

nendo × DAIKIN
Exhibit at Prestigious Design Event “Milan Design Week”
Conveying the Daikin Brand Worldwide

Daikin Industries, Ltd. will be presenting an exhibit at this year’s Milan Design Week, one of the world’s largest design events held every year in Milan, Italy. Activities for the event extend from April 17 (Tuesday) to April 22 (Sunday).

This exhibit marks the third time that the Daikin Group has participated in Milan Design Week. For this year’s exhibit, Daikin will be collaborating with the design studio nendo led by Oki Sato in presenting designs using the fluoroelastomer *DAI-EL*, a Daikin fluorochemical product

Fluoroelastomers are high-performance synthetic rubber that are widely used as material in industry parts requiring durability, such as in sealing applications to prevent the leaking of liquids and foreign material contamination. With application development advancing in recent years to consumer products such as smartwatch wristbands, interest in fluoroelastomers has significantly increased. The Daikin exhibit presents container lids using *DAI-EL*, a fluoroelastomer demonstrating a remarkably supple feel, high durability, and multiple color variations made possible by Daikin’s own unique color tone technology. By highlighting the distinctive tactile sensation of *DAI-EL* in the exhibit designs, Daikin hopes to convey the appeal and possibilities of this material to the world.

In November 2015, Daikin established the Technology and Innovation Center, the core facility for technology development for the Daikin Group. At the same time, the company newly established the Advanced Design Group in the Center. The group works toward improving the value of the Daikin brand through Daikin businesses, such as air conditioning and chemicals, and design prototypes. In its exhibit at Milan Design Week, Daikin aims to globally convey the Daikin brand.

【About Exhibit】

To express the theme “What lies between ‘air and people’ and ‘objects and people,’” Daikin is exhibiting container lid prototypes made from *DAI-EL*.

A lid is a type of interface that people come in contact with when adding or removing objects from containers. Lids made using *DAI-EL* have an unexpectedly pleasurable feel. Using *DAI-EL* in parts that are often touched, like a lid, acts as a catalyst to further enrich life by transforming the relationship between people and ordinary objects to something extraordinary.

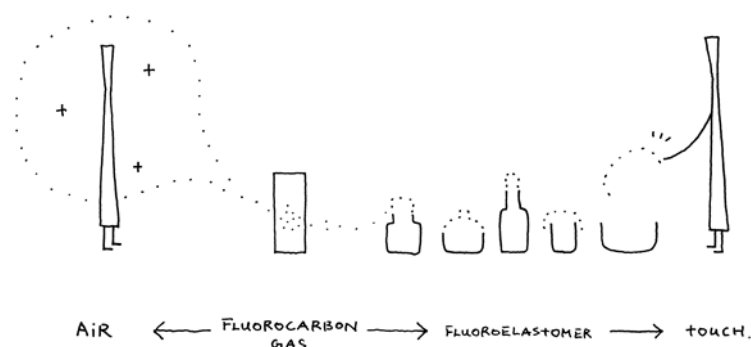


Exhibit concept sketch

【Event Summary】

- Title Design Studio nendo Solo Exhibition “nendo : forms of movement”
- Date April 17 (Tuesday) to April 22 (Sunday) 2018
- Venue Superstudio Art Point, Via Tortona 27, 20144 Milano Italy (Milan, Italy)
- Website <http://www.daikin.com/chm/products/dai-el/milan2018/>

【nendo Profile】

This design studio was founded in 2002 by Japanese designer Oki Sato. The studio has offices in Tokyo and Milan and handles a wide range of designs including architecture, interior, products, and graphics. In his role as nendo representative, Sato was selected by *Newsweek* magazine as one of “The 100 Most Respected Japanese” and has won many global design awards including those of *Wallpaper** magazine and *ELLE DÉCOR* magazine. Many nendo works are housed in major museums worldwide including at The Museum of Modern Art (New York, United States), Pompidou Centre (Paris, France), and the Victoria and Albert Museum (London, United Kingdom).

【About DAI-EL】

For roughly half a century, Daikin has been utilizing the many excellent characteristics of *DAI-EL*, such as durability, for use in advanced industries extending even to the automobile industry. By bringing new unprecedented qualities that include amazing suppleness and eye-pleasing colors, Daikin aims to develop new applications as a material that excites the senses of touch and sight.



Suppleness You Want to Touch



Colors That Appeal to People



Durability That Is Sustainable

【About Milan Design Week】

Recognized for being one of largest and most prestigious design events in the world, Milan Design Week refers to both Salone del Mobile.Milano, an international furniture fair held every year in April in Milan, Italy, and Fuori Salone, various events held concurrently off-site in Milan in conjunction with the fair.

It is also well-known for brand promotion by showcasing the displays of many companies backed by noted designers and attracting the attention of design industries all over the world.