



April 8, 2019

Keio University

## Keio SDM Exhibition at the Milan Furniture Fair – Exhibition of 4 solutions on the theme of “Break the Bias” –

The Keio University Graduate School of System Design and Management (also known as Keio SDM), located on Hiyoshi Campus, Yokohama, Japan, will be participating in one of the world’s largest design festivals, the Milan Furniture Fair (or Milan Design Week) to be held in Milan, Italy, from Tuesday, April 9 to Sunday, April 14, 2019. It will be SDM’s fifth consecutive year of participation following SaloneSatellite in 2015, the University’s solo exhibition in the Tortona district in 2016, an exhibition in Superstudio at the heart of the Milan Furniture Fair in 2017, and a joint exhibition held with companies set up by SDM graduates in 2018.

In an increasingly unpredictable and volatile world, flexible mindsets and innovation are needed more than ever. In a chaotic era, our progress is often restricted by biases.

On this occasion, under the theme of “Break the Bias,” 4 student groups from SDM will participate in the Milan Furniture Fair 2019, showcasing solutions to forge and cherish new and better relationships with others and society by breaking and overcoming biases, preconceptions, and prejudices in our daily lives that we may not even be aware of.

Through participation in the fair, we hope to spread awareness of the social problem-solving potential of system design education based on systems engineering.

# BREAK THE BIAS FOR CHERISHING THE CONNECTIONS

- Theme: Break the Bias – for Cherishing the Connections
- Period: April 9-14, 2019, 11:00 - 20:00 (until 18:00 on April 14)
- Venue: Via Tortona 12, 20144 Milan, Italy
- Exhibition titles (working titles)
  - ◇ Your Pleasure
  - ◇ Break the Ice (temporary)
  - ◇ AirLens
  - ◇ Co-Fuu
- Partner companies: Hoppy Beverage Co., Ltd., DANS Co., Ltd.

※On-site explanations can be arranged, so if you are interested, please contact us at the details below.

## ■Milan Furniture Fair

Milano Salone is the world's largest international furniture fair and is held annually in April in Milan, Italy. Consisting of the “Salone del Mobile.Milano,” which is the exhibition held in the main venue, and the “Fuori Salone,” where manufacturers and designers from all over the world exhibit their creations at various locations across the city, it is an event that involves the entire city of Milan. Its influence and reputation as a design event that transmits the most advanced design trends are highly regarded, and it is the most highly attended design event with an estimated record 430,000 visitors in 2018.

## ■Keio University Graduate School of System Design and Management (Keio SDM)

The uniqueness of SDM as a graduate school is in its systems engineering based approach to developing people who are capable of creating new value by seeing the world as a system and solving various social issues. We develop individuals who can lead social changes through theoretical education in system design and project-based practical education in management.

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### Inquiries about the exhibition

Graduate School Section in Charge of SDM

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Inquiries will be forwarded to the relevant faculty member who will reply by e-mail, so correspondence by e-mail is preferred

### Inquiries about press release

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