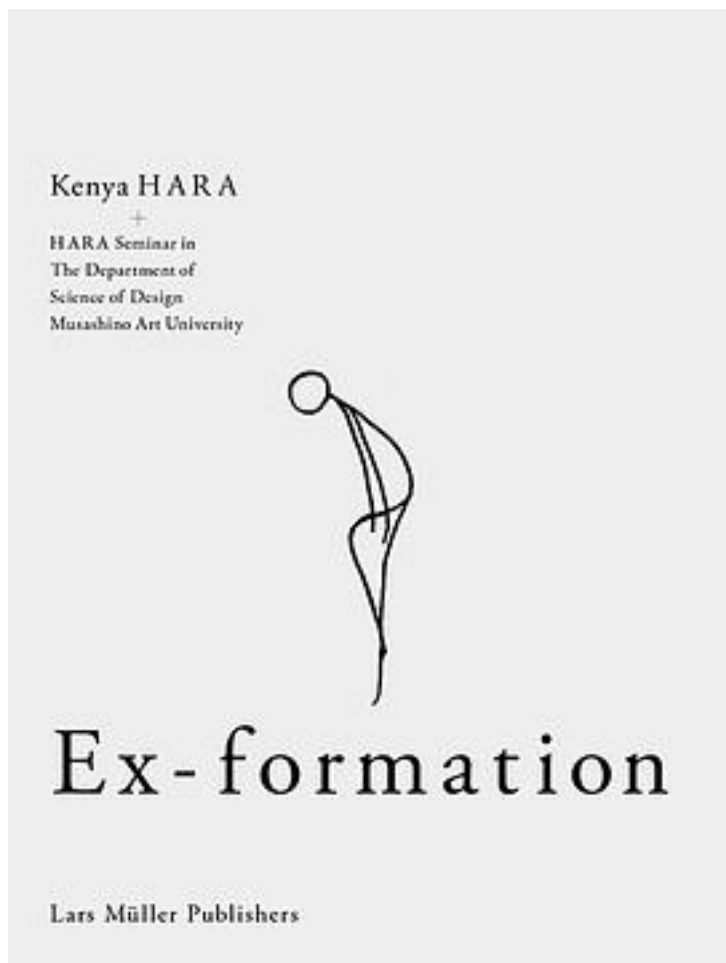


Ex-formation



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著者:Kenya Hara

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For Kenya Hara, design begins with comprehension of the unknown. The concept of “exformation,” to which a chapter was already devoted in *Designing Design*, continues to preoccupy the Japanese designer. In contrast to “information,”

“exformation” describes how little we really know and thus becomes the starting point for any type of design. Based on a range of projects stemming from Kenya Hara’s teaching at the Musashino Art University, the book describes what “exformation” can look like in design practice and how this concept alters our classic understanding of information design. Following the path embarked on in Designing Design (2007) and its successor, White (2010), Ex-formation continues to explore the void, absence, and indeterminacy in contemporary design

作者介绍:

Kenya Hara, Graphic Designer. Born in 1958. Graphic designer Kenya Hara served as the director of the Tokyo Fiber exhibition. He specializes in designing not objects but facts or events, such as identifications and communications. He produced the exhibition “RE-DESIGN_Daily Products of the 21st Century” in 2000, and through it he showed that the most marvelous sources of design were to be found in the context of daily life. In 2002, he became a member of the advisory board of MUJI and also took over as art director. In 2004, he produced the exhibition “HAPTIC_Awakening the Senses”. With this exhibition he demonstrated that within the contemporary context of design, in which designers tend to find their motivations spurred on by high technology, in fact vast resources for creation lay dormant in the human senses. He has directed work related to national events, such as the programs for the opening and closing ceremonies of the Nagano Olympics, and the official posters of the Aichi Expo 2005. Based in Tokyo, he has been seeking future communication resources he finds within Japanese culture and technology. His book Designing Design has been translated into several Asian languages, and in 2007 he largely rewrote it for translation into English, for publication by Lars Müller Publishers, Switzerland. At present he is the representative of Nippon Design Center Inc. and Professor of Musashino Art University.

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标签

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评论

River那个项目还蛮有意思

希望也可以办这么酷的设计课。

比起一本本去找日文的 pamphlet，这本编集就实在很多。但从最终的结果看到的只是很少的一部分吧，而且因为翻译本来就少的部分又失去了太多...如果能参与这样的 seminar 就好了。内容来说，只有 flora 这一篇十分惊艳。

回想了我第一学期的项目，觉得非常自卑

还是很有趣的

期待了很久，但可能现在对学生作品兴趣不大吧，不过值得扫一下，但不值得买

选题，实践，创造，颠覆一个概念是如此有趣的事。

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