

Japan Brand Program

Design-led Innovation – Prototyping for Envisioning the Future

Schedule : November 2 - 10, 2016 Site : U.S.A. (Los Angeles), Brazil (Sao Paulo)

■ Dispatched Expert



Shunji Yamanaka

Design Engineer

Professor, The University of Tokyo III (Interfaculty Initiative in Information Studies)

After graduating from the Faculty of Engineering at the University of Tokyo in 1982, Yamanaka first worked at the Nissan Design Center before becoming an independent designer. He took up his current position in 2013. As a designer, he has designed a wide range of artifacts including passenger cars, watches, furniture, robots, and prosthetic legs. He has also contributed to the development of various fundamental technologies, including the basic design of IC card automatic ticket gates. In recent years, he has been engaged in research on the new relationships between people and objects, such as prosthetic legs and sensory robots.

■ Review of activities

● **Los Angeles**



Panel discussion at the official residence of the Consul-General's



With Norman Kerechuk (President, GK Design International Inc.)



Lecture and review of students' works at the ArtCenter College of Design

● **Sao Paulo**



Lecture at the Istituto Europeo di Design (IED)



Exchange of views with IED professors, Leandro Velloso and Caio Vassão



Tour of Professor Fernando Morita's laboratory at IED

■ Achievements Professor Yamanaka held lectures titled "Design-led Innovation" in Los Angeles and Sao Paulo. In the lectures, he introduced a range of design initiatives that he has pioneered in the world. These include examples of designs that are produced with careful consideration of the relationships between human beings and artifacts, such as the design of prosthetics, which is closely related to human body and usability engineering, designs that focus on the characteristics of materials and processing methods, and prototypes that give shape and form to the cutting-edge technology and research. In addition to the lectures, Professor Yamanaka also participated in a review of local students' works. There were also discussions about the possibility of organizing incoming exhibitions. This project contributed to vitalizing cultural exchange between Japan and the two countries.