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# Naoto Fukasawa

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Why We've Had Enough of Stuff and Need Experience More Than Ever

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WA: The Essence of Japanese Design

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The Fundamentals of Product Design

Thinking: Objects: Contemporary Approaches to Product Design

Report from the Waterfront  
100 Years of Design Innovation  
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Chapter 5. Manipulating the Material Code: The Transformation of Material Meaning in Contemporary Japanese Design  
28 Creatives Share Career-defining Insights  
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Observations on Intuitive Design  
The Design Book, New Edition  
Designing Design  
Possibilities

*Naoto Fukasawa*

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## **NIXON SHEPPARD**

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Why We've Had Enough of Stuff and Need Experience More Than Ever Penguin Books  
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*.

Jasper Morrison Schiffer Pub Limited  
Naoto Fukasawa (b.1956) is one of the best-known Japanese product designers working today, achieving widespread recognition with his groundbreaking wall-mounted CD player, designed for MUJI in 1999. Fukasawa has since won acclaim for his innovative designs of familiar objects, which are based on his close observations of how we use things in our everyday lives. The first monograph to be published on this imaginative designer, it charts Fukasawa's success from within the IDEO design firm in the US and in collaboration with MUJI, to his own company, Naoto

Fukasawa Design established in 2003. All aspects of his design range are explored, from umbrellas and vases to sofas, mobile phones and packaging. This book places the designer's products into the context of the contemporary design world, and offers a first-hand account of Fukasawa's design philosophy. Illustrated with never-before-seen photographs and drawings, and edited by Fukasawa himself, it also features essays by key figures from related creative fields on Fukasawa's contributions to the design world.

[A Book of Things](#) Phaidon Press

At Dwell, we're staging a minor revolution. We think that it's possible to live in a house or apartment by a bold modern architect, to own furniture and products that are exceptionally well designed, and still be a regular human being. We think that good design is an integral part of real life. And that real life has been conspicuous by its absence in most design and architecture magazines.

[The Herman Miller Collection](#) Lars Muller Publishers

The Utrecht furniture manufacturer Pastoe has been a leader in unique, timeless furniture of great craftsmanship and

quality for 100 years. The roll-front Amsterdam cabinet, for example, has been a design classic for years and is featured along with the work of Pastoe designer Cees Braakman in the collection of the Stedelijk Museum in Amsterdam. Pastoe's centenary is the occasion for this richly illustrated book, produced in collaboration with designers, architects, artists and photographers in the Netherlands and abroad. Author and design critic Gert Staal relates the most significant moments in Pastoe's history. Pastoe's current focus is also discussed extensively. Along with fascinating archival pictures and documentation of every significant Pastoe design, considerable attention is devoted to today's home environment and the current design domain.

"O'Reilly Media, Inc."

Furniture and accessories of modern American designs made by Herman Miller company. Hundreds of photos with an introduction by super-designer George Nelson, this exact reprint of the profusely illustrated 1955/56 Herman Miller Collection provides information on construction, materials, colors, finishes,

designer biographies, and an extensive original price list. Price Guide for the collectors.

[Basics Product Design 01: Idea Searching](#)  
AVA Publishing

Provides an integrated and cohesive view of the product design process, covering materials, manufacturing, idea generation, computer-aided design, engineering functions, product types, and market research. This updated edition explores recent developments such as additive manufacture and crowd funding, and includes more consumer and lifestyle orientated products for a more product-based focus, supported by a range of new innovative examples and case studies from internationally-renown designers and studios. The second edition also features a supportive document map that helps to reveal the steps in product creation, new projects and activities for every chapter, and additional references and web sources to allow students to further explore the world of product design. Full of inspiring images covering a wide variety of product design examples, Richard Morris presents an engaging introduction to this sizeable topic that can be used as a useful guide to

the processes involved in product design.

**Super Normal** Merrell Pub Limited

This fascinating monograph provides an unprecedented view into the inner workings of Muji, one of the most influential brands leading sustainable design. A prescient advocate of sustainable consumption and the matchless utility of good design, Muji's founding principle was to develop new and simple products at reasonable prices by making the best use of materials while minimizing their impact on the environment. From a humble inaugural line of eight products nearly three decades ago, the brand now sells nearly seven thousand different products in hundreds of its own stores in Asia, Europe, and North America.

*Chroma* Lars Müller Publishers

This book focuses on the emerging role of human factors in understanding, communicating with and engaging users. It reports on innovative approaches, highlighting visuals cues, such as new typographies, geometries and graphics for mobile and computer interfaces. The book also covers image and video processing, user-focused data compression,

generative visuals, computational photography, and interactive design. Further topics include creative and empathetic design, human touch in digital graphics and experiential graphics. Based on the AHFE 2018 International Conference on Human Factors in Communication of Design, held on July 21-25, 2018, in Orlando, Florida, USA, this book reports on new findings, best-practices and case studies, providing readers with a fresh perspective and novel insights into the applications of human factors for enhancing the communication of design to users.

