

Main Title: Instruction for Contributors to the KEER2007

- Subtitle: If applicable. Instruction for contributors to the KEER2007 -

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Abstract: *Kansei* is a high-order function of the brain, including inspiration, intuition, pleasure and pain, taste, curiosity, aesthetics, emotion, sensitivity, attachment and creativity. The Japanese Society of *Kansei* Engineering and the Korean Society for Emotion & Sensibility are international academic organizations that aim to contribute to the advancement of research on the *Kansei*, emotion and sensitivity in the East and the West through mutual presentations of the results of surveys, experiments and research on *Kansei* engineering. “ *Kansei* research” in Japan, in particular, extends to various fields transmitting unique research findings to the world including product development, fiber science, design, psychology, information engineering, *Kansei* philosophy, cerebrophysiology, robotics and interface engineering.. The term “ *Kansei* engineering,” now used in western countries as well as in Asian countries, has been attracting global attention. This joint conference is significant in that it will help South Korea and Japan be recognized internationally as the sustainable network bases of *Kansei* engineering and Emotion research.

A self contained abstract should be a concise summary of the whole paper. Do not write just the conclusion as the abstract. Abstract should be written in approximately 300 words understandable without reference to the body article. It should not contain any citation from other published work. Further, please include up to 5 key words that describe your paper for indexing purposes.

Key words: *Integration of Knowledge, Kansei, Emotion*

1. Introduction

This conference will be hosted by the Japanese Society of *Kansei* Engineering (JSKE) and held jointly with the Korean Society for Emotion & Sensibility (KSES) and the Design and Emotion Society (D & E). With the main theme “ The East and the West meet under the themes of *Kansei* Engineering and Emotion Research,” this conference aims to create opportunities for researchers from the East and the West to report on the important roles “ Human *Kansei* and Emotion” - a field natural science has been avoiding - plays in living, cultures, society and industries, and discuss the new direction manufacturing in the 21st century should take under the keyword “ *Kansei* and Emotion”

2. Method

Kansei is a high-order function of the brain, including inspiration, intuition, pleasure and pain, taste, curiosity, aesthetics, emotion, sensitivity, attachment and

creativity.

2.1 Design organization

This conference will be hosted by the Japanese Society of *Kansei* Engineering (JSKE) and held jointly with the Korean Society for Emotion & Sensibility (KOSES) and the Design and Emotion Society (D & E). With the main theme “ The East and the West meet under the themes of *Kansei* and emotion,” this conference aims to create opportunities for researchers from the East and the West to report on the important roles “ Human *Kansei* and Emotion” - a field natural science has been avoiding - plays in living, cultures, society and industries, and discuss the new direction manufacturing in the 21st century should take under the keyword “ *Kansei* and Emotion.”

2.2 Integration of Knowledge

The Japanese Society of *Kansei* Engineering and the Korean Society for Emotion & Sensibility are

international academic organizations that aim to contribute to the advancement of research on the *Kansei*, emotion and sensitivity in the East and the West through mutual presentations of the results of surveys, experiments and research on *Kansei* engineering. “*Kansei* research” in Japan, in particular, extends to various fields transmitting unique research findings to the world including product development, fiber science, design, psychology, information engineering, *Kansei* philosophy, cerebrophysiology, robotics and interface engineering. The term “*Kansei* engineering,” now used in western countries as well as in Asian countries, has been attracting global attention. This joint conference is significant in that it will help South Korea and Japan be recognized internationally as the sustainable network bases of *Kansei* engineering and Emotion research.

3. Results and Discussions

Kansei-related studies are conducted more actively by the Japanese Society of *Kansei* Engineering and the Korean Society for Emotion & Sensibility than by any other organizations in the world. The studies have led to academic outputs such as product development, *Kansei* measurement technology, *Kansei* machine designing, *Kansei* databases, *Kansei* system-incorporated models, *Kansei* robotics, *Kansei* fiber engineering, *Kansei* designing, *Kansei* sociology and *Kansei* philosophy. In Europe, on the other hand, the Design and Emotion Society has actively promoted cross-sectional research on *Kansei*. We believe that the coming together of *Kansei* researchers from Japan, South Korea and Europe to discuss *Kansei* from different perspectives and transmit the characteristics of *Kansei* research from the East to the West and vice versa will produce significant benefits for this field.

Table1. Primary topics and Session's categories

Primary topics for subscription	Session's categories for presentation
Design philosophy, <i>Kansei</i> philosophy	Universal design
Design theory	Design methodology Sustainable design
Design in education	Human centered design
Design history	Customer participating design
Design survey	Society design, Community design
Life, Culture and Technology	Adaptation design
Form, Morphology, Composition	<i>Kansei</i> science, <i>Kansei</i> engineering
Color planning	Design engineering on safety
Design psychology	Medical engineering, Artificial organ design
Human factors, Human error	Design responds to disaster



Fig.1 Asian Design Research Business Workshop

4. Conclusions

The term *Kansei* has a very broad meaning in Japan. No doubt this international conference, where the academic meaning of *Kansei* in the East and the West will be defined, will produce significant benefits in terms of culture, society, industry and living.

5. Acknowledgment

Ultimately, we do sincerely hope that the three key fields of design, Industry, Research, and Practice pursue triad collaboration for the progress of design in Asian region. Finally, we expect the development of the new Asian design research and educational organization and eventually cultivation of the 21st century by participation of entrepreneurs, designers, researchers, and general public.

6. References

1. Jim WG, Cheung YK, Zienkiewicz OC. Trefftz method for Kirchhoff plate bending problems. International Journal for Numerical Methods in

Engineering 1991; 36(5):765-781.

2. Reismann H. Elastic Plates: Theory and Application. Wiley: New York, 1988; 1-10.

Appendix A (*if applicable*)

The summarized results from the creative researches being done at the university or joint researches with industry will be exhibited in the form of panel or real product. The basic unit of booth of 4.5 square meters will be provided for each exhibitor. Throughout the exhibition it is hoped to develop new industry-university joint project with interactive communications between academy and industry.

Appendix B (*if applicable*)

The summarized results from the creative researches being done at the university or joint researches with industry will be exhibited in the form of panel or real product. The basic unit of booth of 4.5 square meters will be provided for each exhibitor. Throughout the exhibition it is hoped to develop new industry-university joint project with interactive communications between academy and industry.