

International Design Symposium in Kyoto
March 15, 2013

Academia, Governmental and Industry Partnerships

Hiroyuki MATSUI

Graduate School of Management, Kyoto University



京都大学経営管理大学院

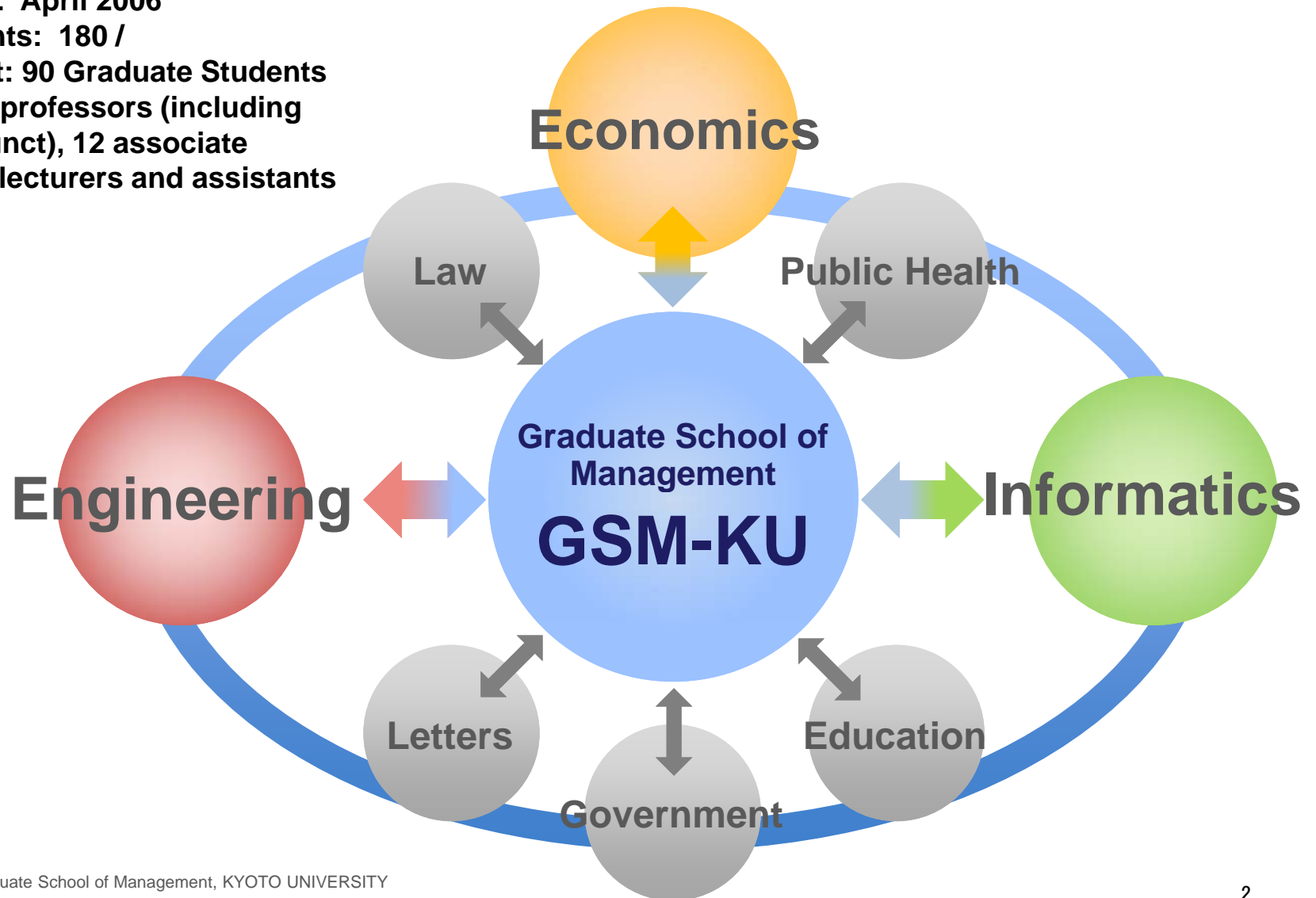
Graduate School of Management, Kyoto University

