Introduction to

i.school

Hideyuki Horii, Professor
i.school, The University of Tokyo

Strategy

- Pursuing Cool JAPAN

  Strategy of Japan is to create more Japanese-sense-based products and services that are appreciated all over the world.

- Human-Centered Innovation

Pursuing Japanese value

Japanesque Modern

美しい音色を
ひそやかに響かせる。

アコースティックバイオリンの音色はそのままに、場所や時間を選ばず、いつでも気兼ねなく演奏できる。現代のライフスタイルにも合う、「静寂を楽しむ」という新しいかたちのバイオリンを生んだのは、日本の質の高い楽器作りの伝統と、先端技術の融合だと言える。無駄を極力省いた簡潔なデザインは、研ぎ澄まされた日本的な美を感じる。

製品情報

共鳴胴をなくすことで演奏時の音量を抑えながら、弦の振動をデジタル信号処理することで、自然な音色をヘッドフォンで聞くことができる。人の体にフィットする重心バランスを考慮したデザイン。

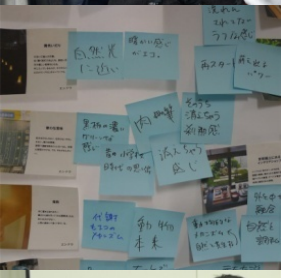
次へ　閉じる

J001

Silent Violin SV-120

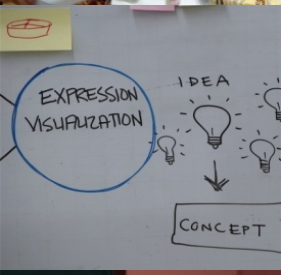
ヤマハ株式会社
(社)日本インダストリアルデザイナー協会

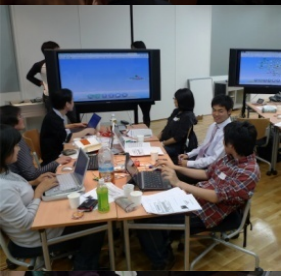
UT i.school



- Started in 2009 as a program of Center of Knowledge Structureing, The University of Tokyo (Director, Hideyuki Horii)
- Ability to produce human-centered innovation
- Workshops with UT students and some people from partner companies

Goal for i.school students





To be able to design workshop processes for creative works

To have confidence to be innovative

i.school 2009

① Toward better communication between working mothers and their children at home by IDEO and Stanford d.school

