

May 19, 2022  
Keio University

## Keio SDM to Exhibit at Salone del Mobile in Milan Showcasing Two Solutions on the Theme of New HOLOS, June 7-12

The Keio University Graduate School of System Design and Management ("Keio SDM") will be exhibiting at the Salone del Mobile (Milan Design Week 2022), the world's largest design fair held in Milan, Italy, from June 7 (Thursday) to June 12 (Sunday) 2022. This will be the university's sixth exhibition at the fair, following on from its exhibition in the 2015 Salone Satellite, a stand-alone exhibition in the Tortona district in 2016, the exhibition in 2017 in the Superstudio, which is central to the fair, and the joint exhibition between businesses and Keio SDM alumni in 2018.

In the third year of our fight against Covid-19, questions continue to be raised on how we think about and approach health, both as individuals and as a society. We believe that the key is to consider the problem as a system, clarify its structure and change it into something with better connections to influence the behavior of the whole for the better.

On this occasion, teams of Keio SDM students and alumni are to exhibit two solutions on the theme of "New HOLOS – Awakening New Health": "yokun", the habit-based olfactory training solution that counters deterioration in the sense of smell, and "AQUASTASIS", a product that helps us drink the recommended amount of water every day – something that is generally known but harder to keep to in practice.

Through its exhibitions at the Salone del Mobile, Keio SDM hopes to raise awareness on the potential system design education based on systems engineering has to solving social problems.

### ■ Exhibition Overview

- Location: Salone del Mobile (Milan Design Week 2022)
- Schedule: Tuesday, June 7, 2022 to Sunday, June 12, 2022, 11:00 to 20:00 (till 18:00 on the 12th)
- Venue: Via Tortona 12, 20144 Milano, Italy
- Cooperating businesses: Hoppy Beverage Co., Ltd., DANS Inc., D2C.dot Inc.
- Website about the exhibition:

<https://www.tortonadesignweek.com/en/espositore.php?l=KEIO%20University&id=135>

\*Please contact us from the contact information if you wish to have explanations on site.

### ■ The logo for this year's Keio SDM exhibition



## ■ Contents of exhibition

### • yokun

Our sense of smell deteriorates as we age, but it is also the sense that we are least conscious about. As we lose our sense of smell, we become unable to detect strange smells and signs of danger. It also makes food less palatable, decreases appetite, and harms health as a result. The sense of smell has an important role in safety and longevity. yokun is a habit-based olfactory training system. Its gentle, scent-based communication system helps motivate users to persist with their training.

### • AQUASTASIS

The recommended amount of water a person should drink per day\* is too much to drink consciously, and it is boring to do so. However, if we change our perspective, water can have a different look. AQUASTASIS is a product that allows people to drink the required amount of water in regular intervals throughout the day by combining the Japanese approach of giving water a temporal meaning and the Western approach that gives spatial beauty to water.

## ■ Salone del Mobile

The Salone del Mobile is one of the world's largest furniture fairs and is held every April in Milan, Italy. In conjunction with the Salone del Mobile main exhibition hall, the FUORI SALONE will be held across the entire city of Milan with exhibitions from makers and designers who have gathered from all over the world. It is the most influential, high-profile, and most celebrated design event for the world's most advanced design trends, attracting a record number of approximately 386,000 visitors during its previous edition in 2019.

<https://www.salonemilano.it/en>

## ■ Keio University Graduate School of System Design and Management

Keio SDM is one of the few graduate schools in the world to use systems engineering as its foundation, training students to create new value by viewing the world as a system in order to solve complex and diverse social issues. Through theoretical education in systems design and project-based practical education in management, Keio SDM nurtures leaders for social change.

[Contact information related to the exhibition]

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\*Inquiries will be passed on to the relevant academic personnel. If possible, please send us your inquiries by email so as to facilitate the response from the academic personnel.

※ For interviews, please use the contact information below to inform us in advance of your visit.

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