Established: April 2006

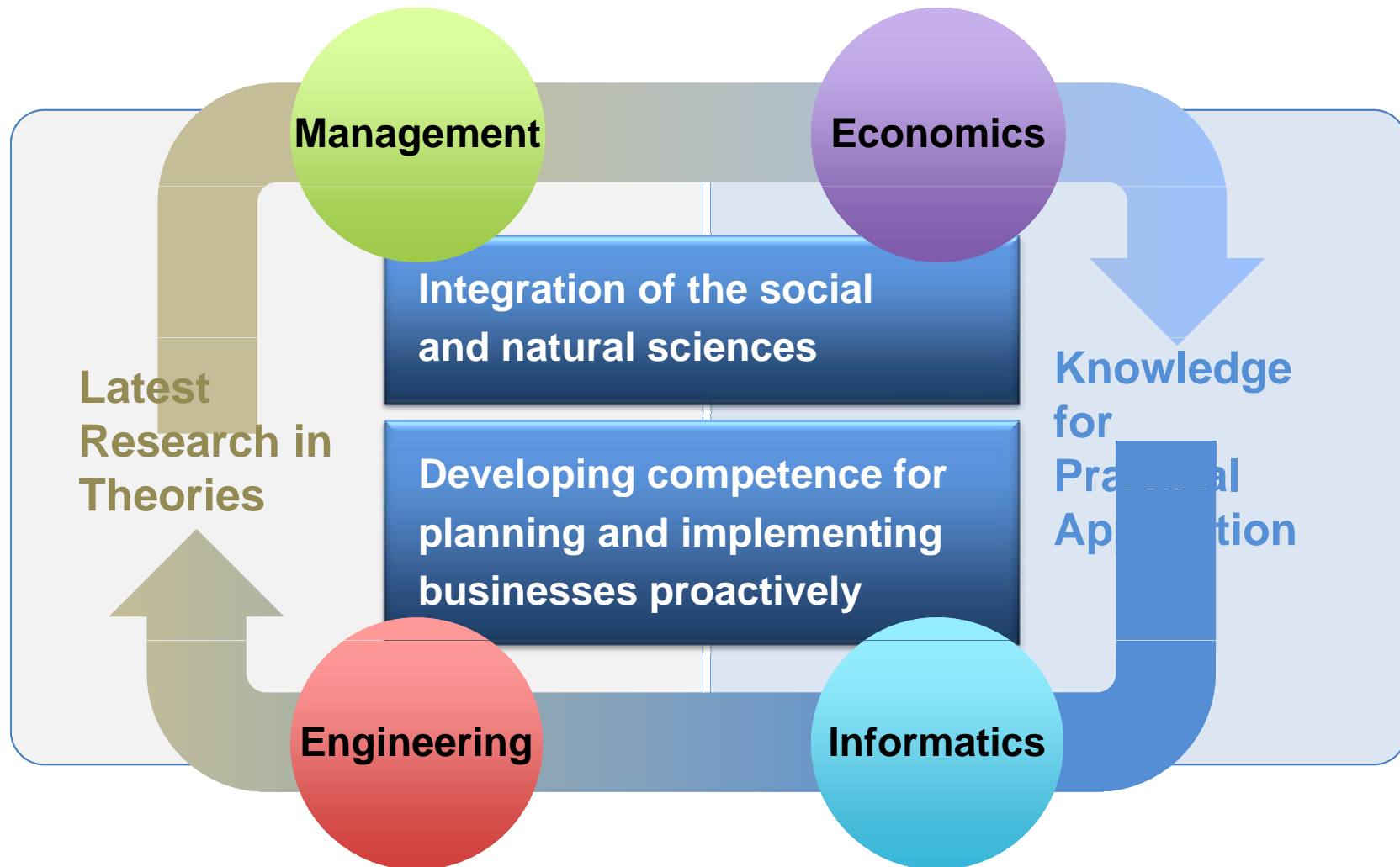
Total Students: 180 /

Enrollment: 90 Graduate Students

Faculty: 49 professors (including visiting/adjunct), 12 associate professors, lecturers and assistants (2013.3)



