get depth, clarity, and insight into the design philosophy and process of a design master. Most books today touch on the "How-To" and the "What" of design. Very few books delve into the "Why." Kenya Hara's "Designing Design" is just that book, and you should buy it immediately before it goes out of print. If the written content was not enough for you, the book is beautifully designed and has so many examples of great design inside.

I can't put this book down. It is elegant and flows beautifully. Kenya Hara is one of the greatest designers of our time and this work gives the reader a glimpse into how he sees the world.

Love this book. Tons of photos, illustrations, lots of insight into the Japanese aesthetic. Makes a great argument about how the Japanese and NOT the Swiss invented modern design.

A great reference in Japanese Design. For those who loves MUJI and its simplicity, it'd be a good choice.

i read this one at least once every 3 months

It's a must recommendation to read for designer (beginner or expert)!This books brings the understanding concept of design to a whole new level.Its like an addiction when you start reading it!

This Designing Design book presenting a very special angle on product design thinkings and techniques.I personally recommend this book to whom are learning product design or doing product design.The book is beatifully edited, designed and printed. Itis also perfect for collection!

[Download to continue reading...](#)

Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Designing the World's Best Public Art (Designing the World's Best Series) Design, When Everybody Designs: An Introduction to Design for Social Innovation (Design Thinking, Design Theory) SketchUp for Interior Design: 3D Visualizing, Designing, and Space Planning Designing Physical Access Control Systems: A design guide for consultants Designing the Sustainable Site:

Integrated Design Strategies for Small Scale Sites and Residential Landscapes Designing for Growth: A Design Thinking Tool Kit for Managers (Columbia Business School Publishing) Advertising by Design: Generating and Designing Creative Ideas Across Media Essential Elements for Brand Identity: 100 Principles for Designing Logos and Building Brands (Design Essentials) Designing your Identity: Stationery Design Designing for Growth: A Design Thinking Tool Kit for Managers Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media) RCadvisor's Model Airplane Design Made Easy: The Simple Guide to Designing R/C Model Aircraft or Build Your Own Radio Control Flying Model Plane Designing From The Stone: Design Techniques for Bezel Setting in Metal Clay Using the Stone as Inspiration Logical Effort: Designing Fast CMOS Circuits (The Morgan Kaufmann Series in Computer Architecture and Design) Designing Amplifier Circuits (Analog Circuit Design) Designing for Alzheimer's Disease: Strategies for Creating Better Care Environments (Wiley Series in Healthcare and Senior Living Design) Designing Patterns - A Fresh Approach to Pattern Cutting (Fashion & Design) Designing Interfaces: Patterns for Effective Interaction Design Designing Design

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)