

# 24Karats II Daily living concepts

- *Japanese Inspiration* -

**DATSUZOKU**  
(Breaking the routine)

**ENRYO**  
(Being modest)

**FUKINSEI**  
(Using asymmetry)

**GEIDO**  
(Way of doing)

**ICHI-GO-ICHI-E**  
(Savoring the moment)

**IKHIGAI**  
(Defining purpose)

**ITADAKIMASU**  
(Being humble)

**KAIZEN**  
(Changing for better)

**KANZO**  
(Elimination of clutter)

**KINTSUGI**  
(Golden repair)

**KOKO**  
(Nourishing minimalism)

**MOAI**  
(Having Social Support)

**MONO NO AWARE**  
(Appreciating transience)

**MOTTAINAI**  
(Too precious to waste)

**OMOTENASHI**  
(Fine hospitality)

**OUBAITORI**  
(Never comparing)

**SCHIZEN**  
(Embracing naturalness)

**SEIJAKU**  
(Finding serenity in chaos)

**SHINRIN YOKU**  
(Forest bathing)

**SHOGANIA**  
(Refraining)

**SHIBUI**  
(Being subtle)

**WABI SABI**  
(Beauty in imperfection)

**YOHAKU-NO-BI**  
(Appreciating paucity)

**YUGEN**  
(Noticing the unseen)

## DATSUZOKU - THE ART OF ESCAPING FROM THE DAILY ROUTINE

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This principle describes the feeling of surprise and a bit of amazement when one realizes they can have freedom from the conventional. When a well-worn pattern is broken, creativity and resourcefulness emerge. An interruptive “break” is an important part of any breakthrough design.



### DATSUZOKU – DAILY LIFE APPLICATION

Make new connections. Refreshing perspectives will help to surface new thinking

## **ENRYO - THE ART OF BEING MODEST**

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The Japanese concept of Enryo is a form of reserve that's demonstrated for the sake of other people. Whether it's refraining from using the phone in the one another's presence, or refusing to take the last bite of food off a communal platter, showing respect for others by doing the best not to burden other people is the accepted social norm.



### **ENRYO – DAILY LIFE APPLICATION**

Practice Social Mindfulness by being mindful of one another's presence.

## **FUKINSEI - THE ART OF USING ASYMMETRY TO ACHIEVE FULL BALANCE**

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The goal of Fukinsei is to convey the symmetry of the natural world through clearly asymmetrical and incomplete renderings. Nature itself is full of beauty and harmonious relationships that are asymmetrical yet balanced. This is a dynamic beauty that attracts and engages.

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### **FUKINSEI – DAILY LIFE APPLICATION**

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Try looking for (or creating) beauty in balanced asymmetry.

## **GEIDO - THE ART OF IMBIBING DISCIPLINE AND ETHICS**

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The process of work is just as important as the result. Ethics and discipline make things more attractive. No point in short cuts. The way you do something is just as important as the result you achieve.



### **GEIDO – DAILY LIFE APPLICATION**

Taking pride in doing every job with responsibility and fulfil the duties to one's utmost ability.

## **ICHI-GO-ICHI-E - THE ART OF SAVOURING THE MOMENT**

“In This Moment, Never Again”. We take the good times of life for granted because while we are living them we foolishly believe that they will occur again and again. Ichi-Go, Ichi-E teaches us to think differently. It teaches us to cherish life's moments by being in the moment & begin to appreciate the good times even more.

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### **ICHI-GO-ICHI-E – DAILY LIFE APPLICATION**

Slow down and savour each moment, because every encounter in life occurs only once. Make it special and treasured.

## **IKHIGAI - THE ART OF DEFINING YOUR OWN PURPOSE OF EXISTENCE**

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Everyone has an ikigai. Finding it requires a deep & often lengthy search of self. This journey is regarded as essential, since the discovery of one's ikigai is what brings satisfaction and meaning to life. To find this reason or purpose, experts recommend starting with four questions: What do you love? What are you good at? What does the world need from you? What can you get paid for? Finding the answers and a balance between these four areas could be a route to ikigai which is combining passion and talents in order to contribute to society.

### **IKHIGAI – DAILY LIFE APPLICATION**

Find joy, fulfilment, and balance in the daily routine of life.

## **ITADAKIMASU - THE ART OF BEING HUMBLE**

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This phrase, which literally means 'I humbly receive', is said before every meal, and expresses appreciation for all the work that went into the meal that is about to be eaten. It conveys a respect for all living things.

