

2nd International Conference on Design for Ocean Environments

「OCEAN BLINDNESS —We Don't Know the Ocean—」
Exhibitions and workshops will be held at the same time!



drawn by NAOTO FUKASAWA

“What is the ocean as you envision it, Mr. Fukazawa?” I was asked. At that moment, I drew a horizontal line.
It is just a horizontal line, but when seen in the context of this activity, it looks like a horizontal line.

3710Lab (Representative: Kodai Taguchi), a general incorporated association that has been providing practical programs integrating ocean education and design since its establishment in 2015 under the theme of "Connecting the Ocean and People through Learning," will co-host with The Nippon Foundation “2nd International Conference on Design for Ocean Environments” and exhibition with the theme "OCEAN BLINDNESS - We Don't Know the Ocean" from September 29 (Friday) to October 9 (Monday), 2023, at Axis Gallery in Roppongi.

The vast ocean covers more than 70% of the earth. Because of its vast size, we are still unable to grasp the full extent of the ocean's existence.

In fact, our connection with the ocean has become even more distant in our highly urbanized lifestyles. The “2nd International Conference on Design for Ocean Environments” and the exhibition "OCEAN BLINDNESS" will be held to address

various issues and viewpoints, from exploring the possibilities and attractions of the ocean to the increasingly serious ocean issues, with "design" as a coordinator.

This second conference will explore what design can do to overcome Ocean Blindness. As one of the results, we will report on the outcomes of the ocean environment design workshop that we have been practicing with Naoto Fukasawa, Jin Kuramoto, and we+, who have been participating in the conference since its inception. In addition, new creators such as dot architects + contact Gonzo, Sae Honda, and COMPANY (Aamu Song & Johan Olin) will conduct workshops to experience the connection with the ocean in diverse ways. At the end of the conference, we will confirm the ocean we know/don't know and deepen our thoughts about Ocean Blindness with participants. To further deepen the perspective, photographer Nao Tsuda will join us to discuss "knowing" the ocean through stories of his fieldwork to explore the origins of the relationship between the ocean and people.

The concurrent exhibition will feature ocean environmental design products and architecture that express the diverse world of the sea, including ocean products, ocean plastics, waste, and ocean culture, as well as works launched at the ocean environmental design workshop. The venue will be organized by we+.

Conference Outline

Title: 2nd International Conference on Design for Ocean Environments

Dates: Friday, September 29th, 2023 - Monday, October 9th, 2023

Hours: 10:00 - 20:00 (16:30 - 21:00 on September 29, 10:00 - 15:00 on October 9)

Closed: Open every day

Venue: AXIS Gallery, AXIS Building 4F, 5-17-1 Roppongi, Minato-ku, Tokyo

<https://center.axisinc.co.jp/>

Admission: Free

Organizer: 3710Lab

Joint Sponsorship: The Nippon Foundation

Special Cooperation: THE DESIGN SCIENCE FOUNDATION

Cooperation: AXIS Gallery, Artek, HAKUTEN, Scandinavian Living,

Herman Miller Japan, Musashino Art University (August 30, 2023 ver)

Exhibition Outline

Title: 2nd International Conference on Design for Ocean Environments

「OCEAN BLINDNESS —We Don't Know the Ocean—」Exhibition

Dates: September 29th, 2023 - Monday, October 9th, 2023

Hours: 10:00 - 20:00 (16:30 - 21:00 on September 29, 10:00 - 15:00 on October 9)

Venue: AXIS Gallery, AXIS Building 4F, 5-17-1 Roppongi, Minato-ku, Tokyo

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Special Cooperation: THE DESIGN SCIENCE FOUNDATION
Cooperation: AXIS Gallery, Artek, HAKUTEN, Scandinavian Living,
Herman Miller Japan, Musashino Art University

For holding the event

OCEAN BLINDNESS —We Don't Know the Ocean—

This summer has been the hottest on record. The secretary-general of the United Nations, Guterres used the term "global boiling" to warn of this abnormal condition. This is the hottest summer ever experienced by mankind. The ocean has a major influence on this.

