

# Design That Changes The World. And Designers.



**SOOSHIN CHOI** IDSA RCA

CEO & CDO

**THE MODUS DESIGN INSTITUTE**



We've been longing for the moon





# Moon is romantic

La nuit... L'amour, Рахманинов  
Romanza, Chopin

Clair de Lune, Debussy

Song to the Moon, Dvořák

Moonlight Sonata, Beethoven

Bad Moon Rising, CCR

Under the Moonlight, Travis

Bella Luna, Jason Mraz

Pink Moon, Nick Drake

Harvest Moon, Neil Young

My Moon My Man, Feist

Sail to the Moon, Radiohead

Man on the Moon, REM

Moon Over Bourbon Street, Sting

Dancing in the Moonlight, King Harvest

# Moon is magical

The Man in the Moon (1638)

L'Autre Monde: ou les États et Empires de

From the Earth to the Moon, Jules Verne

A Trip to the Moon (1902)

The Moon and Six Pence (1919)

By Rocket to the Moon (1929)

Destination Moon (1950)

Project Moonrise (1953)

From the Earth to the Moon (1958)

The Fabulous Baron Munchausen (1961)

Moon Pilot (1962)

A Mouse on the Moon (1963)

The First Men in the Moon (1964)

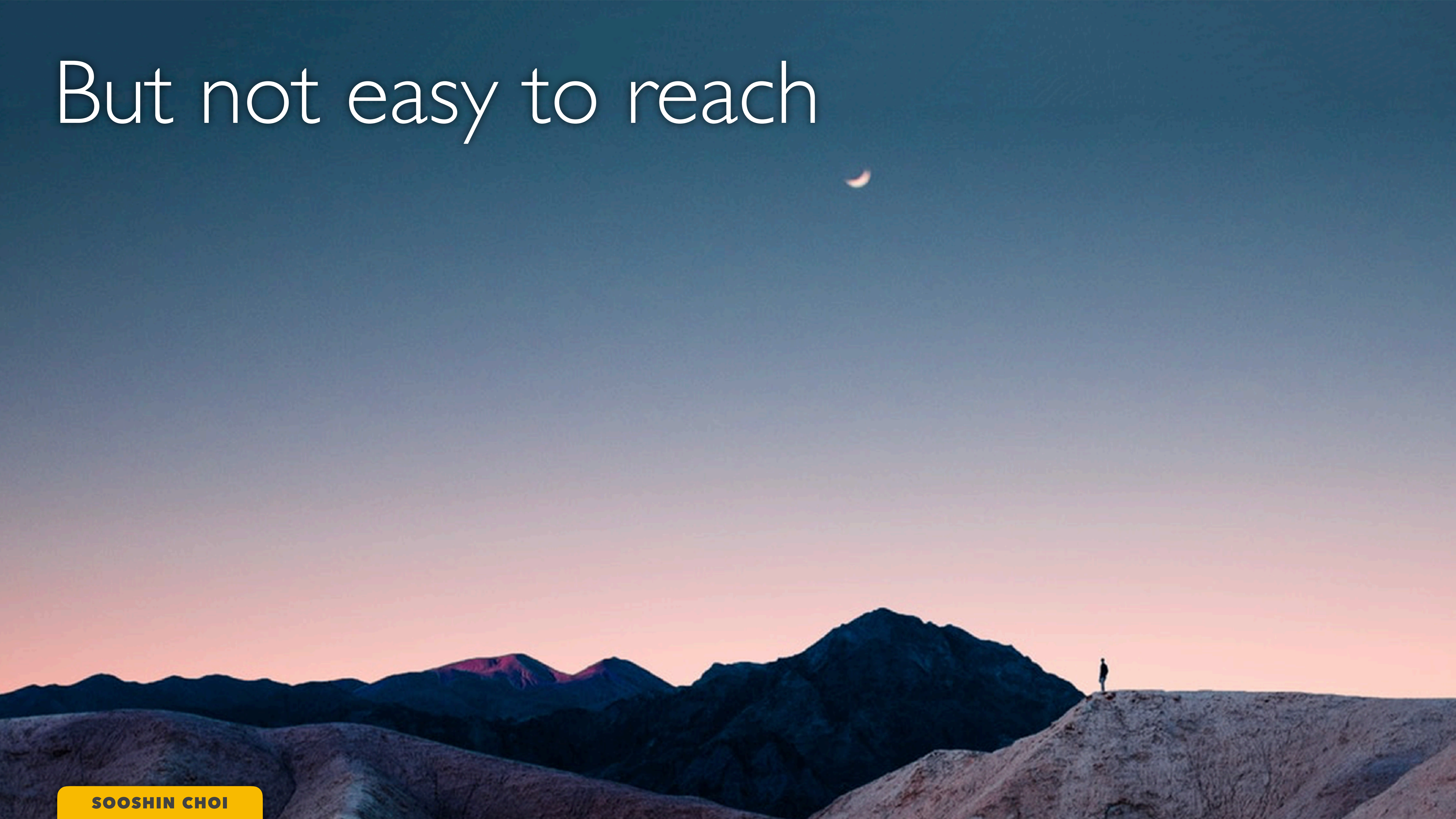
Hercules Against the Moon Men (1964)

Countdown (1967)

# Moon is not too far



But not easy to reach



Why we are talking about moon?

What are design and designing?

How design can change the world?

왜 달이야기만 자꾸 하지?

디자인, 그리고 디자인을 하는 것은 무슨 뜻?

디자인이 세상을 어떻게 바꾸지?



# Design: The moon we desire to reach



# Designing: Flying to the moon



Designing is bringing people what they need and want.

Designing is bringing people what they even don't know if they need and want.

That's how design changes the world.

