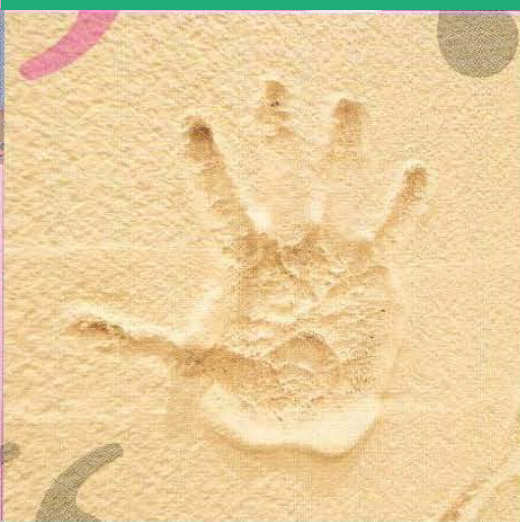
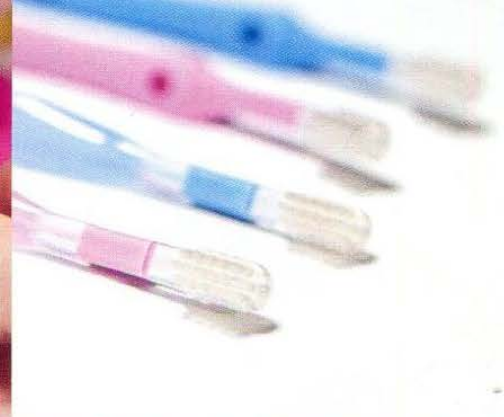
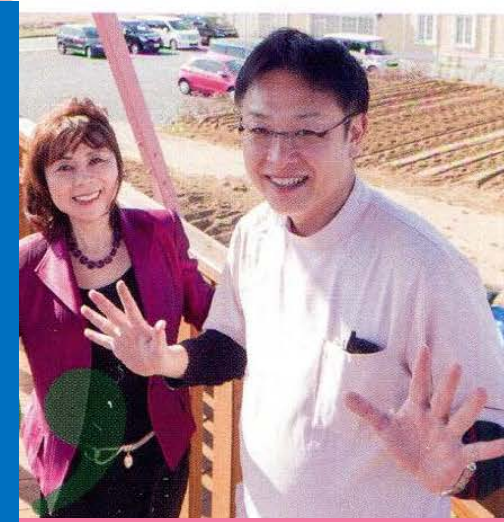


目だけでなく
コンセプトを
面していただける。
分たちが
違っていないという
言になります。

KIDS DESIGN ASSOCIATION



Regulating and Promoting Children Oriented Design Practices in Japan



保育所の取り組みが
評価されたことで
企業姿勢を
伝えやすくなりました。
これからも積極的に
活用したい。



IASDR, 2017
University of Tsukuba,
Kansei Science Lab:
Rodrigo Fernandes;
Kunio Tsutatani;
Suomiya Bao;
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Design Associations

Industrial associations: pressure agents that define socially acceptable conduct to firms in the same organizational field and that tend to cause firms to exhibit similar practices and activities (Dimaggio & Powell, 1983).

Non-profit Organizations: group of people organized in order "to pursue a common not-for-profit goal" (Hartigan, 2006).

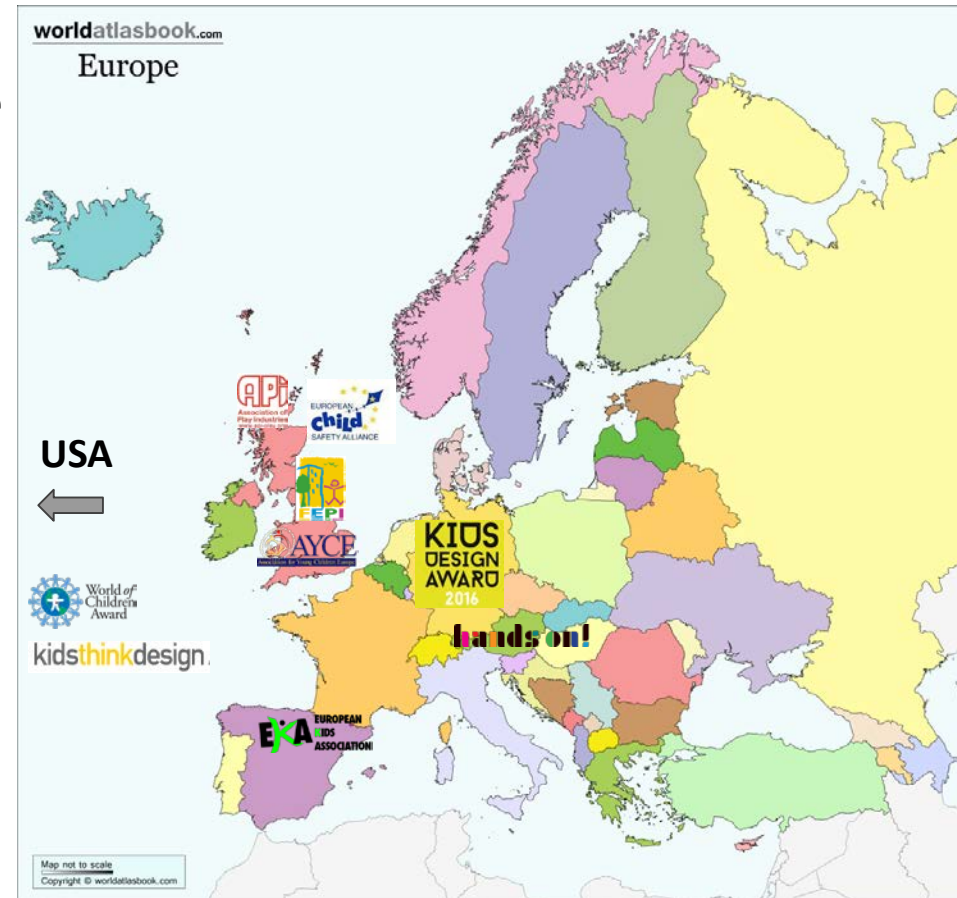
Design and Industries Association (UK): engage with all those who share a common interest in the contribution that design can make to the delivery of goods and services that are sustainable and enhance the quality of life for communities and the individual.

Children-Design Association

Policy making: develops policies to improve children lives, ensure their rights and space in society

Industrial: Focus on strengthening markets for children-related products and services

Design related: focus on awarding products related with the industry or trade fairs or on spreading design-based knowledge to children



Children Design Associations on Japan

Japan Toy Association: contribute to the comprehensive development of toy industry in Japan.

Kids Design Association: Non-Profit organization aimed to contribute to a better future for children.

Child Safety Through Design: Seeks to establish safety standards to prevent accidents.

Kids Design Circle: Multi-disciplinary community to discuss kids-related problems and solutions



Kids Design Association

KDA aims to stay in the center of industrial interest, social demands, policy making, and design regulations

The objectives of the Association are to widely publicize and disseminate kids` design principles expanding the development of products and creation of contents considering children`s view.

Three Missions of Kids Design

Contribute
to the safety
and security
for children

Develop
children abilities
towards great
creativities and
sensitivities

Support
caregivers from
pregnancy, birth
to raising



KIDS
DESIGN
AWARD
2017

Presentation Structure

As a case study This presentation will be divided in two main parts:

- KDA association history, relationship, role and reach with Japanese Society, as well as organizational structure.
- Investigation and exposition of the Kids Design Award processes and reports.

Three Missions of Kids Design



- Founded on 2006, KDA started as an association of companies, doctors, and research groups, who observed an increase in accidents involving infants.
- They observed that most of these accidents often happened because the environment was not suitable or didn't take children into consideration on their designs.

Infant Deaths of Japan on Year 2012 (Ministry of Health, Labour and Welfare)

Age	No.1	No. 2	No. 3	No. 4	No. 5
1 to 4 (877)	Congenital malformation(180)	Unintentional Injury (123)	Malignant neoplasm (101)	Heart disease (58)	pneumonia (49)
5 to 9 (497)	Unintentional Injury (103)	Malignant neoplasm (84)	Congenital malformation (35)	other neoplasm (32)	pneumonia (28)
10 to 14 (509)	Malignant neoplasm (111)	Unintentional Injury (95)	Suicide (75)	Heart disease (26)	Cerebrovascular; pneumonia (18)
1 to14 (1883)	Unintentional Injury (321)	Malignant neoplasm (296)	Congenital malformation (227)	Heart Disease (108)	Pneumonia (95)

- Founded on 2006, KDA started as an association of companies, doctors, and research groups, who observed an increase in accidents involving infants.
- They observed that most of these accidents often happened because the environment was not suitable or didn't take children into consideration on their designs.

Infant Deaths of Japan on Year 2016 (Ministry of Health, Labour and Welfare)

Age	No.1	No. 2	No. 3	No. 4	No. 5
1 to 4 (877)	Congenital malformation (159)	Unintentional Injury (109)	Malignant neoplasm (68)	Pneumonia (50)	Heart disease (50)
5 to 9 (497)	Malignant neoplasm (100)	Unintentional Injury (87)	Congenital malformation (33)	other neoplasm (14)	pneumonia (11)
10 to 14 (509)	Suicide (89)	Unintentional Injury (74)	Neoplasm (62)	Congenital malformation (28)	Heart disease (11)
1 to14 (1883)	Unintentional Injury (270)	Malignant neoplasm (230)	Congenital malformation (220)	Heart Disease (61)	Pneumonia (61)

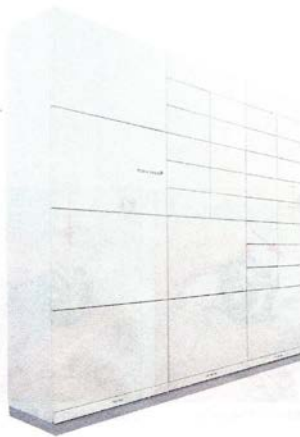
KD Awarded Products

Contribute to the safety and security for children



Steam is condensed within the tank (top). The tank can be cleaned and maintained by removing it (bottom).