**Source Material** Phaidon Press

If you want to get ahead in this new era of interaction design, this is the reference you need. Nintendo's Wii and Apple's iPhone and iPod Touch have made gestural interfaces popular, but until now there's been no complete source of information about the technology. *Designing Gestural Interfaces* provides you with essential information about kinesiology, sensors, ergonomics, physical computing, touchscreen technology, and new interface patterns -- all you need to know to augment your existing skills in

"traditional" web design, software, or product development. Packed with informative illustrations and photos, this book helps you: Get an overview of technologies surrounding touchscreens and interactive environments Learn the process of designing gestural interfaces, from documentation to prototyping to communicating to the audience what the product does Examine current patterns and trends in touchscreen and gestural design Learn about the techniques used by practicing designers and developers today See how other designers have solved interface challenges in the past Look at future trends in this rapidly evolving field Only six years ago, the gestural interfaces introduced in the film *Minority Report* were science fiction. Now, because of technological, social, and market forces, we see similar interfaces deployed everywhere. *Designing Gestural Interfaces* will help you enter this new world of possibilities.

**Stuffocation** Naoto Fukasawa

There currently exists an abundance of materials selection advice for designers suited to solving technical product requirements. In contrast, a stark gap can

be found in current literature that articulates the very real personal, social, cultural and economic connections between materials and the design of the material world. In *Materials Experience: fundamentals of materials and design*, thirty-four of the leading academicians and experts, alongside 8 professional designers, have come together for the first time to offer their expertise and insights on a number of topics common to materials and product design. The result is a very readable and varied panorama on the world of materials and product design as it currently stands. Contributions by many of the most prominent materials experts and designers in the field today, with a foreword by Mike Ashby. The book is organized into 4 main themes: sustainability, user interaction, technology and selection. Between chapters, you will find the results of interviews conducted with internationally known designers. These 'designer perspectives' will provide a 'time out' from the academic articles, with emphasis placed on fascinating insights, product examples and visuals.

What I've Learned Die Gestalten Verlag  
Naoto Fukasawa Phaidon Press

Design, Architecture and Art in Color  
Random House

Source Material presents objects and keepsakes that have had a pivotal effect on the work of around 60 creative minds from the fields of architecture, art, cuisine, design, fashion, film and music. Found within the contributors' everyday working or living environments, these objects represent stepping stones for the creative mind. Source Material is an exploration of how the creative process is informed by the legacy of material culture, but also an affirmation of the potential of an object to reflect and nurture the human spirit. Included are objects by K.K. Barrett, Erwan and Ronan Bouroullec, Santi Caleca, David Chipperfield, Carter Cleveland, Ilse Crawford, Cecilia Dean, Thomas Demand, Michelle Elie, Frida Escobedo, Naoto Fukasawa, Kersten Geers & David Van Severen, Zoe Ghertner, Konstantin Grcic, Klaus Hackl, Gabrielle Hamilton, Jamie Hayon, Edwin Heathcote, Takeshi Homma, Freddie Janssen, Nicholas Lander, Italo Lupi, Michael Maharam, Mike Meir, Mike Mills, Jasper Morrison, Pernilla Ohrstedt, Jonathan Olivares, Sonya Park, Mark Parker, Harsh Patel, Signe Persson-Melin,

Witold Rybczynski, Inga Sempé, Shirana Shahbazi, Andrew Stafford, Massimo Torrigiani, Jean Tuitou, Marco Velardi, Justin Vernon, Wendy Yao and many others.

NAOTO FUKASAWA Butterworth-Heinemann

Alessi, Alias, Cappellini, Flos, Magis, Vitra. This publication provides a long-needed survey of the working methods and results achieved by one of the most influential European product designers. Morrison's name is not associated with spectacular consumer design products. In fact he represents an approach that many designers return to: simple and durable form, functional and true to its materials. Here Morrison has developed an unmistakable and excitingly modern formal language that is used by manufactures including FSB, Vitra, Cappellini or Flos. He developed a new design for the Hanover municipal rail system for Expo 2000.

*Materials Experience* Bloomsbury Publishing

A brand new monograph on one of Japan's best-known product designers, featuring more than 100 of his latest works. Naoto

Fukasawa's simple, restrained, and user-friendly products have an extraordinarily universal appeal. Featuring more than 100 of his latest designs, including furniture, phones, watches, fashion, luggage, and accessories, Naoto Fukasawa:

Embodiment perfectly captures Fukasawa's perspective on the dynamic interplay between people, places, and things. It places the designer's products into the context of the contemporary design world and offers a first-hand account of Fukasawa's design philosophy. *Naoto Fukasawa* Phaidon Incorporated Limited

Explore the enduring beauty of Japanese design through some 250 objects, ranging from bento boxes, calligraphy brushes, and Shoji sliding doors to Noguchi's Akari lamp, the iconic Kikkoman soy sauce bottle, and a modern&hyphen;day kimono designed by Issey Miyake. Printed on craft paper and bound in the traditional Japanese style, WA features stunning, full&hyphen;page illustrations and an introduction by MUJI art director Kenya Hara.

