Generative Beauty Patterns

A Pattern Language for Living Lively and Beautiful

Rinko Arao *1, Ayano Tamefusa *1,

Megumi Kadotani *1, Kaori Harasawa *1,

Shingo Sakai *2, Keishi Saruwatari *2, and Takashi Iba *1

*1 Faculty of Policy Management, Keio University

*2 Innovative Beauty Science Laboratory, Kanebo Cosmetics Inc.

Abstract

In this paper, we propose a pattern language for one to live lively and beautiful in daily life, which we call the *Generative Beauty Patterns*. Our aim in writing this pattern language is, on the one hand, to support people to live lively and beautiful and, on the other hand, to develop new Social Networking Service with using these patterns. In this paper, we will present seven patterns of the 48 in total: *Starting Item, Positive Thinking, A Balanced Diet, Your Dream Day, Boot Button, Space out,* and *Role Model.*

1. Introduction

A lively person is magnetic, brilliant and delightful. On the other hand, a person who attracts attention and others seems to be lively, fascinating, and confident. The two distinct concepts, *to live with vitality* and *being beautiful,* are inseparably related when referring to the generating whole of a one's life. In this sense, the quality of beauty is generated from the inside, rather than outside. We will refer to such kind of beauty as *generative beauty* in this paper.

Here we propose the *Generative Beauty Patterns*, a pattern language for living lively and beautiful. This language describes a number of tips for one to live lively and beautiful in their daily life. This language is intended also to encourage people to talk and find ways to generate beauty with others. It is also intending to build a Social Networking Service using this language.

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The Generative Beauty Patterns is a new type of pattern language, as called the *Pattern Language 3.0* (Iba, 2011). In this stage of the Pattern Language 3.0, the object of design with the Pattern Language 3.0 form of human action and communication. What is unique about this is that the object of design is same to the subject of design only in the Pattern Language 3.0. There is a self-referential circulation for designing, and accordingly the meta-cognition for designing becomes more important than before. Besides, each of the patterns support to focus on their own experiences implicitly, redefine them and talk about them to others. Therefore, the Pattern Language 3.0 was used as a media for connecting people who have different experiences.

In what follows, we will show the background and making process of this pattern language. Then, we present seven patterns of the 48 in the *Generative Beauty Patterns*, where they are selected out from various themes, such as fashion, makeup, ways of life, and interpersonal relations.

2. Pattern Mining Process of the Generative Beauty Patterns

The *Generative Beauty Patterns* was made by the collaboration of the Iba Laboratory at Keio University, and the Innovative Beauty Science Laboratory of Kanebo Cosmetics Inc. In this project, 17 students of the Iba Laboratory mined their tips for living lively and beautiful in their daily life, and wrote them in the form of pattern language. The process consists of three phases, and we have spent 350 hours in 13 months so far.

In the first phase, we put out many tips for living lively and beautiful from our experiences. Also, we considered what kinds of women are lively and beautiful and how those women behave, by going through and sharing our own experiences. The mining sessions were held five times under the following themes: "liveliness," "role models," "clothes," "makeup," and "hair style."

In the session, tips were written on sticky notes and placed on the table. Some of the notes had photographs that relates to the tips attached together to better express and share what the tips meant. By the end of this phase, we had about 300 sticky notes of tips.

In the second phase, we mapped out the relation between the tips on the two-dimensional space, considering the distance of the meanings of the tips. As a result of

a long discussion to remap the notes, the notes got organized into number of groups. We named each group, and these became "the seeds of patterns."

In the third phase, we wrote the patterns based on the seeds in the following form: pattern label (temporary name for the pattern.), context, problem, forces, solution, examples, and consequence. To write a pattern, we had discussions over and over to make clear of what we really wanted to say in the pattern. After all of the sessions and discussions, it took 350 hours in total for us to finish writing 48 patterns.