Work Name **Steam-less IH Rice Cooker**

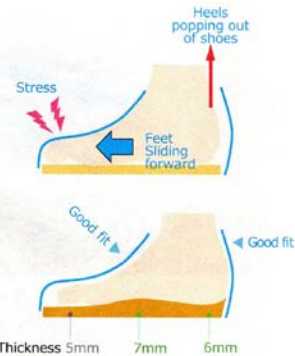


The door automatically opens when sensor detects that a child has entered the box.



The door can be manually unlocked from the inside.

Work Name **Delivery Box**



Size can be adjusted and childhood foot problems prevented by inserting the three-dimensional cup insoles.

Work Name **Shoes with Size Adjustable Insoles**



Work Name **The Bending Toothbrush – Allows brushing with 200g of force**

- on 2005, Japan faced its first decrease of birthrate, a problem that is still one of the country's main challenges for the future (Japan Times, 2016).
- Faced with that, the association established its third design mission “Support caregivers during pregnancy, birth and child raising
- Due to that, the association seeks to encourage the creation of products, services, policies or social systems that can ease the task of raising children.

KD Awarded Products

Support caregivers from pregnancy, birth to raising



Overview



Kids Room/ Baby Room



Nursing Room



Baby Changing Room



Kids Lavatory

Work Name Mitsui Shopping Park LaLaport FUJIMI



Work Name INSTICK-Stick Vacuum with Air Purifier



Main school



Branch school within large shopping mall

Main school



A corridor where children can interact with trees or flowers that bear fruits



Emergency power

Work Name Koto Wangan Satellite SMART NURSERY SCHOOL Main School Tennis no Mori Campus

Support caregivers from pregnancy, birth to raising

Contribute to the safety and security for children



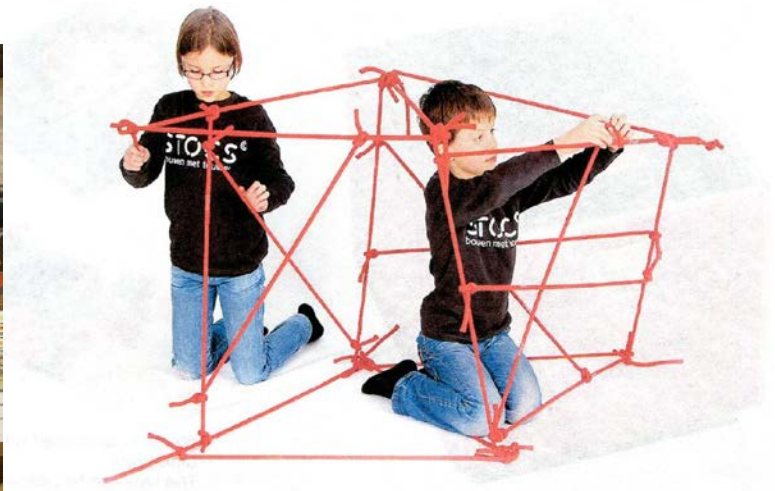
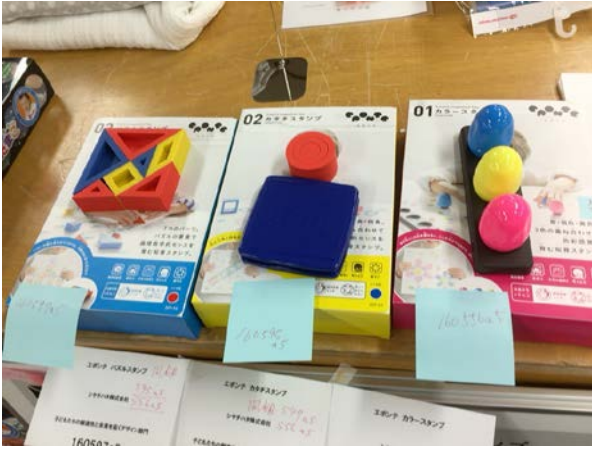
When stacked on top

Work Name Safety Stacking Table

- More than 80 percent of Japanese customers focus on product safety when buying a toy. (Japan Toy Association, 2017)
- Secondary criteria include promoting the child's mental and educational development. (Japan Toy Association, 2017)
- This perception of how products can affect positively children's development influenced the association's second design mission **“Develop children's capabilities, encouraging creativity and sensitivity”**.

KD Awarded Products

Develop children abilities towards great creativities and sensitivities



KDA History – Timeline

Year	Social Scenario	Kids Design Association Development
2006	Infant accidents / Japanese population decline	KDA is announced by Ministry of economy, trade and industry.
2007	Role of Minister of State for Measures for Declining birthrate	KDA is certified by cabinet office as Non-Profit Organization.
2011	Tohoku earthquake and Tsunami affected Japan; yen exchange rate became the highest since world war II.	Award of Minister of Consumer Affairs is established; earthquake recovery supporting project starts; KDA receives commendation of [good contribution for encouraging parenting of children] by cabinet office.
2013	Tokyo receives rights for holding 2020 Olympic games.	prime minister's award is established; CSD certification system starts.
2015	laws and policies are made for supporting women throughout their careers and lives.	Award of minister of gender equality is established; The 9th KDA receives most applications and accepts most awards in history
2016	Japan voting age lowered from 20 to 18. Kumamoto earthquake	KDA 10th anniversary.

KDA History – Manifesto

“Under our three missions, KDA intends to to”

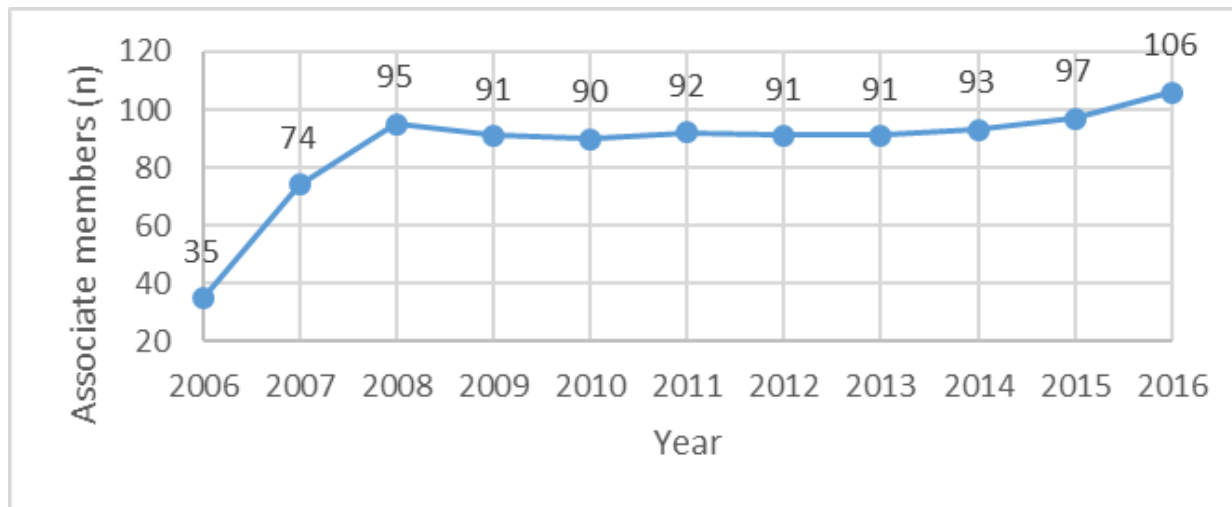
- Help balancing parenting and work, to accomplish a joyful parenthood experience;
- Take actions for enriching the parent’s time spent with children;
- Make the access of the information about parenting easier and more understandable;
- Make a better environment for parents to spend time with your children outside home, wherever and whenever they go;
- Design environments for parents to share experience and communicate with each other;
- Promote the importance of communities that supports parenting;
- Increase opportunities for local youth and elders to interact with children;
- Research, develop, and apply changes regarding play and learning;
- Create opportunities for children to voluntarily and continuously experience more;
- Try our best to reduce accidents involving children to zero.

