



## AISIN to Participate in 'Milan Design Week 2016', a World-Renowned Design Festival

"The fun of *monozukuri*" bringing to form people's creativity



Aisin Seiki Co., Ltd (hereafter AISIN; President: Yasumori Ihara; Headquarters: Kariya City, Aichi Pref., Japan) will exhibit at "Milan Design Week 2016", the world's largest design festival that will be held April 12 - 17, 2016 in Milan, Italy. AISIN has been taking part in this festival since 2014 and this year will be our third participation. AISIN continues to provide a wide range of attractively designed products, from exterior auto parts (door handles, spoilers, etc) to housing and lifestyle products such as sewing machines and bed frames. We will participate in this international exhibition as part of our larger goal of enabling rich and pleasant lifestyles for our customers through a wider understanding of societal changes in a variety of fields.

### ■Imagine New Days

"Imagine New Days" is AISIN's design project that considers the possible lifestyle changes in future generations.

Since its establishment, AISIN has leveraged the spirit of "*monozukuri*" (skilled manufacturing) it has acquired in developing home use sewing machines to various business fields from automotive parts to life and energy-related products. This year, AISIN will use

the sewing machine, which is considered one of the origins of AISIN's technology, to propose "the fun of monozukuri" that brings to form people's creativity and "a rich lifestyle that coexists in harmony with nature."

Textile designer Masaru Suzuki creates a world using textiles that were embroidered as freely as drawing pictures by hand with the home-use sewing machine OEKAKI50. The space composed of textiles decorated with the "o-ekaki" (or "drawing") stitches offers visitors a feeling that they are strolling through a wavering natural setting.

Hideki Yoshimoto, a design engineer, uses cogs and light to create a bright, gentle space that conjures images of sunlight filtering through trees. The cogs used as the motif for this piece is one of the essential parts for moving many products, from sewing machines to transmissions, which is a leading car part made by AISIN. Yoshimoto's work expresses the vision and creativity of AISIN that supports the coexistence of people, nature, and motorized societies.

## ■Exhibition Overview

Theme: Imagine New Days

Period : Tuesday, April 12 – Sunday, April 17, 2016

Press Review: Monday, April 11, 2016 15:00-20:00

Venue: LOUNGE, Superstudio Più (Via Tortona 27, Milan)

Exhibition Space : 380 m<sup>2</sup>

Participating Creators: Masaru Suzuki, Hideki Yoshimoto, Setsu & Shinobu Ito

Exhibition Design: Hikaru Mori

Exhibition Producer : Toshiki Kiriyama (TRUNK LTD.)

## ■Creator Profiles

### AISIN Design

The Design Department at Aisin Seiki Co., Ltd. was established in 1988. Its current 39 members hold a global standpoint to strive everyday to create a new culture based on the belief that "design has the power to turn ideas into reality."

The Design Department's work spans a wide range of processes, from basic research of ergonomics and GUI, to marketing, product design, and advanced development design.

The members develop designs not only for automobile parts, which are the company's

leading products, but also for products in the energy field, sewing machines, “shower-toilet seats”, beds, and welfare devices. In recent years, the role played by this department has spread to many new areas including interface, graphic, and corporate design and planning.

### **Masaru Suzuki (Textile Designer)**

Masaru Suzuki graduated from Tama Art University with a bachelor's degree in dyeing and weaving design, after which he worked at Hiroshi Awatsuji Design Studio. In 1995 he began working for himself, and in 2002 established UNPIATTO INC. He has been involved in various projects with Japanese and overseas manufacturers and brands, including Finland's longstanding brand Marimekko for whom he has been providing designs since 2010. Associate professor at Tokyo Zokei University. Director of UNPIATTO INC. Other past projects include CAMPER BY MASARU SUZUKI (2013) a collaboration with Spain's shoe company Camper, solo exhibition “Exhibition of Umbrella by MASARU SUZUKI – textile that you take with you” (2014), designing of the covering for the famous sofa MARENCO by Arflex, exhibition “MARENCO x Masaru Suzuki” (2014), and design of cover fabric for A9 Speakers by Denmark's Bang & Olufsen (2015).

