

Satoru TOKUHISA

Personal Profile

Date of Birth: August 6, 1978.

Mobile: +81-80-4175-5386

Place of Birth: Yamaguchi, Japan.

Email: info@dangkang.com

Citizenship: Japan.

Homepage: <http://www.dangkang.com>

Summery

I am a researcher and strategic design thinker with a significant interest in computer science, innovation and business strategy. Currently, I am serving as Associate Professor in the Faculty of Global Science Studies, Yamaguchi University, Japan, where I am responsible for several Design Science courses wherein students learn about the design process, comprising survey, analysis, value proposition, design, implementation and evaluation. Also, I manage project-based learning with corporate partners.

I have been engaged in various research fields related to design with a background of psychology, sociology, philosophy, business economics and computer science. After obtaining my PhD based on a design method to generate fun among users of interactive systems, I widened my area of design specialism from interface design and interaction design to user experience design, service design and social innovation design. My research works were accepted at SIGGRAPH and CHI, top conferences in the fields of human computer interactions, and have been awarded international and domestic prizes, having been entered into a number of challenging competitions such as SIGGRAPH Emerging Technologies (2003, 2005), Japan Media Art Festival (2004, 2007), Asia Digital Art Award (2005, 2008), FILE (2007, 2008), Laval Virtual (2006, 2008) and U-35 Creators Japan (2013).

I have contributed to society based on my academic achievements. While studying at the Graduate School, I co-founded UTUTU Co. Ltd. and, in 2009, Sikake, both of which are organizations designing communication media to deliver more fun in our daily lives by means of innovative technologies. In 2013, I was appointed Chief Creative and Communications Officer of Navigator Platform Inc. which organizes media for personal investors. In 2014, I co-founded Wanic Co. Ltd. which develops coconut wine and coconut spirits. Also, I was engaged in design consulting for large companies at Takram Design Engineering, a leading design consultancy company based in Tokyo and London.

My current research interests revolve around how to manage innovation with local resources in the developing world, how to manage innovation with local resources in local and small cities, and how to manage innovation in business for large companies.

Education

PhD in Media and Governance, Graduate School of Media and Governance, Keio University, Japan, September 2007.

Thesis : A Design Method for Creatio, Entertainment with Creation.

Supervisor : Prof. Masa Inakage

Advisory Committee : Prof. Naohito Okude (Keio Univesity)

Prof. Kenji Kohiyama (Keio Univesity)

Prof. Katsuhiko Ogawa (Keio Univesity)

Master of Media and Governance, Graduate School of Media and Governance, Keio University, Japan, March 2004.

B.A. in Political Science, Faculty of Law, Department of Political Science, Keio University, Japan, March, 2002.

Academic Experience

Associate Professor

Japan

Yamaguchi University, Faculty of Global and Science Studies

April 2015 - present

Book User Interface Project, April 2015 – present

- Collaborated with a leading printing company in Japan with 1.4 million JPY for two years.
- Developed an interactive book user interface system for public exhibition with characteristics shared by paper and digital books.
- Responsible for design research, user study and service design.
- Exhibited the system at The Lab, Knowledge Capital, Grand Front Osaka, from April 2016 to March 2017.
- Accepted by CHI 2017 as full paper.

Administration

- Directed and operated the Faculty of Global Science Studies website, Yamaguchi University.
- Created admission assignments for Faculty of Global Science Studies, Yamaguchi University.
- Organized a public event for discussion with professionals in various fields.
- Managed Project-Based Learning Committee.
- Engaged in Labour and Safety Committee.

Adjunct instructor

Japan

Tama Art University, Faculty of Art and Design

April 2013 – March 2016

- Ran courses in Entertainment and Design and Society and Design for undergraduate students.
- Encouraged students to plan fieldwork in several museums, find design opportunities and implement original services.

Visiting Senior Assistant Professor
Keio University

Japan
October 2014 - March 2015

Project Senior Assistant Professor
Keio University, Graduate School of Media Design

Japan
April 2010 - September 2014

Assistant Professor
Keio University, Graduate School of Media Design Senior

Japan
April 2009 - March 2010

Design Pattern for Developing World Project, April 2013 - September 2014

- Developed design patterns for developing world which a variety of stakeholders can use to solve issues in the developing world.
- Responsible for concept development, service development and project management.
- Financially supported by the Sasakawa Scientific Research Grant from The Japan Science Society.
- Launched the first web service on design patterns for developing world.

Social Things Project, April 2013 - September 2014

- Collaborated with a leading telecommunication company in Finland in order to develop a big picture view between humans and things for the next generation to the paradigm generated by Ubiquitous Computing with 190,000 SEK for 1 years.
- Responsible for concept development and project management.
- Proposed a concept "Social Things" which indicates the things and the environment composed of the things that support humans to understand and appropriately manage Social Intelligence in a socio-cultural context.
- Developed three prototypes to proof the concept.

