

April 27, 2022

Daikin Awarded "Red Dot Design Award 2022" and "iF Design Award 2022" for Humidifying Streamer Air Purifier and Residential AC for the European Market

Daikin Industries, Ltd. has recently received two internationally renowned design awards, the Red Dot Design Award 2022 and the iF Design Award 2022, for its humidifying Streamer air purifier and its residential air conditioner for the European market. Similarly, its indoor unit of a residential multi-system air conditioner for the Chinese market was also presented an iF Design Award 2022.

The Red Dot Design Award is an international design competition hosted every year since 1955 by Design Zentrum Nordrhein Westfalen, a design organization in Germany. The award consists of the three categories of "Product Design," "Brands & Communication Design," and "Concept Design". It receives more than 18,000 applications from more than 70 countries worldwide each year. Daikin received awards this year in the "Product Design" category for its humidifying Streamer purifier and residential air conditioner for the European market.

The iF Design Award is also an international design award that has been held every year since 1953 by iF International Forum Design, a design organization in Germany. Its team of 132 design experts select outstanding designs from nine categories including "Product Design," "Packaging Design," and "Service Design." This year saw roughly 11,000 applications from companies and designers in 57 countries. Daikin received awards in the category of "Product Design" for its humidifying Streamer air purifier, residential air conditioner for the European market, and indoor unit of residential multi system air conditioner for the Chinese market.

In addition to the Red Dot Design Award 2022 and the iF Design Award 2022, the humidifying Streamer air purifier won the 2021 Good Design Award (sponsored by Japan Institute of Design Promotion) to add to the other two awards for a combined total of three prestigious design awards to date.

Daikin designs its products to be both beautiful in appearance and consistent with its mission of enriching human lives through indoor air quality and air environments based on the desire "to make the invisible air beloved." To this end, it expands the possibilities of air conditioning equipment through designs that range from manufacturing that pursues functional value to making customer experience that creates new concepts.

For further information on Daikin's award-winning products and design activities, please visit the company's DAIKIN design website. <https://www.daikin.com/about/design>



Humidifying Streamer Air Purifier
『MCK70Y』



Residential AC for the European Market
『Daikin Emura 3』

【Award-winning Products and Commitment to Design】

1. MCK70Y, a humidifying Streamer air purifier (launched in October 2021, Japan)

Daikin redesigned the structure of its air purifier with a desire to provide users with the experience of safer, more comfortable air in response to the growing concern for air quality and the subsequent lifestyle changes resulting from the COVID-19 pandemic. Operation noise that is audible to people has been dramatically reduced by positioning the fan at the bottom of the unit under the filter to ensure a quiet environment to improve concentration for activities including remote work from home.



While aiming for a product that blends comfortably into any space, the design is indicative of “clean air” with its layering of the main unit between the lightweight front and rear panels that have curved surfaces evoking an image of air. With the intention of expanding the product globally, Daikin created a structure that meets the needs of all global regions as the company pursues optimum air not only for Japan but for each country around the world.

URLs for information on the award-winning product

iF Design Award <https://ifdesign.com/en/winner-ranking/project/mck70y/344326>

Good Design Award <https://www.g-mark.org/award/describe/51727?token=8MXC6Kvcxx>

Daikin design <https://www.daikin.com/about/design/2021/10/entry-77>

2. Daikin Emura 3, a residential air conditioner for the European market (launched in April 2022)



With the adoption of the refrigerant R32 that mitigates environmental impact, this residential air conditioner earned a class A+++ rating in energy efficiency in the European market where environmental initiatives continue to advance. In addition to functionality, sophistication in product design is high in the European market. For this reason, Daikin focused on each design aspect extending beyond the indoor unit to include even the outdoor unit and remote controller.

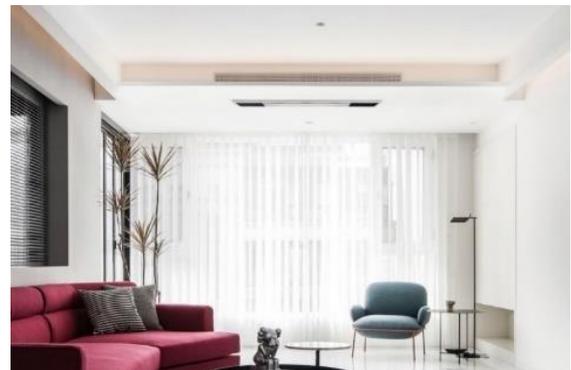
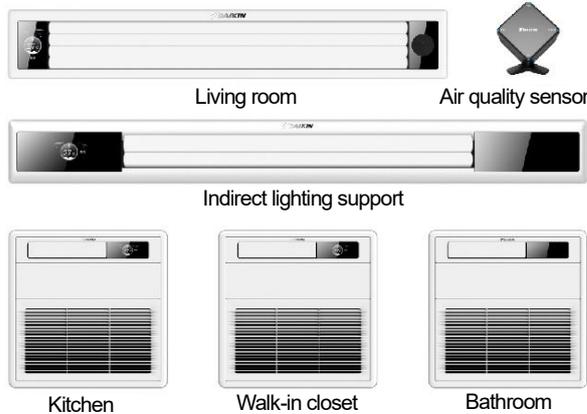
The appearance of the panel, which changes as it opens and closes, and its shading are also elements of the indoor unit design, and even the behavior of the panel which opens and closes by turning on and off was considered. The remote controller reflects the market demands for making operation easier, and stuck to a simple display showing the necessary settings. The lineup offers a choice of three colors for an indoor unit and remote controller set, enabling customers to choose a model that matches their own living environment. In this way, Daikin pursued a design that allows users to experience air in a simple way, which is suitable for a company that provides solutions with air.

URLs for information on the award-winning product

iF Design Award <https://ifdesign.com/en/winner-ranking/project/daikin-emura-iii/346595>

Daikin design <https://www.daikin.com/about/design/2022/04/entry-81>

3. DAIKIN Air Mirror Flagship Series, a residential multi-split system air conditioner for the Chinese market (launched in March 2021)



Installation example of downward airflow for indirect lighting

This is a multi-system air conditioner for high-end residences in China. It offers a comfortable air environment with a balance of temperature, humidity, and airflow for all indoor spaces including living rooms, bedrooms, bathrooms, kitchens, and walk-in closets. With a lineup for a wide range of needs, the air conditioner features a slim interior panel for downward airflow to accommodate the increase in installations of indirect lighting to living room ceilings in China. Additionally, emphasis was placed on providing a high-quality finish with a simple design that incorporates optimum size and linear design.

Based on growing interest for air quality from the COVID-19 pandemic, and the indoor unit of the air conditioner shows information in real-time for the Daikin Air Quality Sensor that detects such qualities as CO2 concentrations and PM2.5 and provide a secure feeling to customers.

URL for information on the award-winning product

iF Design Award

<https://ifdesign.com/en/winner-ranking/project/daikin-air-mirror-flagship-series-air-conditioner/350352>