



JAPANOLOGIE

Vortrag und Workshop mit Masayo Awe

“Making Haptic Dictionary”

to create new onomatopoeic words inspired by Japanese language



The intensive workshop by Masayo Awe, Japanese architect and designer who has been active in the international design field for more than two decades, will be held in the Institute of Japanology at J.W. Goethe-Universität, Frankfurt on 11–12 November 2010.

As a founder of Haptic Interface Design Institute in Berlin, Masayo Awe shares her experience to create the new design language inspired by Japanese Onomatopoeia by offering the special workshop to learn about the Japanese onomatopoeic expressions through the participants' own creative exercise.



Das **Programm** gestaltet sich im einzelnen wie folgt:

1. Tag:

Vortrag: „Haptic Interface Design – create the new design language inspired by Japanese Onomatopoeia“ **(18-20 Uhr)**

2. Tag:

Workshop:

1. Block (9–12 Uhr):

9.00–9.30

Short introduction and team making.

9.30–11.30

Excercise 1: HAPTIC FIELD RESEARCH in the Botanical Garden

2. Block (14–17 Uhr):

14.00–15.00

Excercise 2: HAPTIC WORDS CREATION

15.00–16.30

Excercise 3: MAKING of HAPTIC DICTIONARY

16.30–17.00

PRESENTATION and CONCLUSION



what about....

HAPTIC

[Greek origin: *haptikos, haptesthai*]

adj.-comfortable to touch or to be touched,
high quality of tactile impression”

HAPTIC INTERFACE DESIGN

HAPTIC INTERFACE DESIGN is a new design method advocated by a Japanese architect and designer, Masayo Ave, which aims to apply high quality of tactile impression to the objects, based on the study of the tactile qualities of materials relate to the human emotion.

MASAYO AVE

architect and designer



Masayo Ave was born in Tokyo in 1962. After graduating in Architecture from the Engineering Faculty at Hosei University she went to work for I. Ebihara architect and Associates in Tokyo. She moved to Italy in 1990 and completed a Master’s degree in industrial design at Domus Academy. She founded own design studio Ave design corporation in 1992 and established the design brand MasayoAve creation in 2000. She is a winner of numerous international design competitions including ICFF2000 editors’ awards in New York and A&W Mentor Awards 2006 in Germany. Since 2001, she has been also active to conduct design workshops related to various sensorial topics for design students, professionals as well as for children in various institutes in the world. 2004–2007 she was appointed guest professor at Universität der Künste Berlin to conduct an experimental institute of Haptic Interface Design. 2007–2009 she was appointed professor and head of product design department for Estonian Academy of Arts. In 2010, Masayo Ave re-settled her design office also in Berlin and presently resides and works in Berlin.



**Johann Wolfgang Goethe-Universität
Frankfurt am Main**

Further information: MasayoAve creation www.macreation.org