

# The University of Regina Centre on Aging and Health

## 2024-2025 DISTINGUISHED PUBLIC LECTURE

THURSDAY, MARCH 27, 2025 | 6:30 PM

### LIVE LONG DIE SHORT: AGING AT THE INTERSECTION OF TECHNOLOGY, PHILOSOPHY, AND PURPOSE



**Dominic Carter, CEO**

The Carter Group  
Tokyo, Japan

Long-time Japan resident and consumer researcher **Dominic Carter** delves into how the Japanese philosophies of ikigai (personal purpose) and pin pin korori (live long, die short) offer valuable insights for addressing the challenges of aging. By incorporating these human-centric principles, Carter reveals how the development and adoption of technology for aging adults can align with deeper values of purpose and fulfillment. Drawing on lessons from Japan's aging society, this talk explores the fusion of cultural wisdom and innovative solutions, inspiring a more meaningful and human-focused approach to the future of aging.

A long-time resident of Japan, Dominic Carter is the CEO of The Carter Group as well as a lecturer, guest speaker, trainer, consultant, and commentator on all matters related to consumer insights methodology, social mega-trends, and the contemporary ageing Japanese consumer. In 2022, he co-founded Living Best, a community network comprising leading-edge mature consumers, start-ups, and professionals focused on making age-tech user-friendly and widely accepted. Living Best's goal is to transform the aging experience in Japan and beyond through the mass adoption of technology created for and co-created by its users. Most recently, Dominic was the Keynote Speaker at the 2024 Annual Convention of the AGE WELL Network of Technology and Aging which comprises more than 300 funded and affiliated researchers from 50 universities and research centres across Canada.

**UNIVERSITY THEATRE**  
(Riddell Centre)

**UNIVERSITY OF REGINA**  
Main Campus

**OPEN TO THE PUBLIC.**  
**ADMISSION IS FREE.**

Free parking available at all  
M and Z lots after 5:00 pm.

**For more information:**

306-337-8477 | [cah@uregina.ca](mailto:cah@uregina.ca) | <https://research.uregina.ca/cah>

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