② Foresight of India by Hakuhodo

③ Creating a social enterprise by H. Horii and T. Sumitani

④ Designing Eco-Experiences by Design Division, Hitachi

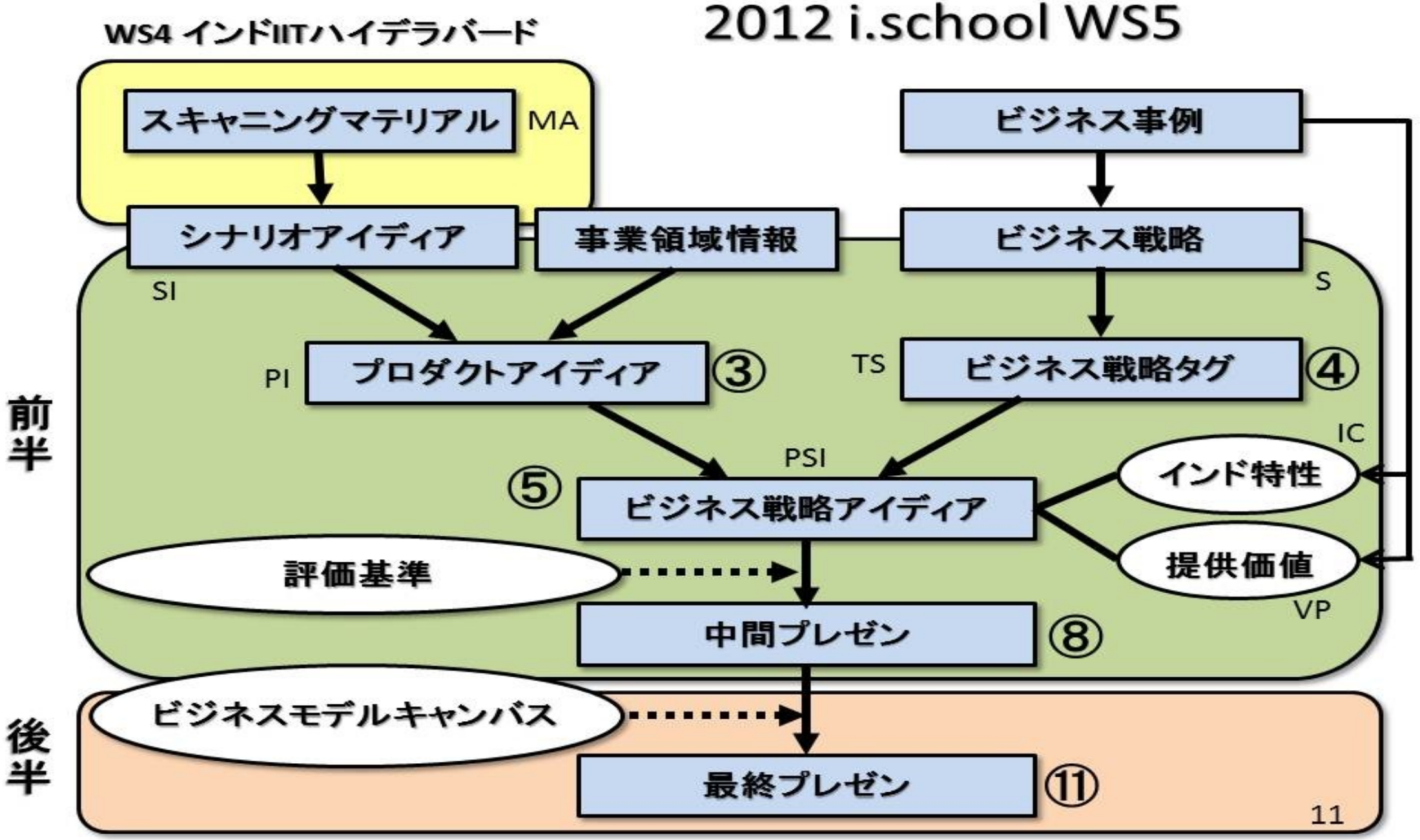
Toward better communication between working mothers and their children at home by IDEO and Stanford d.school

International Collaboration

- IDEO, USA
- d.school, Stanford Univ.
- IDE, Royal College of Art, UK
- Aalto Univ., Finland
- id, KAIST, Korea

- They offer their best workshops for i.school

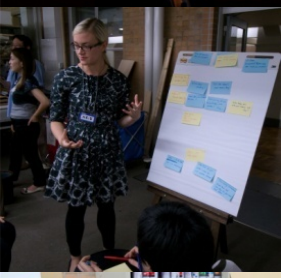
Innovation workshop: Information Processing by groups of people