디자인은 사람들이 필요하거나 원하는 것을  
만들어 주는 것 (소극적)

디자인은 사람들이 필요하거나 원하는지 생각  
도 하지 못한 것을 만들어 주는 것 (적극적)

디자인이 세상을 바꾸는 방법

Moon: To enjoy great music anywhere



Moon: To enjoy great music anywhere



# Moon: To enjoy great music anywhere



# Moon: To enjoy great music anywhere



SONY Walkman, 1979-2010  
385 million units sold



# Moon: To enjoy great music anywhere

**There's a revolution in the streets.**

**The Sony Walkman**

Look around. It's happening everywhere.

More and more people every day are listening to music in a revolutionary way.

The Walkman is a completely portable stereo tape machine that plays music with such power and fidelity you won't believe you're listening to a cassette player that's just a little bigger than the cassette itself. Because the sound is much closer to that of a huge home stereo system.

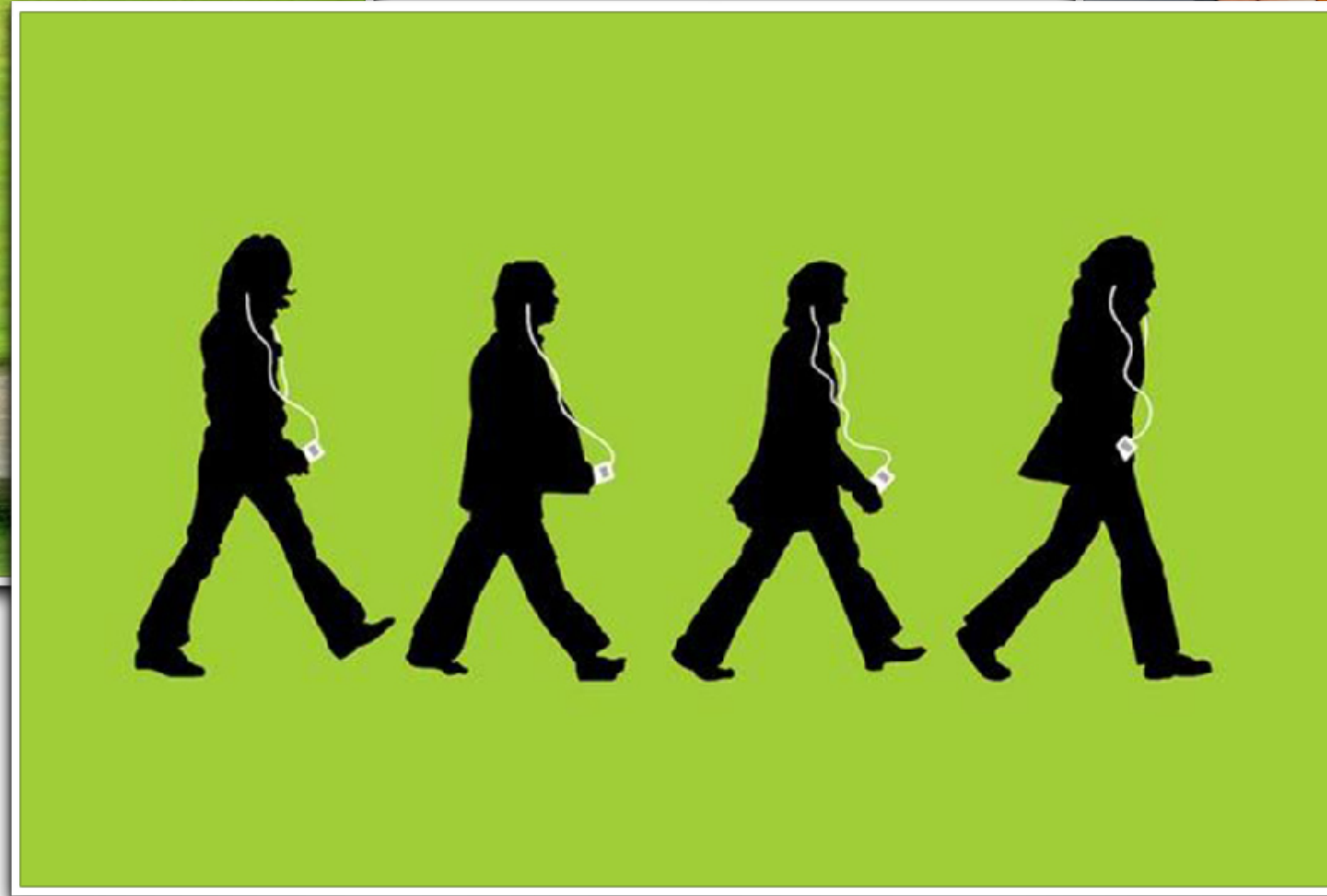
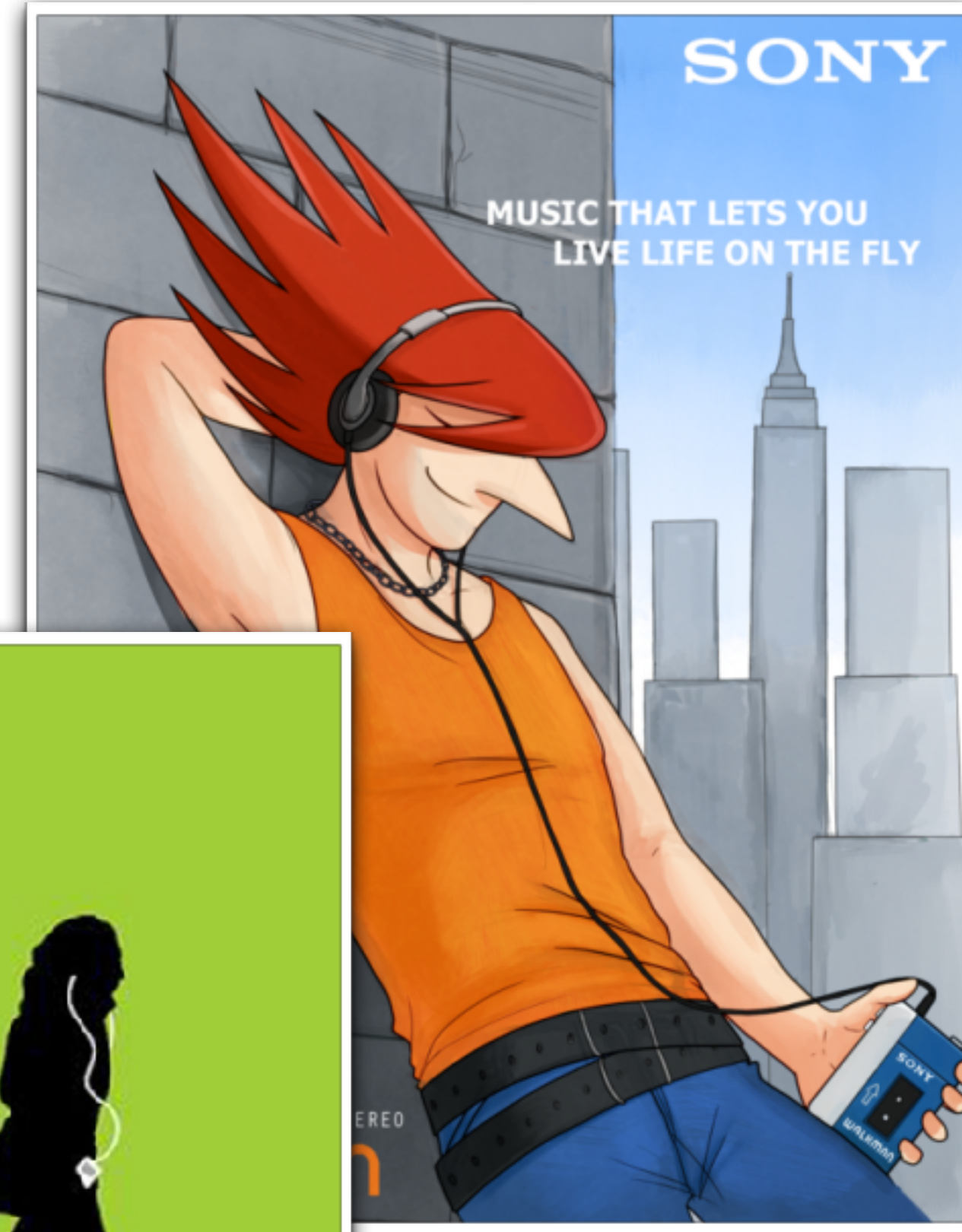
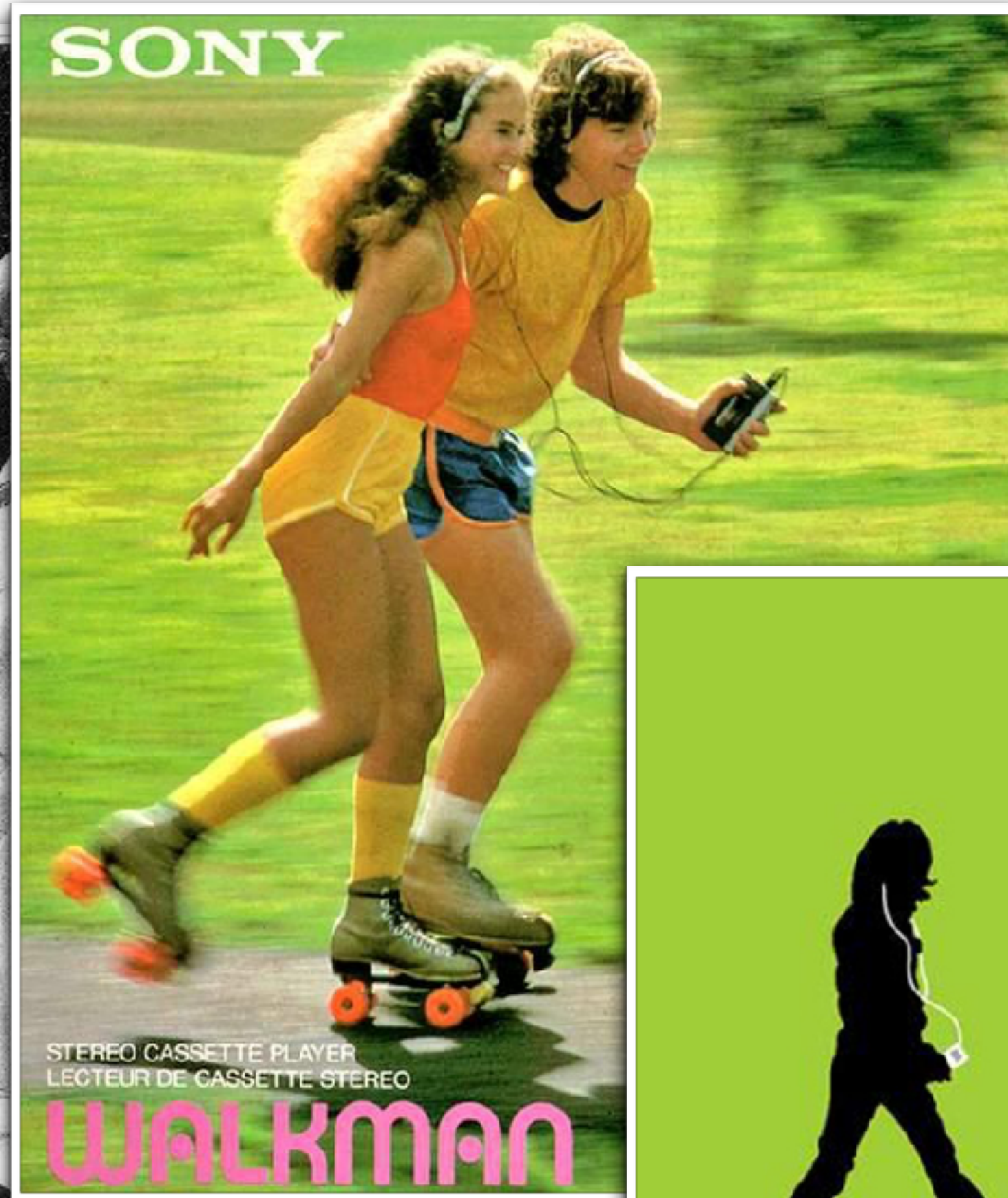
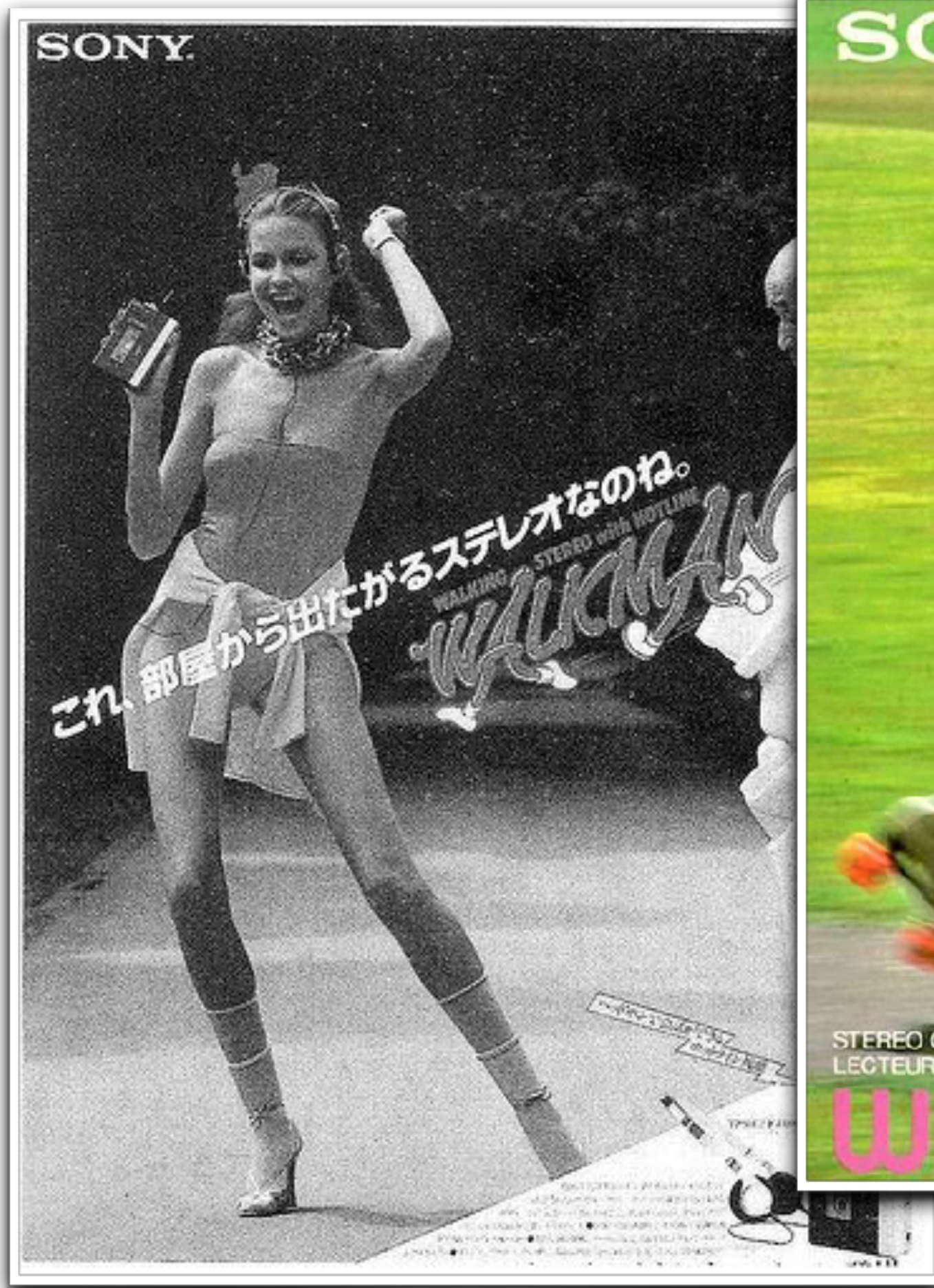
You listen through tiny featherweight headphones. And there's even a jack for a second set of headphones, in case you're in the mood to share your music with someone else.