KDA Network and role

As a Non-Profit Organization, Kids Design Association is supported by 106 active members. Among them:

- 63 companies
- 24 local governments
- 17 Research Institutes

KDA Members from 2006 to 2016

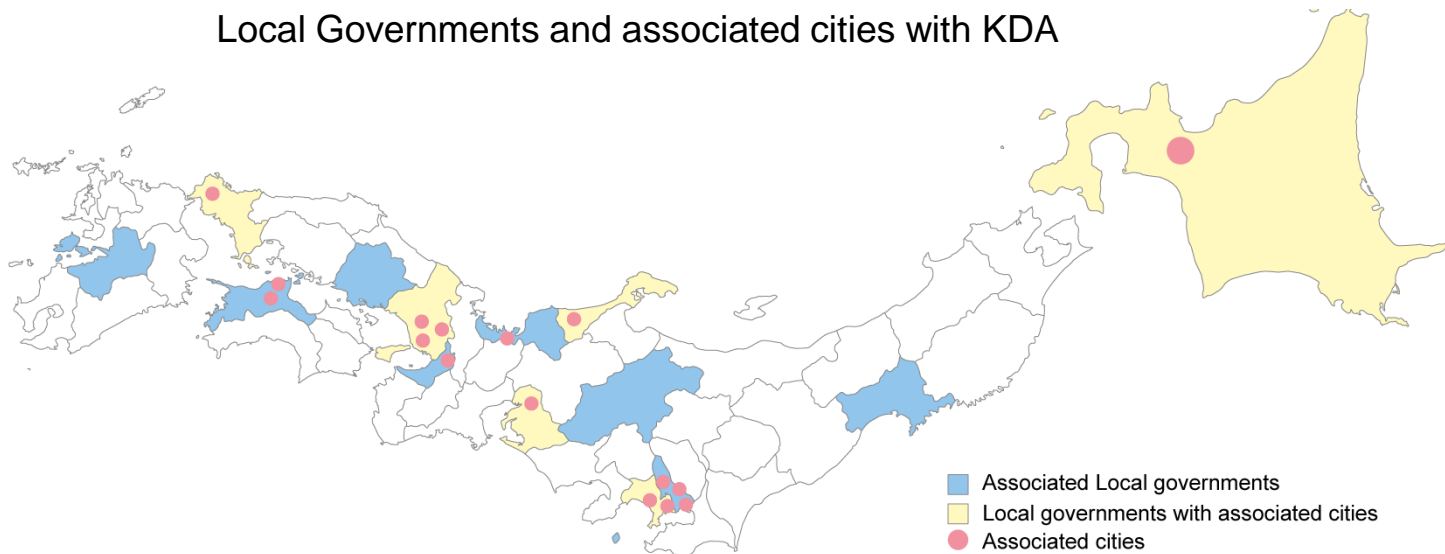


KDA Network and role

As a Non-Profit Organization, Kids Design Association is supported by 106 active members. Among them:

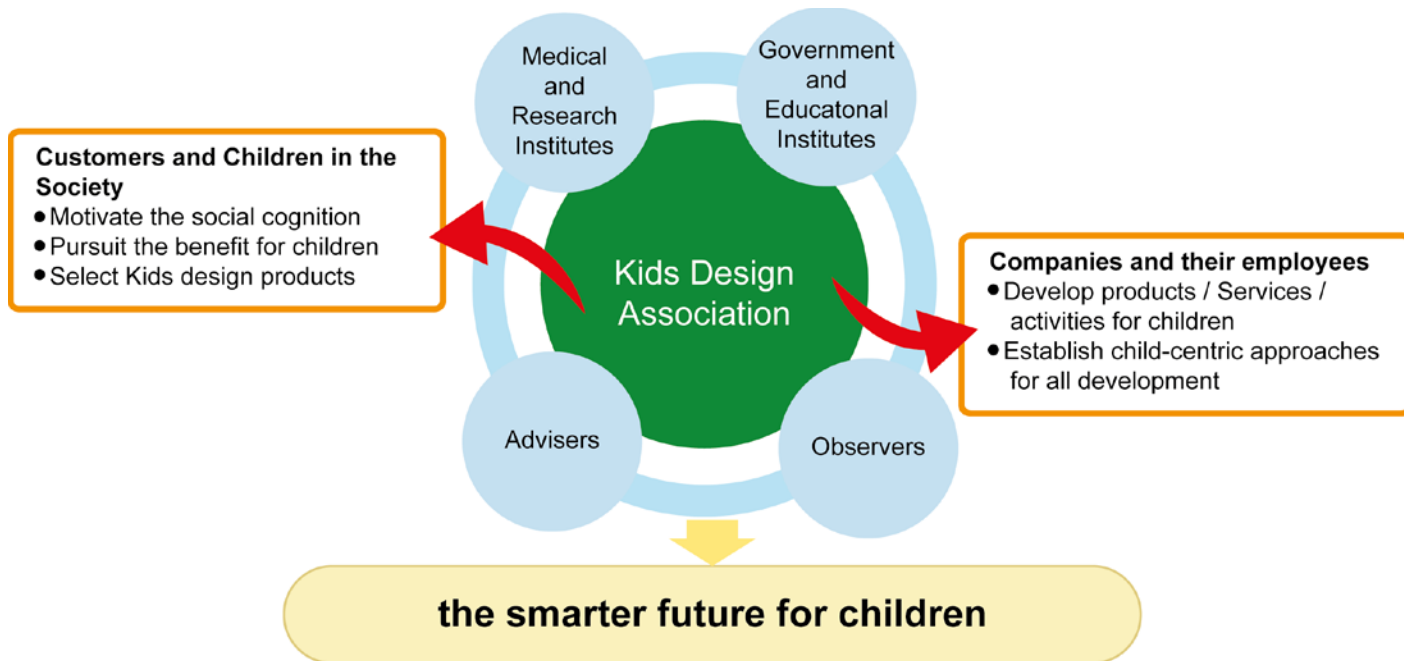
- 63 companies
- **24 local governments**
- 17 Research Institutes

Local Governments and associated cities with KDA

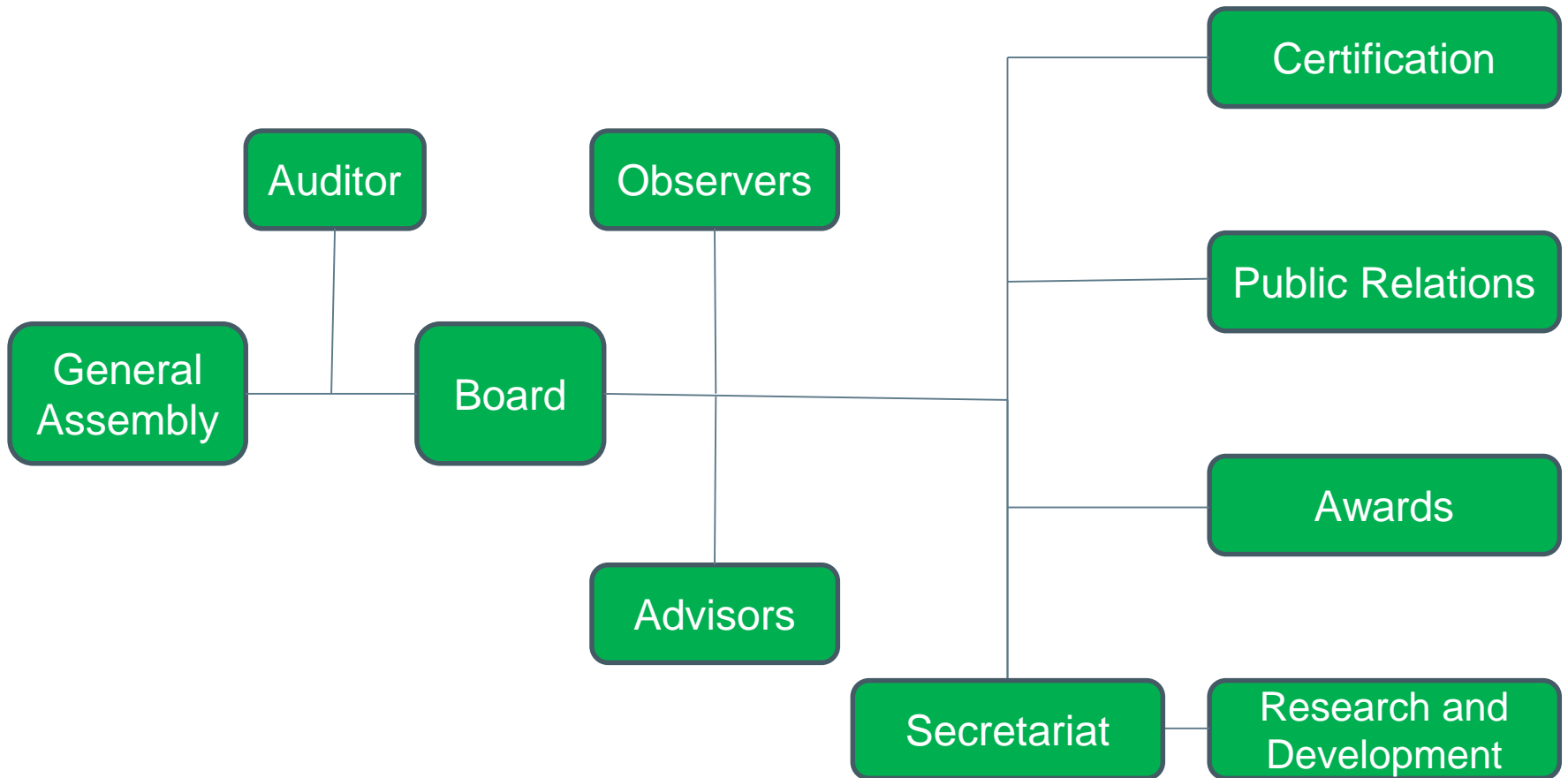


KDA Network and role

This relationship puts KDA on a position that can bridge the gap between industries, research, and costumers, always taking children in consideration.



KDA Organization



KDA Organization

- Child Safety Through design certificates products that considers past related accidents, or information about them.
- Exhibitions and workshop events of awarded submissions. forums, symposium, and websites.
- commendation program based on the three Kids Design missions.
- with partners, The association research and publish processes, design tools or guidelines for children-based design. Currently under restructuring.

Certification

Public Relations

Awards

Research and
Development

Kids Design Award

Three Missions of Kids Design



- commendation program based on the three Kids Design missions.

Awards

Not limited to children-dedicated products like toys, KDA welcomes range of products, facilities, programs, and research activities for children and adults, as long they make considerations regarding children usage.

Submission process

Product Categories:

- **Products:** wide range of product that considers children usage
- **Architecture:** Spaces dedicated for children such as nursing houses, or considerations about Environmental Universal Design.
- **Communication:** Services, systems or children workshops;
- **Researches:** with a focus on children, needs, products or services;
- **Reconstruction Assistance:** Submissions focused on supporting disaster-affected areas

Appeal points for submitters:

- getting a minister commendation;
- publications on Japanese medias;
- permission to use Kids Design mark on commercials and packages;
- exhibitions through workshops and seminars.