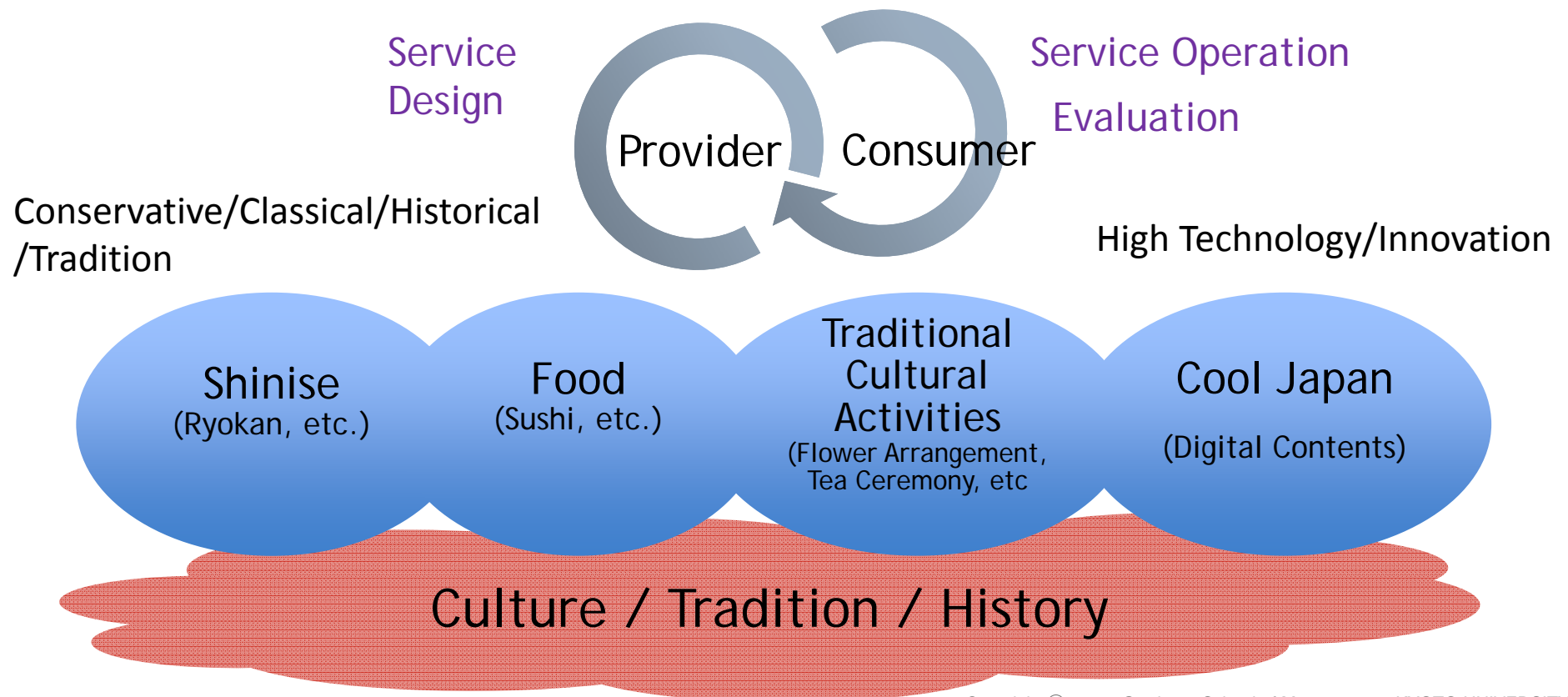
Our Unique Research & Education Environment