So come into your local Sony dealer and find out what the revolution is all about. After all, the Walkman is from the people who have been revolutionizing an industry for years.

**SONY**  
THE ONE AND ONLY

© 1981 Sony Corporation of America. Sony and Walkman are trademarks of Sony Corporation. Model shown: TFS-52 with MDE-312 head-phones.

# Moon: To enjoy great music anywhere



# Moon: To enjoy independent life



# Moon: To enjoy independent life





Moon: To enjoy independent life



iBOT Independent Mobility  
Sooshin Choi for DEKA R&D

Moon: To enjoy independent life

**SOOSHIN CHOI**

# Moon: To enjoy independent life



iBOT Independent Mobility  
Sooshin Choi for DEKA R&D

Moon: To live without worries



# Moon: To live without worries



# Moon: To live without worries

**Inspired by Grandma Helen.** After her grandmother accidentally took her grandfather's medicine, designer Deborah Adler partnered with Target to create a better way to take medicine.



Commended by:  
Home Safety Council  
Institute of Safe Medication Practices  
Time Magazine  
U.S. Surgeon General

Easy-to-read label  
with larger type and  
simple instructions



Attached info card with  
important personal and  
drug information

Custom-color ID ring  
for each member of  
the family

**ClearRx™** A prescription system that simplifies, informs and personalizes medications. This innovative system includes color-coded ID rings, an easy-to-read label and an attached patient information card, giving seniors and everyone else a little extra dose of certainty. It's easy to transfer your prescriptions in store, on-line at [Target.com](http://Target.com) or call 1-877-FX-TARGET. **Exclusively at Target Pharmacy.**



ClearRX  
Deborah Adler  
School of Visual Art 2002

# Moon: To live without worries

Patient name .....

Medicine name .....

Instructions .....

Large and flat label .....

Personal color rings .....

Large cap .....