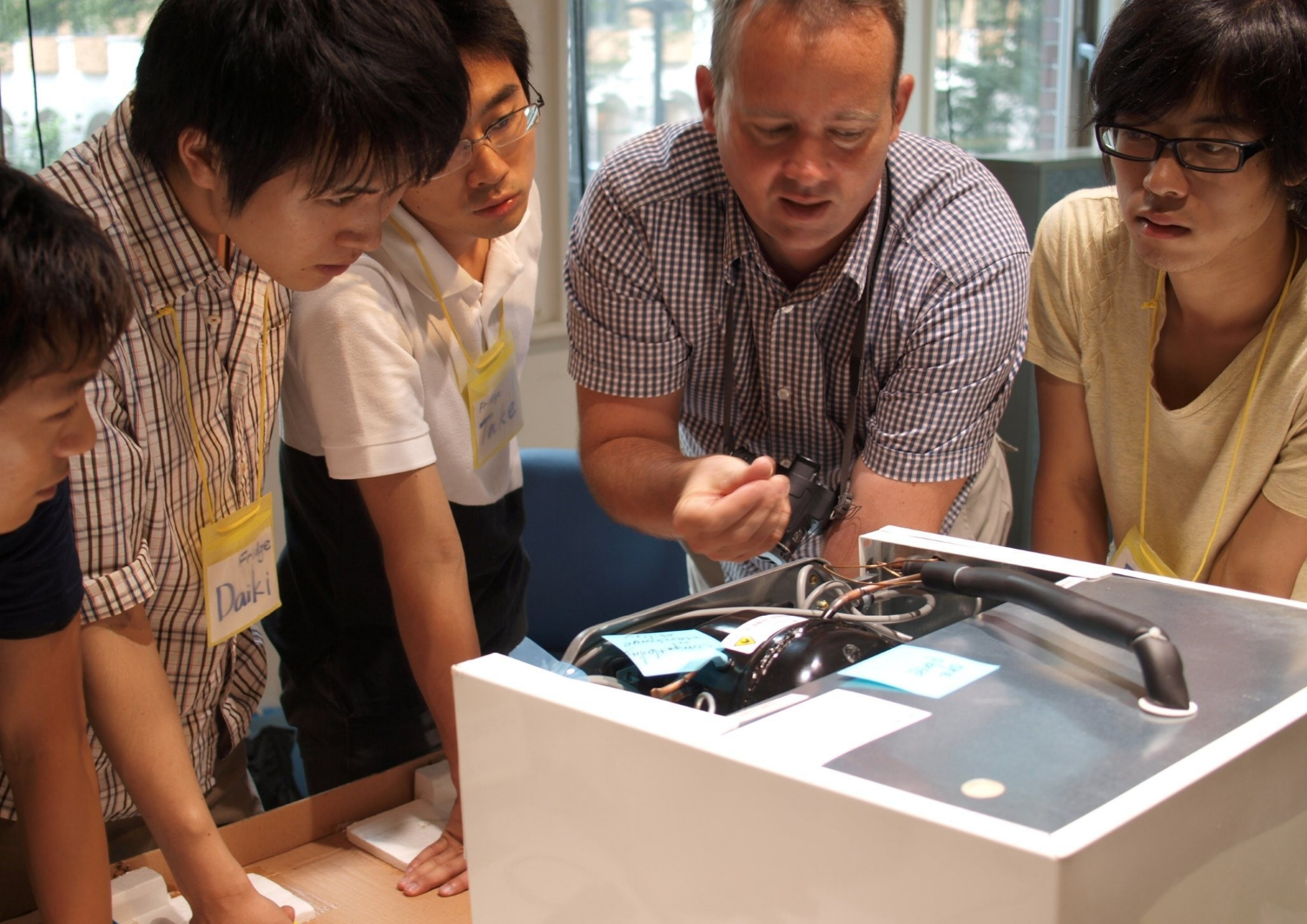
Information processing

- Can be described
- Can be modelled
- Can be designed
- Can be evaluated

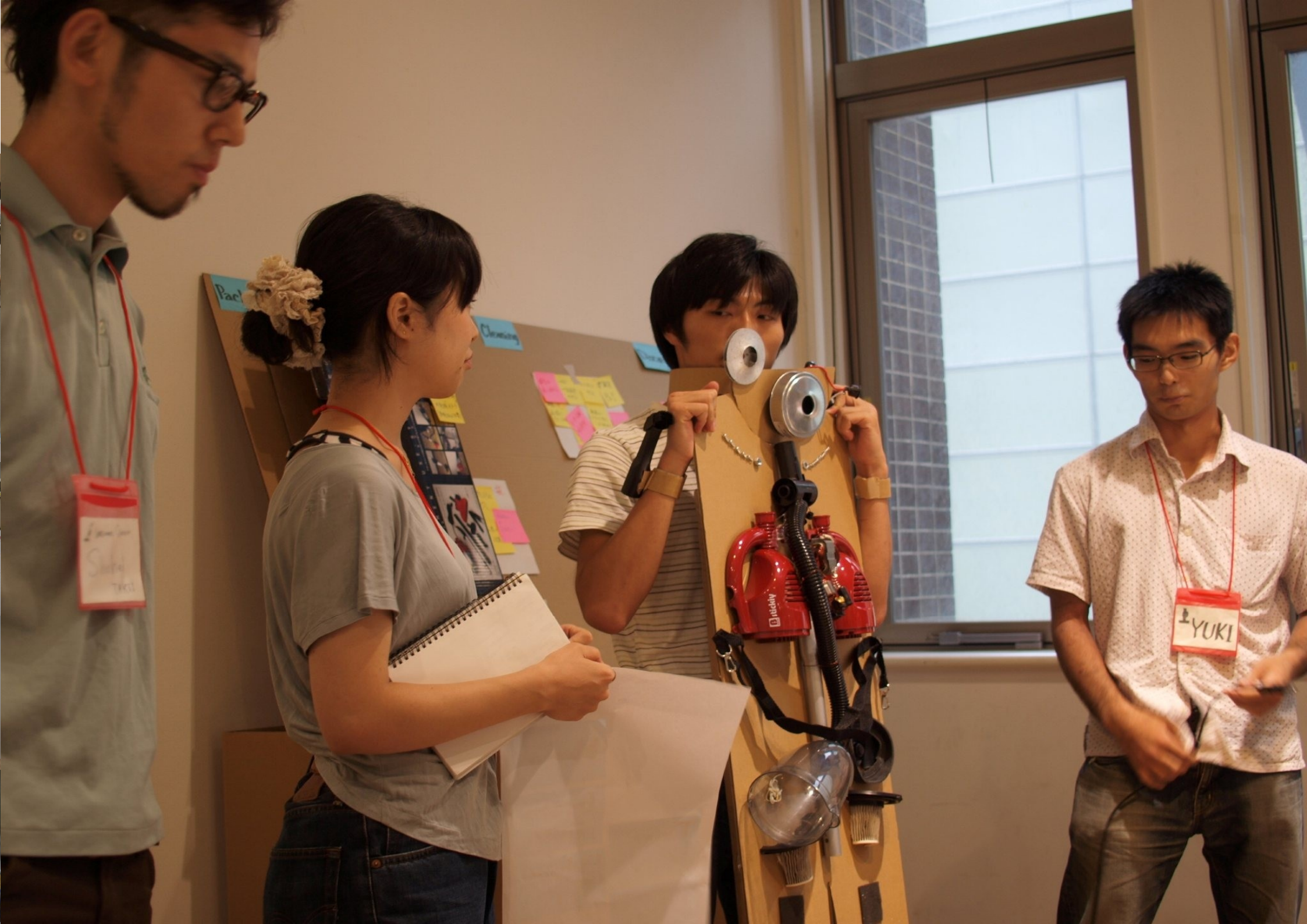
Mechanisms for Novelty



1. Understanding others
2. Foresight
3. Clarifying concepts
4. Shifting cognitive pattern
5. Shifting value system
6. Finding new combination
7. Analogical thinking
8. New objective from unexpected use
9. Table flipping