Submission process

On the first submission stage, only digital files are necessary.

All the procedure is done online, where the interested party needs to download a preparation sheet, select a desired department and category, input personal information, and prepare documents for submission.



Steam is condensed within the tank (top).
The tank can be cleaned and maintained by removing it (bottom).

Work Name **Steam-less IH Rice Cooker**

■ Product Features

Children tend to be drawn to the slowly rising steam of rice cookers, and this can result in burns on the hand or face if they get too close to the steam. This steam-less rice cooker circulates the steam within the cooker to condense it back to water and store it in a tank instead of releasing it. The rice will not boil over, and the rice can be kept fully heated as it cooks which leads to an improvement in flavor.

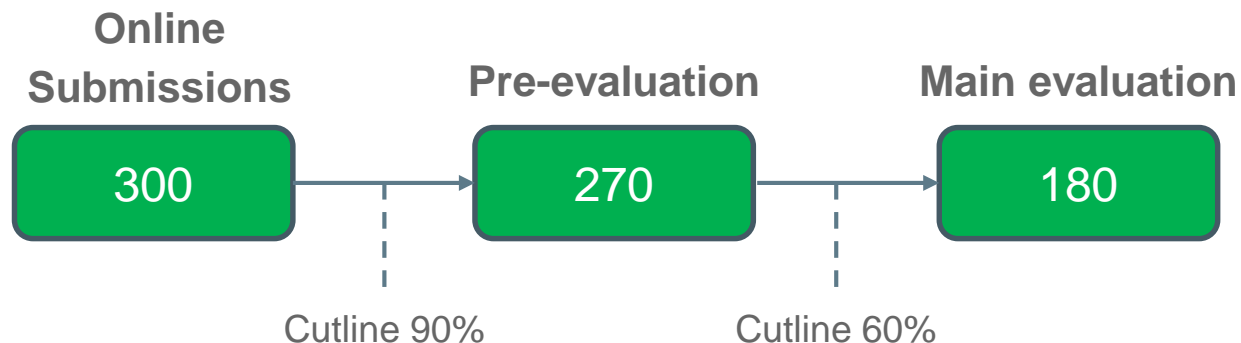
■ Reason for Award

- Children often suffer burns when touching hot steam.
- This product circulates steam within the cooker, condenses it into water, and stores it in an internal tank.
- It not only prevents burns, it also improves flavor and is easy to store.

Evaluation Process

Pre-evaluation: each online submission is verified by the association's secretariat if all the documents are in order, if it took children consideration on its design, if it's a recent design, and if it is not a repeated submission from previous years.

Main evaluation: specific days are decided for each of the five categories. On these days, independent evaluation committees will be formed composed of professors, doctors or field experts. The secretariat become assistants to the evaluators by supplying data.

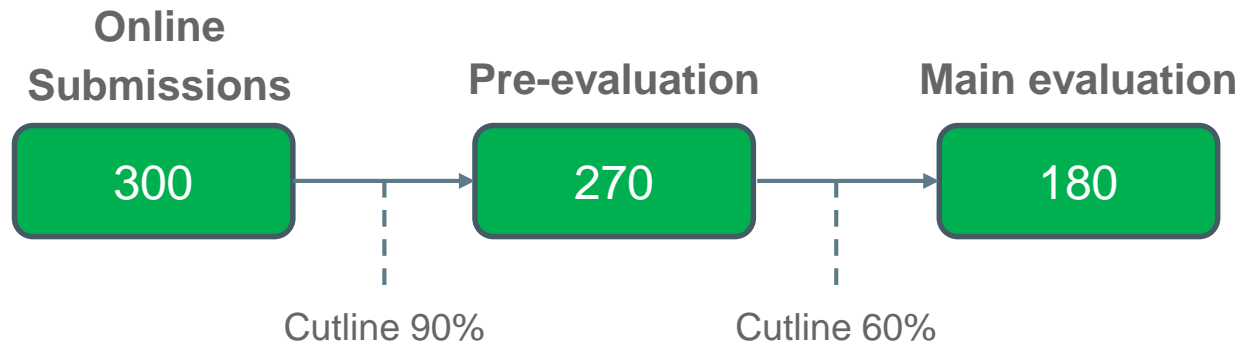


Evaluation process

The evaluators rate these guide items on a 4-point scale:

- Usability, Functionality, Manipulation;
- Viability and benefits to society;
- Originality, creativity, and innovation;
- Overall Aesthetics, Design, usage of colors, and shape.

Each evaluation is followed by general comments from evaluators, who will decide between awarding or not the entree:

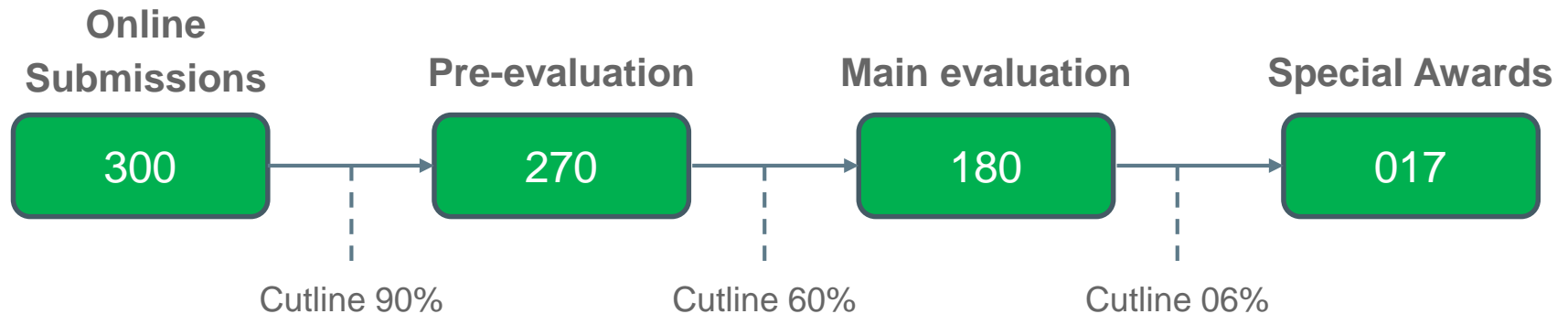


Evaluation process

Special Evaluation: Depending on the submission's qualities, they may pass to a third and final evaluation to decide the minister's awards.

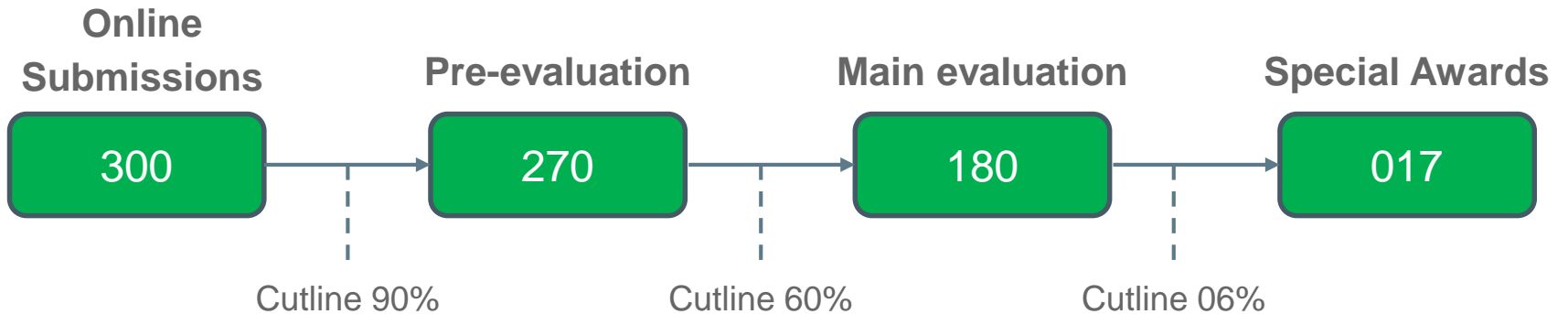
This evaluation is performed collectively taking the evaluators reviews, the association considerations, and the ministers' social demands.

With a direct commendation from the prime minister, the minister awards are announced through a ceremony.



