

Do you remember the instance that made you want to become a designer?

KENYA I liked the concept of design, and aspired to become a person who lives on friendly terms with design.

I don't like the *er* of designer, but over time, I seem to have gotten used to it.

DESIGNBOOM How would you describe your approach to design?

KENYA I visualize the supposition

it might have been

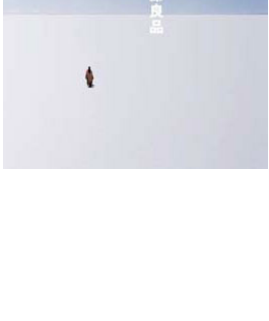
I produce awakenings and realizations.

DESIGNBOOM What would you say is your strongest skill and how have you honed it?

KENYA Discovering and verbalizing the issues of our day: things like

*re-design
haptic
senseware
ex formation*

*and
architecture for...*



that is to say, the design of circumstances, rather than objects.

I have authored books and produced a great number of exhibitions, and thus have become skilled in the use of words and familiar with the editor's perspective.

DESIGNBOOM What criteria do you judge your work by and how do you meet your own high expectations?

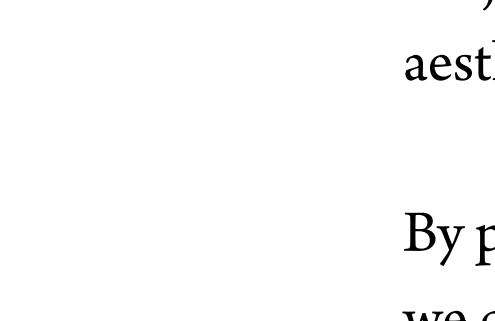
KENYA By constantly embracing and incubating a piece of work

I think,

I don't want to die before finishing this.

If one practices this way of thinking, something like a standard naturally comes to be.

DESIGNBOOM Which person, project or product recently changed your personal views?



I've done Muji's art direction since 2002. Muji is no product-creation project, but one of aesthetic sensibilities and inspirational power.

By pruning away the useless of extraneous, we can create something that surpasses the gorgeous.

simple

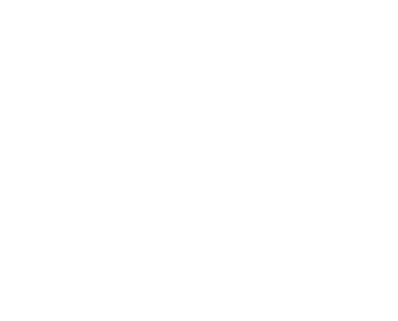
The question is how to make use of the influence of this simple idea.

I feel that through this work, I've thought a great deal, and managed to mature.

DESIGNBOOM What are you currently fascinated by and how is it influencing your work?

KENYA I found out that the root word of mathematics, 'mathematica,' means, 'to review or rethink what you already know'

and thus i'm being influenced anew by mathematics itself.



DESIGNBOOM What do you know now that you wish you knew at 21?

I wish I'd known that the only time you'll have in your life is to get your driver's license is when you're a student.

What's your personal motto?

The right hand does the right hand's work

The left hand does the left hand's work.