

# 50:50

恋愛・結婚、仕事・子育て、家族・社会  
love & marriage, works & children, family & society

国際若手デザイナーワークショップ2006 特別企画

## POWER TALK 第7弾

2006.2.10 (Fri) 13:30 - 17:30

This symposium brings you the findings from International New Designers Workshop 2006.

In terms of work and marriage, it is often said that Japanese women have a unique perspective about their identity, which women in other developed countries do not have. In particular, in the last 5 years, in Japan as well as many parts of Asian countries, we are facing an unprecedented social phenomenon of women staying single by the drove, a rapidly declining birthrate and an increasingly aging population. This social phenomenon has become great cause for concern for both policy makers as well as industries/academic institutions.

In a world where women and family are becoming more diversified, traditional values towards home, family and work are now collapsing. We feel that this collapse demands that we seriously consider new perspectives on how we can use design to develop new visions and scenarios on how we want to live.

Focusing on women in Nagoya and their growing influence on the city's lifestyle, the theme of this year's Workshop is '50:50 - Love & Marriage, Work & Children, Family & Society'. 50 young designers from Canada, China, Hong Kong, Taiwan, Korea, Portugal, Thailand and Japan explored the city of Nagoya by conducting field research about the relationship between design and gender under the sub-themes of 'Building Communities', 'Work & Career', 'Security', 'Love & Marriage' and 'Gender'. We hope the innovative propositions that are presented at this symposium by these upcoming designers will demonstrate how we can use design to improve everyday life.

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International New Designers Workshop 2006 public symposium

## POWER TALK 第7弾

### 2006.2.10(Fri)

**Symposium 13:30 - 17:30 ( Open13:00 - )**

( no need for pre-registration, Japanese/English translation included, free admission )

**Reception 18:30 - 20:00**

( fee : 3000 yen per person )

#### Venue

Nagoya International Center 5F meeting room

#### Capacity

60 persons

#### Program

**13:30 - 13:40 greetings**

Mr.Yutaka Takehara, Chairperson, International New Designers Workshop Organizing Committee

**13:40 - 14:15 special short lecture by guest speaker**

'The history of professional career women reflected by the diversity of changing lifestyles in Japan'

by Ms. Yoshiko Watanabe, Executive Planner of Recruit Co. Ltd., & Chairperson of Women's Information Society

**14:15 - 14:30 brief overview of workshop**

Mr. Nicolas Fonseca,

Producer, Bluesponge & Creative Director of this year's workshop

**14:40 - 17:20 team presentations**

**team A "Building Communities"**

**team B "Work & Career"**

**team C "Security"**

**team D "Love & Marriage"**

**team E "Gender"**

**17:20 - 17:30 summary of workshop**

Ms. Mouna Andraos,

Creative Director, madeinMTL/BlueSponge (Canada)

**18:30 - 20:00 'sayonara' party**

#### MC

Mr. Ziad Touma, Director madeinMTL (Canada)

#### Commentators

Mr. Yutaka Takehara (Chairperson, International New Designers Workshop Organizing Committee)

Mr. Katsutoshi Ishibashi (Editor-in-chief, AXIS Magazine)

Ms. Yoko Kawasaki (President, Rivernet)

Ms. Kobayashi Ikuko (Executive Director and Secretary General, Nagoya Convention & Visitors Bureau)

Ms. Kumi Sato (Editor-in-chief, Avenue Magazine)

Ms. Noriko Shibuya (Executive Director, Nagoya City Gender Equality Promotion Center)

#### Presentation participating schools and companies

Blue Sponge Urban Operator (Canada)

Design Center, ASUS (Taiwan)

editors, Art & Design Magazine (China)

Ecole des Beaux - arts de Saint - Etienne (France)

Chulalongkorn University (Korea)

Korea Advanced Institute of Science and Technology (Korea)

Hong Kong Institute of Vocational Education (Hong Kong)

Instituto Superior Technico of Lisbon (Portugal)

Nagoya University (Japan)

Aichi Sangyo University (Japan)

Nagoya University of Art (Japan)

Nagoya City University (Japan)

Nagoya University of Art & Science (Japan)

Writer from Designers Workshop Magazine (Japan)

# The history of professional career women reflected by the diversity of changing lifestyles in Japan'

## Yoshiko Watanabe

Executive Planner of Recruit Co. Ltd., & Chairperson of Women's Information Society.