Evaluation process

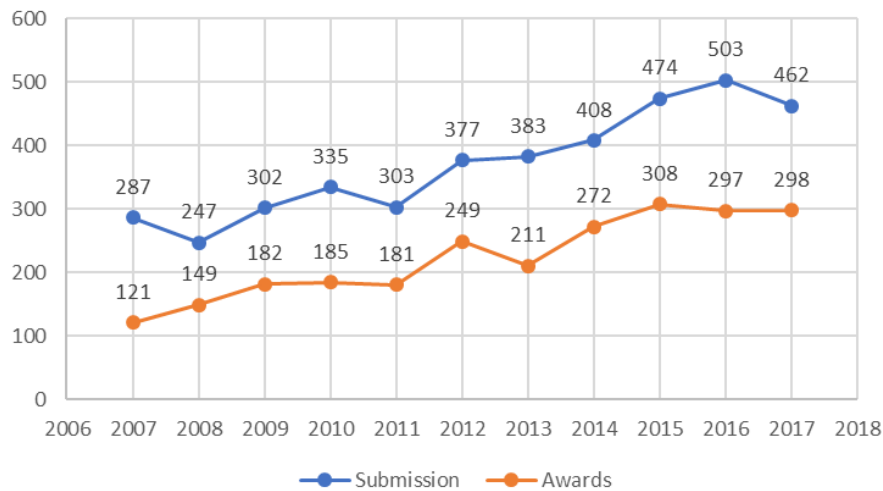
Prime Minister's Award (Highest Award)							
Designs that contribute to the safety and security from the viewpoint of children Category: Children	Designs that contribute to the safety and security from the viewpoint of children Category: General	Designs that develop creativity and shape the future of children Category: Kansei and creativity	Designs that develop creativity And shape the future of children Category: Children's potential for learning and understanding	Designs to support comfortable child-rearing Category: Individuals and households	Designs to support comfortable child-rearing Category: Communities and Society	Designs for consumers who will lead the future	Gender Equality Theme Award
METI Minister's Awards 1 Winner	METI Minister's Awards 1 Winner	METI Minister's Awards 1 Winner	METI Minister's Awards 1 Winner	Minister of State for Measures for Declining Birthrate Awards 1 Winner	Minister of State for Measures for Declining Birthrate Awards 1 Winner	Minister of State for Consumer Affairs and Food Safety Award 1 Winner	Minister of State for Gender Equality Award 1 Winner
Kids Design Council Chairman Award		Kids Design Council Chairman Award			Kids Design Council Chairman Award		(Reconstruction Assistance Design Department) Kids Design Council Chairman Award
Jury Special award	Jury Special award			Jury Special award		TEPIA Special Award	
Tokyo Governor's Award							
Kids Design Award (Passed Secondary Screening Selection)							



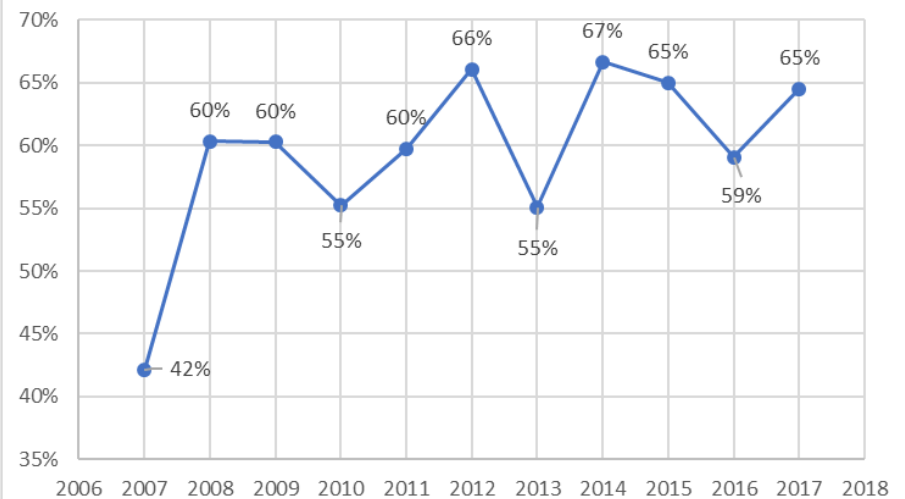
KDA Submission report

From 2006 to 2017 the Kids Design Award received a total of 4.081 applications, and awarded 2.453 submissions.

KDA Submissions and Awards



Submission / Award percentage



KDA Submission report

By observing the application submissions through the five categories and three design missions we can look on possible trends for the Japanese Society.

2017 (2016) submission by category

Category	Children Safety	creativity and development	Support Parents and Caregivers	Total
Product	105 (107)	86 (67)	65 (69)	256 (243)
Architecture	14 (19)	65 (77)	44 (53)	123 (149)
Communication	9 (11)	44 (50)	24 (31)	77 (92)
Researches	0 (3)	1 (4)	2 (3)	3 (10)
Recon. Assist.	0 (2)	2 (7)	1 (0)	3 (9)
Total	128 (142)	198 (205)	136 (156)	462 (503)

Considerations

Kids Design Association is a unique organization that, as a non-profit organization, is a mediator of different stakeholders that intends to promote a better environment and future for children.

Following the philosophy of design as a connecting agent, The KDA model has been proving successful as the association grew attending to Japanese society demands and achieving government support.

Throughout its history, KDA has been keeping faithful to its three design missions, however, as Japanese society has been developing, we saw an expanded focus on its last goal as to increase birth rate.

Considerations

As seen on the submissions, this child raising matter remains a challenge to be faced by both the association and Japanese society.

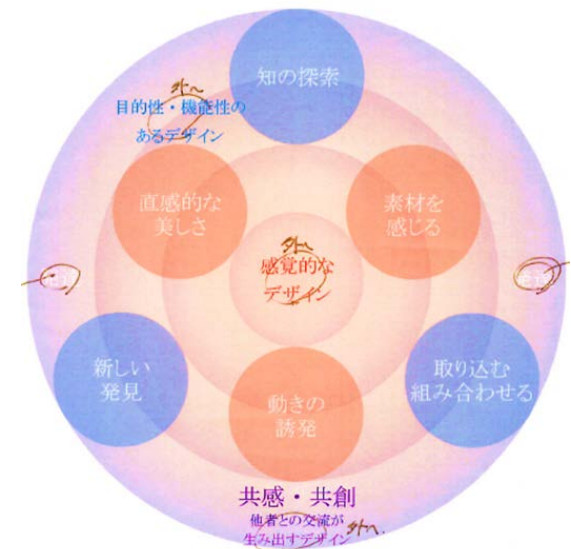
Another challenge of the association is getting more research submissions from design academics. We believe KDA must receive academic support to mediate the interests of industry and society.

A big possible limitation for the association's growth is that, by focusing on Japanese society's demands, KDA may be lacking internationalization, not communicating or aligning with international associations advancements, issues or trends.

Considerations

Regardless, this may also have contributed into making KDA organization model unique and worth exploring.

The organization has been performing a number of researches worth exploring such as: metric tools; children behavior guidelines; and key aspects of successful kids design:



Considerations

Regardless, this may also have contributed into making KDA organization model unique and worth exploring.

The organization has been performing a number of researches worth exploring such as: metric tools; children behavior guidelines; and key aspects of successful kids design:

We hope that, on the future, more openings for internationalization and discussion arise for Kids Design Association, so that its model can better develop and contribute for the institution and development of children-dedicated associations around the world.

Thank You!
ありがとうございます。



IASDR, 2017
University of Tsukuba,
Kansei Science Lab:
Rodrigo Fernandes;
Kunio Tsutatani;
Suomiya Bao;
Toshimasa Yamanaka;

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PR Activities

Exhibitions and workshops events of creations that have received the kids design award while also proactively spreading / promoting kids design through holding forums and symposiums. Also by releasing information through websites.



Internet Expansion



Symposium



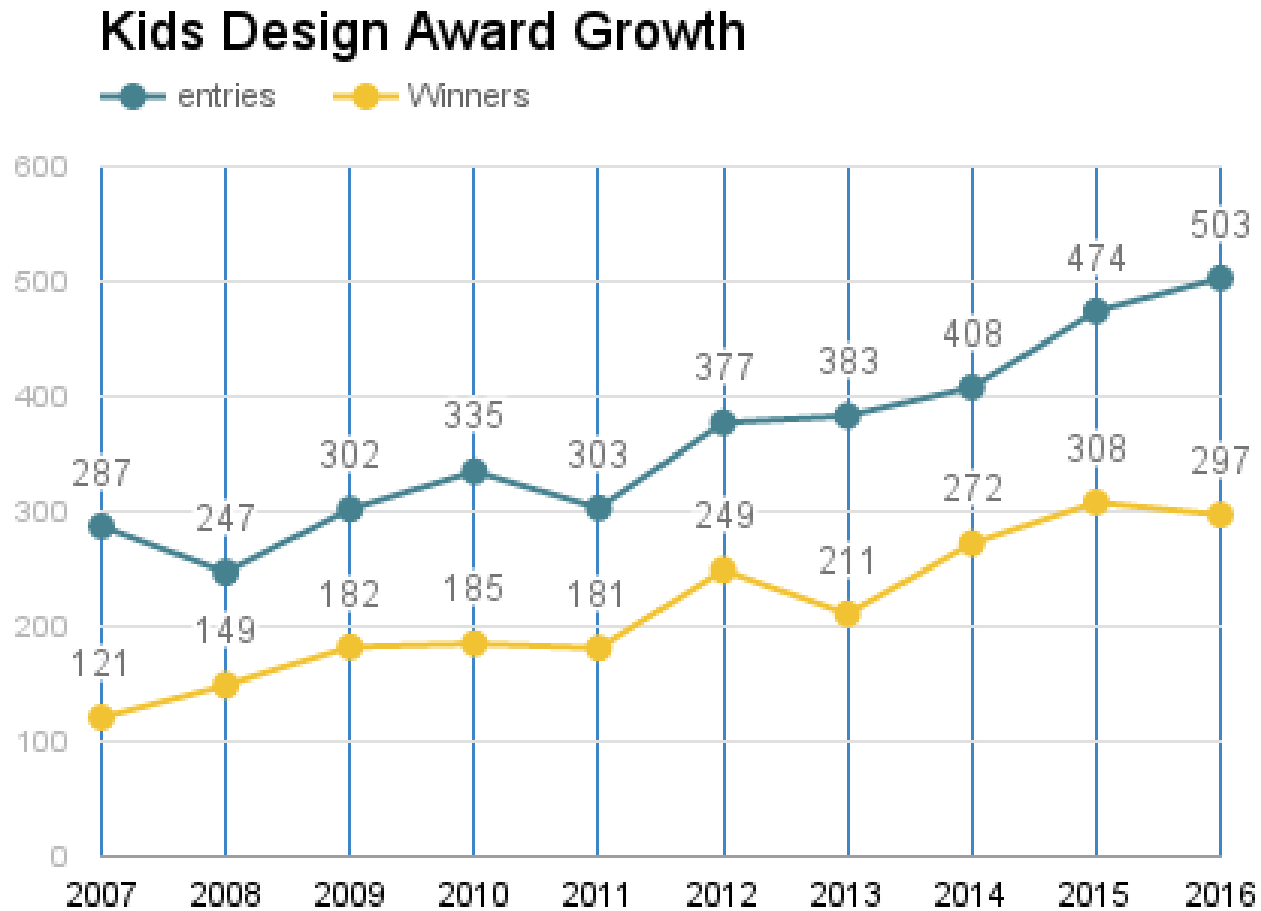
Workshop



Kids Design Award
Touring Exhibition

Kids Design Award 2016

503 entries for 2016, **297 Winners**



Kids Design Award 216

503 products in 5 main categories:

