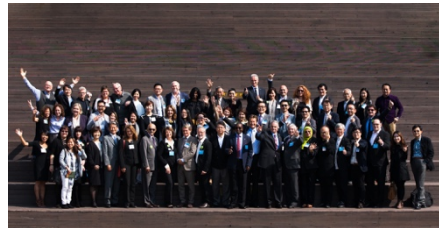


Japan Institute of Design Promotion
March 4, 2022

Japan Institute of Design Promotion to host the 33rd World Design Assembly in 2023

Theme will be “Design Beyond – Renaissance for Convivial Society”

WDO WORLD
DESIGN —
ORGANIZATION



[The Japan Institute of Design Promotion \(JDP\)](#), Japan’s only organization dedicated to the comprehensive promotion of design, announced that the 33rd World Design Assembly will be held in Tokyo from October 26-28, 2023. The JDP will be the primary organizer for the event, acting as Executive Secretariat.

The World Design Assembly (WDA) is a three-day event that takes place every two years. It brings together WDO members and related parties from around the world, including the Research and Education Forum and International Design Conference, with speakers from various countries. In 2019, the conference was held in Hyderabad, India, and in 2021, in Shunde, China. It has not been held in Japan since Nagoya in 1989. Japan also hosted the 1973 conference in Kyoto.

“Upon careful consideration, the board of WDO directors found the theme presented by Tokyo Team, ‘Design Beyond – Renaissance for Convivial Society,’ extremely pertinent as collectively,” stated WDO President Srini Srinivasan. “We look towards the future and to new ways in which design will present an effective method to realize post-pandemic changes. We look forward to engaging our membership and the global design community in such conversations and working together over the next term to prepare an outstanding programme in Tokyo, where our membership will no doubt be enthused to experience Japanese design and hospitality.”



“The Covid-19 pandemic has divided the world, and separated people from each other. The world is now rapidly digitizing, and this is changing our way of life. We have also realized how important values such as emotional satisfaction and human connection are,” said Kazuo Tanaka, the Chairman of Executive Committee, 33rd World Design Assembly Tokyo 2023. “Design is continuously solving diverse problems and creating new business through innovation. I believe that the goal of the 33rd World Design Assembly Tokyo 2023, Renaissance for Conviviality, is to create a new society through design.”



For general inquiries, please contact the Japan Institute of Design Promotion.

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“Currently, we are faced with the urgent need to overcome the pandemic, while addressing global problems and achieving sustainable development. To accomplish this, innovation and reshaping our society are required. Design has the power to bring ideas to life by incorporating different elements, talents and passions, and is an important driver of innovation. I hope the 33rd World Design Assembly Tokyo 2023 will be an opportunity to recognize that design is an essential pillar of innovation and that it plays an important role in solving global problems,” said Hiroyuki Fukano, President of JDP.



Theme for the 33rd World Design Assembly Tokyo 2023: Design Beyond – Renaissance for Conviviality

After experiencing the pandemic, we will reaffirm the importance of design as a methodology for realizing human life in a human way. This is a place to rethink the design of the past, which has focused on innovation, solutions, and productivity improvement, and to think about what design can do beyond that to achieve true enrichment of the mind.



Executive Secretariat of the 33rd World Design Assembly Tokyo (Tentative)

Japan Institute of Design Promotion : <https://www.jidp.or.jp/en/>
Japan Industrial Design Association : <https://www.jida.or.jp/>
Chiba University : <https://www.chiba-u.ac.jp/e/index.html>
Musashino Art University : <https://www.musabi.ac.jp/english/>
Tama Art University : <https://www.tamabi.ac.jp/>

About the World Design Organization

[The World Design Organization](#) (WDO) is an international design organization dedicated to "Design for a Better World". As a special advisory body to the Economic and Social Council of the United Nations, WDO's mission is to achieve the Sustainable Development Goals (SDGs) through design. It was founded in 1957 as the International Council of Societies of Industrial Designers (icsid) to promote the importance of industrial design, and changed its name to the World Design Organization in 2017. Currently, about 180 organizations, educational institutions, and companies from about 40 countries and regions are members of the organization.

About the Japan Institute of Design Promotion

[The Japan Institute of Design Promotion](#) (JDP) is Japan's only organization for comprehensive design promotion. In addition to hosting the Good Design Award, widely known as one of the most highly regarded awards in Japan, it holds various events and organizes design-oriented projects in collaboration with municipalities, private corporations, educational organizations and various media. Furthermore, by capitalizing on the project achievement in Japan, a developed country facing many different challenges, JDP has been building mutually beneficial relationships all over the world.