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New Lifestyle Proposals Using Design Prototypes

The design departments at JVC and Kenwood are supplying a new lifestyle that enables a sense of emotion and healing through our design prototypes.

JVC has exhibited design prototypes at Tokyo Designer's Week, and Kenwood at Design Tide Tokyo respectively, to announce new proposals and let everyone who visited experience the new lifestyles.

JVC Design Department

Proposing New Lifestyles Using Design Prototypes — Exhibiting at Tokyo Designer's Week —

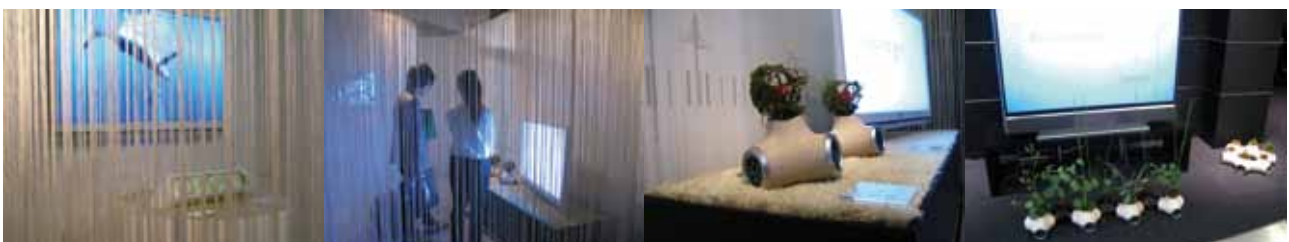
We, the design department at JVC, cite as our design philosophy the creation of a new resonance between people and products using designs that transcend expectations by anticipating the needs of our customers.

Using this design philosophy as our base, we are broadcasting to the world the creation of new values by solidifying proposals for new lifestyles and products with new forms.

Participation in Design Events and a Place to Communicate with Customers

Between October 31 and November 2, we exhibited, as a sponsor, design prototypes that used the "Sound Garden" ("sound"= "technology" and "garden"= "an eco-friendly world") as the key concept at our specially-constructed booths in the Shimbashi JVC Showroom at "Tokyo Designer's Week," Japan's biggest design event.

The objective was to communicate with many customers, from professional creators and students majoring in design to ordinary members of the public who came to visit. Supervising designers explained their ideas while exchanging aural demonstrations, and the visitors responded with surprise and voiced their opinions. We fully intend to incorporate this feedback into future production.



New Eco-Friendly Products and New Lifestyles Arising from Design

The design prototypes “kirikabu” and “komorebi” fuse ecology and the sound technology of JVC to create new

environmentally aware speakers that are making imagined life spaces a reality.

“kirikabu”

Personal speakers that manifest their organic design by using plant cuttings (“kirikabu”) as their motif. Plants can live on top of the speakers. This idea is to live in a way that listening to music and being surrounded by plants come together. Watering the living plants is also fun. These compact speakers use a circuit that consumes little power but enables hi-fidelity sound. Their cases are made using a plastic material extracted from plants known as “residue,” which makes them eco-friendly. There is a natural feeling even without painting, and no harmful substances such as dioxins are produced.



“komorebi”

We designed these surround-sound speakers to reproduce the shimmer of invisible sounds like sunlight filtering through trees. Equipped with JVC’s “near speaker surround” technology, for their small size they produce an unexpected breadth of sound with power and a sense of realism like a “private theater” and have great appeal as an interior design element.



Kenwood Design Department

Proposing Sounds and Lifestyles Felt with the Five Senses from a Global Perspective —Exhibiting at Design Tide Tokyo—

Contact with music is indispensable for a stress-free lifestyle. Kenwood's design department proposes product designs that enable us to empathize with the user centering on a lifestyle with music. We announced our



message to the world at "Design Tide Tokyo" over a five-day period from October 30 to November 3. It was a place of new experiences that communicated the multiplicity of sound sensations and enabled feelings through the five senses.



In Pursuit of Audio Quality and Design. A Challenge for Designers and Engineers.

To start, we held a workshop to consider all aspects of "Sound" where we threw out all preconceptions about the pleasure and importance of music in our lives. Designers, engineers, and sound meister, working as a team, discussed products not only for their designability, but also how to actualize the soothing and uplifting sensations obtained from music.



Further, by sharing powerful ideas we created prototypes made with a view to future lifestyles and spiritually-rich cultures.

The fusion of the uncompromising obsessions of the engineers and designers breathed life into these products, which move people emotionally.



Expression through Collaboration. Development Models Incorporating a Message to Society.

The three prototypes created for a future spiritually-rich culture and lifestyle are all products with different concepts. On this occasion, our first experiment was the joint development with Claudio Colucci, who is active worldwide as an interior product designer. The exchange of ideas with a designer from a different environment was extremely stimulating, and was an opportunity to build

trust with a partner.

Further, Kenwood designs also include original development models that imagine a new scene in touch with music. This proposal incorporates the message of our new worldview regarding the essential relationship between people and music.



“squeezeophone360°”

The joint development with Claudio Colucci is a translucent anthropomorphic silhouette speaker system. The translucent case, which changes depending on the layers of the top lamp, is a mystical expression like the permeation of skin and cells, and evokes a feeling of the life-force. This product uses Kenwood technology to fuse sound such as is enveloped by nature and the light that Claudio Colucci expresses.

“nuvola”

This is a speaker system that creates a free and liberating space through which sounds blow like overhead winds. Tranquil and mild changes create a relaxing time. This product is suited to various spaces, from personal spaces to public spaces such as art galleries where many people gather.



“HUG”

This speaker system enables the listener to experience music not just with their ears, but with their body. You can listen with your entire body through direct contact with your arms, chest, stomach, and face. This product enables you to learn the pleasure of music from even the slightest sound vibrations, as well as to experience the soaring emotions of music transmitted from the body for people who are physically disabled.

The JVC and Kenwood design departments exchange information through workshops to jointly propose lifestyles with great environmental merits and designs with mutual respect of each other’s skills.