ClearRX

Deborah Adler

School of Visual Art 2002

IDSA Design of the Decade

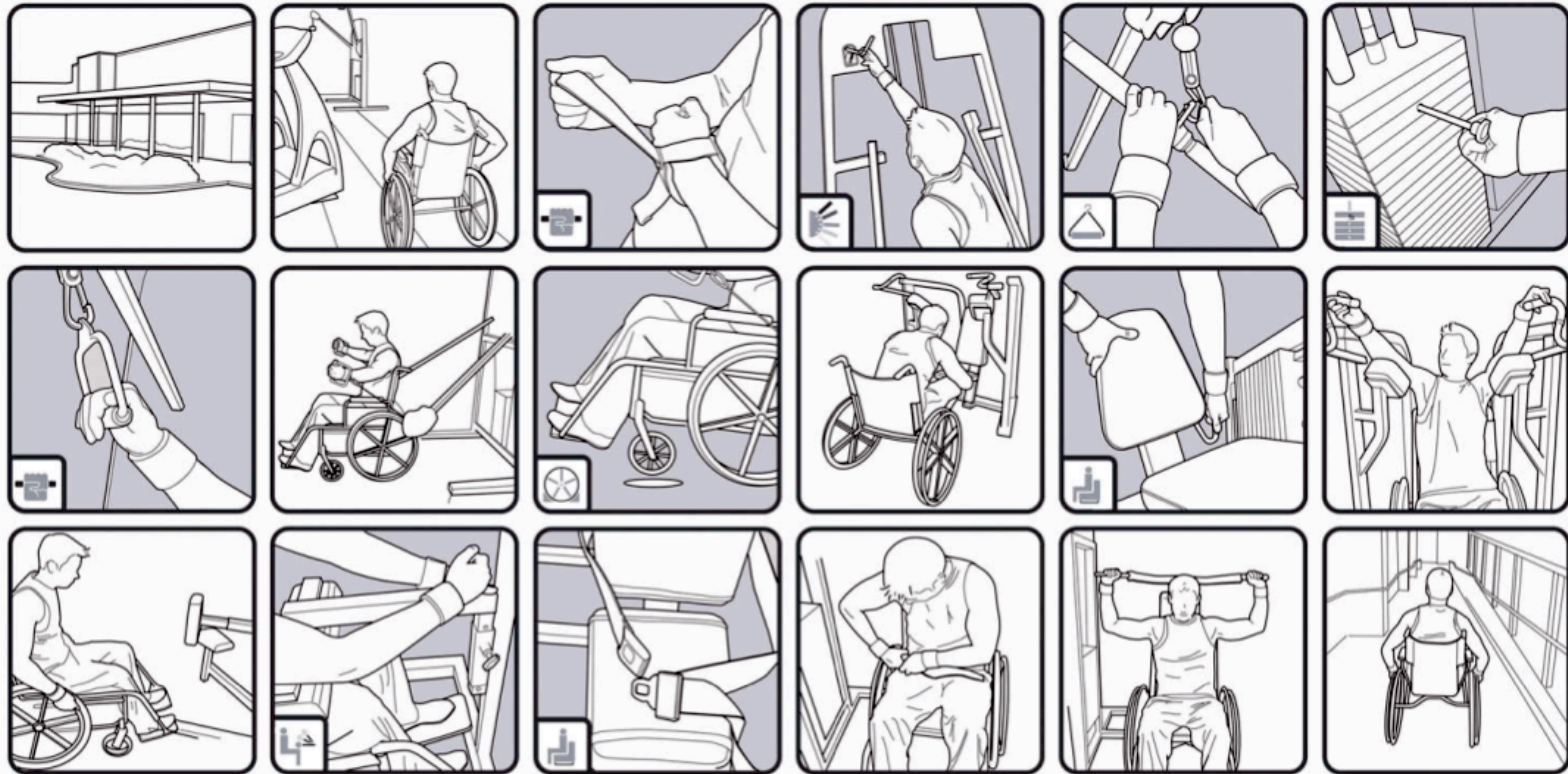
MOMA permanent collection

Moon: Anyone can **enjoy healthy life**



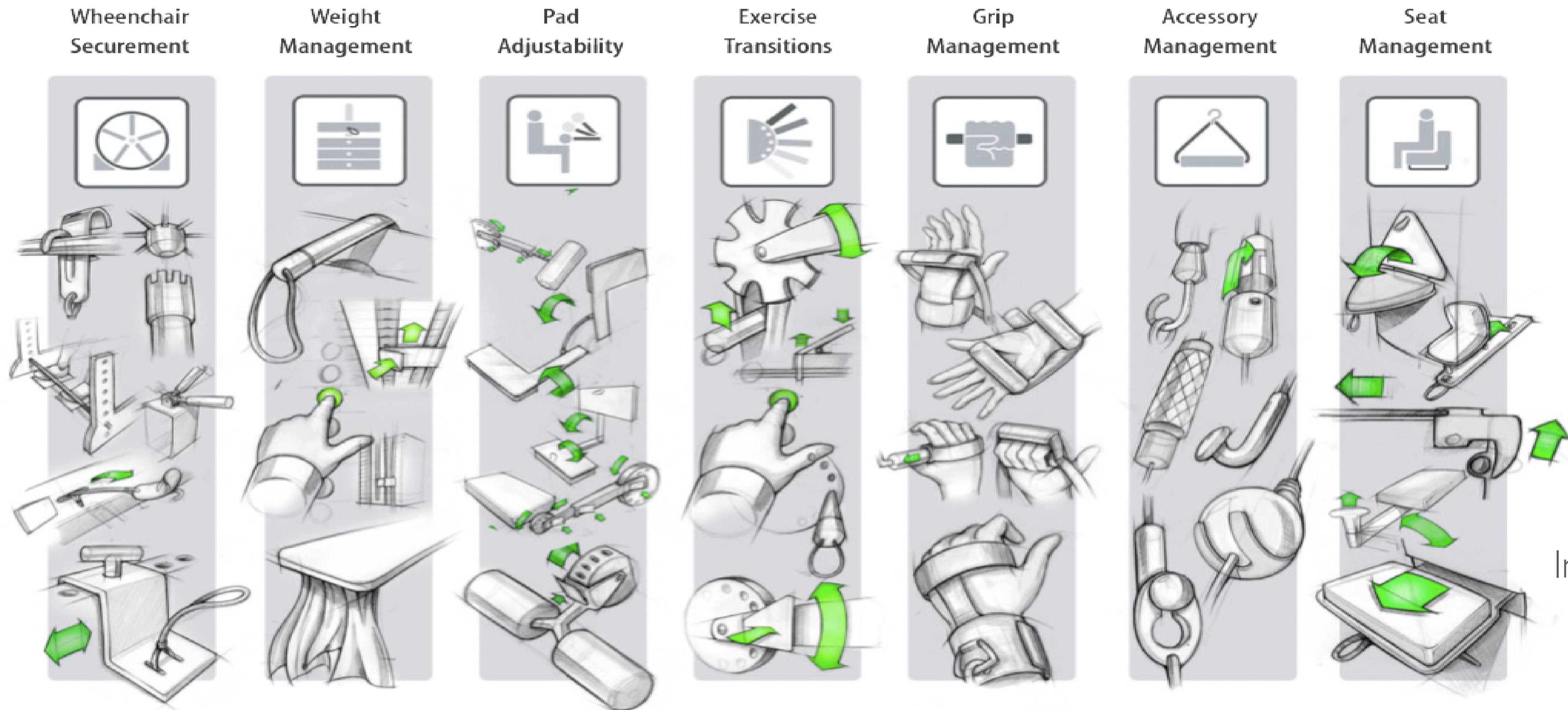
Moon: Anyone can **enjoy healthy life**

# Moon: **Anyone** can enjoy healthy life



Include Fitness  
Ryan Eder  
UC 2006