Editor-in-chief of "Human Ad" by Recruit, a Japan's definitive magazine for research of advertising design which focuses on information that bring people and work together. Chairperson of Women's Information Research Group, a networking group to promote knowledge sharing among working woman. Lectures on "Modern Society and Scientific Technology" at Meisei University, "Editorial Technique" and "Career Guidance" at Kyoritsu Women's Junior College.

## Creative Directors



### Nicolas Fonseca ( Producer )

Nicolas has produced different types of projects such as short films, documentaries and fiction pieces. He has also helped shape Locomotion Distribution, a frontrunner in distributing short films worldwide. Last year, he produced Made in MTL, a short subject documentary series about Montreal, helmed by various up and coming directors, as well as the highly acclaimed web site Madeinmtl.com that has since then received 15 awards and distinctions worldwide. Nicolas is presently producing and directing a feature length documentary about Globalisation and Identity Into the Mix, and developing several projects with other writers and directors. He is particularly interested in projects that explore multimedia.

[www.bluesponge.com](http://www.bluesponge.com)  
[www.madeinMTL.com](http://www.madeinMTL.com)



### Mouna Andraos ( Creative Director, Interactive Designer )

At BlueSponge, Mouna worked on more than 40 (many of them award-winning) mandates for a diverse range of clients from both the corporate and cultural world, including Bell Canada Enterprise, Bombardier, CBC/Radio-Canada, Tele-Quebec, FIND (International Nouvelle Danse Festival), Seville Film Pictures, and the Montreal Museum of Contemporary Art. Her latest project, madeinMTL.com - a co-production between BlueSponge and Locomotion Films- recently won 15 international awards and distinctions among which a Best of Show & Best of Art at the South By South West web awards, a CyberLion in Cannes and a BIMA in Art & Culture at the British Interactive Media Awards. She is currently completing her Master's degree at the Interactive Telecommunications Program (ITP), Tisch School of the Arts, New York University, where she hopes to pursue her work on physical interactive experiences and product design.

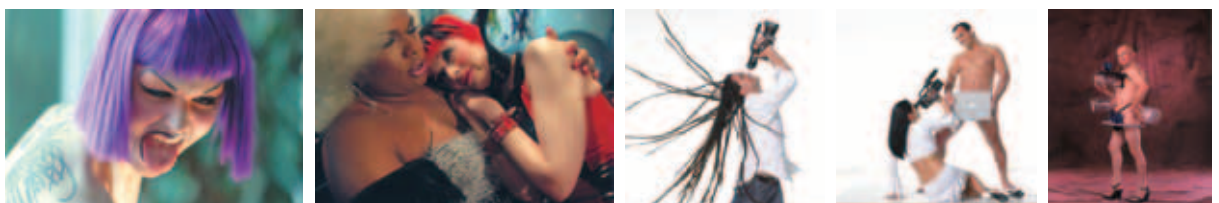
[www.bluesponge.com](http://www.bluesponge.com)  
[www.madeinMTL.com](http://www.madeinMTL.com)



### Ziad Touma ( Producer, Director, Scriptwriter )

Chosen by Playback magazine as one of their "Top Ten to watch", and by the Mirror's Best of Montreal readers' poll as "Best Local Filmmaker" (after Denys Arcand of course!), Ziad Touma is one of Canada's fastest rising filmmakers, working in film, television and new media. Through his production company Couzin Films, Ziad produced, directed and co-wrote Saved by the Belles!, an award-winning feature film starring local nightlife celebrities and debutante starlets, which won Best Feature Film at Toronto's Inside Out Film Festival (2003) and was nominated for three 2004 Genie Awards (Best Achievement in Cinematography, Best Achievement in Art Direction and Best Achievement in Music - Original Song). From 1995 to 2001, Ziad delved into a wide range of topics and events involving cinema, music, fashion, pop culture, politics and lifestyle as a producer, director and on-air videographer for Canada's music television station MusiquePlus/MusiMax. As a freelance journalist, Ziad has reported on the latest tracks and trends of the local and international urban culture for some of Quebec's top publications such as LaPresse, Voir, ICI, Clin d'Oeil and Summum magazines. Ziad also penned a social commentary column for over four years in the monthly magazine Nightlife, after which he acted as its creative director.