Fig.1 Element mining from the experiences

Fig.2 Visual clustering for forming the seeds of patterns
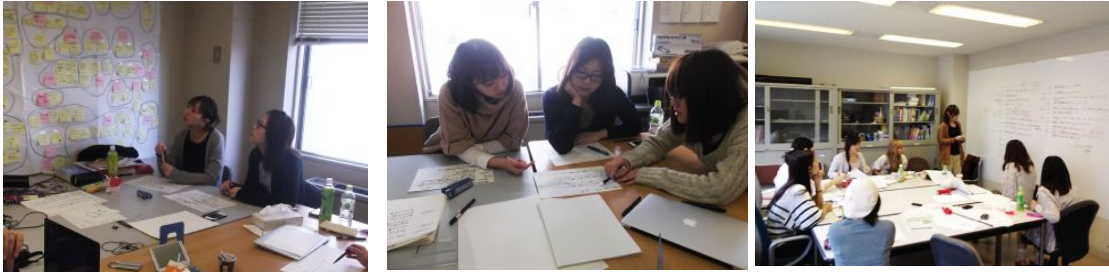

Fig.3 Pattern writing based on the result of clustering

3.Whole Structure of the Generative Beauty Patterns

The Generative Beauty Patterns consist of 48 patterns. We have published a 130 pages long full-colored brochure both in Japanese and English, which includes all 48 patterns (*The Generative Beauty Patterns,* 2012). Figure 4 shows the facing-pages of the brochure. Figure 5 shows the overview image of the whole structure of the Generative Beauty Patterns published in the brochure.

These 48 patterns are put into 9 groups: *Flower, Bamboo, Ground, Rainbow, Water, Sea, Star, Moon*, and *Sun*.

- ✧ *Flower*, *Bamboo* and *Ground* have not only the gorgeousness but also strong core and has a well-balanced base.
- ✧ *Rainbow*, *Water* and *Sea* are sources of energy and adds a color to daily life like the rainbow that adds 7 color in the sky.
- ✧ *Star*, *Moon* and *Sun* represent the goals you would like to achieve and create an inner strength and warmth.

The meaning of the each group is as follows. Flower stands for the gorgeousness. Bamboo stands for the strong core. Ground stands for well-balanced base. Rainbow stands for the color that adds vitality to daily life. Water stands for flexibility. Sea stands for a source of energy. Star stands for brightness of the future. Moon stands for hidden charms. And the Sun stands for warmth or your heart.

We decided to use nature motifs as the names of the groups. This is because it is easier for readers to imagine or recall the patterns if each of the pattern's image and the meanings are combined. Only terms that is easy to remember function as language.

Fig.4 The Brochure of the Generative Beauty Patterns

Fig. 5 Whole Structure of the Generative Beauty Patterns

4. Patterns

Here we present 7 patterns from the 48 patterns in the Generative Beauty Patterns: *Starting Item, Positive Thinking, A Balanced Diet, Your Dream Day, Boot Button, Space out,* and *Role Model.*

Each pattern is written in the same form: Pattern Name, Introductory Sentence, Picture, Context, Problem, Solution, and Consequence. The Pattern Name is an attractive and memorable name for the pattern so that it could be used as building blocks for thinking, and a vocabulary for communication about the way of living livey and beautiful; the Introductory Sentence is a short, one-line summary of the pattern; the Picture represents the pattern and helps the reader to understand the meaning of the pattern visually; Context is the condition for applying the pattern; Problem describes a difficulty that often occurs in the context and is not easy to overcome, and also explains forces that make the problem hard to solve and sometimes unavoidable; Solution describes the way to solve the problem, and gives examples of specific actions the reader could take for the solution; and Consequence shows the anticipated outcomes when the solutions are applied, this contains both positive and negative consequences.

In this paper, the Problem is written just after the heading "▼ In this context"; the Solution is shown as a bold-typed sentence just after the heading "▼ Therefore"; and the Consequences are shown just after the heading "▼ Consequently."

Starting Item

Making a starting point of your today's outfit.

You are wondering what to wear for the day.

▼ In this context

You often take time to decide on the best outfit, because there are many sets of coordination to consider; for example, clothes and bag, shirts and pants, and clothes and shoes.

▼ Therefore

Choose a single item to become the core of your outfit for the day. For example, if you choose a red bag, you should select an outfit that will suit it. In association with main themes, such as casual and marine style, try expanding your imagination for matching clothes outfits.

▼ Consequently

You'll be satisfied with the way your outfit looks without taking time. In addition, you will be able to coordinate your clothes in a harmonious sense, because you started to consider your outfit with an item or a theme.

Positive Thinking

Changing the way of thinking unfolds a whole new world

Things aren't going your way.

▼ In this context

You become possessed by the negative feelings and feel down. It is difficult to switch your mood once you feel gloomy.

▼ Therefore

Treat the happening as a chance to change something by recapturing it as a positive event. For example, if an appointment you had was unexpectedly canceled, think that you got extra free time to spend. If you failed something, think of it as a good chance for you to grow up.