A-Products - 233 entries - 24 subcategories

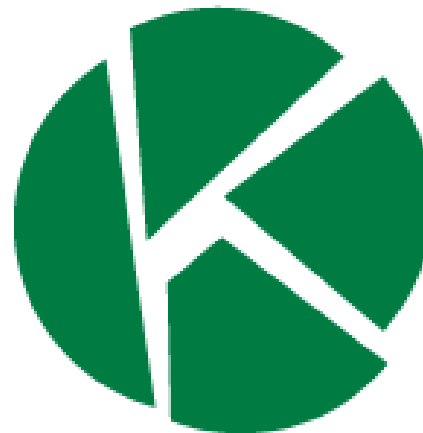
B-Architecture - 149 entries - **unknown categories**

C-Communication - 85 Entries - 11 subcategories

D-Researches - 8 Entries

E-Disaster Support - 9 Entries

Three Missions of Kids Design



**KIDS
DESIGN
AWARD
2016**

KDA Category - Products

Subcategory	Qtt	Subcategory	Qtt
01. Baby Products	29	13. Info and optical equips	07
02. Daily Needs	14	14. Interior (furniture)	14
03. Grocery	08	15. Bath, Toilet Equip	08
04. Clothing	11	16. Kitchen Facilities	01
05. Toys	22	17. Energy Equips, air cond	05
06. Playground Equips	05	18. Housing and building	11
07. Stationery Products	04	19. Building and interior materials	30
08. Picture Books	06	20. Unknow missing category	--
09. Teaching Material	06	21. Medical supplies and equips	03
10. Sports Products	03	22. Disaster and crime prevention	09
11. Music Products	01	23. Mobility Products	07
12. Consumer Electrs	14	24. Others	15

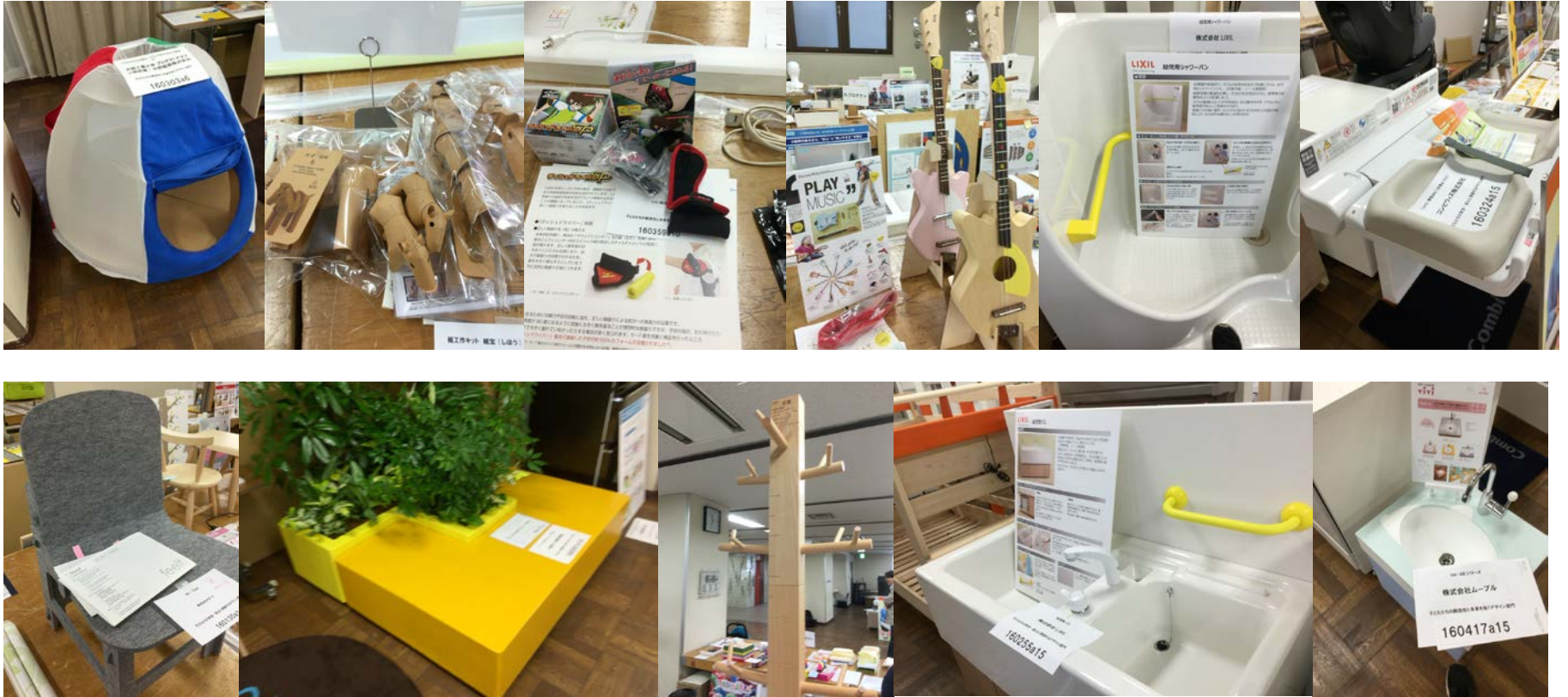
KDA Category - Products

Subcategory	Qtt	A	B	C	Considerations
01. Baby Products	29	10	01	18	Protect and ease parents job. could explore more bonding
02. Daily Needs	14	08	02	04	Many different products in this category. Disabilities, birthday products.
03. Grocery	08	01	01	06	Not many products. Products for pregnant woman. Could use more food education.
04. Clothing	11	05	-	06	Not any creative in cloths. Acessories like bags for the parents. Antiallergic clothes and indicators.
05. Toys	22	01	20	01	Mostly creativity. Toys that introduce children to technical skills. Building blocks of different sizes, shapes and materials
06. Playground Equipms	05	01	03	01	Exploration of social aspects, activities for the family (pool). Indoors are more thematic and outdoors more abstract. Focus on creativity
07. Stationery Products	04	03	01	-	Mostly sharpeners. More focused on easing children activity.
08. Picture Books	06	-	06	-	Good editorial market. Playground book for caretakers.

KDA Category - Products

Subcategory	Qtt	A	B	C	Considerations
09. Teaching Material	06	--	06	--	Entrees varied a lot. Could be also caretaker or safety, since there is also guide for safety. Education app and board that makes noises.
10. Sports Products	03	02	01	--	Safety googles and product that help correcting running instance.
11. Music Products	01	--	01	--	Easy to build guitar kit
12. Consumer Electrs	14	04	03	07	Products not focused directly on children. But with few considerate elements.
13. Info and optical equipments	07	02	02	03	Products like dvd recorders and baby watchers seems to be misplaced.
14. Interior (furniture)	14	09	03	02	Focus on safety with rounded edges furniture and on creativity, when allowing kids to assemble as they see fit.
15. Bath, Toilet Equip	08	06	01	01	Focus mostly on safety for accidents, could also use explore more creativity.
16. Kitchen Facilities	01	01	--	--	Only one product. There should be a merging.

KDA Category - Products



KDA Category - Products

Subcategory	Qtt	A	B	C	Considerations
17. Energy Equip, air cond	05	2	02	01	Overall, heating system for inside the house. App for conscientization of electric usage.
18. Housing and building	11	08	--	03	Dont understand this category. Could be merged with energy equip. Mostly air filts and controllers for house
19. Building and interior materials	30	20	04	06	Many products that can also fall in other categories such as furniture. Safety tries to prevent small accidents and creativity allows customization.
20. Unknow category	--	--	--	--	mistry
21. Medical supplies and equps	03	01	01	01	One product to each category. Pill protector, ear device, cushin for mother.
22. Disaster and crime prevention	09	07	01	01	Safety for burglars / kidnappers (smarthwatch, cameras, new post service) and safety for disasters (changeable furniture).
23. Mobility Products	07	07	--	--	Safety of children inside and outside vehicle. Could explore more development.
24. Others	15	06	03	06	Products can be reallocated, except robot.

