

Motoo NAKANISHI

PAOS Group & WGD Representative

- CEO, Motoo Nakanishi Office [PAOS]
- President, PAOS Beijing
- President, PAOS Shanghai
- CEO, World Good Design (WGD) Inc.

Adviser, Waseda University Public Relations Office

Visiting professor, Waseda University Research Institute of Strategic Design

<http://www.paos.net/english/>

<http://www.worldgooddesign.net/english/>

Blog <http://designist.net/blog/>

Biography

Born in Kobe, Japan.

After completing studies at Kuwasawa Design School, NAKANISHI went on to earn a Bachelor of Fine Arts from Waseda University's School of Letters, Arts and Sciences I ; he subsequently embarked upon a postgraduate course, but dropped out midway. Inspired by the belief that a major university such as Waseda University should set up a center for design education, NAKANISHI announced a proposal for the establishment of a Waseda University Design Faculty, and together with Mr. Ryuichi HAMAGUCHI co-authored "Design Policy: Corporate Image Formation" Japan's first book on the subject of corporate strategy design. Throughout his university career, NAKANISHI devoted himself to interdisciplinary research into boundary areas such as design, marketing and business administration.

NAKANISHI founded PAOS in 1968 and continued to pursue research and practice on the theme of the establishment of design theories for management and the development of application-oriented design methodologies. To date, PAOS has worked with some 100 corporations on CI branding and business strategy design, establishing a long track record of success and producing numerous hallmark case studies in the process.

PAOS established satellite offices in New York in 1980, in Boston in 1985, in Beijing in 1995 and in Shanghai in 1997.

PAOS was included in a textbook of business case studies used by Harvard University and Stanford University, and in April 1997, NAKANISHI was invited to deliver commemorative lectures at the schools.

Motoo Nakanishi Office was founded in 1998 to move PAOS in the direction of a virtual company with an open system and enable NAKANISHI to engage in his lecturing, writing and consulting pursuits.

From 1998 to 2000, NAKANISHI worked as a chairman of the G-Mark (Good Design Award) and helped guide the privatization of the organization away from government management by the Ministry of International Trade and Industry (now the Ministry of Economy, Trade and Industry).

World Good Design (WGD) Inc. was founded in 2000 to promote a new design movement and a development of contemporary business strategies.

Waseda University Research Institute of Strategic Design was founded in 2004, and NAKANISHI was appointed as a visiting professor.

In 2006, NAKANISHI was appointed as an adviser of Waseda University Public Relations Office.

Selected Projects About 100 corporations, including Mazda Motor Corp., The Daiei Inc., Matsuya Co., Ltd., Kenwood Corp., Bridgestone Corp., Kanagawa Prefecture, Toray Industries, Inc., Inax Corp., Pia Corp., Kirin Brewery Co., Ltd., Nippon Telegraph and Telephone Corp. (NTT), NTT DoCoMo, Inc., The Sumitomo Bank, Ltd., The Tokio Marine and Fire Insurance Co., Ltd., Nippon Life Insurance Co., The Mainichi Newspaper Co., Ltd., Itochu Corp., Benesse Corporation, SELP (Organization for the mentally and physically disabled), HANSSEM Co., Ltd. (Korea), China National Garment Group (China), Bengbu Cigarette Factory (China), Doutor Coffee Co., Ltd., Nissan Motor Co., Ltd., Waseda University, etc.

Selected Postings & Affiliations Director of the Japan Graphic Designers Association
1998-2000 Chairman of the Good Design Award Jury
2001- member of the Good Design Award Jury
Member of Advisory Board of the Japan Design Consultants' Association
Chairman of the Corporate Identity Council of Japan
Director of the Japan Society for the Study of Initiative
Special Advisor to the China National Garment Group
Visiting professor, Kuwasawa Design School, etc.

Selected Publications DECOMAS – Design Coordination as a Management Strategy (Keieisenryaku toshite no Design Togo) (Sanseido Co., Ltd.)
Design Systems for Corporations (Kigyo to Design System), 13 volumes (SANNŌ Institute of Management Publications Dept.)
Corporate Individuation (Kogyoka no Jidai) (Tokuma Shoten Publishing Co., Ltd.)
Aesthetic Management (Kachisozō suru Biteki Keiei) (PHP Research Institute)
PAOS Design (Kodansha, Ltd.)
New DECOMAS – Design Conscious Management Strategy (Design Conscious Kigyo no Sozo) (Sanseido Publishing Co., Ltd.)
Ideas For Inspirational Growth (Kando Seicho no Hassou) (PRESIDENT, Inc.)
Create, Attract and Exceed: A Guideline to break away from Conceptionally-Recessed Companies (Tsukuru, Miseru, Koeru – “Koso Fukyo Kigyo Toppa heno Shishin”) (Kiko Shobo Publishing)
Identity Design of the World (1) (Shanghai Dictionary Publishing House), etc

Selected Awards The 1st Katsumi Masaru Memorial Award, Mainichi Design Award, SDA Award Grand Prix, Kuwasawa “Design of the Year” Award, etc

Selected Lecture Topics

- From design of shape to design of corporate culture
- The existence of corporations and corporate marketing in an information-driven society
- New roles for design in business administration
- A word on visible and invisible design
- What lies ahead? The future of design, brand and cultural strategy
- Brand as management strategy
- The role of branding in corporate reform
- Brand strategies and the invigoration of regional (local) corporations
- Finding ways to use cultural growth as an economic growth driver
- Living in an age where the range of available answers means you're always in the right ballpark