Research and Education Project of GSM-KU

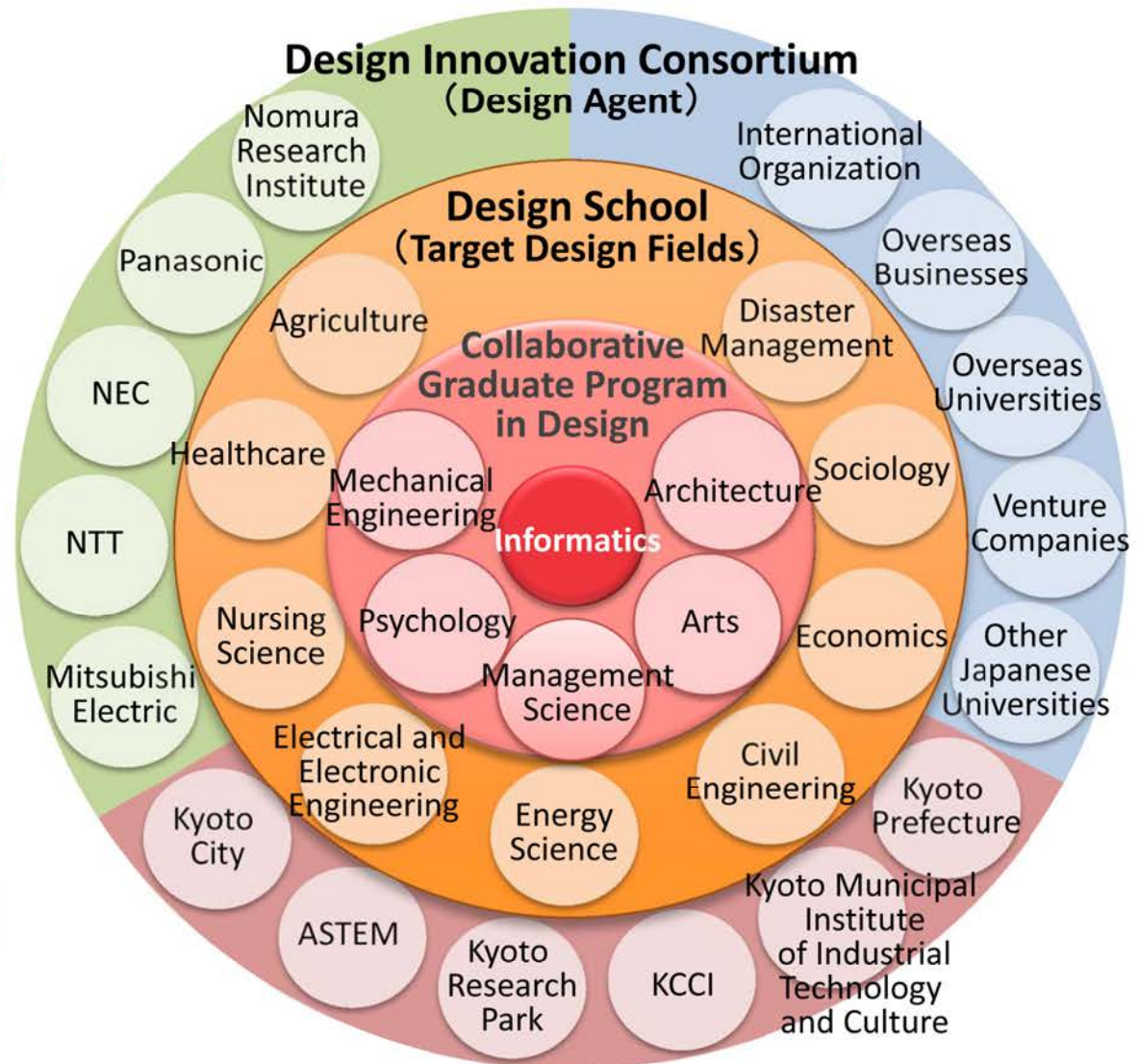
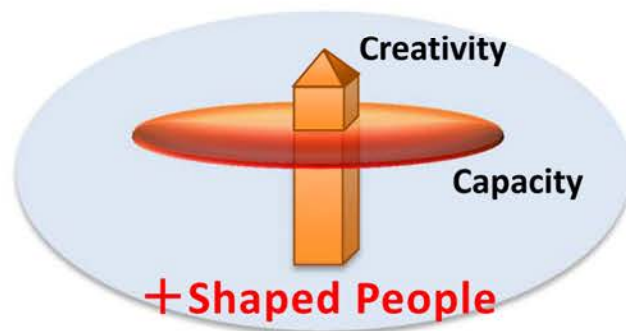
Fundamentals of Japanese Creative Services

