

TREND KEYWORD

MINIMALISM: The Japanese Sense of Beauty

As one of the essential symbols of aesthetic awareness for understanding global trends, we turn here to Japanese minimalism.

While it continues to attract worldwide attention, its true essence and depth have yet to be fully articulated—the uniquely Japanese sense of beauty and the spirituality embedded in its design.

Unlike the West, Japan’s aesthetic evolved along a different path, cultivating richness, stillness, and spirituality through the act of “removal.”

This very attitude has shaped what we now call minimalism.

This aesthetic has quietly influenced the world over a long history and continues to live deeply within contemporary trend design.

Why does Japanese beauty captivate the hearts of people around the world today?

Behind it lies a subtle philosophy of beauty that has been passed down across time.

When speaking of Japanese aesthetics, “Zen” is widely known as a philosophy of facing oneself through practice.

However, its origins precede Zen, and through further evolution after Zen, it connects to modern trends.

In this chapter, we will gently trace that long continuum and touch upon the essence that lies even deeper than the word “Zen.”

It is a journey not only to learn about external beauty, but also to encounter your inner self.

Each chapter includes exercises to deepen your aesthetic awareness.

They are not only for gaining knowledge, but for creating meaningful moments of dialogue with yourself through beauty.

To know beauty is to know yourself.

May this quiet journey bring a rich light to your design, your creations, and your life itself.