The ocean is what makes us, life, viable. It nurtures an abundance of living creatures, is a major logistics hub, and is a treasure trove of energy. The ocean is human activity itself. On the other hand, the ocean is the largest unexplored area on the planet, with so much potential, yet we are unaware of it. When we look at the ocean, we see only a small part of it.

3710Lab will explore the ocean that is too big to be seen, and too visible to be fully grasped, through the theme of "OCEAN BLINDNESS" and through design.

Conference Program and Speakers

The workshops by dot architects + contact Gonzo, COMPANY (Aamu Song & Johan Olin), and Sae Honda are advanced registration is required.

Admission to the exhibition is free, and visitors are welcome to attend and participate in the programs while viewing the exhibition.

However, in order to prepare for seating, we ask that you register in advance. If you wish to attend, please register using the application form below. Please note that registration may be closed in case of oversubscription. Please register one person at a time, even if you are attending with more than one person.

English: <https://forms.gle/XTvSHwtk333AbCAUA>



Friday, September 29

16:30~ Opening and Private Viewing
17:45~ Opening Remarks (3710Lab Representative: kodai Taguchi)

18:00~ Executive Director, The Nippon Foundation: Mitsuyuki Unno TALK: "Designing Relationships between the Ocean and People (tentative title)

The Nippon Foundation is developing diverse projects to "pass on the richness of the oceans to the next generation." We will discuss the development of projects and strategic partnerships that create a new era, the ingenuity of efforts to face social issues, and the significance of connecting the ocean and design.

19:00~ Public Workshop by Naoto Fukasawa "My Vision of the Ocean"

Day 3 of the ocean environment design workshop for designers, which is being conducted over a total of three sessions this summer, will be open to the public. Each participant will work with product designer Naoto Fukasawa to complete a design for the "ocean" as envisioned by each participant. The participants will present their creations and discuss their "ocean".

21:00 Ended / Closed

Saturday, September 30

10:00~ Opening

13:00~ TALK & Workshop by dot architects + contact Gonzo "the storm"
Participants wanted!

After a talk about the creation of the artwork, we will create the "ocean" with visitors using our bodies. What kind of experience will it bring to us to imagine the ocean and create waves ourselves? An "ocean" will appear in Roppongi.

15:00~ Workshop report by we+ "Materials from the Ocean"

we+ and two students traveled to the coast of Kure and Etajima cities in Hiroshima Prefecture to collect a variety of materials. Inspired by Hiroshima's unique fishing industry, environment, and local materials, they repeatedly process and experiment to verify new possibilities of materials.

15:45~ Workshop by Jin Kuramoto to be held this fall
Crosstalk for "The Ocean Camping - Forms Rising from the Ocean"

A workshop with design students and young creators at a design camp on the remote island of Kakeroma in Kagoshima Prefecture. A talk session will be held to trade each creator's thoughts on the ocean, as revealed through the process of preliminary research.

16:30~ Talk discussion by we+, Jin Kuramoto, dot architects, and contact Gonzo, "How will ocean environmental design be shaped?"

Sunday, October 8 - Monday, October 9 10:00~20:00 (Closes at 15:00 on the 9th)
No conferences or workshops will be held. Please enjoy the exhibit.

Requests for Participation

*Photography is generally allowed, but there may be sessions where you will be asked to refrain from filming. Please follow the announcements made at the venue.

*The organizer may photograph, record, and publicize events at this conference for recording and publicity purposes. Please understand this beforehand.

「OCEAN BLINDNESS —We Don't Know the Ocean—」Exhibition **Introduction of some of the exhibits**



Denmark
<Mater, OCEAN DINING CHAIR>
Designer: Nanna Ditzel
Provider: Scandinavian Living



Australia
<Light Soy>
Designer: Heliograf



Finland
<Sea Monster>
Designer: COMPANY (Aamu Song & Johan Olin)