- Develop the Fundamentals of Sustaining and Developing Value of Services based on Culture



Collaborative Graduate Program in *Design*

- Train talented students capable of designing **systems and architectures of human society**.
- Teach *Design* as a **common language among different specialties** so that they can create a professional team to solve real complex problems .



Important of Design Study

Design = De+Sign A former meaning (sign) and combination are denied. → Innovation

Sociality: Relation by actual society

- Design Study: Innovation=The method for reforming/changing a society.
 - ⇒The exercise and problem of actual society are a target.
Innovation of a Company, Community, System, Education and People.
 - ⇒People/Company/ Industry/Community/Government with strong will participate.
If everyone is a member of Company/Community at all, everyone participates/can participate.

Continuation and sustainability:

The place/mechanism/scheme/organization of Design Study

- Design Study: Innovation=The method for reforming/changing a society.
 - ⇒The place/mechanism in which everyone can study design study always continue existing.
 - ⇒The place/mechanism in which everyone participates always continue existing.
 - ⇒ The place/mechanism in which everyone practices design study always continue existing.
(The place/mechanism into which everyone takes an exercise and a problem always continues existing.)

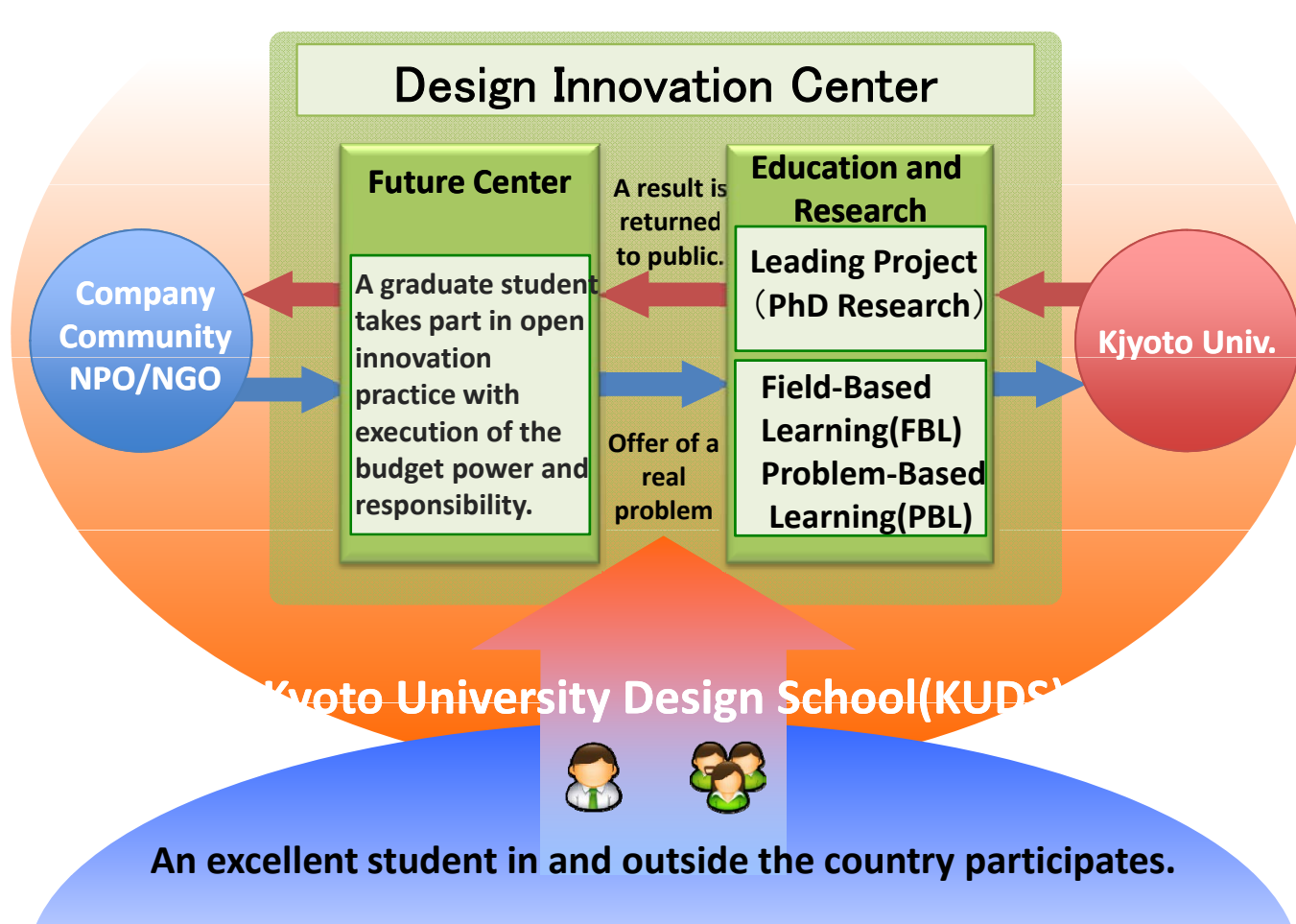
Visualization of activity of Design Study

