Laboratory / Center profile

Innovative Design Center

Official website : ► http://lab.sdm.keio.ac.jp/idc/ (in Japanese)

Representative: Professor Takashi Maeno

Members: Professor Shinichiro Haruyama, Associate Professor Naohiko Kohtake, Associate Professor Seiko Shirasaka, Project Professor Toshiyuki Yasui, Researchers Kanenori Ishibashi, Tomoaki Sakurai, Yoshinobu Soda, Soichiro Takamine, Yoshikazu Tomita, Madoka Nakajima, Shinya Nomura, Hiroyuki Yagita, and others

SYSTEM MEETS DESIGN — Would you like to change the world together?

A place to cooperate with one another for innovative system designs

The Innovation Design Center of the SDM Research Institute, affiliated with SDM, Keio University, engages in educational and research activities in the form of workshops related to design projects based on design thinking. We pursue designs for new technological and social systems which innovate the next generation through workshops and cooperation among various stakeholders. More specifically, the center carries out a range of activities which include educating students at SDM; conducting training for companies; organizing workshops for the public; and collaborating with Future Center and universities, companies, research institutes, and local governments, which pursue design thinking. The center also conducts research into methodologies and methods concerning design projects built upon cooperation and collaboration, playing an important role in the research development of this field. We are committed to promoting activities concerning innovative designs by collaborating with those who desire to design better futures. We look forward to your continued support and cooperation.

System × Design ＝ Innovation

As all kinds of systems have grown large and complex in today's world, there is increasing attention to methodologies such as *systems engineering* and *system thinking*. These methodologies allow us to "see the trees and the forest Simultaneously". In other words, they enable us to take a panoramic view of things and society as a whole so that we can sophisticatedly design solutions in a balanced and consistent manner.

On the other hand, in order to break the sense of stagnation in today's society, there is increasing attention to *design thinking*, which pursues creative and innovative designs that respond to the needs of society based on collaboration and cooperation, beyond the limits of engineering, by thinking outside the box, as do designers and artists.

It has long been thought that the *perspective on systems* and the *idea of designs* are opposites — the former focused on relations and certainty while the latter focused on creativity and sensations. Now, however, SDM has been developing its own unique methodology to combine these two.

Design thinking seeks to create by thinking outside the box, while *systems engineering* seeks to have a panoramic and systemic view of the world, to design new solutions systematically, and to sophisticatedly verify the design solutions. Both are necessary to realize creative and innovative designs that are also sophisticated and reliable.

EVERYBODY'S FUTURE — Technologies, Services, and Designs for Society

SDM's *design thinking* innovates all systems

We create innovative designs for a wide range of subjects, such as technological systems, service systems, business models, organizational designs, communication designs, and policy designs. The bottom line is that they are all designed in line with the following principles:

● **Innovative design** which makes the best of collective wisdom generated through cooperation among various stakeholders.

● **Integrated design** which places significance on philosophy, ethnography, Meta thinking, idea generation, and project management.

● **Systematic and reliable design** which follows the V-Model of systems engineering.

● **Precise design** based on various frameworks and methods such as brainstorming, mind maps, the KJ Method (affinity diagram), CVCA, WCA, OPM, Value Graph, and Pugh Concept Selection.

With new and innovative designs, we hope to build a better society. To that end, we strive to nurture the right people.

BEYOND ACADEMIA — From Education and Training to Social Activities

Transforming a university to a hub for social contribution

Since its establishment in 2008, SDM, Keio University has been providing education through the *design project*, a compulsory course for the masters program, by partnering with companies and local governments and collaborating with Stanford University, MIT, TU Delft, and others. At the same time we have been conducting research into the whole concept of design project education as well as its methodologies and methods.

Building on our educational research experiences, we have been conducting workshops and lectures across the country since 2010 by collaborating with local governments, companies, universities, Future Center, and others. Furthermore, we have been conducting training on *design thinking* for companies.

With a view to carrying out these activities in a more coherent manner, Innovative Design Center was established in 2011 within the SDM Research Institute, affiliated with SDM, Keio University. Since then it has been providing education, research, training, and workshops on innovative designs that are built upon collaboration in an integrated manner.

The center closely coordinates with the Social Design Center (SDC) (http://lab.sdm.keio.ac.jp/sdc/) of the SDM Research Institute in particular, as they have been active in collaborating with local governments and NPOs.