# Moon: **Anyone** can enjoy healthy life

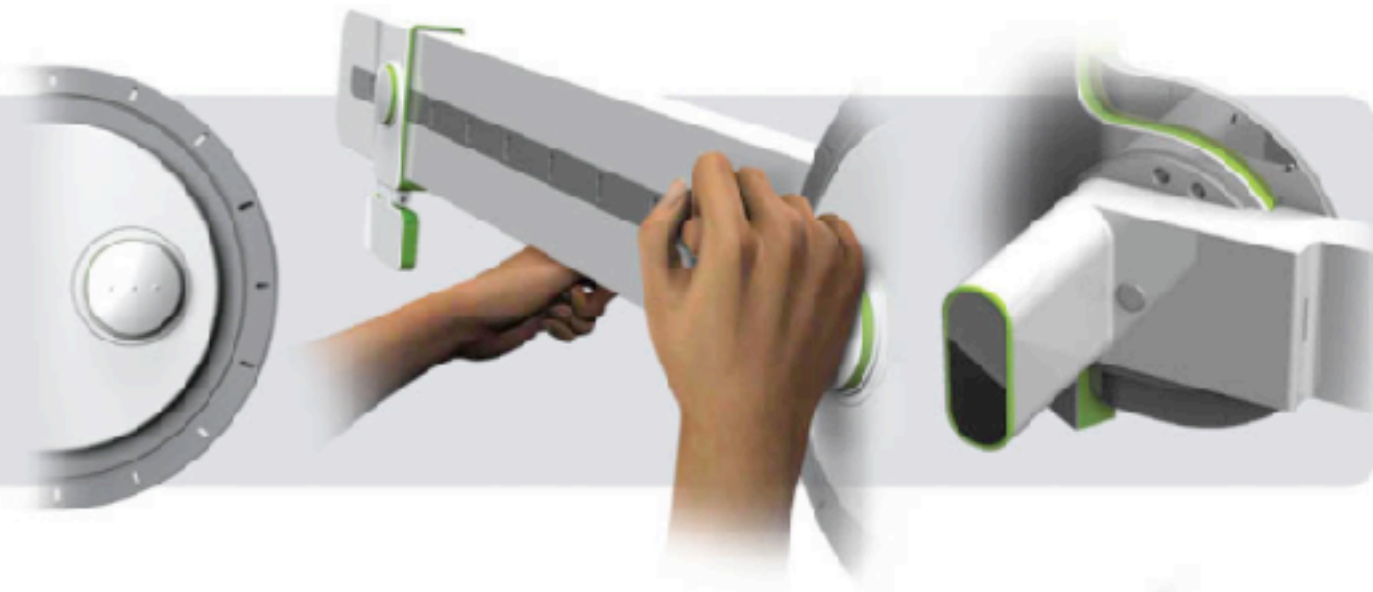


Include Fitness  
Ryan Eder  
UC 2006

# Moon: **Anyone** can enjoy healthy life

## EXERCISE TRANSITIONS

Utilizing the mechanics of a spring loaded pen, one touch buttons allow the user to engage/disengage the arms for easy articulation. Each arm is counter-balanced for a weightless transition. No dexterity is required.