VR Theater Project, September 2012 - March 2015

- Collaborated with a leading printing company in Japan to develop a novel virtual reality museum theatre with eight million JPY for two years.
- Responsible for design research, user study and service design.
- Developed an interactive real time VR system for each user to watch content during the program based on their interest for deep understanding.
- Accepted by Virtual Reality Society of Japan as Best Paper in 2015.

CEMS Business Project, April 2012 - September 2014

- Supervise CEMS students who come from each country to KMD. CEMS, the Global Alliance in Management Education, is a strategic alliance of the world's top-level business schools, universities, and multinational corporate partners.
- Responsible for management of "Business Project" which is a collaborative project with several leading corporate partners in Japan such as Lawson, Kikkoman, Nomura Securities and Kowa.
- Designed the programs of Business Projects for 6 months based on feedbacks and interests of each corporate partner as well as the CEMS students in order to satisfy both of them.

Social Flower Project, August 2011 - present

- Developed a web service “bouquet” which focuses on fascinating communication through real flower bouquet collaborated with the leading flower distributor in Japan with 3 million JPY for 2 years.
- Responsible for user research, user interface and user experience design, and service design.
- Found hidden needs for the users who organize events and the guests through several user studies.
- Launched the service on February 2013.

BOP Design Framework Project, July 2010 - present

- Developed a design framework to design products and systems for BOP, the Bottom of the Pyramid, which is composed of six steps and four tools.
- Wrote an article about this framework which was accepted in June 2011 by UX magazine, one of the most renowned magazines on user experience.
- Gave special lectures for undergraduate students on this framework at Keio University in 2013.
- Twice conducted workshops for participants in See-D Contest, in 2013 and 2014.
- Accepted by Bulletin of Japanese Society for the Science of Design.

Child Creativity Project, April 2009 - March 2011

- Achieved a government research grant for young Scientists "Grant-in-Aid for Young Scientists (B)" acknowledged by Japan Society for the Promotion of Science Organization with 3,700,000 JPY.
- Designed an iPhone application entitled "The World is Canvas" which is a coloring application that generates draft for coloring using a photo in order to generate fun in children.
- Developed an original leading model based on Contextual Model of Learning by Forks and implemented the application based on this model.
- Published 1 academic journal and 2 international conference papers.

Kitchen Media Project, April 2009 - September 2012

- Developed "Panavi", a system used as a tool in acquiring cooking skills utilized as a real-time navigator to control temperature and accelerometer of pan.
- Responsible for design consulting on user interface, interaction, and user experience.
- Conducted several deep user tests for 2 years and iterated prototyping.
- Drew much attention by exhibiting this system in Hongkong and Kanazawa and by being broadcasted on 6 TV programs, and accepted by CHI 2012, one of the most authoritative conferences in the field of Computer Human Interaction.

Adjunct instructor

Joshi University of Art and Design, Faculty of Art

Japan

April 2012 - March 2014

- Ran Media Art Practice course for undergraduate students.
- Encouraged students to plan and implement interactive art using Max/MSP/Jitter and Arduino.

Assistant Professor
Keio Advanced Research Center

Japan
April 2008 - September 2008

Researcher
Keio Research Institute at SFC

Japan
September 2007 - March 2008

Research Assistant
JST-CREST

Japan
September 2004 - March 2008

Ubiquitous Content Project, September 2007 - March 2009.

- Granted by JST (Japan Science and Technology Agency) / CREST (Core Research for Evolutional Science and Technology) with 300 million budget for 5 years.
- Managed the project which consisted of over 30 master and PhD students, and organized 7 symposiums to reveal research outcomes.
- Developed the specification of "xtel", a toolkit which is composed of a wireless board, programming platform and P2P network library, to support designers in developing a real space application easily and quickly.
- Published 9 academic journals and 34 international conference papers.

Researcher
Keio Research Institute at SFC

Japan
April 2004 - September 2004

Interactive Cinema Project, April 2004 - March 2006.

- Developed an interactive system for cinema with interactive display through which users can choose the viewing point and its scenario.
- Responsible for hardware engineering and software programming.
- Accepted by ACE 2015 as short paper.

Professional Experience

Associate
takram design engineering

Japan
November 2014 - September 2016

- Designed several web services for NTT DOCOMO, a leading telecommunications company in Japan.
- Designed concepts of new business for Sony, a leading global consumer electronics company.
- Responsible for user research, user interface and user experience design, along with service design considering clients' business models.

Co-Founder
Wanic Co., Ltd.

