



GOOD DESIGN STORE

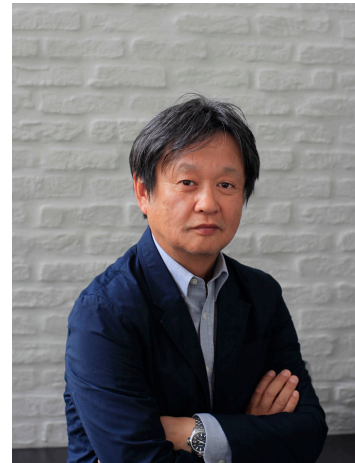
Renowned Designer's Winning Work on Display In-Store Exhibition Curated by Naoto Fukasawa

Good Design Award organizer the Japan Institute of Design Promotion (chairman: Motomi Kawakami) will hold a design exhibition titled KOKOCHI –sense of comfort– Naoto Fukasawa Meets GOOD DESIGN from July 1 in the Good Design Store, recently opened on May 1 at Hong Kong's new creative complex, PMQ.

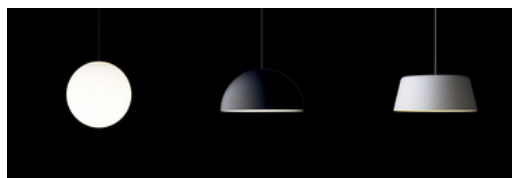
The exhibition will showcase work by the prominent, internationally active Japanese product designer that has been honored with a Good Design Award in the past.

Mr. Fukasawa, who has won a total of 88 such awards over a period of many years, has personally selected the acclaimed products shown throughout the exhibition period.

The 29 pieces on display include household items, furniture, appliances, and electronics mainly designed by Mr. Fukasawa since the 1990s. By observing these products, which are used by many people in everyday situations, visitors will gain an appreciation for how they reflect Mr. Fukasawa's design aesthetics.



Naoto Fukasawa



Special Talk by Naoto Fukasawa

The designer himself will speak on July 11 at The Qube, PMQ on the topic of “a sense of comfort,” which is a key consideration in design for Mr. Fukasawa.

Exhibition Overview

Title:	KOKOCHI -sense of comfort- Naoto Fukasawa Meets GOOD DESIGN
Period:	July 1–30, 2014
Venue:	Good Design Store gallery (H401, Block B, PMQ, No.35 Aberdeen Street, Central, Hong Kong)
On Display:	29 award-winning products designed by Naoto Fukasawa
Visual Art Direction:	Taku Satoh
Special Contributor:	Noriko Kawakami
Venue Design:	Junji Tanigawa, JTQ

Talk Overview

Theme:	PMQ × GOOD DESIGN AWARD Design Talk #01 Naoto Fukasawa "KOKOCHI -sense of comfort-"
Date:	July 11; 5:00–7:00 p.m.
Venue:	The Qube, PMQ (PMQ, No.35 Aberdeen Street, Central, Hong Kong)

Naoto Fukasawa
Product Designer

Designing shape is to give form to values that people tacitly share and wish for. Naoto Fukasawa visually captures these values and he draws the exact outline of them. His ability for visualising such unseen outlines for things is not easily worded and described, nonetheless, people are convinced with his ability when they experience his design.

Fukasawa's notions and expressions to approach essential values of things through design travel beyond borders or domains and his thoughts are well respected internationally. His concept for finding hints in subconscious behaviour of people which he named "Without Thought", is most known and he runs "Without Thought" workshops to share his thoughts.

Fukasawa collaborates with world leading companies and brands in such countries as Italy, France, Germany, Switzerland, Spain, Scandinavian countries and Asian countries while consulting Japanese leading companies locally. His area of work is broad and he works with various fields in design

beyond categories. Consulting works for Japanese companies are mainly focused on evaluating their cooperate strategies in line with the mean of sociality and how we define quality of life in order to direct the companies towards where society is inevitably heading. Such consulting work extends as far as to visualise design for their products which marks the company's social responsibilities as well as to visualise their cooperate strategies and Fukasawa's work for consulting has led them to many successful results. Mr. Fukasawa has won a total of 88 Good Design Awards to date.



Good Design Store

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Official Good Design Store Facebook page:

www.facebook.com/gooddesignstore

Sales of award-winning products and design books, and exhibitions on design

Hours: Noon to 8:00 p.m.

The Japan Institute of Design Promotion views the Good Design Store as a key site for enhancing the Asian presence of the awards and Japanese design in general, and will be exploring the possibility of opening other sites in Asia.

Inquiries

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