Design Innovation Center (and Future Center)

the graduate student and teacher of a design school, industry, academia and government assemble,
and designs the future

Design Innovation Center


The design innovation center is what visualized the leader training program
It is opened wide to international society, and is called the "Kyoto University Design School."



An excellent student in and outside the country participates.

The Partnerships Academia, Governmental, Industry and Kyoto University Design School is needed

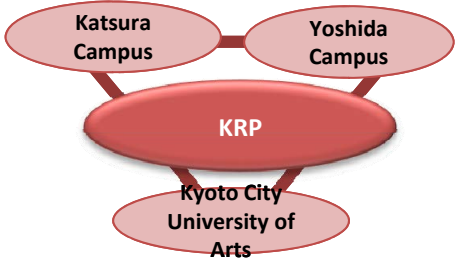
KRP
(Kyoto research park)



over 250 companies



Design Innovation Center



It is located in the middle of Kyoto Univ. Campuses and KCUA

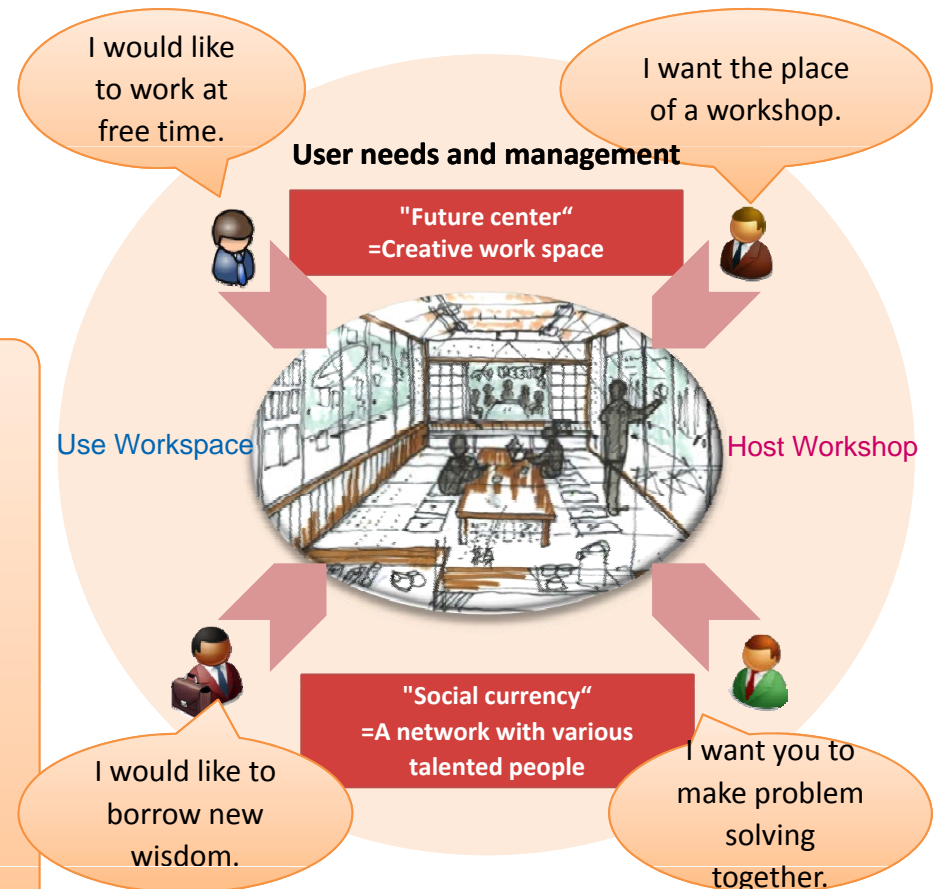
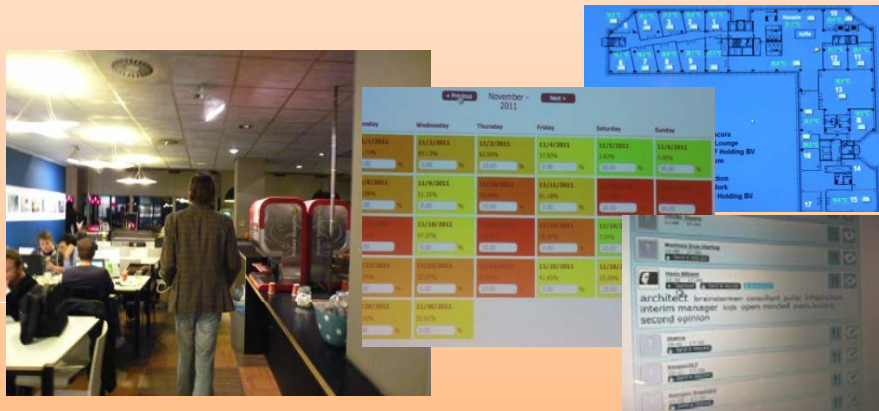
Future Center

The graduate student and teacher of a design school, industry, academia and government assemble, and designs the future

- The talented people of the graduate student and teacher of a design school, and industry, academia and government can use a future center.
- In order that the use situation of work space and Simplified personal history are shared, talented people with skill and specialty required for problem solving can be accessed.

What is Future Center ?

- A place for various stakeholders to go to complicated problem solving by a dialog .
- In Europe , the future center beyond existing 40 place is founded.



The Future of Design Study: The target of a KUDS

A design innovation center (future center) is kept up and developed as a place of design study.

⇒ (as mechanism) It always exists and continuing working is important.

An educational field(FBL/PBL)
The field of a problem and business solution (OI/LP)
The field of practice of a social change

Innovation/“The field of practice of a social change/mechanism” becomes Self-Standing (自立 : JIRITSU) /Self-Directing (自律 : JIRITSU).

- Self-Standing (It can stand by itself)
It can do by itself, without being dependent on others (economically).
- Self-Directing (It can direct by itself)
Oneself can be controlled. Oneself acts with a sense of values, and it can accommodate with others' sense of values.

Noboru Mutrayama, <http://bizmakoto.jp/makoto/articles/1111/02/news010.html>

From “Kyoto University Design School” to “Design school of Kyoto”
It is made with Academia, Governmental(Community) and Industry Partnerships

