

# Japan Brand Public Diplomacy Program

## Japan Design

~Japanese Traditional Craftsmanship and Contemporary Design~

Lecturer: Mr. Takumi Shimamura

Date: March 19-20, 2015 Place: Shanghai, China

Mr. Takumi Shimamura, award-winning designer who designed famous Tokyo sightseeing HATO BUS, spoke in Shanghai about the theme of local materials, techniques, and designs for creating original products.

He exchanged opinions with academics from local universities, people in the design industry, and products dealers on the topics, such as education and research on industrial design, or product planning and distribution.

Mr. Shimamura proposes a comprehensive design solution backed by the values ranging from locality, lifestyle, and environmental friendliness. He presents examples of his own works using natural/recycled materials, such as wood, bamboo, paper, silk and so forth, all originates from Japanese tradition, coupled with the newest design.

This case contributes to further understanding of Japanese design, culture and traditional technique, and also gets in touch with business development by motivating a local branch of a Japanese company producing Tatami, straw mat, products.