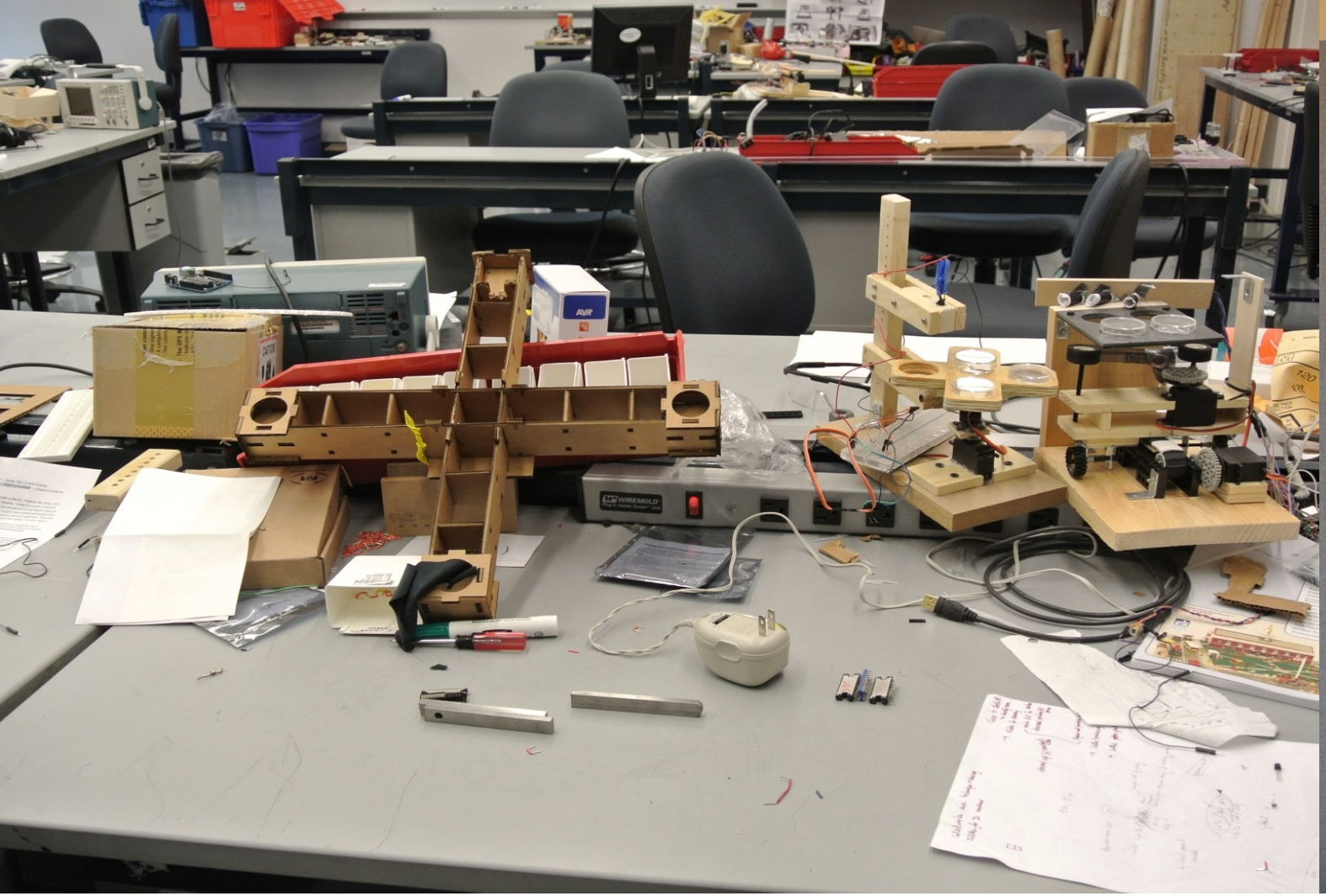

Daiki

OUTSIDE


YUKI

EVOLVES

PRINTER
Hiroki
Yamaoka
Canon



Olin College of Engineering

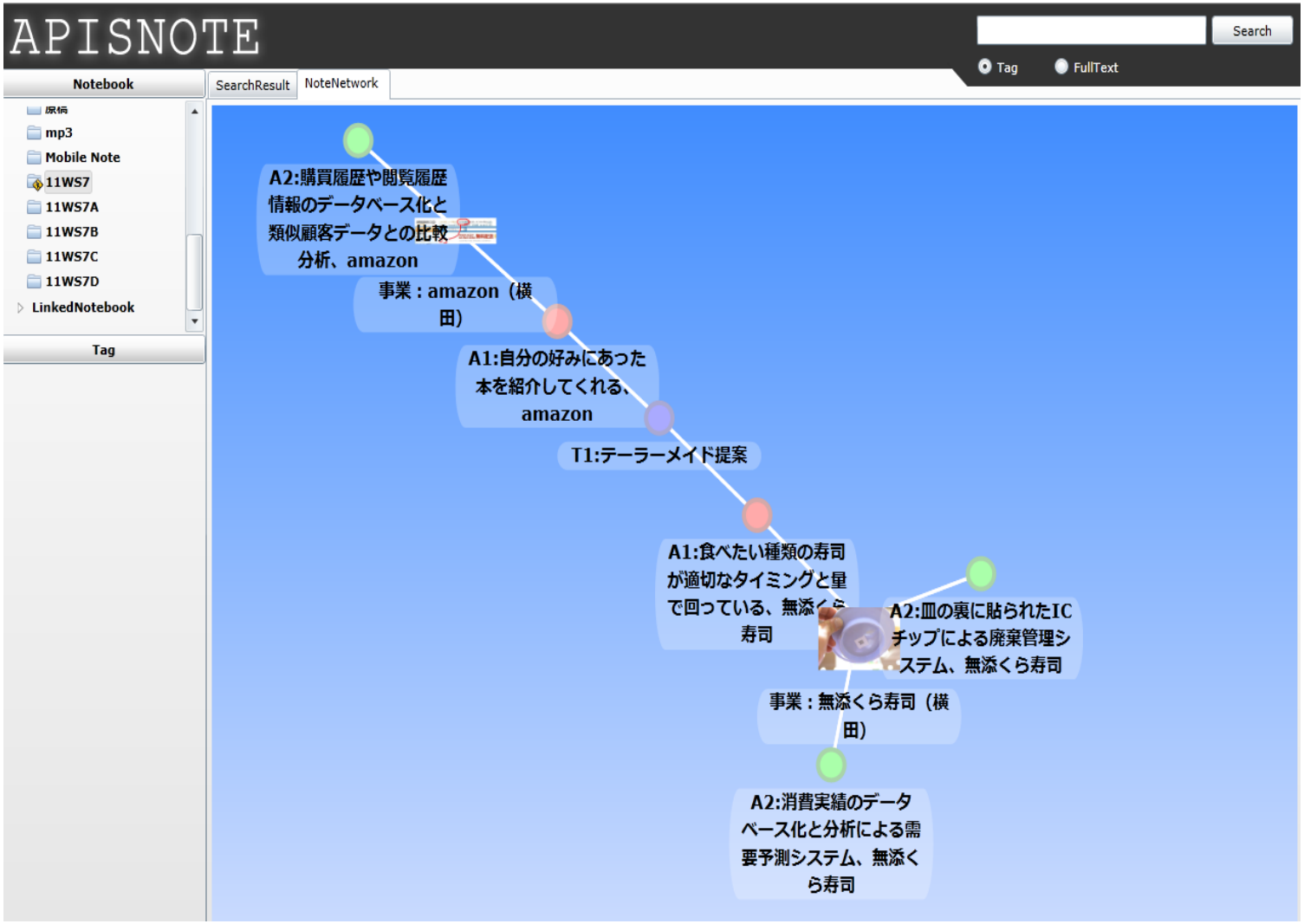
Founded in 1997

#6 in US News' Best Undergrad Engineering Programs (no doctorate)

SAT (Scholastic Assessment Test): MIT (Reading: 670-770, Math: 740-800, Writing: 680-780) VS Olin (R: 700-775, M: 725-790, W: 680-760)

