

Design for Industry: Task 1C

[Professional Practice: GRAP1045]

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Naoto Fukasawa (Born Yamanashi, Japan, 1956)

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| Education | Product Design Department, Tama Art University, Tokyo, Japan. 1980. |
| Career path | <ul style="list-style-type: none"> • 1980-'88 After graduating he went on to work for Seiko Epson designing watches, TVs, printers and micro-electronics. • 1989 joined ID TWO (predecessor to IDEO) in San Francisco, USA. Working on and designing for computer related enterprises. • 1996 – returned to Japan where he established and ran IDEO's Tokyo office. • 2003 – Went independent and formed “Naoto Fukasawa Design” and continues to run that to this day. • Involved with the Design Direction of MUJI and their range of house hold goods • Professor at Musashino Art University and Visiting Professor at Tama Art University • 2007 Director of 21_21 DESIGN SIGHT museum. |
| Achievements | <ul style="list-style-type: none"> • Established “Without Thought” design workshops for in-house designers. • 2004 - MUJI wall-mounted CD player (1999) has been selected for the permanent collection at the Museum of Modern Art in New York. • Has won over 50 design awards. • Notable design awards are: <ul style="list-style-type: none"> ○ IDEA Gold Award ○ German iF Gold Award ○ Design Innovations ○ British D&AD Award ○ Japan: Good Design Award, Mainichi Design Award and the Oribe Award. |
| Current employment position | <p>Director of Naoto Fukasawa Design and teaches at three universities in Japan, Musashino Art University, Tama Art University and Tokyo University Graduate School</p> <p>Design Director for PLUS MINUS ZERO an electronics house-hold appliances and sundries company.</p> |
| Where does the designer work? | Mainly Tokyo, Japan. Consults for In-house design teams of manufacturers in Japan, such as MUJI. |
| What is the role and responsibility of the designer in the practice? | <ul style="list-style-type: none"> • Design Director of Naoto Fukasawa Design and PLUS MINUS ZERO • Works with MUJI with their design direction of house hold goods. |
| What stage/s of the product development cycle does the designer participate in? | From what I have read of his work, he is involved with the concept and development of an idea into an object from the beginning and I believe this would go on to a resolved product for manufacturing. |
| What tools and skills does the designer use? | He seems to have a strong philosophical understanding and position on design and uses this to interpret briefs and conceptualise from a deeply reflective point of view. His process of ideation begins soon after receiving a brief from the client. |
| Who do they collaborate with on a day to day basis? | At this stage I believe him to collaborate with MUJI, PLUS MINUS ZERO as they are companies where he has a stakeholder position. |
| How does the workplace of the designer facilitate this collaboration? | His work place is flexible, I believe he works within the context of a Design office but can operate and create within any workplace context. |

Jasper Morrison (Born London, UK 1959)

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| Education | <ul style="list-style-type: none"> • Bachelor of Design at Kingston Polytechnic Design School, London (1979 – 82 BA(Des.)) • Masters at The Royal College of Art (1982-65 MA (Des.) RCA) • On a Scholarship tin 1984 at Berlin’s Hochschule der Künste (HdK). |
| Career path | <ul style="list-style-type: none"> • 1986 – Established an “Office for Design” in London. From there he was involved in: <ul style="list-style-type: none"> ○ Exhibitions: <ul style="list-style-type: none"> ▪ 1987 Documenta 8 for the design of the Reuters News Centre; ▪ 1988 DAAD Gallery, exhibited “Some new items for the house, part I” ▪ 1994, at the Interieur 94 exhibtion Belgium ▪ 1995, solo exhibition at Bordeauxs Arc en Reve Centre darchitecture. ▪ Has exhibited in Tokyo with Naoto Fukasawa for “Super Normal”. ○ Projects: <ul style="list-style-type: none"> ▪ SCP, London: designing products ▪ FSB a German door handle producer ▪ Vitra - office furniture company ▪ Cappellini – Italian furniture producer ▪ “A world without words” lecture turned into a book by Tony Arefin. ○ Collaborations with: <ul style="list-style-type: none"> ▪ James Irvine – Progetto Oggetto project for Cappellini ▪ Adreas Brandolini and Axel Fufus on installations, exhibition design and town planning projects under “Utilism International”. • 1995 - Began a consultancy with Ustra (Hannover Transportation Authority) by designing a Bus Stop for the City. • 1995 – Designed the new Hannover Tram (a 500 Million Deutschemarks project). First vehicle presented in 1997. |
| Achievements | <ul style="list-style-type: none"> • 1997: iF Transportation Design Prize and Ecology award for the Hannover Tram. • “A world without words” lecture turned into a book by Tony Arefin. • 2005 - Nominated for the Design Museum’s Designer of the Year prize. • |
| Current employment position | Director of Jasper Morrison Ltd. |
| Where does the designer work? | Mainly at his office – either London or Paris. |
| What is the role and responsibility of the designer in the practice? | Maintaining relationships with current and establishing new business with big Design Manufacturers. Leading design and Ideology. |
| What stage/s of the product development cycle does the designer participate in? | Conceptual through to manufacturing. |
| What tools and skills | Conceptual skills and philosophical understanding of design. Assumed skills of |

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| does the designer use? | manufacturing and prototyping may be used less at this stage as he has a team around him. |
| Who do they collaborate with on a day to day basis? | He collaborates with people within his two design offices, London and Paris. It seems he also works with the clients and their companies in developing and driving product ranges. |
| How does the workplace of the designer facilitate this collaboration? | Being International, he has offices in London and Paris. Paris would allow for his continental European clients to visit him easily and London is also a great access point for clients from the other side of the Atlantic. |

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