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only one of which is  
white. I love this book!

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Kenya: 9783037784501:  
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The first part of Kenya  
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Design devotes to  
redesign projects of  
daily products. For  
example, Shigeru Ban  
turned a round roll of  
toilet paper into a square

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roll. In term of  
functionality, a square  
roll creates more  
resistance than a round  
roll; therefore, it reduces  
usage.

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Designing Design gives  
the reader an  
understanding of said  
philosophy as well as

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Design By Kenya Hara  
opens their mind to new ways of thinking. Hara, born 1958, is a Japanese graphic designer and professor at the Musashino Art University. He for instance designed the opening and closing ceremony programs for the Nagano Winter Olympic games 1998.

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Müller Publishers  
japanese graphic  
designer kenya hara has  
been in the pursuit of  
nothingness,  
concentrating on  
identification and  
communication, making  
his expertise of design  
not of "things that are",  
but of...

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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...

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The opening sentence of  
*Page 14/32*

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Kenya Hara's recent book *Designing Design* states that "verbalizing design is another act of design." For those of us involved as much in design criticism as "design" itself, those are welcome words. They stand in stark contrast to another popular maxim, "Those who can't do, teach," so common in Western business

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Book Review:

Designing Design, by  
Kenya Hara - Core77

□ Creativity is to discover a question that has never been asked. If one brings up an idiosyncratic question, the answer he gives will necessarily be unique as well. □ Kenya Hara, Designing Design. This



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philosophy is the thread that runs through the entire text of Kenya Hara's deep and thoughtful book, *Designing Design* (Amazon: US |CA |UK |DE). The book begins with several exhibitions that Hara organised and for which he devised the question that should be answered.

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Designer Kenya Hara  
visits Google's  
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Kenya Hara's latest  
book: Designing Design  
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It is clear that one of the goals of design as envisioned by Hara and the Japanese school of design is to create products, advertising, and objects of culture in which functionality might meet simplicity with elegance and improve the human condition through the expression of beauty. One of Hara's themes is

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...

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,

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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

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this successful  
corporation as  
communication ...

Designing Design by  
Kenya Hara, Paperback |  
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Kenya Hara dives into  
design in ways that go  
way beyond design □  
into the realm of  
spirituality, the senses,  
psychology ... a true  
catalyst to evolving as a

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person and a designer.  
Some have said this is  
just a longer version of  
White. Not true. It  
covers many concepts,  
only one of which is  
white. I love this book!

Designing Design:

Amazon.ca: Hara,

Kenya: Books

It is clear that one of the  
goals of design as  
envisioned by Hara and



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the Japanese school of design is to create products, advertising, and objects of culture in which functionality might meet simplicity with elegance and improve the human condition through the expression of beauty. One of Hara's themes is the functionality of space.

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how his industry can  
support Japan in crafting  
a future founded on a  
unique philosophy of  
beauty as well as crowd-  
sourced wisdom from

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...

Kenya Hara Designer,  
Kenya Hara (b.1958)  
emphasizes the design  
of both objects and  
experiences. In 2000, he  
produced the exhibition  
"RE-DESIGN--Daily  
Products of the 21st

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Century", which successfully presented the fact that the resources of astonishing design are found in the context of the very ordinary and casual.

ABOUT | HARA  
DESIGN INSTITUTE  
In Designing Design the renowned Japanese designer Kenya Hara impresses upon the

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reader the importance of  
[emptiness] in both the  
visual and philosophical  
traditions of Japan  
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Kenya Hara is a  
Japanese graphic  
designer, curator and  
writer. He is a graduate

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of Musashino Art University. Hara is one of the leading designers in Japan and his books *Designing Design* and *White* are recognized as essential for anyone studying design theory and aesthetics. Hara has been the art director of Muji since 2001, and designed the opening and closing ceremony programs of the Nagano

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Winter Olympic Games  
1998. In 2008, Hara  
partnered with fashion  
label Kenzo for the  
launch of its men's fr

Kenya Hara - Wikipedia  
Representing a new  
generation of designers  
in Japan, Kenya Hara  
(born 1958) pays tribute  
to his mentors, using  
long overlooked  
Japanese icons and

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images in much of his  
work.  
Kenya Hara

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