

The perspective of Kawaii engineering for comfortable life

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A comfortable life is essential for maintaining the physical and mental health of human beings. In the 21st century, the kansei/affective value of industrial products and services is becoming more important for a comfortable life. Especially now, due to the pandemic of COVID-19, it is becoming difficult to meet friends and have a dinner together, or go on a trip to enjoy the beautiful scenery and eat delicious food. Under those circumstances, it has become more important to lead a comfortable life in order to maintain physical and mental health. The Japanese word “kawaii”, which represents a kansei/affective value, has positive meanings such as “cute,” “lovable,” and “charming.” This is a Japanese adjective often used for living things such as baby animals and girls, but recently its value for industrial products and services can be recognized all over the world. “Kawaii” as a kansei/affective value contributes to a comfortable life, especially in relaxing and healing situations. One of the objectives of Kawaii Engineering research is to systematically analyze the physical attributes such as shapes, colors, and sizes of the industrial products to increase kawaii feeling caused by the products.

In this presentation, I will briefly introduce the results of our research on Kawaii Engineering over the past 10 years, and introduce the topic on kawaii spoons for improving the appetite of the elderly.