

Preface

What is ‘Design Creativity’? Design Creativity is assumed to be different from the notion of merely ‘Creativity’. This question is believed to be strongly related to the question ‘Why do and can human beings “Design”?’.

Design, Creativity, and Human beings are related to each other, and each can be explained with the help of the other two. However, their interrelationships have as yet not been clarified.

Each relationship may provide essential and fruitful knowledge for understanding Design, Creativity, and Human beings. For example, the nature of Design can be investigated through Creativity and vice versa. Furthermore, the characteristics of Human beings are assumed to be discernable through these investigations.

‘Design Creativity’ is expected to be instrumental in not only addressing the social problems we are facing but also evoking an innate appreciation for beauty and happiness in our minds.

ICDC (International Conference on Design Creativity) is the official conference promoted by the Design Creativity Special Interest Group (SIG) of the Design Society. The SIG was established in 2007; since then, its ambit has expanded to include engineering design, industrial design, artificial intelligence, linguistics, and cognitive science. ICDC provides a forum for discussion of the nature and potential of design creativity from both theoretical and methodological viewpoints.

ICDC2010 is the first conference which was held in Kobe, from 29 November to 1 December. ICDC2010 includes panel discussions on the ‘directions for design creativity research’; these discussions conclude a series of three panel discussions held at ICED’09 in the USA, DESIGN 2010 in Croatia, and ICDC2010 in Kobe. The aim of these discussions is to develop directions for future research on design creativity. The opinion papers are invited from the panelists of the panel discussion at ICDC2010, and they constitute the former portion of this book.

The latter portion of this book comprises 32 papers which were presented in the podium session. Nearly 100 papers were submitted for the conference, and each paper was reviewed by more than three reviewers. On the basis of the reviewers’ comments, 32 of the papers were selected for the podium session from the viewpoint of the style and content of the paper. We would like to thank all the reviewers listed on the subsequent pages for their kind efforts. We would also like to express our sincere gratitude to Dr. Georgi V. Georgiev for his devoted contribution toward editing this book. Finally, we would like to acknowledge that this conference is supported by Kobe University and Japan Advanced Institute of Science and Technology.

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