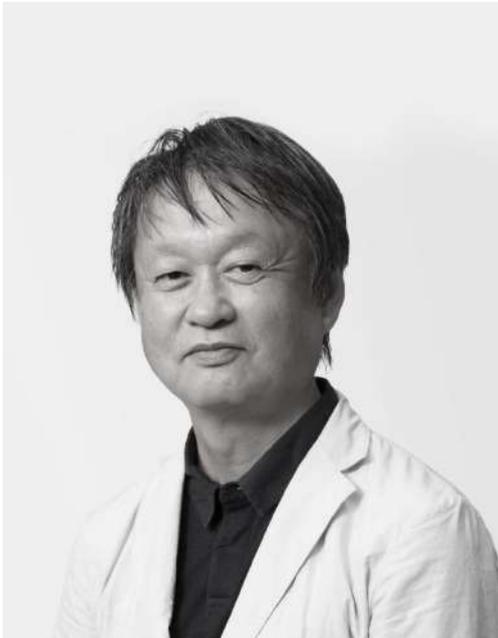


France
<Tombolo ou l'Autre monde>
Project carried out as part of the Mondes Nouveaux programme run by the French Ministry of Culture.
Designer: Isabelle Daëron
Photo credits: Anne-Emmanuelle Thion



South Korea
<Oceanix Busan>
Architects: BIG-Bjarke Ingels Group
Image by Oceanix and BIG-Bjarke Ingels Group

Profiles of Speakers



Naoto Fukasawa

Born in Yamanashi Prefecture in 1956. Graduated from Tama Art University's Product Design Department in 1980. In the same year, he joined Seiko Epson, where he was responsible for advanced development design. In 1989, he moved to the United States, where he joined ID Two (now IDEO San Francisco). Having honed his craft for seven years, focusing mainly on Silicon Valley industries, and returned to Japan in 1996. Fukasawa established and headed up IDEO's Tokyo office, creating a Japanese design consultant base for the company. He went independent in 2003 and founded NAOTO FUKASAWA DESIGN. Currently, he is involved in design for some of the world's leading brands in Europe, North America, and Asia, as well as design and consulting for numerous companies in Japan. In 2018, he received the 5th Isamu Noguchi Award established by The Noguchi Museum in New York, U.S.A. He is a professor at Tama Art University. Professor at Tama Art University. Director of the Japan Folk Art Museum.

<https://naotofukasawa.com>

[@naoto fukasawa design ltd/](#) [@the design science foundation](#)



Jin Kuramoto

Jin Kuramoto is a Japanese designer who established JIN KURAMOTO STUDIO INC. in 2008. He designs all kinds of products such as furniture, home appliances, eyewear, and automobiles with the belief that the form of things each tell a different story. He values the process of repeat trial and error, touching materials, listening to their voice, prototyping in a studio full of inspiration, and making positive accidents. His work has won a lot of international awards, including the Red Dot Award, Good Design award, and the iF Product Design Award.

<https://www.jinkuramoto.com/>

[@jinkuramoto](#)



we+ / Toshiya Hayashi, Hokuto Ando, Anri Sekiguchi

we+ is a contemporary design studio that gives form to new perspectives and values through a unique production and expression method based on research and experimentation. Established in 2013 by Toshiya Hayashi and Hokuto Ando. They have been presenting independent projects born from their daily research both in Japan and abroad,

and are involved in a variety of corporate and organizational projects such as commission work for R&D and installations, branding, product development, spatial design, and art direction, utilizing the knowledge they have gained from their research. They have received numerous awards including the Dezeen Awards / Emerging Design Studio of the Year Public Vote (UK), EDIDA / Young Designer of the Year Nominee (Italy), and the Japan Space Design Award Gold Prize. Their works are in the collection of the Vitra Design Museum in Germany, among others.

<https://weplus.jp/>

[@weplus.jp](#)



dot architects

Architects unit. Based in Kitakagaya, Osaka, the unit is a "collaborative studio for practicing another society" where people and organizations from various fields such as art, alternative media, archives, architecture, community research, circles, NPOs, etc. gather. The studio is not limited to design, but is also active in a wide range of other activities, including construction, research projects, and art projects. They received the special award at the 15th International Architecture Exhibition at the Venice Biennale.(2016) (as an exhibitor in the Japan Pavilion) and was awarded the 2nd Kazuhiro Kojima Prize. The current seven members are Toshikatsu Ienari, Takeshi Syakushiro, Wataru Doi, Keiko Miyaji, Ai Ikeda, Ryosuke Katsube, and Asuka Kobayashi.

