

Closing Keynote

Design Dissolving in Behavior



K-02

INFOBAR

(au/KDDI)

This is an oblong bar type mobile phone with iconic large, square adjoining keys.

There are 4 colorful line-ups for this design. They are "NISHIKIGOI", "ICHIMATSU", "BUILDING" and "ANNIN".



Naoto Fukasawa was born in Yamanashi Pref. of Japan in 1956. He graduated from Tama Art University's product design department in art and 3D design in 1980. Until 1988, Fukasawa worked as a designer at Seiko-Epson corp. He designed the devices such as the arm television and small printer, liquid crystal televisions, liquid crystal cinematographs.

He moved to the United States in 1989 to join a design company called "ID TWO" in San Francisco, the predecessor IDEO.

Fukasawa has designed numerous products, which are related to the electronics technology of Silicon Valley, e.g. the design of the system that supports left ventricle of the heart of Baxter Company and VERTECH ALPIN/SKI watch of AVOCET brand. He joined the projects in Apple Computer involving a development of design languages and conceptual designs. He won 40 design awards in

**a wall-hanging CD Player**

(Ryohin Keikaku Co., Ltd./MUJI)

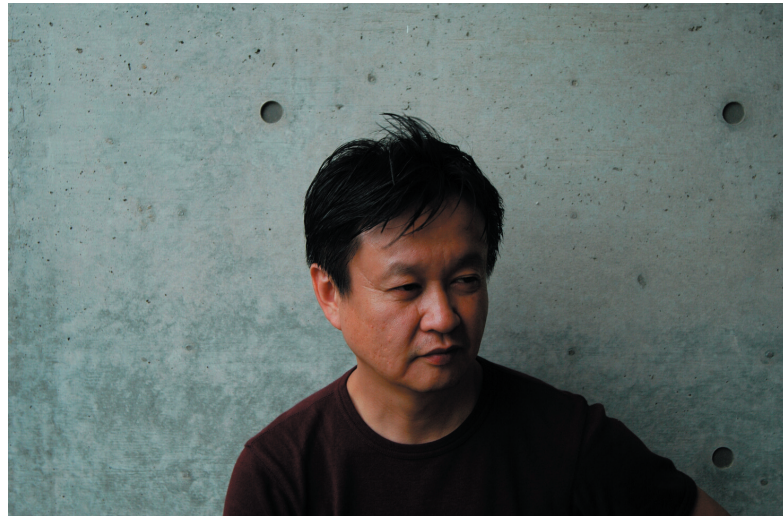
The shape of the wall mounted CD player is reminiscent of the kitchen ventilation fans. When the cord switch is pulled, the CD slowly starts turning and the music starts like the fans start spinning for ventilation.

Photo by Hidetoyo Sasaki

Naoto Fukasawa

Product designer

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Europe and the United States.

Invited by Museum of Modern Art (MoMA) in New York, USA, he exhibited "Personal Skies" to the plan exhibition "Worksheres" in 2000. Since 2001, he has been an advisory board member of Ryohin Keikaku Co., Ltd. (MUJI). He established his own Naoto Fukasawa Design in 2003, designed the cellular phone called INFOBAR, and started ± 0 direct store at Tokyo ± 0 of household electric appliances and miscellaneous.

Fukasawa exhibited his work from 7 brands, B&B ITALIA, Driade, Artemide, Danese, Magis, at international furniture show (Milan Salone Internazionale del Mobile) in 2005. Currently, he is a professor in Musashino Art University, a visiting professor in Tama Art University, and a visiting lecturer in the Interfaculty Initiative in Information Studies at University of Tokyo.