

Contents

	Preface to the English Edition	vii
	Preface	ix
	Introduction: Aesthetics as a Resource	1
Chapter 1	Movement: A Design Platform	9
	Confronting a Crowded World	
	JAPAN CAR Exhibition	
	Transportation: Desire and the Future	
Chapter 2	Simplicity and Emptiness: The Genealogy of an Aesthetic	35
	Sori Yanagi's Kettle	
	The Origin of "Simple"	
	The Richness of Nothingness	
	<i>Ami-shu</i> and Design	
Chapter 3	Houses: Refining the Home	63
	The Shape of Living	
	The Wisdom of Homemaking	
	The Abundance of Non-possession	
	Exporting the Japanese Home	

Chapter 4	Tourism: Cultural DNA _____	91
	How to Brand Japan	
	The View from a Compound Eye	
	Conceiving an Asian-style Resort	
	National Parks	
	The Setouchi Triennale	
Chapter 5	Future Materials:	
	Designing Experience _____	131
	Media Trigger Creativity	
	Fashion and Fibers	
	Better to Be a Chicken's Beak	
	Arriving at Japan's Future Overseas	
Chapter 6	Point of Growth:	
	Design for a Future Society _____	163
	After the Tohoku Earthquake	
	Adult Principles	
	The View from Beijing	
	Postscript _____	190
	Photo Credits _____	193
	About the Author and the Translators _____	194