DESIGNING JAPAN

A FUTURE BUILT ON AESTHETICS

KENYA HARA

Contents

	Preface to the English Edition	vii
	Preface	ix
	Introduction: Aesthetics as a Resource	1
Chapter 1	Movement: A Design Platform	9
	Confronting a Crowded World	
	JAPAN CAR Exhibition	
	Transportation: Desire and the Future	
Chapter 2	Simplicity and Emptiness:	
	The Genealogy of an Aesthetic	35
	Sori Yanagi's Kettle	
	The Origin of "Simple"	
	The Richness of Nothingness	
	Ami-shu and Design	
Chapter 3	Houses: Refining the Home	63
	The Shape of Living	
	The Wisdom of Homemaking	
	The Abundance of Non-possession	
	Exporting the Japanese Home	

Chapter 4	Tourism: Cultural DNA91 How to Brand Japan The View from a Compound Eye Conceiving an Asian-style Resort National Parks The Setouchi Triennale
Chapter 5	Future Materials: Designing Experience
Chapter 6	Point of Growth: Design for a Future Society
	Postscript
	Photo Credits
	About the Author and the Translators