## GRIP MANAGEMENT

Cuffs are available to help assist in grip securement without the need for dexterity. A padded hook is sewn into the traditional cuff allowing the user a firm grip. Straps are included ensuring easy attachment and removal.



## WHEELCHAIR SECUREMENT

Two hooks on retractable cords are located in each leg. These hooks attach to any part of the wheelchair. Once placed, a lock button can be hit to prevent unwanted wheelchair movement.



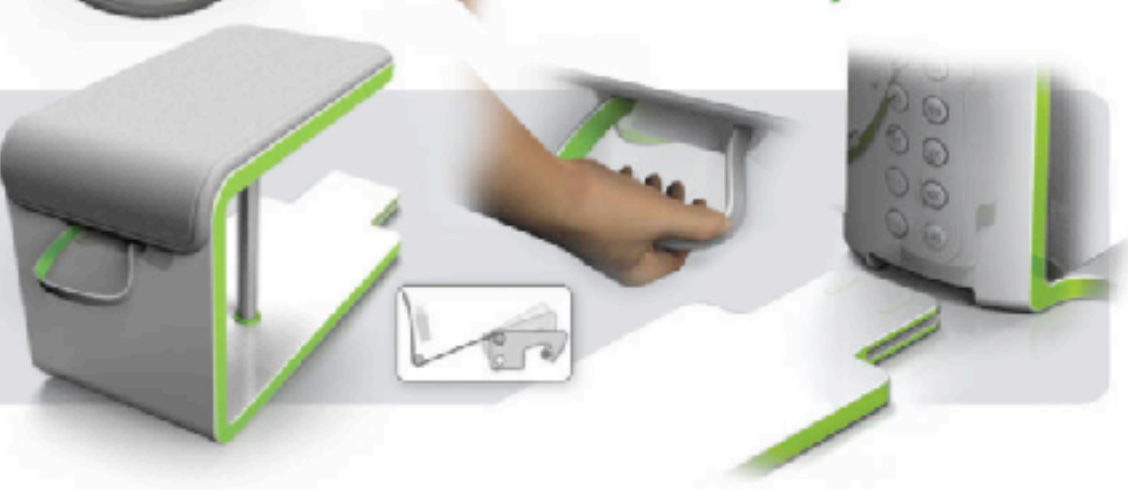
## ADJUSTABILITY

Functions as a lap, back pad. Using easy one touch for complete extension. The right button allows angle adjustment.



## MANAGEMENT

Adjustable bench locks into place allowing all users to perform exercises. To remove the device, simply pull the strap to lock mechanism and the way with ease.



## WEIGHT TRANSITIONS

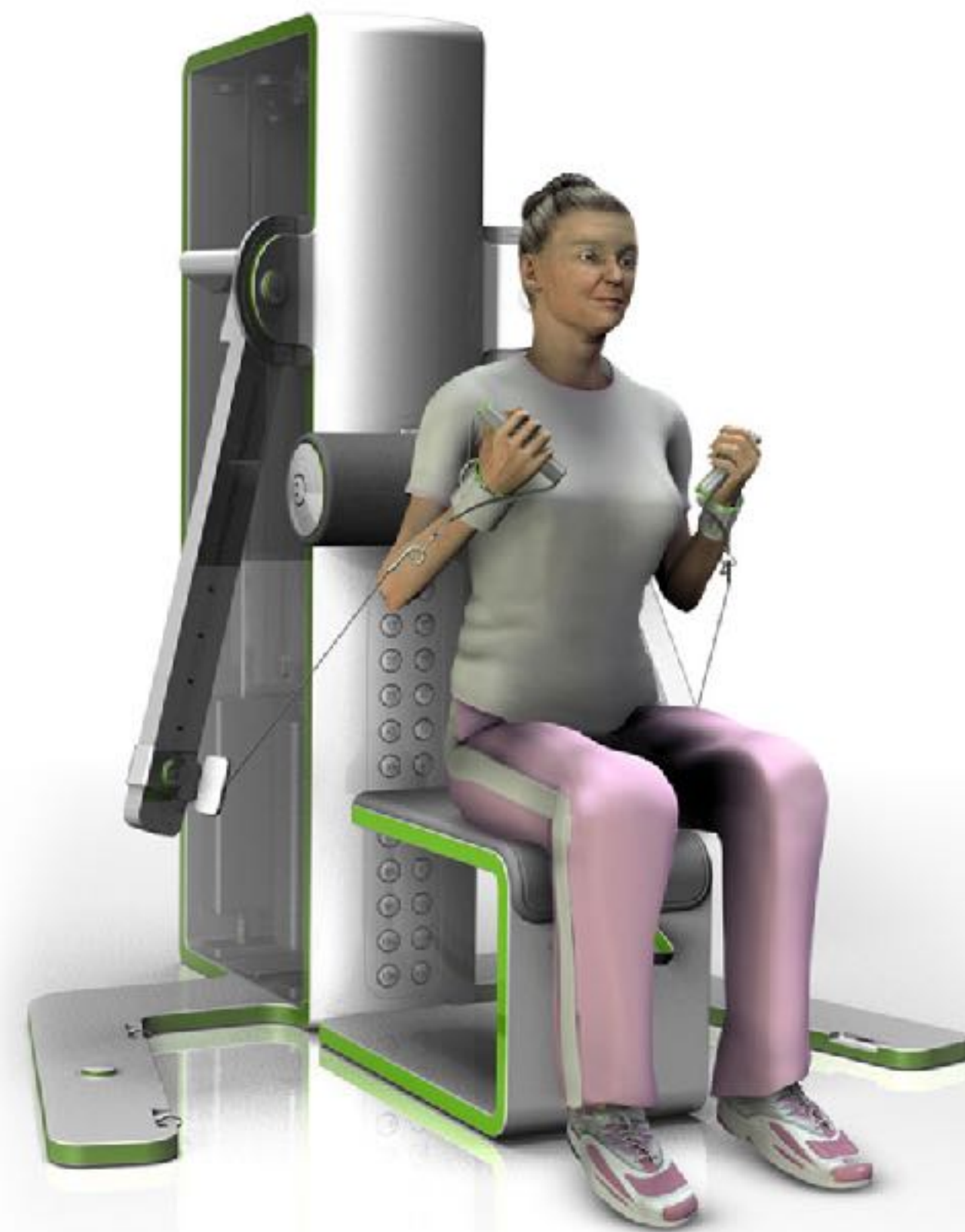
Through the use of solenoids, electric pin drivers, selecting a desired resistance is simplified to the pushing of a button. Dual independent weight stacks eliminate the risk of uneven training.



