

2nd International Conference on Design for Ocean Environments Exhibition with the theme "OCEAN BLINDNESS"

Place : Roppongi AXIS gallery

Dates : September 29th(Fri.), 2023~October 9th(Mon.), 2023

Speakers : Naoto Fukasawa, Jin Kuramoto, we +, dot architects, contact Gonzo, Sae Honda, COMPANY (Aamu Song & Johan Olin), and more

OCEAN BLINDNESS



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 Roppongi's Axis Gallery.

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.

At the second conference, Naoto Fukasawa, Jin Kuramoto, we+, and other designers who have participated since the first conference will report on the ocean environment design workshops they have conducted to learn about the ocean, and new creators such as dot architects, Sae Honda, and COMPANY (Aamu Song & Johan Olin) will hold participatory workshops and talk events to experience the ocean. The concurrent exhibition will showcase ocean environment designs from around the world that are connected to the ocean and utilized in daily life and towns, as well as works that were launched during the marine environment design workshops. The venue will be organized by we+.

Conference Outline

Title : 2nd International Conference on Design for Ocean Environments

Dates : September 29th(Fri.), 2023~October 9th(Mon.), 2023

Time : 10:00~20:00 (on 29th, it will be opened at 16:30~21:00)

Holiday : No holiday

Place : AXIS Gallery Roppongi 5-17-1, Minato-ku, Tokyo, AXIS building <https://center.axisinc.co.jp/>

Fee : Free

Host : 3710Lab

Sponsorship : The Nippon Foundation

Cooperation : AXIS Gallery

Venue configuration : we+

Exhibition Outline

Title : 2nd International Conference on Design for Ocean Environments -OCEAN BLINDNESS-

Dates : September 29th(Fri.), 2023~October 9th(Mon.), 2023

Time : 10:00~20:00 (on 29th, it will be open at 16:30~21:00)

Place : AXIS Gallery Roppongi 5-17-1, Minato-ku, Tokyo, AXIS building <https://center.axisinc.co.jp/>

Fee : Free

Host : 3710Lab

Sponsorship : The Nippon Foundation

Cooperation : AXIS Gallery

Venue configuration : we+

About the conference program and speakers

The venue is open to the public and visitors and welcome to attend and participate in the program while viewing the exhibition. However, we ask for your cooperation in registering in advance to ensure seating. Registration details will be posted on the 3710Lab website and SNS in late August.

29th, September

- Talk by Mitsuyuki Unno, Executive Director of The Nippon Foundation: "The Meaning of the Ocean and Design's Proximity" (tentative title)
- Public Workshop by Naoto Fukasawa "My Vision of the Sea"

30th, September

- Public workshop by dot architects & contact Gonzo "Becoming Ocean" (tentative title)
- Workshop report by Jin Kuramoto "Deserted Island Camping" (tentative title)
- Workshop report by we+ "Materials from Ocean" (tentative title)
- Talk discussion by dot architects, Jin Kuramoto and we+ "Summer of Ocean Environmental Design" (tentative title)

1st, October

- Open workshop and talk by Helsinki Design Duo, COMPANY (Aamu Song & Johan Olin)

After 2nd, October

- Talk by overseas guests
- Open workshop by Sae Honda "The Sea and Women" (tentative title), etc.

*The program after October 2 will be announced on the 3710Lab website and SNS as soon as it is determined.

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.

For holding the event

OCEAN BLINDNESS - We do not know the sea.

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.

Profiles of Speakers



Naoto Fukasawa INSTAGRAM @naoto_fukasawa_design_ltd

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. <https://naotofukasawa.com/>



Jin Kuramoto INSTAGRAM @jinkuramoto

Jin Kuramoto is a Japanese designer who established JIN KURAMOTO STUDIO INC. in 2008. Born and raised on a small island in the countryside, he loves fishing and people a lot. 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>



we+ / Toshiya Hayashi, Hokuto Ando, Anri Sekiguchi INSTAGRAM @weplus.jp

we+ is a contemporary design studio founded in 2013 by Toshiya Hayashi and Hokuto Ando, that gives form to new perspectives and values using methods based on research and experimentation. They believe that a rich community is a world overflowing with diversity and choice, where the guiding principles of the next society can be born from within. They present alternative choices to society while taking a broad view of history and context, in order to meaningfully determine the future of craftsmanship and design. <https://weplus.jp/>



dot architects INSTAGRAM @dotarchitects.jp

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/>



Sae Honda INSTAGRAM @sae_honda_

Sae Honda is a Japanese designer / jewelry artist based in Japan. She graduated from Musashino Art University in Tokyo in 2010, and later studied at Gerrit Rietveld Academie from 2013 to 2016. After completing her studies, she has been internationally showcasing self-initiated works as well as commissioned work. Questioning the existing value system with her poetic approach, she explores alternative aesthetics this modern life has to offer. Through her practice she formulates fresh perspectives and values, a result of careful observation of the current world where the border between nature and artifact is becoming more and more obscure. Some of her works are included in the permanent collection of Stedelijk Museum Amsterdam, Rijksmuseum Amsterdam and Museum Arnhem. www.sae honda.com



contact Gonzo INSTAGRAM @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.



COMPANY (Aamu Song & Johan Olin) INSTAGRAM @com_pa_ny

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: www.com-pa-ny.com

About Hosting

3710Lab <https://3710lab.com/>

Date of Acquisition of Incorporation: October 27th, 2016

Date of Establishment: April 1st, 2015

Representative Director: Kodai Taguchi / concurrent post of Center for Ocean Literacy and Education, Graduate School of Education, The University of Tokyo- Project Assistant Professor

In 2015, 3710Lab was established as a platform to develop, implement, and provide practical programs that integrate ocean education and design. In 2021, 3710Lab launched the Ocean Environmental Design Education Project, which is being implemented throughout Japan. In the same year, the project was launched in the education section of Setouchi Oceans X ([https:// setouchioceansx.jp/](https://setouchioceansx.jp/)), a ocean litter prevention program run by The Nippon Foundation and four prefectures in the Seto Inland Sea.

3710Lab Representative Director: Kodai Taguchi

Born in Aomori Prefecture. After living in Akita Prefecture, grew up in Sendai City, Miyagi Prefecture. Currently, he is a project assistant professor at the Center for Ocean Literacy and Education, Graduate School of Education, The University of Tokyo. Specializing in pedagogy and educational anthropology, he conducts interdisciplinary practical research on the relationship between humans and education. In recent years, he has been considering the nature of expression in human life and exploring new forms of education through school lesson design and community building centered on schools.

About the sponsorship: The Nippon Foundation <https://www.nippon-foundation.or.jp/>

Since its establishment in 1962 as one of the largest foundations in Japan, the foundation has been promoting activities in a wide range of fields, transcending race and national borders, including children, people with disabilities, disasters, maritime affairs, and humanitarian assistance, using grants from boat race proceeds as a source of funding.

About the 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.