### **Hideki Yoshimoto (Design Engineer)**

Hideki Yoshimoto studied engineering and design at the world's top graduate schools and has been awarded numerous awards in both fields. He earned his B.S. (2008) and M.S. (2010) in Aeronautics and Astronautics at the University of Tokyo, and PhD in Innovation Design Engineering at the Royal College of Art in 2015. Utilizing his interdisciplinary knowledge, he serves as the director at Tangent Design and Invention Ltd. in London, UK. Awards include Lexus Design Award (2013), Red Dot: Design Concept Best of the Best Award (2012), Japanese Society of Artificial Intelligence Annual Conference Award (2010), and Information Technology Promotion Agency Japan Super Creator Certification (2010).

### **Setsu & Shinobu Ito (Designers)**

Setsu & Shinobu Ito are both Japanese designers with a broad work experience in architecture, interior and space, product, industrial and packaging design. Setsu Ito, graduated from Tsukuba University in Japan, began collaborating with Alchimia\_Alessandro Mendini, and then with great master Angelo Mangiarotti. Shinobu Ito, graduated from Tama Art University in Tokyo, started her career for CBS Sony in Sony Creative Products and

attained a Master Degree at Domus Academy, Milan. They opened their design studio in 1997. They have received design awards such as: "Compasso d' Oro" (IT), "Compasso d' Oro Menzione d' Onore" (IT), "Design Plus" (DE), "The Good Design Award (JP). Some projects became permanent collection of "Die Neue Sammlung Design Museum" in Munich (DE). They are visiting professors of Domus Academy in Milan, Politecnico of Milan, IUAV University of Venice, IED Milano (IT), and Tsukuba University and Tama Art University (JP). Setsu is a part of jury of the IF Design Award 2015 (DE).

### ■OEKAKI50 – Home-use sewing machine

Home-use sewing machine with a function that allows users to embroider freehand as if drawing pictures



OEKAKI50 has an “oekaki embroidery” mode, in which users can embroider images freehand in any way they please, as if drawing pictures, bringing to life images in their minds. In our modern society, the handmade culture is dwindling and there tend to be limited opportunities for using sewing machines. As such, sewing machine must have functions and design that more people feel are easy to use and that let them experience the joy of making things by their own hands.

With its “oekaki” function that allows users to embroider creatively and with its curved silhouette and details that are designed to make it user-friendly and easily blend into home interior, the OEKAKI50 is a home-use sewing machine that will make you easily see just how fun and full of possibilities making things by hand is.

Highly regarded for its stylish curved silhouette and user-friendly and easy-on-the-eye specifications based on ergonomics, the OEKAKI50 has received the 2014 Good Design Award and the globally recognized Red Dot Design Award in 2015.

## About Milan Design Week

Milan Design Week is the abbreviated name for the International Salone del Mobile (Milan International Furniture Fair), the world's largest design festival held in Milan, Italy. It takes place every April, and 2016 will mark its 55th edition. Last year, over 1,300 companies and organizations participated and it was visited by around 310,000 people from both within the country and overseas, attracting worldwide attention as an international event to which the most cutting-edge designs and interior goods gather.

### ■About Aisin Seiki Co., Ltd.

Company Name	Aisin Seiki Co., Ltd.
Established	Aug. 31, 1965
Capital	¥45 billion (as of March. 31, 2015)
Head Office	2-1 Asahi-machi, Kariya, Aichi 448-8650, Japan
Tel	+81-566-24-8441
Representative	Yasumori Ihara, President
Employees	94,748 (consolidated), 13,879 (non-consolidated) (as of March. 31, 2015)
No. Of Consolidated Companies	Consolidated Subsidiaries: 181 (66 in Japan, 115 overseas) Equity Method Affiliates: 10 (4 in Japan, 6 overseas) (as of March. 31, 2015)
Businesses	Manufacture and sales of automotive parts (drivetrain, body, brake and chassis, engine, information technology-related), lifestyle- and energy-related products (sewing machines, beds, gas heat pump products, etc.), and wellness-related products
URL	[English] <a href="http://www.aisin.com/">http://www.aisin.com/</a> [Japanese] <a href="http://www.aisin.co.jp/">http://www.aisin.co.jp/</a> [Chinese] <a href="http://www.aisin.com/cn/">http://www.aisin.com/cn/</a>

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