Japan
March 2014 - present

Wanic Project, July 2010 - present

- Developed a recipe and toolkit to make coconut-based wine, Fresh Wanic, for empowerment of local people in developing countries.
- Responsible for user research, product management and business development.
- Participated in fieldwork in non-electricity areas in East Timor in 2010, and analysed the situation with original design framework.
- Developed Wanic Coconut Spirits as distilled Wanic in Laos in the Philippines with a local partner.
- Released Wanic Coconut Spirits in Tokyo in September 2016.

Chief Creative & Communication Director
Navigator Platform Inc.

Japan
March 2013 - present

Toushin-1 Project, October 2015 - present

- Developed a web service for potential investors who are interested in investment.
- Responsible for communication design, user interface and user experience design, along with service design.
- Secured 1.2 million PV per a month in November 2016, including distribution to partners.

Kabu-1 Project, April 2015 - present

- Developed a web service for personal investors at beginner level.
- Responsible for communication design, user interface and user experience design, along with service design.

Longine Project, June 2013 - present

- Developed a web service with the concept of a fair platform, focusing on analysis on finance and economy in Japan with famous talented analysts.
 - Responsible for communication design, brand design, user interface and user experience design, along with service design.
- Designed suitable interface for users to read each article without frustration using any devices.
- Since May 2014, distributed several contents to Rakuten Securities, a leading online securities company.

Co-Founder / Creative Director
Sikake

Japan
June 2009 - January 2013

Kawaii Engine Project, June 2009 - January 2013.

- Proposed a project about Development of “Kawaii Engine”, which automatically decorates a video with cute graphics and animation for short mobile video, and was accepted by IPA Exploratory IT Human Resources Project (Project Manager Mr. Fujii, Google Inc.) with 5,5 million JPY.
- Responsible for user research, user interface and user experience design, and service design.
- Conducted qualitative and quantitative research to develop algorithm to “Kawaii” expression via automatic decoration.
- Launched "Povie" which is an iPhone application decorating 15 second videos with this Kawaii Engine, and collected 20,000 users in the world for three years.

Co-Founder / Creative Director
UTUTU Co., Ltd.

Japan
June 2004 - September 2010

Tokyo Life Project, April 2009 - December 2009.

- Developed a web service "Tokyo Life" sponsored by The Tokyo Democratic Party of Japan.
- Responsible for contents managements from several authors.
- Conducted user research and collected what kinds of information they actually need in their daily life, and visualized the comparison of the services among 23 districts in Tokyo.
- Archived 4.2 million PV for 1.5 month.

Kitchen Device Project, April 2009 - August 2009.

- Developed a novel kitchen device with a perceptual interface and designed several prototypes for one of the leading consumer electronics companies in Japan.
- Responsible on project management and user interface and user experience design based on user research.
- Adopted gesture control to check recipes or to see TV programs on the display because the users at kitchen feel reluctant to use their wet or oily hands while cooking.
- Officially released on March 2011.

MYSQ - My Style So Qute! -, March 2005 - September 2008.

- Developed "MYSQ", a video Print-Club system which decorates user's video on real time according to the user's movement with selection of effects on foot.
- Responsible on designing user interface, interaction, user experience and programming on image processing and user interface.
- Designed cute visual effects, animation for decoration and interior by defining the target as the people who come to Harajuku which is one of the most popular places for young generation in Japan, and famous for pop culture.
- Exhibited this system at KDDI Designing Studio from March 2005 to September 2008 and acquired more than 20,000 users.

**Founder / Creative Director
interdisciplinary design lab.**

Japan
April 2004 - Present

KOIL (Kashiwanoha Open Innovation Laboratory) Project, November 2012 - March 2014

- Proposed a project to Mitsui Fudosan to develop the first Innovation Center with a concept of design in Japan.
- Responsible on consulting about members, hardware, software, space and management as a brain for open innovation design.
- Developed programs for small and medium-sized enterprises in Japan which have strength in technologies to learn how to add a new meaning to existing products, "Design Driven Innovation".
- Conducted special workshops with a concept of Design Driven Innovation in September 2013.

Nihonbashi 400 years Map Project, January 2012- March 2014

- Developed a web service "Nihonbashi 400 years map" which archive many useful and precious information about Nihonbashi which is one of the most traditional areas at Tokyo with collaboration Uno laboratory at Tokyo University of Science.
- Responsible on management of developing the web service, user interface design, interaction design, and user experience design.
- Designed appropriate user interface for mobile users to stroll Nihonbashi with this map by using real time navigation.
- Accepted by Chuo city, where Nihonbashi is located, as an official cultural program in 2012.
- Redesigned the service with several new functions such as English pages on March 2014.

