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# 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 progress, non-linearity, challenging and changing his own world, the role of the tools defining their relationship, the nature of the process, the importance of interacting and living with acquired knowledge and deriving 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 his words, an architect before he is a futurist, and the work we have before us is fast and it's encouraging, and that's what we have*

## Jasper MORRISON

*Kenya Hara's concentration on communicating the spirit of MUJI 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 has become a true icon of the MUJI style. The MUJI style 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, however, to teach us on some material level where we don't need to ask, understand the meaning of his graphic message, we just receive them, and this is wonderful.*

## John MAEDA

*Kenya Hara is a complex man. He runs the world through his many layers 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 *Designing Design*, it is clear, but it is not clear in the book. With this new book, the world now needs to benefit from details of Hara's research into the unknown territories of new Japanese design, we have to understand.*

## Naoto FUKASAWA

*What Kenya Hara argues is to set over establishing a world representing, aware with of movement. The world he sets with no tangible body. His true intent is to visualize the dialogue between us all human beings, i.e., those of work as well as those of life. His work is a search for the most appropriate available form for the principles of creation. Being all about us, this is extremely difficult setting and arranging numerous elements—each of which glows individually—into a single glowing mass of light, just like the sunburst.*

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

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## 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!

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