## **ITADAKIMASU – DAILY LIFE APPLICATION**

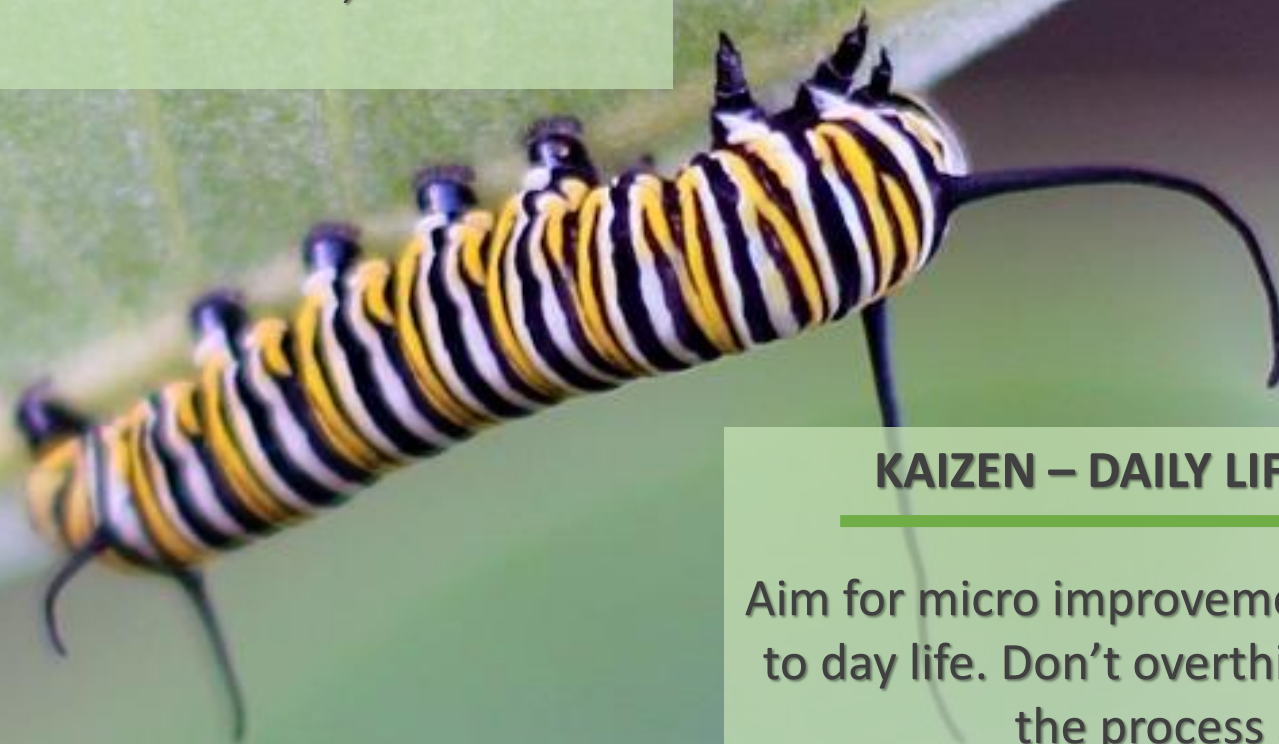
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Appreciate “what you have” before it changes to “what you had”.

## **KAIZEN - THE ART OF CHANGING FOR THE BETTER**

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The Kaizen way of thinking is a way of instilling the value of continuous improvement through small changes. Kaizen recommends a steady and gradual approach to achieving our goals. Kaizen is a process in your mind, of reviving your innate potential as a human being by developing strong willpower to break the status quo. It tells you to think small to get somewhere big. Enough small victories over time, can lead to success.



### **KAIZEN – DAILY LIFE APPLICATION**

Aim for micro improvements in your day to day life. Don't overthink it, just enjoy the process and keep going.

## KANSO -THE ART OF ELIMINATION OF CLUTTER

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Reminds us to think not in terms of decoration but in terms of clarity, a kind of clarity that may be achieved through omission or exclusion of the non-essential. Things are expressed in a plain, simple, natural manner. Kanso dictates that beauty and utility need not be overstated, overly decorative, or fanciful. The overall effect is fresh, clean, and neat.

### KANSO – DAILY LIFE APPLICATION

Eliminate what doesn't matter to make more room for what does.

## **KINTSUGI - THE ART OF GOLDEN REPAIR**

A method of repairing broken pottery with a special, golden or silver lacquer. The seams of the broken pieces are reconnected, and the result is a beautiful object that wears its unique 'scars' with pride. Instead of hiding its history, the breaks and fractures are emphasized and celebrated.