SKILLS

Teaching

Course responsibilities for Design Science and Design Science Practice 1–4.
Supervised Master’s and PhD Design and Information Science students.
Mentored Master’s Business and International Management students.
Organized project-based learning projects for undergraduate and graduate Master’s students with cooperate partners.
Taught several courses related to design and information science in English.

Programming

Max/MSP/Jitter, Arduino, html, CSS, Java-Script, PHP (fluent)
Open Frameworks, Processing, Python, ruby, C, C++, C#, Objective-C (basic)

Computing

Confident user of Microsoft and Adobe packages.
Frequent use of operating systems Mac OS and Windows.
Operation of 3D printing machine, laser cutting machine, CNC routing machines, etc.

Natural Language

Japanese (native)
English (fluent)

Administration

Directed and operated the Faculty of Global Science Studies website, Yamaguchi University.
Created admission assignments for Faculty of Global Science Studies, Yamaguchi University.
Organized public events for discussion with professionals in various fields.
Managed Project-Based Learning Committee.
Supervised Master’s students.
Executed several public events to show research output.

TEACHING

Course work

At Yamaguchi University, Faculty of Global Science Studies for undergraduate level students, Japan

- Basic Seminar
- Introduction to Design Science 1
- Design Science Practice 1-4
- Yamaguchi and the World
- Problem Solving and Critical Thinking Seminar
- Science and Technology Seminar 3
- Media Design (in English)
- Modern Asian Cultural Studies (in English)

At Keio University, Graduate School of Media design for graduate (Master) level students, Japan

- Introduction to Media Design
- Real Media
- Goldman Sacks 10,000 women program (in English)
- Multi-sensory Communication (in English)
- CEMS Business Project (in English)

At Tama Art University, Faculty of Art and Design for undergraduate level students, Japan

- Entertainment and Design
- Society and Design

At Joshibi University, Faculty of Art for undergraduate level students, Japan

- Media Art Practice 2B

At Keio University, Faculty of Environment and Information Studies for undergraduate level students, Japan

- Entertainment Design

RESEARH

Graduate Students Supervised

Master of Media Design, Graduated 29.

Research Grant

Duration	PI/Co-PI	Project Title	Source	Grant amount
July 2016 – March 2017	PI	Designing Experiment of UI System for Exhibition in the Open Space	Toppan Printing Company	0.7 million JPY (100JPY = 1USD)
April 2016 - March 2018	PI	Designing a Design Driven Innovation Framework for Small Business in local areas	JSPS Grant-in-Aid for Scientific Research, Young Researcher (B)	3.5 million JPY (100JPY = 1USD)
December 2015 – March 2016	PI	Planning a symposium about Innovation from local cities	Yamaguchi City Municipal Government	0.75 million JPY (100JPY = 1USD)
November 2015 – March 2016	PI	Designing UI System for Content Exhibition in the Open Space	Toppan Printing Company	0.6 million JPY (100JPY = 1USD)
April 2014 - March 2016	Co-PI	Designing of Stamp Navigation System for Learning in the Museum	JSPS Grant-in-Aid for Challenging Exploratory Research	0.6 million JPY (100JPY = 1USD)
April 2013 - March 2014	PI	Development of Database for Designing Service and Product for Social Innovation	Sasakawa Scientific Research Grant	1.0 million JPY (100JPY = 1USD)
July 2009 - March 2010	Co-PI	Development of Kawaii engine for Mobile Mobile Automatic Decoration System	IPA Exploratory IT Human Resources Project	5.5 million JPY (100JPY = 1USD)
April 2009 - March 2011	PI	Research about System to Support Creative Learning for Children	JSPS Grant-in-Aid for Scientific Research, Young Researcher (B)	3.7 million JPY (100JPY = 1USD)
September 2004 - March 2010	Co-PI	The Research of Ubiquitous Content Production Authoring System	JST CREST Foundation of Technology Supporting the Creation of Digital Media Contents	250 million JPY (100JPY = 1USD)

Duration	PI/Co-PI	Project Title	Source	Grant amount
April 2007 - March 2008	PI	A Design Method for Creatio – Entertainment with Creation	Keio Univ. Taikichiro Mori Research Fund	0.3 million JPN
April 2005 - March 2006	PI	Design of Contents based on Ubiquitous Experience Circuit	Keio Univ. Taikichiro Mori Research Fund	0.3 million JPN(100JPY = 1 USD)
April 2003 - March 2004	PI	Research of Real-time Sound and Image Processing based on Embodiment	Keio Univ. Taikichiro Mori Research Fund	0.3 million JPN