KDA Category - Products



KDA Category - Architecture

Category	Qtt	Considerations
01. Safety	19	Surprising that many of the categories were about creativity, but it is to be expected due to a focus on nurseries, playgrounds and entertainment areas.
02. Creativity	77	
03. Caretaker support	53	

KDA Category - Communication

Subcategory	Qtt	A	B	C	Considerations
01. Art Creation	06	--	06	--	New interactions and constructions workshops
02. Manufacturing	03	--	03	--	Cooking, handcraft and startup workshops.
03. Music	03	--	03	--	Plays that introduces kids to classics in a more dynamic way.
04. Environmental Edu.	06	--	05	01	Differents approaches for a more suitable future.
05. Science	04	--	04	--	Workshops and science events
06. Disaster and crime	04	04	--	--	Could have more work on Distaster education.
07. Food edu. Life	15	03	09	03	Mixes with product.
08. Region understand. and exchange	08	--	03	04	Should be local communities but they also have general researches
09. Work Life Balance	01	--	--	01	Workshop to bond children and caretakers
10. Child Care Support	21	01	03	17	Services and apps for nursing stations and parents.
11. Others	14	02	10	02	

Kids Design Award: Entrees

D - Scientific Researches

Category	Qtt	Considerations
01. Safety	02	Interesting to award the researches, but sometimes the research mixes with the product. Not many entrees, indicating a possible need of integration between the academic field and the association.
02. Creativity	04	
03. Caretaker support	02	

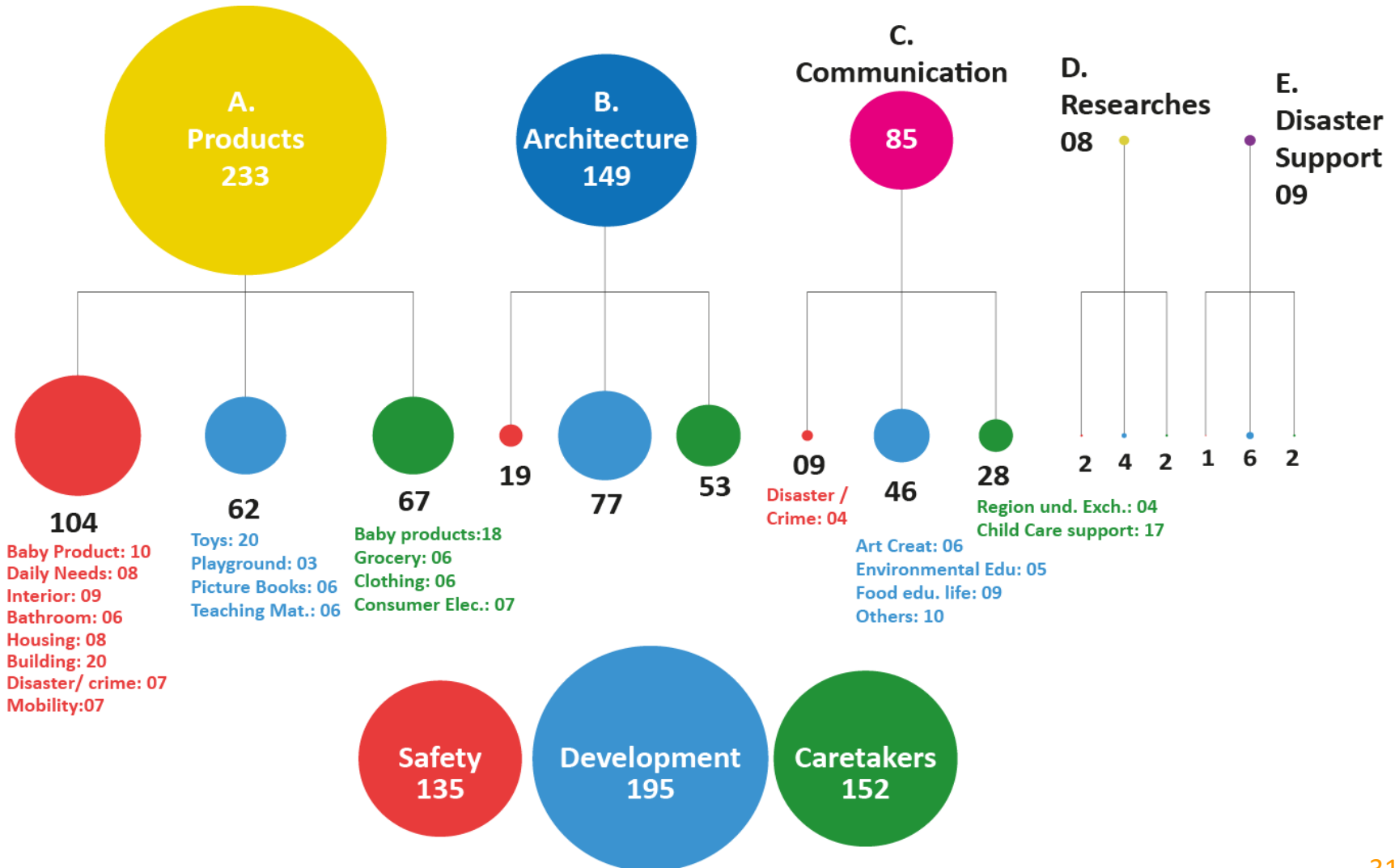
E- Reconstruction Assistance

Category	Qtt	Considerations
01. Safety	01	This Category was awarded before the main event. Projects for children affected in disaster areas. Help them have a new home, surpass traumas, help each other.
02. Creativity	06	
03. Caretaker support	02	

Awards Evaluation

Prime Minister's Award (Highest Award)								
	Designs that contribute to the safety and security from the viewpoint of children Category: Children	Designs that contribute to the safety and security from the viewpoint of children Category: General	Designs that develop creativity and shape the future of children Category: Kansei and creativity	Designs that develop creativity And shape the future of children Category: Children's potential for learning and understanding	Designs to support comfortable child-rearing Category: Individuals and households	Designs to support comfortable child-rearing Category: Communities and Society	Designs for consumers who will lead the future	Gender Equality Theme Award
Excellence Awards	METI Minister's Awards 1 Winner	METI Minister's Awards 1 Winner	METI Minister's Awards 1 Winner	METI Minister's Awards 1 Winner	Minister of State for Measures for Declining Birthrate Awards 1 Winner	Minister of State for Measures for Declining Birthrate Awards 1 Winner	Minister of State for Consumer Affairs and Food Safety Award 1 Winner	Minister of State for Gender Equality Award 1 Winner
Incentive Awards	Kids Design Council Chairman Award		Kids Design Council Chairman Award		Kids Design Council Chairman Award		Kids Design Council Chairman Award	(Reconstruction Assistance Design Department) Kids Design Council Chairman Award
Special Awards	Jury Special award		Jury Special award		Jury Special award		Jury Special award	TEPIA Special Award
	Tokyo Governor's Award							
Kids Design Award (Passed Secondary Screening Selection)								

Kids Design Award: Entrees



Seven perspectives to develop children's creativity for the future

**Design Research Society for
creativity and Children's Future**

Leader

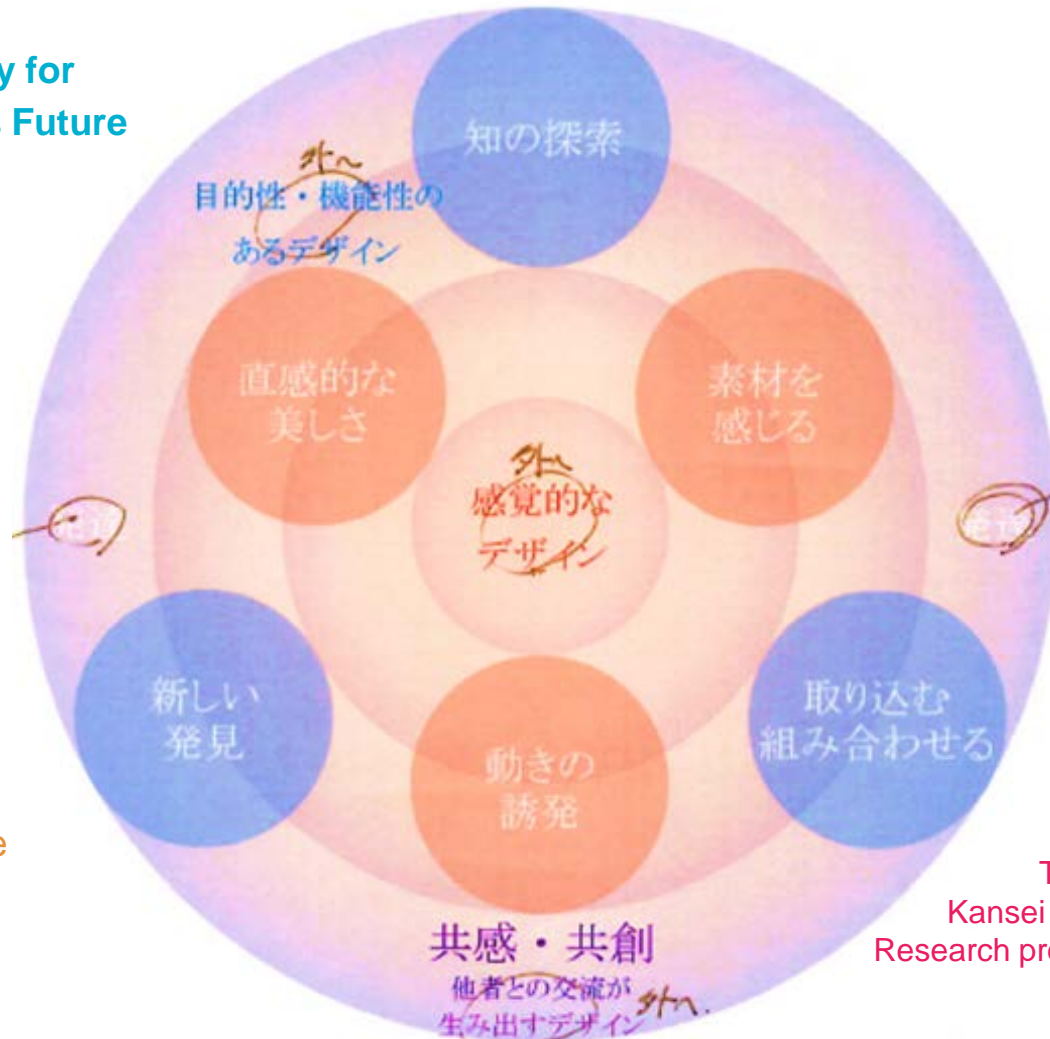
Ltd. Froebel Museum /
Universal Design
Research Institute

Members

ASATSU-DK INC.
Fujitsu Limited
Kokuyo Co., Ltd.
Ltd. Kotobuki
Misawa Homes Co., Ltd
Sekisui House, Ltd.

