

April 4, 2023
Keio University

Keio SDM to Exhibit at “Salone del Mobile.Milano”

Showcasing Three Solutions on the Theme of “Arranges the flow”, April 17-23

The Keio University Graduate School of System Design and Management ("Keio SDM") will be exhibiting at “the Salone del Mobile.Milano” (Milan Design Week 2023), the world's largest design fair held in Milan, Italy, from April 17 (Monday) to April 23 (Sunday) 2023. This will be Keio SDM's seventh 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, the joint exhibition between businesses and Keio SDM alumni in 2018, and an exhibition in 2021 following a two-year hiatus caused by the COVID-19 pandemic.

If we look at life as a system, today's output becomes tomorrow's input, and new outputs are created to make up the whole. Keio SDM believes that by creating and arranging the in/out flow of each and every detail in this process, we can build better future versions of ourselves and the world.

Under the theme of "Arrange the flow -The attitude for the future-," Keio SDM will be holding the following exhibitions: 1) "Akatsuki," a chance to sublimate the daily blurring of the mind and accept oneself; 2) "BITE MAPPING," which creates the habit of healthy eating through the experience of enjoying chewing; and 3) "Scentignal," a product that enables gentle communication through scents. In addition, Hoppy Beverage, Inc. will also be exhibiting at the same venue.

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

■Exhibition Overview

- Location: Salone del Mobile.Milano (Milan Design Week 2023)
- Schedule: Monday, April 17, 2023 to Sunday, April 23, 2022, 10:30 to 20:00 (till 18:00 on the 23rd)
- Venue: Via Tortona 12, 20144 Milano, Italy
- Cooperating businesses: Hoppy Beverage Co., DANS Inc., D2C.ID Inc.
- Website about the exhibition:

<https://www.tortonadesignweek.com/en/home>

※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 the exhibition

• Akatsuki

Akatsuki is a product that makes day-to-day mental care accessible. Write down your unresolved thoughts on a piece of paper, place it in the Akatsuki, and pour water into it. The experience of watching the paper dissolve in the water sublimates the fuzziness in your mind and creates an opportunity to accept yourself.

• BITE MAPPING

We know that we should chew more, but it is difficult to practice it day in day out. BITE MAPPING turns chewing into an enjoyable experience by creating and connecting stars with each chew, naturally increasing the number of times you chew. Increased chewing will make you feel full and salivate more, leading to healthier eating habits.

• Scentignal

Olfaction (sense of smell) declines with age. The sense of smell is of great importance, and its decline can affect everyday health, safety, and longevity. Scentignal enables indirect communication through the exchange of scents, encouraging us to take up and continue olfactory training.

■ Salone del Mobile.Milano

The Salone del Mobile.Milano is one of the world's largest furniture fairs and is held every April in Milan, Italy. In conjunction with the Salone del Mobile.Milano main exhibition hall, numerous makers and designers from all over the world gather and organize various exhibitions called FUORI SALONE. Milan Design Week is the collective name of these exhibitions across the entire city of Milan. It is the most influential, high-profile, and most celebrated design event for the world's most advanced design trends.

<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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