▼ Consequently

You will stay positive and get accustomed to thinking brightly. It prevents you from feeling down more than necessary when you are in trouble. You can see things that only you change the way of thinking. However, if you think positively all the time, you may become too optimistic.

A Balanced Diet

You are what you eat.

You don't care about daily diet.

▼ In this context

You can't keep eating healthily because you only want to eat foods you like or you stop caring about diet when you are busy.

▼ Therefore

Find a way to make your diet well balance. When shopping for groceries, be cautious of the balance between the five food categories, and aim to use up the foods you buy in a one-week period. If you have been eating out lately and feel out of shape, consider a three-day course to gradually fix your diet.

▼ Consequently

You can keep in a good condition and you can work on anything more powerfully. By considering what you eat, you will become conscious of your way of eating and living, and find ways to control your health. You will notice that daily eating habits influence your body condition.

Your Dream Day

The feeling of freedom to spend a day for yourself.

You have many things to do in your life.

▼ In this context

You are being bounded to things you need to do and is feeling uncomfortable.

▼ Therefore

When you have a day off, treat the day as a chance to do anything you wish to do. Set aside your worries about school or work for the day and spend the day as your mind wishes. You can do something very important that you have always wanted to do, or you can just finish all of the small tasks and chores you have been loafing on.

▼ Consequently

The freedom away from your normal life would help you start fresh the next day.

Boot Button

Switch your mood smoothly.

You have to start working on something.

▼ In this context

It takes time starting on something, not being able to move on. Either not in a good condition reluctant on doing the things you need to do thus requiring fuel to start.

▼ Therefore

Understand the way that motivates you to take action and try it. For example, tie your hair up to focus better, or go to your favorite café where you can concentrate well.

▼ Consequently

You can smoothly begin your tasks, which helps you to make a regular course of duties. However, it is risky if you rely on them to the point where you lose motivation without one, you may become to be unmotivated without them. Also, you may get too accustomed to them, and it may become less effective.

Space Out

Time spent on nothing is not wasted time.

You are tired from all the things you have to do everyday.

▼ In this context

You can't keep up your pace. Having many things to deal with, you choose to complete your to do and can't make time to clear your mind out.

▼ Therefore

Make time to purposely do nothing to refresh and heal yourself. Convince yourself that you sometimes have to take time doing nothing, and just space out. Find a place where you can get alone and truly relax.

▼ Consequently

Getting away from the things you are working on, you can look down at the situation you are in and can come up with new idea. In addition, you are able to become more self-possessed with a contained mindset.

Role Model

The admiration takes you one step further.

You don't have much confidence in your lifestyle.

▼ In this context

You remain in that you don't know what and how to change and as a result you still change nothing.

▼ Therefore

Choose the person who you admire and find parts of their philosophy or lifestyle that you can take in and learn from. For example, the person who is surround you, is working something on with passion or always keep a smile. Not the person who is surround you, for example the person who you admire is too. You read his/her books, blog and articles and learn the way of thinking.

▼ Consequently

By learning the way of your role model, you can build your self-confidence to step forward. However, if you take in ideas too much from them, you may just become a copycat.

5. Conclusion

In this paper, we proposed a pattern language that depicts ways of living lively and beautiful throughout daily life. The combination of pattern languages and beauty may not be easy to imagine since pattern languages is a method originally proposed to spread knowledge of architectural design and used mainly in the area of software design. However, Christopher Alexander, an architect who proposed the method of pattern language, proved through his theories that beauty found in architectural design is similar to the beauty of a smile on a person's face.

In his book, Alexander wrote his thoughts: "*beauty of a thing is not purely in how it looks. It has to do with how it is. Now how it 'is' essentially involves a relationship between the various events that are going on there.*" He also adds the following:

"*Distinguish between the saccharine exterior and the appearance of a person who is actually resolved. So it is ultimately the inner life which is the thing that matters. And when I say that basically I am concerned with making things beautiful.*"[1].

Thus, the method of pattern language is deeply rooted in this kind of concept of beauty, which is the lively nature and beauty generated from within the person. We hope that our study reminds people of the origin of pattern languages.

The nature, the grammar and the hierarchy of the language are the huge question. This is a huge and difficult questions for not only the Generative Beauty Patterns, but for other pattern languages written for building, software, etc. Thus we are working on this question, and the answer to this, will be addressed in the forthcoming iterations of our work.

Acknowledgement

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[1] These words of Christopher Alexander are introduced in Grabow (1983).

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