**Exhibitions that Made Architecture and Design History** Phaidon Press

Stuffocation is a movement manifesto for "experiential" living, a call to arms to stop accumulating stuff and start accumulating experiences, and a road map for a new way forward with the potential to transform our lives. Reject materialism. Embrace experientialism. Live more with less. Stuffocation is one of the most pressing problems of the twenty-first century. We have more stuff than we could ever need, and it isn't making us happier. It's bad for the planet. It's cluttering up our homes. It's making us stressed—and it might even be killing us. A rising number of us are already turning our backs on all-you-can-get consumption. We are choosing access over ownership, and taking our business to companies like Zipcar, Spotify, and Netflix. Fed up with materialism, we are ready for a new way forward. Trend forecaster James Wallman traces our obsession with stuff back to the original Mad Men, who first created desire through advertising. He interviews anthropologists studying the clutter crisis, economists searching for new ways of measuring progress, and psychologists who link stuffocation to declining well-being. And he introduces us to the

innovators who are already living more consciously and with more meaning by choosing experience over stuff.

Experientialism does not mean giving up all of our possessions. It is a solution that is less extreme but equally fundamental. It's about transforming what we value. Stuffocation is a paradigm-shifting look at our habits and an inspiring call for living more with less. It's the one important book you won't be able to live without. Praise for Stuffocation "The revelations come fast and furious as he asserts that acquiring 'stuff' is often just an easy way to ignore the tougher questions of life, dodging 'why am I here?' and 'how should I live?' for 'will that go with the top I bought last week?' Tart and often funny . . .

[Stuffocation] will be an eye-opener for those long ago persuaded that more is better. A scintillating read that will provoke conversation (or at least closet cleaning)."—Booklist "James Wallman deftly hits upon a major insight for our times: that acquiring 'stuff' and 'things' is not nearly as meaningful as collecting experiences. Some of the happiest days of my life were when I had nothing and lived on a houseboat. Without stuff to tie me

down, I felt completely free.”—Blake Mycoskie, founder of TOMS and author of the New York Times bestseller *Start Something That Matters* “A must-read . . . We think that more stuff will make us happier, but as the book nicely shows, we’re just plain wrong. A great mix of stories and science, *Stuffocation* reveals the downside of more, and what we can do about it.”—Jonah Berger, author of the New York Times bestseller *Contagious* “Wallman offers a deeply important message by weaving contemporary social science into very engaging stories. Reading the book is such a pleasure that you hardly recognize you’re being told that you should change how you live your life.”—Barry Schwartz, author of *The Paradox of Choice* “With a sociologist’s eye and a storyteller’s ear, Wallman takes us on a tour of today’s experience economy from the perspective not of businesses, nor even of consumers per se, but of everyday people.”—B. Joseph Pine II and James H. Gilmore, authors of *The Experience Economy*  
**James Irvine** Yale University Press  
 ‘Made in Japan’ is a simple phrase, but one

full of meaning. From kettles and cutlery to chairs, Japan creates some of the most innovative, elegant, whimsical and well-made objects in the world. Combining high aesthetic standards with cutting-edge technology, many of these designs turn everyday items into functional works of art that would look as good in a museum as on a kitchen counter. Made in Japan surveys 100 of the country’s recent design triumphs, among them furnishings, utensils, gadgets, clothing, office equipment and even a silent guitar. While the book features mainly mass-produced objects, it also includes one-off prototypes and limited-edition items that are immensely popular in Japan. Created specifically for the Japanese consumer, these products reflect the way people live, work and play in a country that prizes highly both exceptional craftsmanship and industrial perfection.  
 Muji Nai010 Publishers  
 Exhibitions have long played a crucial role in defining disciplinary histories. This fascinating volume examines the impact of eleven groundbreaking architecture and design exhibitions held between 1956 and 2006, revealing how they have shaped

contemporary understanding and practice of these fields. Featuring written and photographic descriptions of the shows and illuminating essays from noted curators, scholars, critics, designers, and theorists, *As Seen: Exhibitions that Made Architecture and Design History* explores the multifaceted ways in which exhibitions have reflected on contemporary dilemmas and opened up new processes and ways of working. Providing a fresh perspective on some of the most important exhibitions of the 20th century from America, Europe, and Japan, including *This Is Tomorrow*, *Expo '70*, and *Massive Change*, this book offers a new framework for thinking about how exhibitions can function as a transformative force in the field of architecture and design.

**Fundamentals of Materials and Design** Elsevier Inc. Chapters

This book has been developed to examine the different ways and opportunities for identifying ideas and to understand what is being observed and recorded.  
*100 New Products* Rizzoli Publications  
 The first monograph on one of today's best-known Japanese product designers.

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