Supervision

Shiraume Gakuen College
Professor
Mutou Takashi



Tsukuba, 2016
Kansei Science Department
Research project - Rodrigo Fernandes

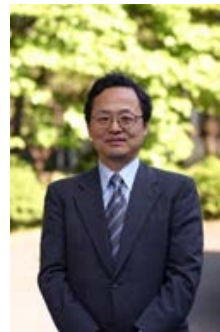
Intro

From the Three design mission of Kids Design originated the focus on **“Design for creativity and children’s future “**, now a considered present aspect in any design.

The **Design Research Society** and the **KDA** from the first to the ninth edition

From this close analysis, an attempt was made to **extract and analyze the elements** that can contribute to the mission that is developing children.

Ultimately, aim to help work on the **building of a framework** that can aid on future products and services for society



Activity History - 2013

Step 1: Keyword extracted from the Kids Design Award Winners.

From winning works that has been evaluated as nurturing the children's sensibility and creativity, members elected 69 points that transmits a characteristic. A keyword classification list was created from the extracted points.

Step 2: Keyword extraction from the non-Fuji Takashi teacher lecture "Children of creativity development and Kids Design" (子どもの創造性育成とキッズデザイン). Created in April, 2012. Professor Mutou examined the common relevance with Step1

		感性				知性				社会性				身体性			
キッズデザイン	達成感																
	センス																
	ハートが高い																
	場を広げる																
	五感																
	共有																
	異質(意外性)																
	本物感																
	発想																
	自然環境																
	継続・根気																
	集中力・本気																
	発見・促す																
経験																	
体験																	
自分でできる																	
自立性																	
自律性																	
自発性																	
コミュニケーション																	
自己表現																	
安心感																	
一体・一体性																	
操作																	
運動																	
バランス(平衡)																	
巧緻																	

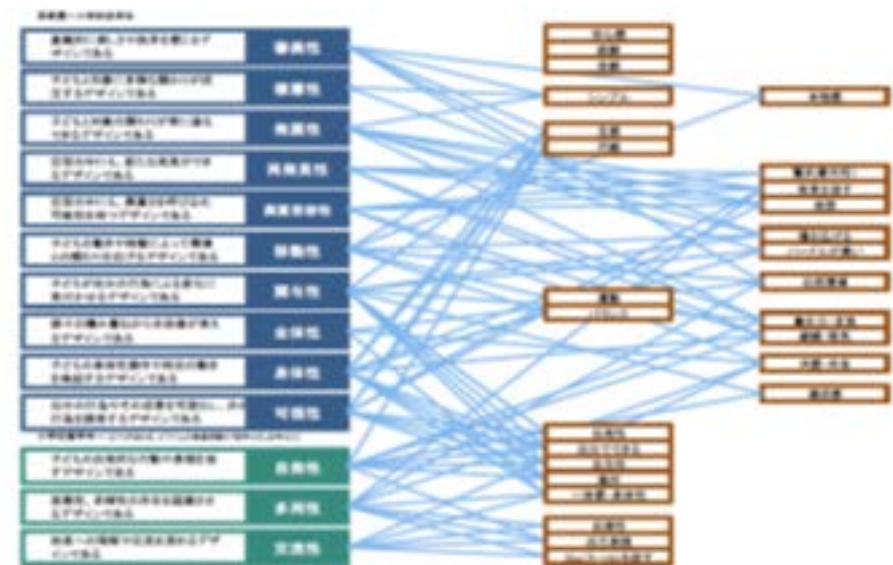
Activity History - 2014

Step 3: validation of the extracted keywords

For the awarded works to be considered representatives for the keywords that were elected in Step 1, we tried to fit the keywords extracted in both Step 1 and 2. This was carried to verify the completeness and suitability of the keywords as a group category

Step 4: Organize Keywords

The step 1 keywords was carried out to the kids design association that organized keywords and phrases based on their 3 missions, summarized in eight indexed items to create a case map



Activity History - 2015

Step 5: Further Research ⇒ "The Seven perspectives"

For eight of the indicators of Step 4, we studied a representation by critical observation on the case products and then summarized as to organize similar elements into the "Seven Perspectives"

Step 6: Study of the visual representation of the "seven perspectives"

Seven boards, devised for representing the relationship between the viewpoints, were examined visually.



The Seven Perspectives

- 感覚的なデザイン/Design for the Senses

- 1 「直感的な美しさ」 Intuitive Beauty
- 2 「素材を感じる」 Material Sensing
- 3 「動きの誘発」 Movement Induction

- 目的性・機能性のあるデザイン / Purpose of the Design

- 4 「取り込む・組み合わせる」 /combinations exploration
- 5 「新しい発見」 / New Discovery
- 6 「知の探索」 / search of knowledge - Learning

- Design for Interaction with others

- 7 「共感・共創」 /Empathy – Co-creation

Design for the senses - Intuitive Beauty

“Beauty for children considering elements such as color, shape, motion, sound; Design that feels intuitively beautiful ”

- Beautiful impression at glance
- colors and shade feels beautiful
- Balance of Line and surface feels beautiful
- The object gives a beautiful sensation of movement
- The sound flow and change of tones feels beautiful



Design for the senses - Material Sensing

“Encourage children to experience the material characteristics and nature; Design to foster a sense ”

- feel the material directly through senses like Touch, hear, smell, or taste
- It is possible to widen the width of the material sense



Design for the senses - Movement induction

“Encourage active behavior of the children; Design to enhance the body's ability and expressions of physical power”

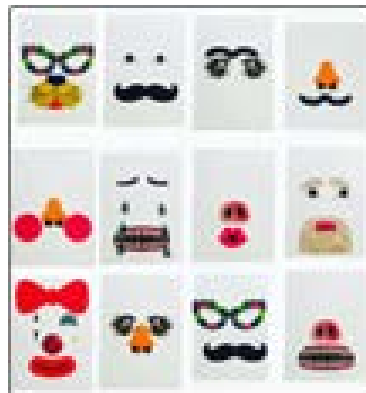
- Makes kids move instinctively through gimmicks and ingenuity
- Activities that requires the usage of the whole body
- sense of accomplishment upon finishing tasks
- Enhance the body's ability by repeating challenges



Purpose of the Design - Combinations Exploration

“Encourage children to combine things around;
Design allows freely expansion of play”

- product can be easily combined freely
- Different Colors, shapes, materials and size induces combinations
- Allows to use objects around to create new combinations
- Spread ideas by combining and develops play throught
- Pieces Combinations can expand the space, adding dynamics and narratives



Purpose of the Design - New Discoveries

“Design that makes children notices and seek the unknown;
Help children develop their own interests and curiosity”

- New points of views over already known facts or situations
- meeting the unexpected, combined with new views of the world
- The experience of being positively surprised
- Lead to the experience of discovering



Purpose of the Design - Knowledge search and Learning

“Deepen the knowledge and thinking ability of children;
Understand the differences and connections of things;
Children explore the possibility and expand it by themselves”

- Enjoy thinking and examining
- deepen and spread the knowledge children have
- Make it possible to understand individual and relationship-connected knowledge (similarities, differences, causal effects, laws, etc.)
- make children aware of not visible mechanism or structures



Design For Interaction - Empathy and Co-Creation

“Encourage children to create relationships instead of being alone,
Makes children realize the individual limitations”

- Experiences that can be only be felt when together with everyone
- More significant results obtained by joining force
- Enjoy communication by working together
- Can deepen the relationship between people through the experience



Political associations



From KidsRights foundation, Its about improving the life Of children around the world.Giving access to education,For example.

Location: California, US

<http://www.childsafetyeurope.org/index.html>



Kids Events and fund raisings to help children seek for potential. Looks for volunteers and donations.

Location: Spain

<http://www.europeankidsassociation.com/>



Aims to improve children's safety around europe. More Political than industrial. Has data regarding children's safety around europe.

Location: UK and europe

<http://www.childsafetyeurope.org/>

Enrich professional practice of adults working on behalf of young children.

Importance of childhood care and education.

Location: Uk and Europe

<http://ayceurope.com/>

Manufacturers association



Lead trade association for the UK. Creates material for Awareness and guidelines. Trade association only.

Location: UK

<http://www.api-play.org/>



Industrial association for outdoor and indoor play equipment manufacturers. Raise awareness of importance of children play and on its regulations. Interests of european play industry with other international organizations.

Location: UK and Europe

<http://www.fepi-play.com/>



Related with trade fair, association regarding kids design awards for products. Created good guideline for design.

Location: Germany

<http://www.kindundjugend.com/kindundjugend/Trade-Fair/Events/Kids-Design-Award/Kids-Design-Award/index.php/>

Design Related



International Association
of Children in Museums

International network of museum professionals. Make all museums and science centres meaningful for children. focus interaction.

Location: Austria

<http://www.hands-on-international.net/>



Education and inspiration of future designers through tools and initiatives such as books (Design Dossiers), kidThinkDesign.org for design thinking and kids Design LAB, a school and museum initiative to connect kids with creative professionals.

Location: New York, USA

<http://www.kidsthinkdesign.org/about.html>



Related with trade fair, association regarding kids design awards for products. Created good guideline for design.

Location: Germany

<http://www.kindundjugend.com/kindundjugend/Trade-Fair/Events/Kids-Design-Award/Kids-Design-Award/index.php/>