

BRAND**DOLOGY**

brought
to you
by



[HOME](#) [BRAND TALKS](#) [SAY YES2BRAND](#) [LATEST HAPPENINGS](#) [AROUND THE WORLD](#) [BRAND EXTRAS](#) [BRAND EXPOSÉ](#)



BRAND EXTRAS

Top 10 Questions: Morinosuke Kawaguchi

Search and hit enter...



LIKE US ON FACEBOOK



Highly regarded as Japan's foremost futurist, award-winning author, designer and innovation expert, Kawaguchi's masterful visions have indeed infused the much needed passion into the respective realm. Founder of Morinoske Company Ltd., he continuously creates a bridge between the set industry and creative subculture.



1. Briefly tell us about what you do and your field?

I study, analyze and forecast the future and write books on this topic. Based on these books, we advise government bodies and companies on their future strategy. For example, I'm involved in the Japanese government's science and technology policy-planning process as well as advising them on job creation and gaining foreign currency. These are crucial issues for the Japanese government's 2030 future strategy. Years ago I developed a subculture-inspired innovation model and we use that to explore the cool and wild territory where subculture can teach technology how to create innovative products with a competitive edge.

2. How did you realize that you have the passion and talent for innovation?

As time went by, my interest shifted from monozukuri or making things to the management of technology. I didn't plan anything. I just ended up here because I followed my interest, always. Since childhood I loved science and after graduating from university, I got a job as an engineer for Hitachi company. I was very happy in the factory developing household items, including washing machines and vacuum cleaners. Back then I was wondering what the barrier of technology was: What to do with the technology we have and how to make better use of it? What's the relationship between culture and functions? Each culture has unique requests for services and products. Japanese companies were already struggling with the red ocean so I was increasingly worried about the future of Japan. Just then I was offered a job at a consulting firm. It was perfect timing to go into the management of technology field.

3. Can you describe Japan in terms of technology? Since Japan is already so advanced, would there be any limitations to the innovations and developments?

There will never be limitations to technology because it keeps on developing, from mechanical engineering to electronics to biotechnology and digital technology. As we keep developing new technologies, we have to find ways to utilize this amazing new technology, whether it's tissue

engineering or brain decoding engineering.

The important point is that with old technology, the innovation is in WHAT to make with the technology. In the new technology area, such as brain science or bioengineering, the innovation is to figure out HOW to make products and services using the new technology.

4. Have you ever considered about exploring the culture of other country to be adapted in Japan?

Of course! To know yourself, you have to know other things. The more I go outside of Japan, the more I meet different people. As I learn about them, I also I get to know myself and my culture more. In business terms exploring other cultures is so-called benchmarking the competitors. Benchmarking is usually comprehended as copying the successful model. But for me, that's not the purpose. The real purpose is to know myself. To copy already successful models is too shallow an activity. In order to identify yourself, it is better to know others. So knowing other cultures is the purpose, not the goal. Just a process.

5. Have you ever considered becoming a futurist for other countries as well?

Absolutely. Take Malaysia, for example. Your country is different – it's moving so fast. Malaysia is probably one of the very exceptional countries, as you're multiracial with multi religions but you're 1Malaysia. To be achieving this every day, it's a miracle. Many other countries are struggling and are miserable with all their differences. But Malaysia achieved peace and happiness. In the mass of this diversity and this miracle growth, you still keep being optimistic. It would be great to explore such an amazing country's potential.

6. If you could come up with innovations for any industry other than technology and art, what would it be?

Social science. It's more relationship oriented. It's easy to be polluted by all this money business. Social science isn't and shouldn't be like that and I wish to explore more in that field.

7. If you could invent something from scratch, what would it be?

Not sure but I give you an example of an invention I love. You see, agencies donate a lot of infant incubators to developing countries. But these expensive incubators often break down and without special parts and know how, they are hard to fix. This is why MIT & IDEO came up with this wonderful idea to make infant incubators from car components. Why? Because even in poor villages, there are many scrapyards, so many car components are available. And there are many car mechanics, too and they can assemble the incubator with whatever car components they have. As long as they have the design – they can make them. Fantastic idea, right? So I would start thinking along these lines, looking for the need and the resources available in a place. The only issue is, how do we curate? Here car parts were dumped modules that were not working but with the expertise of local mechanics and with the design concept of the incubator, the talented local mechanics could revive the car modules and they started to produce value. They save lives! So if you have good curating ideas, you can revive sleeping resources you may have around you and start producing value.

8. There is now a battle between technology and humanity, since technology is surpassing humanity. How do you feel about this?

To be honest, that's biased. There are so many exceptions, but in general, older people don't like new technology because they don't understand it. But young people have nothing to fear from technology because they get it. But at the same time, we should believe the human more because the human potential is enormous.

9. Where does Malaysia stand in terms of technology?

So far, Malaysia is on the right track but to tell you the truth, it's so hard to compete in the race for the Nobel prize. For Japan, it took 80 years and now it's the top runner in this game, next to the USA. It's good to aim for the Nobel prize but Malaysia should also look in other areas. All

you need to do is to find the right direction – what’s good for Malaysia? You have to find what you’re good at and in which category you can win and put your energy in it. Since I got encouragement from Tun Mahathir 15 years ago ,this is my time to give back to Malaysians. Malaysia is such a good country.

10. What do you wish to have in Japan that Malaysia already has?

Happiness. Although financially Malaysians may not be as successful as some people in other countries, Malaysians know happiness, have peace and practice charity. Malaysia has a lot to teach the world. Malaysia can and should become the role model for the 21st century. According to my analysis, Malaysia has such a potential.

For more story on Morinosuke Kawaguchi, stay tuned to our Feb-Mar issue of The BrandLaureate Business World Review!

SHARE



Share

HOME BRAND TALKS SAY YES2BRAND LATEST HAPPENINGS AROUND THE WORLD BRAND EXTRAS BRAND EXPOSÉ



CARVANA: THE WORLD'S FIRST COIN-OPERATED CAR VENDING MACHINE

Carvana has designed a machine that delivers cars much like "a can of soda is dispensed from a traditional vending machine....[read more](#)

HENNESSY CELEBRATES 250TH ANNIVERSARY

The grounds of Carcosa Seri Negara in the heart of Kuala Lumpur were transformed recently into "Henn...

[...read more](#)

LATEST NEWS

Carvana: The World's First Coin-Operated Car Vending Machine

Hennessy Celebrates 250th Anniversary

When Tribal Meets Spirit

AirAsia is top Malaysian brand in Asia's Top 1000 Brands survey

iflix Now Available in Malaysia

Brain Expo 2015

Big Data World Show Singapore 2015

Big Data World Show Singapore 2015

Festival of Media Asia Pacific

Malaysia International Shoe Festival 2015

SEARCH THE SITE

Search and hit enter...

© 2013 The BrandLaureate, All rights reserved. |



BRANDLOGY brought to you by