



Mahidol University  
Ratchasuda College



# The 3<sup>rd</sup>



## Ratchasuda International Conference on Disability 2016: Empowerment through Holistic Approach

**April 28 – 29, 2016**

*Windsor Suite Hotel Bangkok, Thailand*



**Ratchasuda College of Mahidol University** is pleased to announce our third international conference on disability focusing on empowerment through holistic approach. The conference will include panel discussion and keynote address. We aim to critically engage and discuss challenges and opportunities in enhancing the quality of life of persons with disabilities.

We invite you to participate in our activities through paper presentations, disability forum, interactive workshops and exhibition.

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Ratchasuda International Conference on Disability

28<sup>th</sup> – 29<sup>th</sup> April, 2016

## **Significance of Concept Design and Sensibility ( *Kansei* ) Thought**

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**ABSTRACT:** The social environment surrounding us is rapidly changing with the times. Today, our society faces new unprecedented problems. To solve these problems, we should continue to establish new original knowledge from the standpoint of reflection. The only way to obtain such knowledge is to add social values, which will be developed by the research of scientific and engineering technologies using *kansei*, a unique human ability, to existing knowledge. Since unique concepts such as *kansei* are currently being demanded in design engineering, we might even claim to be in the midst of an era of *kansei*. Nevertheless, many designs are produced using existing technologies rather than technologies that require new element tests, because high design efficiency and good cost performance are preferentially pursued. Design embodies a number of artifacts symbolizing the times and is considered to be the amalgamation of *kansei* replete with various ideas created from the passion and superb techniques of a designer, that is, consideration and decision, to achieve the goals (design specifications). For artifacts produced from design concepts in harmony with the historical background, we can estimate the time of production from their features, including the shape. It is universally and naturally recognized that freedom is accompanied by rules. *Kansei* can be considered as a concept having freedom in some aspects. Therefore, it can be understood when graphically drawn by a designer. *Kansei* is a diverse concept and differs among individuals. Moreover, the diversity of *kansei* should not be ignored because it is necessary to meet our various requirements of design theory (concept design). The clarification of *kansei* using an engineering approach provides objective scales to various concepts that have no laws, such as being unambiguous, quantitative, and stable, in the theoretical framework. The conversion of *kansei* into a quantitative concept will lead to the generation of new values. In this study, we discuss the concepts of *kansei* and thinking in design theory (concept design) considering that the effect of subjective decisions made by a designer on the design process is significant.

**Keywords:** design theory, concept design, *kansei*, design engineering, creative design