<https://dotarchitects.jp/>

[@dotarchitects.jp](#)



contact Gonzo

Formed in 2006. The group applies a theory of the pastoral sublime that stems from the collision of bodies to improvisational performance, video, photographic work, and magazine

editing. They have participated in many international exhibitions and art festivals, and presented a performance at the Museum of Modern Art (MoMA) in New York in 2013. The current members are NAZE, Takuya Matsumi, Keigo Mikajiri, and Yuya Tsukahara. The structure they have created can shoot lemons and other fruits at speeds of up to 100 kilometers per hour.

[@contact_gonzo](#)



Sae Honda

Designer / Jewelry artist. Part-time lecturer at Musashino Art University, Department of Crafts and Industrial Design. She explores alternative aesthetics while gently questioning the existing value system with a poetic approach. She is giving form to new values while looking at the world from a bird's eye view, where the boundary between nature and artifacts is becoming blurred. Her works are in the permanent collections of the Amsterdam Municipal Art Museum, the National Museum of Amsterdam, and the Arnhem Museum.

www.sae honda.com

[@sae_honda](#)



COMPANY (Aamu Song & Johan Olin)

COMPANY is Aamu Song & Johan Olin, a design company based in Helsinki, Finland. We work as artists and designers – often more like detectives – and run our own shop

SALAKAUPPA in Helsinki. We travel the world to meet with masters of different traditions. Together we make new items based on each tradition. More specific info can be found here: https://www.com-pa-ny.com/@com_pa_ny



Nao Tsuda

Born in Kobe in 1976. A photographer who has traveled the world and continues to translate through his viewfinder the relationship between people and nature that has continued uninterrupted since ancient times. Since 2001, he has been active in numerous exhibitions in Japan and abroad. Recently, he has been collaborating with other fields beyond the field of contemporary art, writing serial articles for magazines, giving lectures, and giving special classes. Major exhibitions include "SMOKE LINE - Following the River of Wind" (Shiseido Gallery, 2008), "Forest of Ellinas" (Mitsubishi Chisho Artium, 2018), and "Torai no Ashioto" (Ota City Museum and Library, 2022), a collaboration with musician Marihiko Hara. 2010 He was awarded the Art Encouragement Prize for New Artists in the Fine Arts category in 2010. He is a visiting professor at Osaka University of Arts.

<https://tsudanao.com>

Organizer: [3710Lab](#)

Established in 2015 as a platform to develop, implement, and deliver practical programs in ocean education. Collaborating with experts in ocean, education, and design, the company implements practical programs that integrate ocean education and design. The company faces environmental issues, social issues, and local community issues.

Joint Sponsorship: [The Nippon Foundation](#)

The Nippon Foundation is Japan's largest social contribution foundation, which supports the resolution of social issues from various perspectives beyond borders and fields, using grants from boat race proceeds as a source of funding.

In cooperation with citizens, corporations, NPOs, governments, international organizations, and others in various capacities, the Nippon Foundation provides grants to approximately 1,000 organizations annually and conducts support projects (voluntary projects) promoted by the Nippon Foundation itself, thereby taking on the challenge of solving social issues in Japan and abroad. Our activities cover a wide range of areas, such as solving maritime and shipping-related problems, improving welfare and education, providing reconstruction

assistance and disaster response support to areas affected by large-scale disasters, and making international contributions through humanitarian aid and human resource development.

<https://www.nippon-foundation.or.jp/>

International Conference on Design for Ocean Environments

The International Conference on Design for Ocean Environments was launched in July 2022 with the aim of taking action in the field of "design" as a venue for approaching the increasingly serious ocean environmental problems. The first International Conference on Design for Ocean Environments was held on Saturday, July 30, 2022 in Shibuya, Tokyo. The first conference welcomed Naoto Fukasawa as the keynote speaker and Hideyuki Yamano, we+, Kensaku Oshiro, Jin Kuramoto, Sarah K (Supercyclers), Takahiro Tsuchida, Yoshinao Yamada, and others as speakers.