Research Awards / Prizes

Date of Award	Award Name	Award Type	Nature of Award
September, 2016	“A Service Design Practice using Special Exhibition “Map of Japan created by Ino Tadataka” at Tokyo National Museum and Museum Theater.” Virtual Reality Society of Japan, Best Papers.	Team	National
December, 2014	U-35 Japan Award	Individual	National
August, 2013	Canada’s international Development Research Centre, ITCO 2013 Pre-Conference Symposium Scholarship Program	Individual	International
January, 2013	U-35 Creators Japan, Nominated Prize	Individual	National
May, 2011	Wanic, See-D Contest, Best Award.	Team	National
February, 2009	“Nervixxx: A Video Performance System with Neural Interfaces” ACHI 2009, Best Papers.	Individual	International
April, 2008	Nervixxx, Laval Virtual Award 2008, Finalist Prize.	Individual	International
December, 2007	Tentacula, Asia Digital Art Award (ADAA) 2007 Interactive Art Division, Finalist Prize	Team	International
December, 2006	rhythmism, 2006[10th] Japan Media Art Festival Entertainment Division, Jury Recommended work	Team	International
December, 2006	MYSQ - My Style So Qute ! -, Asia Digital Art Award (ADAA) 2006 Digital Design Division, Finalist Prize	Team	International

Date of Award	Award Name	Award Type	Nature of Award
March, 2004	atMOS - Self Packaging Movie -, 2004 Scholarship for Student Venture Business, Second Prize.	Team	National
December, 2003	atMOS - Self Packaging Movie - . 2003 [7th] Japan Media Art Festival, Entertainment Division, Encouragement Prize	Team	International

Invited Talks

1. Design with the Society, Chang Gung University "Design and ethics", Taipei, 8 November, 2016.
2. Design and Design Science, Hiroshima High School "Global Leader Research Lecture Meeting 2016", Hiroshima, 2 November, 2016.
3. Problem Solving, Regional Partnership and Academic Education, Research Interest Group on Sustainable Regional Partnership and Academic Education, Yamaguchi, 27 January, 2016.
4. Design Science as Tool, Hiroshima High School "Global Leader Research Lecture Meeting 2015", Hiroshima, 11 November, 2015.
5. Practices and Issues on Design Thinking, Mitsubishi Heavy Industries, Ltd. "Design Forum 2015", Kobe, 27 October, 2015.
6. Symposium of Faculty of Global and Science Studies "Create a New World with Design Science", Yamaguchi, 15 November, 2014.
7. Innovation in the Developing World, Global Leadership Seminar, Yokohama, 23 September, 2013.
8. BOP Design Framework, See-D Contest, Tokyo, 6 July 2013.
9. Innovation in the Developing World, Global Leadership Seminar, Yokohama, 22 April, 2013.
10. Future of Interactive Exhibition, Toppan Printing Company "Digila Open Innovation Talk(D.O.I.T)", Tokyo, 6 November, 2012.
11. BOP Product Design based on Ethnographic Design, See-D Contest, Tokyo, 29 July 2012.
12. Can Entertainment Computing be research? (Organizer: Masahiko Inami), Entertainment Computing 2008, Kanazawa, 29-31 October, 2008.

13. Nervixxx, File 2008 Symposium, Sao Paulo, 5-9 August, 2008.
14. rhythmism, File 2007 Symposium, Sao Paulo, 13-17 August, 2007.
15. Content Design, The DMC Institute 5th International Symposium – Convergence: Towards A New Paradigm for Creative Society -, Tokyo, 28-29 August, 2006.

Service as a Reviewer

Reviewer for Academic Journals and Transactions

Reviewer at ACM Computers in Entertainment, April 2012 - present

Reviewer at Virtual Reality Society of Japan, April 2010 - present

Reviewer at Information Processing Society of Japan, April 2008 - present

Reviewer for Academic Conferences

Reviewer at ACE2009

SI2009 Executive Committee / Program Committee

Reviewer at ACE2014

Professional Membership

ACM

Service Design Network

Virtual Reality Society of Japan

Information Processing Society of Japan

Japan

Patents

Title	Country	Filing / Patent Number	Filing or Granted Date	Status
Cooking system, and kitchen utensils and a cooking set for the cooking system	Japan	2011-58782	24/03/2011	Granted
Information processing mechanisms, methods, systems and programs	Japan	2005-333309	12/02/2005	Pending

Publications

Books

1. **Tokuhisa, S.** (2017). *Coconut Innovation*. Tokyo: Hayakawa Publishing Corporation (in press)