Uniqueness of i.school ①

- Knowledge Structuring supports innovation



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PICTURE

宅配便追跡サービス

プロセスが見えることへの安心感

自分の都合に合わせれる

手間がかからない

安心感

ブラックボックスだった部分がわかり、見える化されたわかりやすさ

顧客も宅配側も行動しやすくなる

何時でも確認できる

客は新たなコストを払わなくていい

新しい手間がない

ついたかどうかが確認できて安心

インターネットで確認できる

宅配途中経過の情報が開示

どこに荷物があるかがわかって楽しい

紛失や故障などの際に責任の所在がはっきりする

当日の日程に併せて柔軟に対応できる（ドライバーに連絡など）

日時指定がしやすい

顧客側も、だいたいどれくらいの距離ならどれくらいにつくかの見当がつくようになる

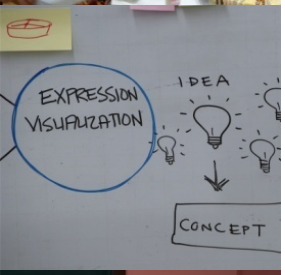
ビックデータとして扱い易い

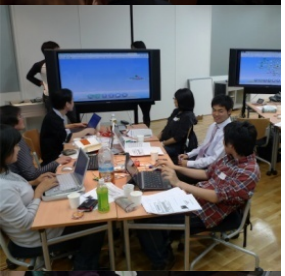
透過しているルートやコストの低いルートの蓄積

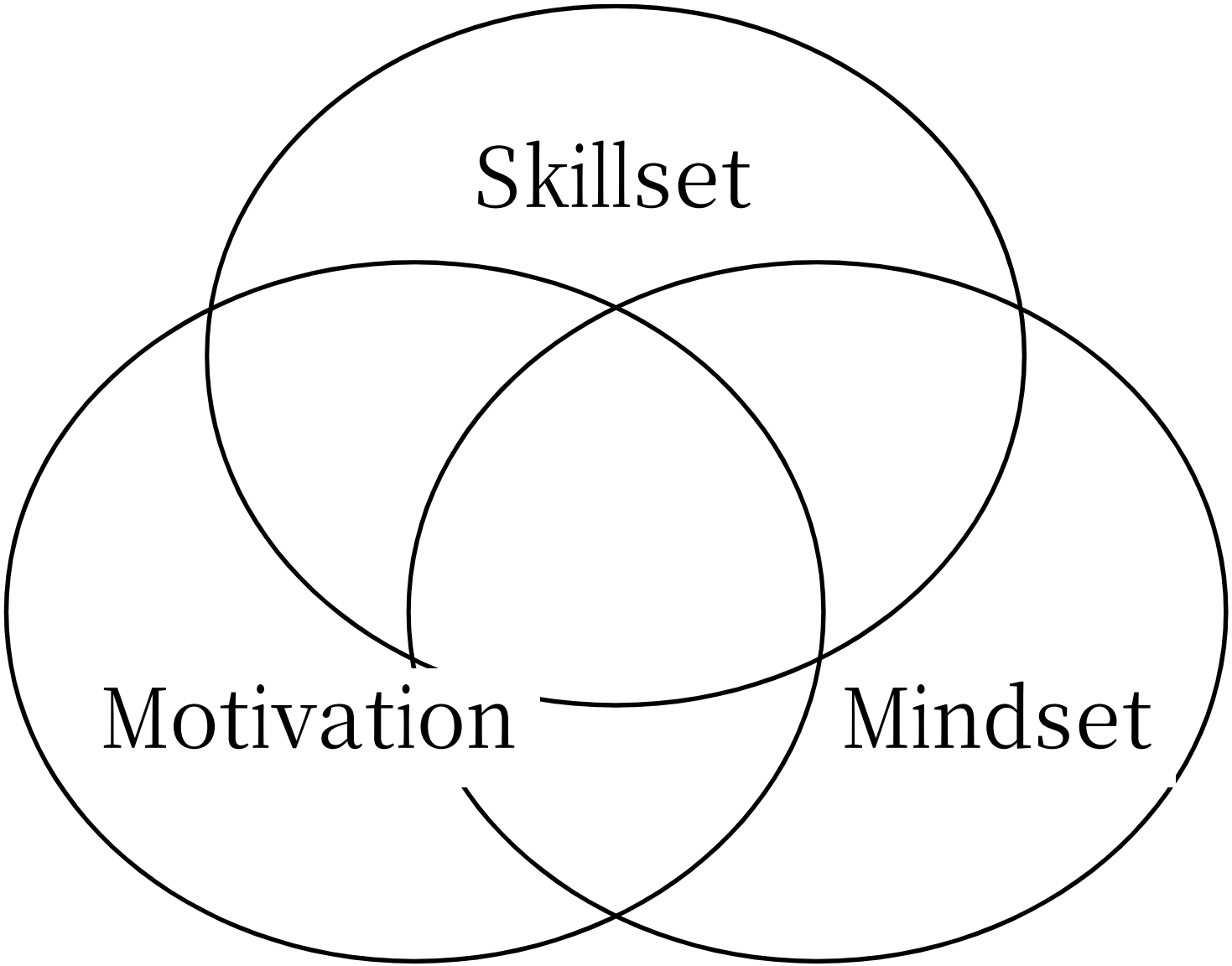
ADD

Uniqueness of i.school ②

- Innovation science
- Innovation workshop itself is the subject to study
- Cognitive science, Organizational behaviors, Knowledge engineering, Pedagogy
- Results of studies are utilized to design better innovation workshop


EXPRESSION
VISUALIZATION
IDEA
CONCEPT




Skillset
Motivation
Mindset

i.school 2013

- Summer Program: English
- Disaster recovery & POP Culture
- 30 students from abroad
  30 students from the Univ. of Tokyo
- 850 applications from abroad

  UC Berkeley 21, Oxford 9, Stanford 6, Harvard 5, Tsinghua 100

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日本文学
古典
界文学

運動部でも、文化部でもない、地元にちらばる“いいね！”に
気づく、形にする、伝える、新しいクラブ活動

i.club

お問い合わせ | CONTACT

ツイート 35　いいね！ 1,096　日本語 ⟷ English

i.club REPORT
活動レポート

2013/09/08 UP

地域の高校生たちが地元で行う新しいクラブ活動について詳しく

2014/02/24 UP

NEWS
おしらせ

ABOUT
i.clubとは？

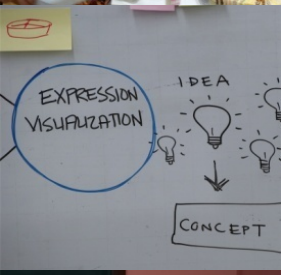
i.club NOW!
活動中！

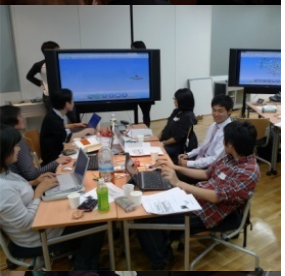
今後開催されるクラブ活動
をお知らせします。

SUPPORT
個人・企業・団体

i.clubのサポートに興味をもって
くださった、個人・企業・団体は
こちらから。

Goal for i.school students





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