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### **KINTSUGI – DAILY LIFE APPLICATION**

Embrace the learnings of every unique experiences of your life

## **KOKO - THE ART OF NOURISHING MINIMALISM**

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Emphasizes restraint, exclusion, omission. Reduction to bare bones, basic essentials, lack of sensuousness, refers to things aged and weathered. The goal is to present something that both appears spare and imparts a sense of focus and clarity.

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### **KOKO – DAILY LIFE APPLICATION**

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Refrain from adding what is not absolutely necessary in the first place.

## **MOAI -THE ART OF MEETING FOR A COMMON PURPOSE**

Demanding careers, family life and an increasing tendency to live our lives online can lead to social isolation. Research shows that ones social connections can have long-term impact on ones health and happiness. Moais are informal social groups that form to provide support to its members. Moais can serve as an extended family where social and emotional needs are met—managing a crisis, reducing stress, connecting emotionally and, at times, assuaging grief. Essentially, a moai is a group of people who “have your back” and commit to all aspects of your well-being.

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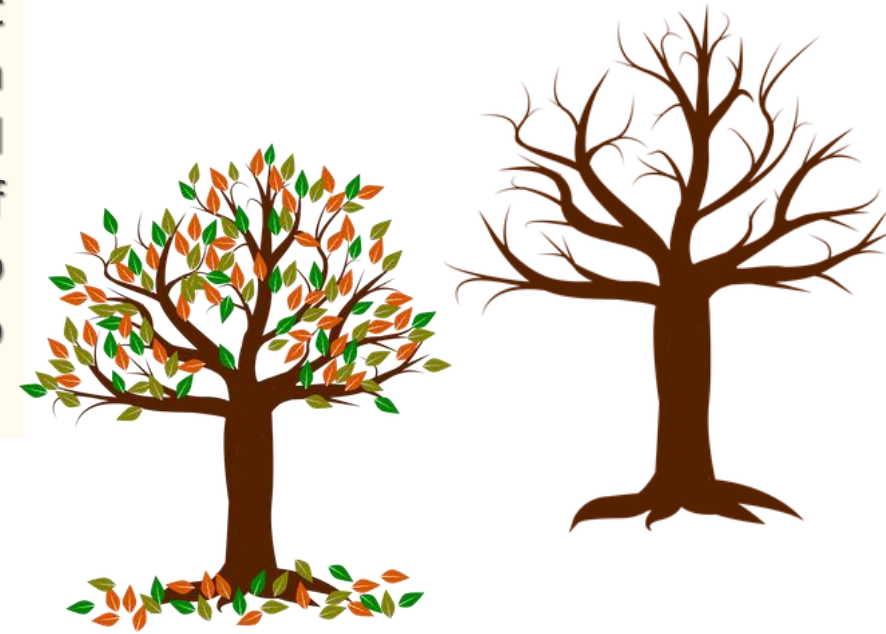
### **MOAI – DAILY LIFE APPLICATION**

Make some time and effort to build your Moai.

## MONO NO AWARE – THE ART OF APPRECIATION OF TRANSIENCE IN LIFE

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It is the awareness that everything in existence is temporary. This concept describes having empathy towards things and their inevitable passing; a keen awareness of impermanence accompanied with a gentle, wistful sadness that their disappearance is the reality of life. Acknowledgement of the passing of time, along with the importance of memory as a conduit to the past and future are also part of this idea. Mono no aware teaches us to seek beauty and awareness in the transient.



### MONO NO AWARE– DAILY LIFE APPLICATION

Appreciate the moment, because the beauty experienced in it will never be the same. It will pass. It will end. And that is okay because as life changes, new beauty, perhaps of a different kind, will arrive.

## **MOTTAINAI - THE ART OF CONSERVATION**

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Use resources respectfully and with a sense of gratitude.

### ***Remember 4 Rs:***

**Reduce**  
**Reuse**  
**Recycle**  
**Respect**

## **MOTTAINAI – DAILY LIFE APPLICATION**

Handle every single 'small or big' object and resource with care, concern and respect.

## **OMOTENASHI - THE ART OF FINE HOSPITALITY**

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Omotenashi is the Japanese quality of being thoughtful and considerate of others with small considerate acts so that you can anticipate their needs and adjust your actions accordingly. A service that comes from the bottom of the heart – honest, no hiding, no pretending.



### **OMOTENASHI – DAILY LIFE APPLICATION**

Offer the best level of service without the expectation of a reward. Also take time to appreciate the service as it is.