Book Chapters

1. Ishibasi, S., Ishizawa, T., Ueki, A., Uriru, D., Katsumoto, Y., Kamiyama, Y., ... Inakage, M. (2010). *xtel: Interaction Design to Enrich Everyday Life*. Tokyo: AXIS.
2. Inakage, M., Arakawa, T., Iguchi, K., Katsumoto, Y., Katsura, M., Osawa, T., ... Ueki, A. (2010). Designing for Entertaining Everyday Experience. In A. D. Cheok (Ed.), *Art and Technology of Entertainment Computing and Communication* (pp. 255–269). New York, US: Springer.
3. Inakage, M., **Tokuhisa, S.**, Watanabe, E., & Uchida, Y. (2008). Interaction Design for Ubiquitous Content. In C. Sommerer, L. C. Jain, & L. Mignonneau (Eds.), *The Art and Science of Interface and Interaction Design (Studies in Computational Intelligence)* (pp. 105–115). New York, US: Springer.

Refereed Articles (peer-reviewed, full papers)

1. Ishiyama, A., **Tokuhisa, S.**, Kusunoki, F., Inagaki, S., & Terano, T. (2016). A Self-Made Personal Explanation Aid of Learning Materials in a Museum for Naïve Developers. *International Journal on Advances in Intelligent Systems*, 9(1 & 2), 14–26.
2. **Tokuhisa, S.** (2016). Designing and Practicing a Design Framework For Designing a BOP Product - Report of Fieldwork at Timor. *Bulletin of Japanese Society for the Science of Design*, 62(4), 93–102.
3. Shibasaki, M., Chang, Y., Takeda, M., Obata, K., Yoshino, K., Endo, S., ... Minamizawa, K. (2015). Multi-user Pointing System for Supporting Personal Appreciative Experience in VR theater. *Transactions of the Virtual Reality Society of Japan*, 20(4), 333–344.
4. **Tokuhisa, S.**, Yoshino, K., Obata, K., Endo, S., Iwasaki, K., Shibasaki, M., ... Minamizawa, K. (2015). A Service Design Practice using Special Exhibition “Map of Japan created by Ino Tadataka” at Tokyo National Museum and Museum Theater. *Transactions of the Virtual Reality Society of Japan*, 1(3–14), 333–344.
5. **Tokuhisa, S.**, & Kamiyama, Y. (2013). Personal, Physical, Social and Creative Contextual Design for Art Education: How to Achieve Fun in Art Education for Children. *ACM Computers In Entertainment (CIE)*, 12(1).

6. Katsumoto, Y., Uriu, D., **Tokuhisa, S.**, Okude, N., & Inakage, M. (2010). Design Methodology for Ubiquitous Content: AMAGATANA as a Case Study. *The Journal of the Society for Art and Science*, 9(3), 111–118.
7. **Tokuhisa, S.**, Ishizawa, T., Niwa, Y., Kasuya, K., Katsumoto, Y., Ishibashi, S., Inakage, M. (2010). Xtel: A Development Environment to Support Agile Prototyping of Ubiquitous Content. *IEICE TRANSACTIONS on Information and Systems D*, Vol.J93-D(10), 1809–1821.
8. **Tokuhisa, S.**, & Tokiwa., T. (2011). A Design Method for BOP Users: Products for Social Innovation. *User Experience Magazine*.
9. **Tokuhisa., S.** (2011). Social Innovation in Timor-Leste. *Mita-hyoron*, 51.
10. **Tokuhisa, S.**, Tokiwa, T., & Inakage, M. (2010). Adjustive Media: Design Method of Media Art /Entertainment with Feedback. *Cognitive Studies*, 17(3), 536–548.
11. Inakage, M., Ueki, A., **Tokuhisa, S.**, & Katsumoto, Y. (2008). International Journal of Cognitive Informatics and Natural Intelligence. *Designing Ubiquitous Content for Daily Lifestyle*, 5(1), 35–40.
12. **Tokuhisa, S.**, & Inakage, M. (2007). Creation, Discovery and Transition: Discussion about Interaction Models to Design “Enjoyment” in Entertainment System. *Transactions of Information Processing Society of Japan*, 48(3), 1097–112.
13. **Tokuhisa, S.**, Iguchi, K., Okubo, S., Niwa, Y., Nezu, T., & Inakage, M. (2006). OTOTONARI: A Pervasive Game Based on Collaboration and Storage of Users’ Experience. *Transactions of Information Processing Society of Japan*, 46(6), 1844–60.
14. **Tokuhisa, S.**, Okubo, S., Suguro, K., Kotabe, T., & Inakage, M. (2006). MYSQ: An entertainment system based on content creation directly linked to communication. *ACM Computers In Entertainment (CIE)*, 4(3), Article No.2.

