

April 2, 2024
Keio University

Keio SDM to Exhibit at Salone del Mobile.Milano Showcasing Two Solutions on the Theme of “The Power of Stories”, April 16-21

The Keio University Graduate School of System Design and Management ("Keio SDM") will be exhibiting at the Salone del Mobile.Milano (Milan Design Week 2024), the world's largest design fair held in Milan, Italy, from April 16 (Tuesday) to April 21 (Sunday) 2024.

Keio SDM's proud tradition of participating in the fair, which began in 2015 with an exhibit at Salone Satellite and has continued in the Tortona district since 2016, continues for an eighth successive event (notwithstanding COVID-19 enforced interruptions).

This year, the theme of Keio SDM's exhibition is "The Power of Stories – Invitation to a better Future".

Today, the power of stories is being used in more and more situations. People have shifted from being consumers of goods to consumers of experiences, and stories are being added to products and services in a variety of ways to enhance their value. By skillfully leveraging the influence stories have in how we determine the value of products and services, we would like to invite you to a better future.

Exhibits:

- 1) "Mocchi" – Make putting toys away a fun and exciting experience.
- 2) "MediAquario" – Transform the mundane task of popping pills into an enjoyable experience.

In addition, Hoppy Beverage Co., and Science Co., will also be exhibiting at the same venue.

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

■Exhibition Overview

- Location: Salone del Mobile.Milano (Milan Design Week 2024)
- Schedule: Tuesday, April 16, 2024 to Sunday, April 21, 2024, 10:30 to 20:00 (till 18:00 on the 21rd)
- Venue: Via Tortona 12, 20144 Milano, Italy
- Sponsors: Hoppy Beverage Co., Science Co.

With the cooperation of: DANS Inc., Junichi Hashimoto (Designer)

- Website about the exhibition:

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

※Please contact us from the contact information if you wish to have onsite explanations.

■The logo for this year's Keio SDM exhibition



■ Contents of the exhibition

• Mocchi

Meet Mocchi, the toy-loving monster! When Mocchi gets hungry, it's time for a feeding frenzy - but not on food, on toys!

Feeding Mocchi seamlessly extends the children's playtime, making cleanup a natural and enjoyable part of the fun. This clever approach integrates toy cleanup into the playful narrative, creating a delightful routine for the whole family.

• MediAquario

We take pills every day for our health and beauty, but doing so is tedious and we can easily forget to swallow a pill or two, especially when there is no immediate consequence.

MediAquario provides an enjoyable experience of watching pills float around in a tank, reminding us the reasons for taking the pills — we swallow pills so that we can be the way we want to be.

■ 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 FUORISALONE. 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]

Keio University Graduate School of Systems Design and Management, Hiyoshi Office of Student Services
TEL : +81-45-564-2518 / FAX : +81-45-562-3502

Email : sdm@info.keio.ac.jp

URL : <http://www.sdm.keio.ac.jp/en/>

*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.

Contact for inquiries related to this release

Keio University Public Relations Office (Ms. Masuda)

TEL : +81-3-5427-1541 FAX : +81-3-5441-7640

Email : m-pr@adst.keio.ac.jp <https://www.keio.ac.jp/en/>