Letter from the editor

Last year was the 10th anniversary since the launch of *Synthesiology*. Since I became a reviewer for a paper on mass-preparation of antifreeze protein that was published as the first paper in the first edition, I have been an author as well as an editor of this journal. At the time of its launch, the reviewers, editors, and authors had no clue how to write the scenario that was required for this journal, and we were all groping in the dark. Since then, the writing guideline and collection of selected papers were published, and I think much knowledge was accumulated about the scenario. As written in the contributed article by Dr. Hiroyuki Yoshikawa, who pushed the launch of the journal as the first president of AIST, I think “*Synthesiology* already has ten years of history in design that is currently gaining interest, and there is valuable accumulation of findings on design.” However, looking at the “Discussion with Reviewers” that is also published in the journal, the process of writing the paper is still a joint effort between the authors and the reviewers.

Last year, to commemorate the 10th anniversary of the journal, a *Synthesiology* lecture session entitled “Scenario from R&D to product and then to society—Learning from the successful case studies” was held on October 25, 2018 at AIST Tsukuba.

Motoyuki Akamatsu (AIST), executive editor of *Synthesiology*, gave a brief summary of the journal’s ten years. This was followed by lectures titled “Scenario for the product realization of antifreeze protein for which applications to various fields such as food, animal husbandry, medicine, and others are expected” by Mr. Hirotaka Ishii, Senior Researcher, Corporate Science Research, Nichirei Corporation, and “Development of QR code and the strategy for its diffusion” by Mr. Masahiro Hara, Chief Engineer, AUTO-ID Business Unit, Denso Wave Incorporated (Fig. 1). The lecture by Mr. Hara is also a paper in this issue. We are strongly reminded that no matter how excellent the technology is, a market will not be formed unless there is a strategy for diffusion and branding. Mr. Ishii’s lecture presented a scenario about how an antifreeze protein, for which the basis of product realization was published in the first edition, actually became a product. After the lecture, Mr. Ishii had time to discuss with Dr. Sakae Tsuda (AIST) who was a corresponding author of the paper in the first edition (Fig. 2). There was participation by over 200 people including the participants of the AIST Techno Bridge Fair, and I think it was an excellent lecture session to commemorate the 10th anniversary.

(Noboru YUMOTO, Senior Executive Editor)

Figure 1. Lecture by Mr. Masahiro Hara, Denso Wave

Figure 2. Mr. Hirotaka Ishii (left) of Nichirei and Dr. Sakae Tsuda (right) of AIST

Aim of *Synthesiology*

— Utilizing the fruits of research for social prosperity —

There is a wide gap between scientific achievement and its utilization by society. The history of modern science is replete with results that have taken life-times to reach fruition. This disparity has been called the *valley of death*, or the *nightmare stage*. Bridging this difference requires scientists and engineers who understand the potential value to society of their achievements. Despite many previous attempts, a systematic dissemination of the links between scientific achievement and social wealth has not yet been realized.

The unique aim of the journal *Synthesiology* is its focus on the utilization of knowledge for the creation of social wealth, as distinct from the accumulated facts on which that wealth is engendered. Each published paper identifies and integrates component technologies that create value to society. The methods employed and the steps taken toward implementation are also presented.

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