

Press Release



WORLD DESIGN
ASSEMBLY
TOKYO 2023

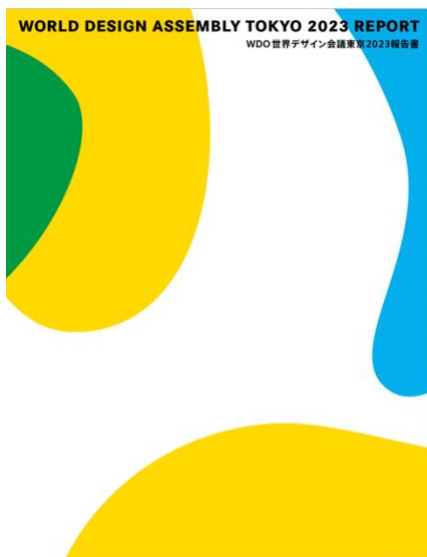
April 25, 2024

WDO World Design Assembly Tokyo 2023 Secretariat

“World Design Assembly Tokyo 2023 Report” Released Published the whole picture of the first World Design Assembly held in Japan in 34 years

URL to access the report: <https://www.wda2023.tokyo/en>

TOKYO, April 25, 2024 –The Japan Institute of Design Promotion, a representative organization of the WDO World Design Assembly 2023 Secretariat, released “World Design Assembly Tokyo 2023 Report”.



The World Design Assembly Tokyo 2023 (organized by the World Design Organization) was held from Friday, October 27 to Sunday, October 29, 2023 under the theme of Design Beyond—Design for a New World. From 39 nations and regions across the globe, a total of 1,171 participants gathered, including design professionals and a broad spectrum of specialists at the forefront in areas such as ecology, engineering, communication, science, and technology to discuss new roles and possibilities for design.

This report is an archive that covers all the lectures, research presentations, and panel discussions held over three days of the assembly, which was held in Japan for the first time in 34 years.

It also includes a description of the after-talk event held on Friday, March 1, 2024, and a summary of proceedings by Kazuo Tanaka (CEO, GK Design Group, Inc.), the executive committee chairperson of the World Design Assembly Tokyo 2023, clarifying the significance of this conference and the roles that design should play in a future society.

World Design Assembly Tokyo 2023 Summary of Proceedings (abstract)

Kazuo Tanaka, Executive Committee Chairperson

The World Design Assembly Tokyo 2023, held after over three years of the coronavirus pandemic and hosted by Japan for the first time in 34 years, broadly reflected an extraordinary societal transformation. With climate change linked to global warming now more apparent than ever, the path to recovery is proving increasingly arduous. Meanwhile, our lives have seen radical transformation with the drastic

advance of a digitized society due to the pandemic, and the dramatic proliferation of AI and an ever further AGI society have also made us reexamine the value of human existence.

Given this reality, design can no longer be considered as only founded in culture and art (creating aesthetics and emotion) or focused solely on being conducive to economy and industry (business development by means of innovation and solutions). Design today seeks to address social and environmental issues (SDGs and Humanism) and lay the foundations for a better tomorrow. This assembly gathered wisdom from around the globe while conscious of these facts. Consequently, it is also the case that the conference was difficult to capture using conventional design notions. In the face of this formidable undertaking, guided by the theme “Design Beyond,” we continually asked, “What can design do?”

< “World Design Assembly Tokyo 2023 Report” Overview >

World Design Assembly Tokyo 2023 official website: <https://www.wda2023.tokyo/>

Pages: 80

Contents: Keynote Speeches, Paper Presentations, Talk Sessions, Interview with Executive Committee Chairperson, After-talk Event, Summary of Proceedings, Survey for Attendees, etc.

URL to access the report (PDF): <https://bit.ly/3y9iNCO>

Resources: About World Design Organization (WDO)

World Design Organization (WDO) is an international design organization working toward “Design for a Better World.” As a special advisory body of the UN Economic and Social Council, WDO embraces the UN Sustainable Development Goals (SDGs), with the goal of contributing to their achievement through design. The former body of WDO, the International Council of Societies of Industrial Design (ICSID), was founded in 1957 with the aim of promoting the importance of industrial design. In 2017, the organization changed its name to the World Design Organization (WDO). Presently, WDO includes about 215 member organizations, educational institutions, and corporations from about 40 nations and regions. WDO members from Japan include the Japan Industrial Design Association, Chiba University, Musashino Art University, Tama Art University, International Design Center NAGOYA Inc., and YAMAHA Corporation in addition to the Japan Institute of Design Promotion.

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