[www.couzinfilms.com](http://www.couzinfilms.com)  
[www.savedbythebelles.com](http://www.savedbythebelles.com)



## Name of Project

International New Designers Workshop 2006  
50:50 love & marriage, work & children, family & society

## Venues

IdcN ( International Design Center NAGOYA ),  
NIC ( NAGOYA INTERNATIONAL CENTER ), City of Nagoya , Japan

## Organized by

International New Designers Workshop Organizing Committee  
( City of Nagoya, International Design Center NAGOYA )

## Produced by

Leimei Julia Chiu  
Director, Global Communications, International Design Center NAGOYA

## Workshop Participants

BlueSponge / Urban Operator (Canada), Couzin Films (Canada), Design Center, ASUS (Taiwan), editors, Art & Design Magazine (China), Ecole des Beaux-arts de Saint-Etienne (France), Chulalongkorn University (Thailand), Seoul National University (Korea), Korea Advanced Institute of Science and Technology (Korea), Hong Kong Polytechnic University (Hong Kong), Hong Kong Institute of Vocational Education (Hong Kong), Instituto Superior Technico of Lisbon (Portugal), Musashino Art University, Nagoya University, Aichi Sangyo University, Nagoya University of Arts, Nagoya City University, Nagoya Zokei University, Nagoya University of Arts & Science, Writer from Designers Workshop Magazine.

## Theme

50:50 - love & marriage, work & children, family & society

## Program

2/4 (Sat) tour of International Design Center NAGOYA,  
orientation, discussions about themes of workshop, welcome party  
2/5 (Sun) - 2/6 (Sun) field work around City of Nagoya  
2/7 (Tus) - 2/9 (Thu) discussion & in-house production  
for presentation of research findings  
2/10 (Fri) PowerTalk Symposium, sayonara party

## Organized by

International New Designers Workshop Organizing Committee  
Chairperson : Mr. Yutaka Takehara / Chairperson, CCDO (Central Creative Directors Organization)

## Board Members

Mr. Hisashi Ikai / Editor, Designers Workshop Magazine  
Mr. Katsutoshi Ishibashi/ Editor-in-chief, AXIS Magazine  
Ms. Yoko Kawasaki / President, Rivernet  
Ms. Kobayashi Ikuko / Executive Director and Secretary General, Nagoya Convention & Visitors Bureau  
Mr. Robin Huang / Associate professor, Nagoya University of Arts and Sciences  
Ms. Keiko Sato / Professor, Musashino Art University  
Ms. Kumi Sato / Editor-in-chief, Avenue Magazine  
Ms. Noriko Shibuya / Executive Director, Nagoya City Gender Equality Promotion Center  
Mr. Makoto Hagiwara / Associate professor, Nagoya University of Arts  
Ms. Yoshiko Watanabe / Executive Planner of Recruit Co. Ltd., & Chairperson of Women's Information Society  
Mr. Aira Yamauchi / Director, Industry Department, Civic & Economic Affairs Bureau, City of Nagoya  
Secretary General, Mr. Harumasa Sakakibara / Manager, International Design Center NAGOYA

## Workshop Staffs

Chika Kudo, Eiji Hayashi, Hanae Iwamoto, Ban Yukari, Yumi Kawai, Ayako Yamauchi, Tsuyoshi Nagura

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International New Designers Workshop 2006

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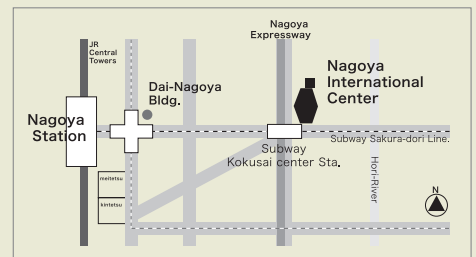
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[www.idcn.jp/workshop/](http://www.idcn.jp/workshop/)  
[www.idcn.jp/powertalk/](http://www.idcn.jp/powertalk/)

## for Inquires

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## Venue for Power Talk



Nagoya International Center 5F