Conference Papers (peer-reviewed, full -paper)

1. Yoshino, K., Obata, K., & Tokuhisa, S. (2017). FLIPPIN’: Exploring a Paper-based Book UI Design in a Public Space. In *Conference on Human Factors in Computing Systems 2017 (CHI 2017)* (in press).
2. Ishiyama, A., **Tokuhisa, S.**, Kusunoki, F., Inagaki, S., & Terano, T. (2015). A Self-Made Personal Explanation Aid for Museum Visitors. In *CONTENT 2015* (pp. 41–48). Nice, France.
3. **Tokuhisa, S.** (2013). ICT4D Design Patterns for a Common Language in ICT Ecosystems. In *OUI-ICTD 2013*. Cape Town, South Africa.

4. **Tokuhisa, S.**, Fujishiro, K., Kimura, T., & Ueki, A. (2013). Designing a Multi-Stakeholder Satisfaction Service for Group-Based Social Gift Purchase. In *International Association of Societies of Design Research (IASDR 2013)*. Tokyo, Japan.
5. Katsumoto, Y., **Tokuhisa, S.**, & Inakage, M. (2013). Ninja Track: Design of Electronic Toy Variable in Shape and Flexibility. In *Seventh International Conference on Tangible, Embedded and Embodied Interaction (TEI 2013)*. Barcelona, Spain.
6. Uriu, D., Namai, M., **Tokuhisa, S.**, Kashiwagi, R., Inami, M., & Okude, N. (2012). Experience “panavi,”: challenge to master professional culinary arts. In *Extended Abstracts on Human Factors in Computing Systems* (pp. 1445–1446). Austin, Texas, USA.
7. Uriu, D., Namai, M., **Tokuhisa, S.**, Kashiwagi, R., Inami, M., & Okude, N. (2012). panavi: Recipe Medium with a Sensors-Embedded Pan for Domestic Users to Master Professional Culinary Arts. In *Conference on Human Factors in Computing Systems 2012 (CHI 2012)*. Austin, US.
8. **Tokuhisa, S.** (2009). Aequirin: Design of a System for Reduction of the User’s Stress in One Day. In *International Workshop on Sensing and Acting in Ubiquitous Environments (SEACUBE 2009)*. St.-Petersburg, Russia.
9. **Tokuhisa, S.**, Ishizawa, T., Niwa, Y., Kasuya, K., Ueki, A., Hashimoto, S., ... Inakage, M. (2009). xtel: A Development Environment to Support Rapid Prototyping of “Ubiquitous Content.” In *Tangible and Embedded Interaction 2009 (TEI 2009)* (pp. 323–330). Cambridge, UK.
10. **Tokuhisa., S.** (2009). Nervixxx: A Video Performance System with Neural Interfaces. In *IEEE The Second International Conferences on Advances in Computer-Human Interactions (ACHI 2009)* (pp. 156–163). Cancun, Mexico.
11. Niwa, Y., **Tokuhisa, S.**, & Inakage, M. (2008). Talktic: The Contents Development Environment for Pervasive Computing. In *ACM SIGCHI International Conference on Advances in Computer Entertainment Technology (ACE 2008)* (pp. 34–41). Yokohama, Japan.
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1. Fujimura, N., Inakage, M., Sunahara, H., **Tokuhisa, S.**, Ueki, A., & Yamanouchi, M. (2013). Openlight: a concept of urban lighting to make urbanites aware of each other. In *Ubicomp 2013* (pp. 17–20). Zurich, Switzerland.
2. Ebihara, Y., Kondo, C., Sugimoto, M., **Tokuhisa, S.**, Tokiwa, T., Harada, K., ... Inakage, M. (2010). A public display system that uses dynamic composition of digital images and sounds by analyzing related KANSEI information. In *Siggraph Asia Poster*. Seoul.
3. Tokiwa, T., **Tokuhisa, S.**, Honna, Y., Shinozaki, C., Kusunoki, F., Nishimura, T., & Iwatake, T. (2004). Surround CoBIT: A method for presenting auditory information as a virtual acoustic field. In *4th International Workshop on Smart Appliances and Wearable Computing (IWSAWC2004)*. Tokyo.

Demonstration

1. Flip and Touch the Hokusai Manga, Grand Front Osaka Knowledge Capital The Lab, 15 April, 2016 - 30 March 2017.
2. A Retrospective on the Works of Satoru Tokuhisa, Vol.1 Japan Award, Yokohama, 19-24 November, 2013.
3. Wanic, See-D Innovation Challenge Final Presentation, National Graduate Institute for Policy Studies, Tokyo, 22 May, 2011
4. Wanic, Bases 150k Challenge Product Showcase, Stanford University, US, 18 May, 2011
5. Wanic, See-D Contest Final Conference, National Graduate Institute for Policy Studies, Tokyo, 23 October, 2010
6. The World is Canvas: A Coloring Application for Children based on Physical Interaction. International Conference on Interaction Design and Children(IDC 2010), Barcelona, Spain, 9-12 July, 2010.
7. The World is Canvas, 6th Workshop Collection *only Japanese, Keio University, Yokohama, Japan, 27-28 February, 2010.

