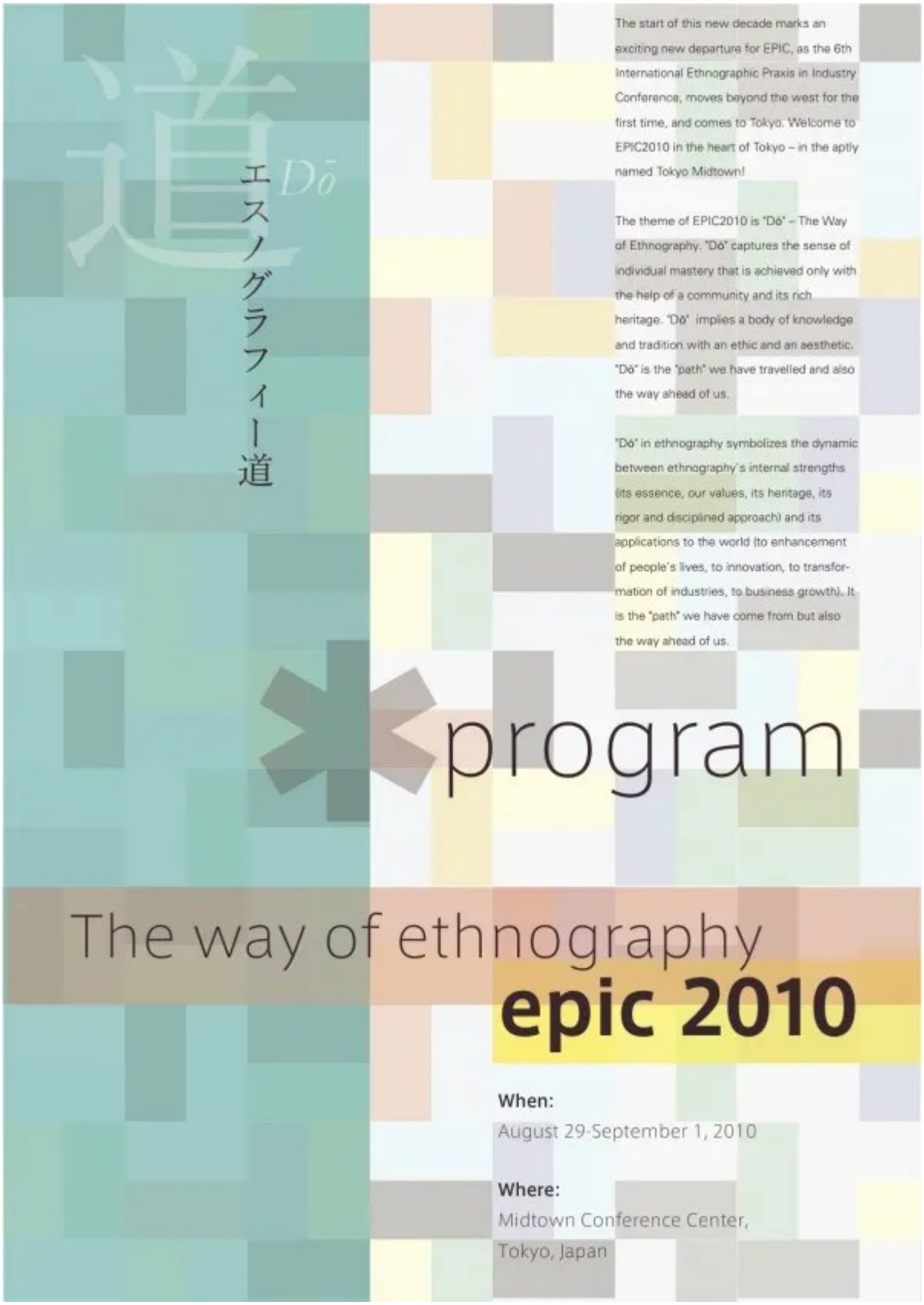
EPIC 2010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エスノグラフィー道
The start of this new decade marks an exciting new departure for EPIC, as the 6th International Ethnographic Praxis in Industry Conference, moves beyond the west for the first time, and comes to Tokyo. Welcome to EPIC2010 in the heart of Tokyo – in the aptly named Tokyo Midtown!
The theme of EPIC2010 is "Dō" – The Way of Ethnography. "Dō" captures the sense of individual mastery that is achieved only with the help of a community and its rich heritage. "Dō" implies a body of knowledge and tradition with an ethic and an aesthetic. "Dō" is the "path" we have travelled and also the way ahead of us.
"Dō" in ethnography symbolizes the dynamic between ethnography's internal strengths (its essence, our values, its heritage, its rigor and disciplined approach) and its applications to the world (to enhancement of people's lives, to innovation, to transformation of industries, to business growth). It is the "path" we have come from but also the way ahead of us.
program
The way of ethnography
epic 2010
When:
August 29-September 1, 2010
Where:
Midtown Conference Center,
Tokyo, Japan