## OUBAITORI -THE ART OF NEVER COMPARING YOURSELF

Using the kanji characters for the four trees that flower in the springtime, cherry, plum, peach, and apricot, this four character idiom means that people shouldn't live their lives comparing themselves to others, but instead value their own unique traits. People like flowers bloom in their own time and their own individual ways.

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### OUBAITORI– DAILY LIFE APPLICATION

Accept and embrace your uniqueness.

## SHIZEN - THE ART OF EMBRACING NATURALNESS

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Depicting naturalness with the absence of pretence or artificiality. Things that are made to look like they were taken straight out of nature. Nature is the original designer and nature made things are inherently appealing to human beings on both a conscious and subconscious level. A reminder that design is not an accident, even when spontaneous.

### SHIZEN – DAILY LIFE APPLICATION

You don't have to be perfect, and there's no need to pretend to be something you're not.

## SEIJAKU - THE ART OF FINDING SERENITY AMONG LIFE'S CHAOS

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Tranquillity or an active calm, stillness, solitude, quietude that we find the essence of creative energy. The moments of peace to be found not atop a quiet snowy mountain in some far of future, but in the daily race of life. Seijaku is the feeling of peacefully escaping the crowds, noise and pollution for even just few minutes to soak up a serene atmosphere.



### SEIJAKU – DAILY LIFE APPLICATION

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Commit to treasuring little pockets of blissful tranquillity amidst the busy buzz of the day.

## SHINRIN YOKU - THE ART OF FOREST BATHING

It's a form of nature therapy that prescribes regular walks outdoors, preferably in parks or forests. Clearly, escaping the urban jungle once in a while is vital for staying in a good physical and mental condition. Natural environments, or even just pictures of nature, can be very beneficial to your overall health.

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## SHINRIN YOKU – DAILY LIFE APPLICATION

Bathe, Breath, Connect and Tune with Nature.

## SHOGANIA- THE ART OF REFRAINING

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Shogania means 'it can't be helped', but also expresses a conviction that there's no point in complaining if a situation is out of one's control. If something is out of your control it's better to quickly accept it and move on.

What's Next

## SHOGANIA – DAILY LIFE APPLICATION

Start to accept things you can't control in life.

## SHIBUI – THE ART OF BEING SUBTLE OR UNOBTRUSIVE

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"Shibui" is used to describe an aesthetic principle that values simplicity and the subtle beauty of minimalism. The seven essential factors of shibui are simplicity, implicitness, modesty, silence, naturalness, everydayness, and imperfection. Shibui gives space for us to recognize the beauty in simplicity. Beautiful by being understated, or by being precisely what it was meant to be and not elaborated upon. Direct and simple way, without being flashy.

## SHIBUI– DAILY LIFE APPLICATION

Acknowledge life without superfluous add-ons. Things are more beautiful when they speak for themselves — when they aren't loud.

## **WABI SABI – THE ART FINDING BEAUTY IN IMPERFECTION**

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Embracing a beauty that is imperfect, impermanent & incomplete. The central tenets of Wabi Sabi are asymmetry, simplicity & appreciation of the inherent integrity of natural objects and materials. Life is not about obtaining perfection but celebrating imperfection. The concept is useful for self-reflection and development. Learning to see that there is beauty in imperfection can be liberating for those of us who demand too much from ourselves & helps us to accept the flaws of others. There is a crack, a crack in everything; that's how the light gets in. (Leonard Cohen)

## **WABI SABI – DAILY LIFE APPLICATION**

Stop thriving for perfections, appreciate imperfections in others.

## YOHAKU-NO-BI - THE ART OF APPRECIATING THE BEAUTY OF PAUCITY

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Appreciating the beauty of what is implied, understated and unexpressed. Empty, blank, white spaces can be profoundly beautiful; full of mystery and promise, a reminder of the infinite potential that dwells within nature--and each of us. Void, emptiness, and less-is-more are the key words for the concept of Yohaku-no-bi.



### YOHAKU-NO-BI – DAILY LIFE APPLICATION

Eliminate the unnecessary to make room  
for the necessary

## **YUGEN - THE ART OF NOTICING THE UNSEEN**

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This concept essentially describes the art of noticing the little things that usually don't catch your eye. The sense of beauty that comes from subtle awareness of the unseen. Use subtle and symbolic suggestion rather than obviousness, profundity or suggestion rather than revelation. The power of suggestion is often stronger than that of full disclosure.

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### **YUGEN – DAILY LIFE APPLICATION**

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Limit information just enough to pique curiosity and leave something to the imagination.