8. xtel, SIGGRAPH Asia Emerging Technologies DIY Hardware: Reinventing Hardware for the Digital Do-It-Yourself Revolution, Yokohama, Japan, 16-19 December, 2009.
9. aequorin, Keio University Ubiquitous Content Project Ubiquitous Content Symposium 2009, Daikanyama Hillside Plaza, Tokyo, 27 – 28 February, 2009.
10. Tentacula, Asia Digital Art Award (ADAA) 2007, Fukuoka Asian Art Museum, Fukuoka, 26 January – 5 February, 2008.
11. rhythmism, 2006[10th] Japan Media Art Festival Entertainment Division, Tokyo Metropolitan Museum of Photography, Tokyo, 24 February – 4 March, 2007.
12. MYSQ – My Style So Qute ! –, Asia Digital Art Award (ADAA) 2006, Fukuoka Asian Art Museum, Fukuoka, 2-15 January, 2007.
13. re-acT-able pH [polyphony * Heredity], 1st International Conference on Digital Interactive Media Entertainment & Arts (DIME 2006) Research + Art Exhibition, Bangkok, Thailand, 25-27 October, 2006.
14. Suirin, Keio Media Design Media Design Tours '06 *only Japanese, Daikanyama Hillside Plaza, Tokyo, 12 September, 2006.
15. atMOS – Self Packaging Movie –, SkipCity Movie Museum “PLAY ! Digital Movie: From Watching Movie to Playing Movie”, Saitama, 2 June – 18 September, 2006.
16. Suirin, Laval Virtual 2006 Revolution (invited), Laval, France, 26 – 30 April, 2006.
17. Suirin, interactive Tokyo 2005(iTokyo2005), National Museum of Emerging Science and Innovation, Tokyo, 25 – 26 31 August, 2005.
18. MYSQ – My Style So Qute ! –, Good Design Presentation 2005, Tokyo Big Site, Tokyo, 25-27 August, 2005.
19. Suirin, Siggraph 2005 Emerging Technologies, Los-Angeles, CA, US., 31 July – 4 August, 2005.
20. OTOTONARI, Expo Aichi 2005, Aichi, 23 June and 8 July, 2005.
21. Smartwall, Keio University, SFC Campus, Media Center B1, Kanagawa, 31 March, 2005 – 31 March, 2009.
22. MYSQ – My Style So Qute ! –, KDDI DESIGNING STUDIO “Next Interface”, Tokyo, 5 March, 2005 – 31 September 2008.

23. atMOS – Self Package Movie, 2003 [7th] Japan Media Art Festival Entertainment Division, Tokyo Metropolitan Museum of Photography, Tokyo, 27 February – 7 March, 2004.
24. Sound Table, ICC “Archives and Representation”, NTT Inter Communication Center, Tokyo, 10 October – 24 November, 2003.
25. atMOS – Self Packaging Movie – , Siggraph 2003 Emerging Technologies, San Diego, CA, US., 27-31 July, 2003.

Directions of Events

1. “How to Design Innovation from local areas in Japan?” The 1st Symposium, Yamaguchi University, March, 2016.
2. Product Development Workshop by Design Driven Approach ? How to Design Innovative Products with a Power of Changing Meanings of Products, Loftwork 10F, Tokyo, September, 2013.
3. Ubiquitous Content Symposium 2010 - Boundary between Design and Engineering -, Keio University Collaboration Complex, Fujiwara Memorial Hall., October, 2010.
4. Ubiquitous Content Showcase 2009 - Make Contents embed into Life -, JASMAC Yakumo, September 2009.
- 5.
6. Media Design Tours 2009, Daikanyama Hillside Plaza, Tokyo, February, 2009.
7. Ubiquitous Content Symposium 2009 - And then there are three -, Daikantama Hillside Banquet, Tokyo, February, 2009.
8. Media Design Tours 2009, Mitsubishi Conference Square M+, Tokyo, February, 2008.
9. Ubiquitous Content Symposium 2008 - Deconstruction of Interaction Design -, Mitsubishi Conference Square M+, Tokyo, February, 2008.
10. Ubiquitous Content Symposium 2007, Tokyo International Forum, Tokyo, February, 2007.
11. Media Design Tours 2006, Daikanyama Hillside Plaza, Tokyo, September, 2006.
12. Ubiquitous Content Symposium 2006, Roppongi Hills, Tokyo, February, 2006.

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