In Tokyo for EPIC – Ethnographic Praxis in Industry Conference. 6th edition. [Link]

How to improve the design of things –

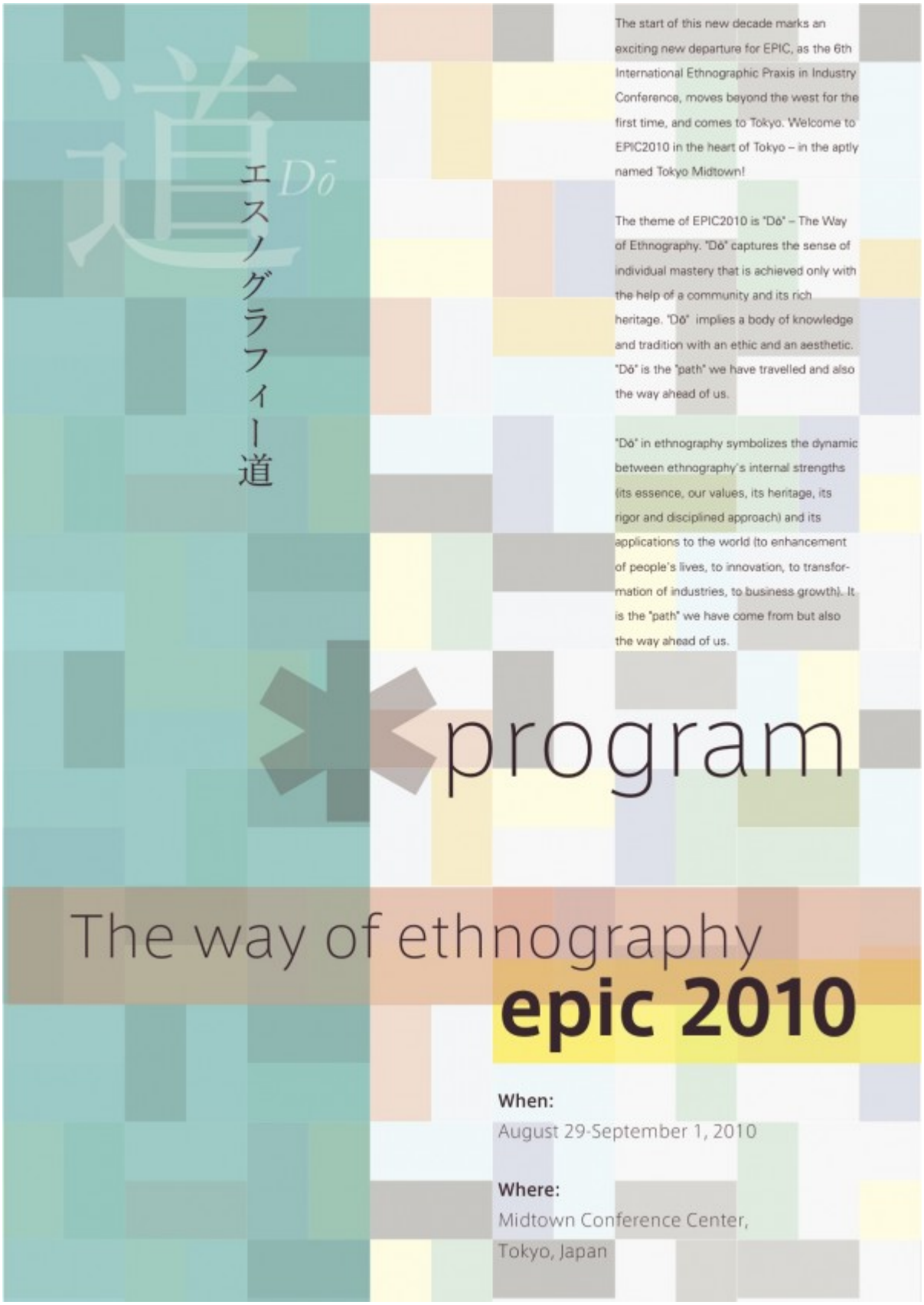
- take people seriously – be human-centered
- look beyond the artifact – design systems, scenarios, stories, experiences, interactions
- don't assume the designer knows it all – find out, pursue research and conduct fieldwork

Ethnography, anthropological fieldwork aimed at understanding a culture and society, offers a suite of research practices to achieve precisely these ends. Intel, among a growing number of companies, has invested heavily in this design research, contextual research, design anthropology, as it also gets called.

[Link – Ken Anderson from Intel in Harvard Business Review]
[Link – Genevieve Bell from Intel]
[Link – Business Week 2006]

Have a look at Xerox's PARC Forum, here in Palo Alto –
[Link] – a special series this year on ethnography – [Link]

The theme this year is the nature of this ethnographic practice –



My line – if we are serious about human-centered we need to consider what we mean by “human”, and the Humanities are a good place to start doing just that.

As an archaeologist I naturally take a long term view, and one that sees things (artifacts, places, ecologies) as an integral part of being human – maybe human-centered isn’t quite what many people take it to be.