Include Fitness  
Ryan Eder  
UC 2006



# Moon: **Anyone** can enjoy healthy life



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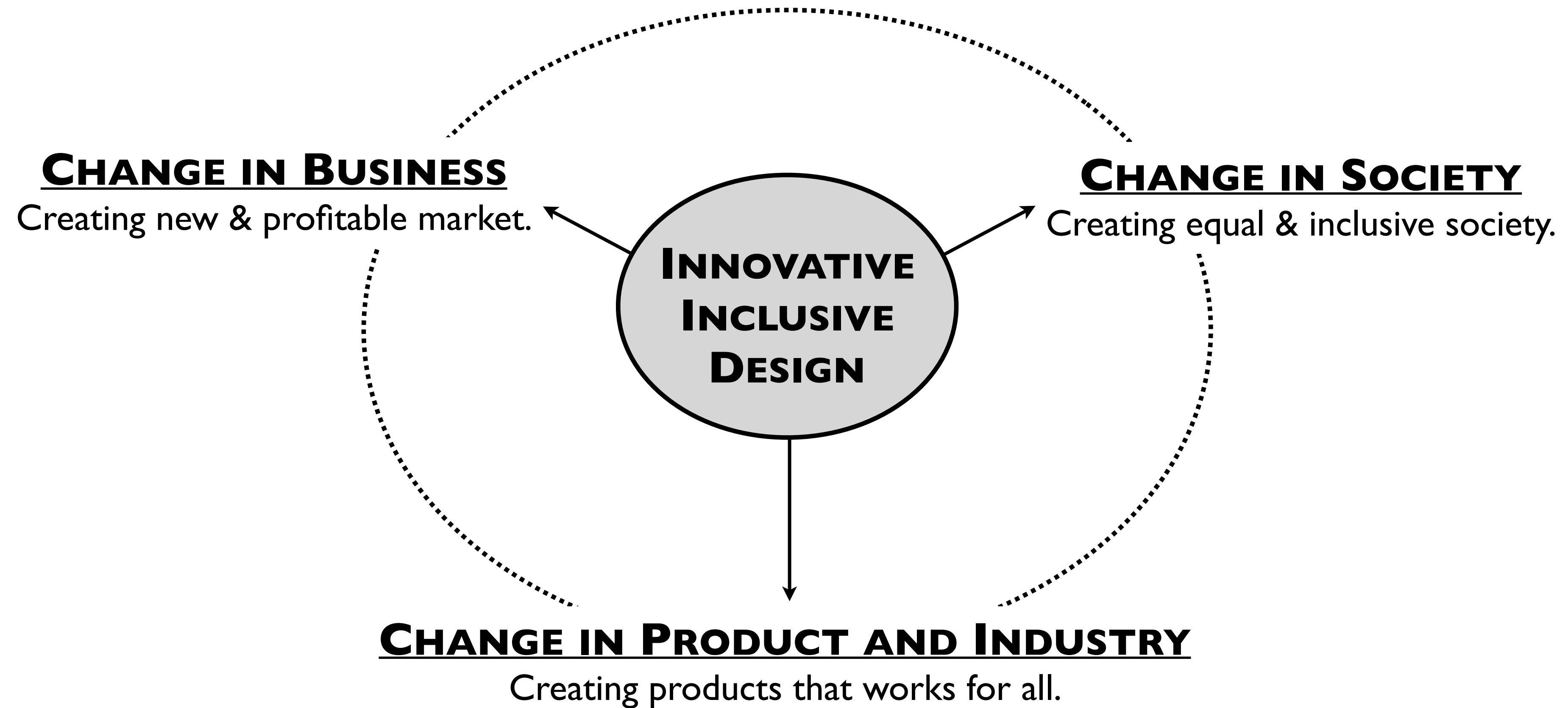
# Moon: **Anyone** can enjoy healthy life



Include Fitness  
Ryan Eder  
UC 2006

<http://includehealth.com>

# Design that changes the world



# Fly me to the moon



Fly me to the moon  
And let me play among the stars  
Let me see what Spring is like  
On Jupiter and Mars  
In other words, hold my hand!  
In other words, darling, kiss me!  
Fill my heart with song  
And let me sing forevermore  
You are all I long for  
All I worship and adore  
In other words, please be true!  
In other words, I love you!

Fly me to the moon

We fly everyone to the moon

 Designers

**SOOSHIN CHOI**

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