

—Exhibition at Fuorisalone 2018 —

TRANSITIONS by Panasonic Design

- Exhibition dates & time: Tuesday 17 – Sunday 22 April 11:00 – 21:00
- Venue: Pinacoteca di Brera, Via Brera, 28, 20121 Milan, Italy

The principle philosophy of Panasonic has always been to contribute towards improvement of people's lives and social development in the world through our business. Placing our "DNA of electric appliances" that support customers' lives as the core of everything we do since 1918 when the company was founded. 'People' are always the center of what we do, and support their 'life', and make their lives better. This is the never changing foundation of Panasonic.

Panasonic celebrates its centennial anniversary this year. As we commemorate our anniversary, we also look to ever more changing next 100 years, we will not only endeavor to refine our current business model and aspect of our business, but to constantly challenge and reform them in order to contribute further to our customers' lives. We will continue to make 'A Better Life, A Better World' a reality for each and every customer, by providing them not only with hardware units, but with total solutions combining software and services. These total solutions will cater for a variety of spaces our customers spend their time in, from their homes, offices, shops, cars, airplanes, and to their towns.

Panasonic is aiming to transform in this way, and the exhibition theme for this year's Milan Design Week is indeed 'TRANSITIONS by Panasonic Design'.

The word 'TRANSITION' implies Panasonic's flexible attitude towards design transitions. In addition to our strength in cutting edge electronics combined with Japanese sensibility, is changing its forms to react to the continuously changing social environment, executing a variety of activities that are borne out of novel ideas, and new strength is created through the design. It also expresses that Panasonic - creator of 'things' for the last 100 years - is moving to challenge the next 100 years with a totally new approach in designing something 'intangible' - things that are invisible or untouchable, or even people's emotions and experiences.

Press office

AdnKronos Comunicazione
Alessio Masi
Mob. +39.342.515.54.58
Email alessio.masi@adnkronos.com

The theme of our installation for this year's exhibition is 'Air Inventions' – fusion of air conditioning, audio & visual and light technologies with Panasonic's design power. We aim to amaze and move people from all over the world by combining our proprietary air quality & environment control devices and technologies and cutting edge imaging technology to further develop our solutions for living space and wider entertainment segment.

Our talk event – 'TRANSITIONS: in Conversation' will be held concurrently, welcoming the key figures from all over Italy.

Panasonic collaborates with Pinacoteca di Brera for this exhibition. We have been working together on the new expression technique that combines traditional paintings and visual imaging and music. We will continue to work to create new values of experience through combining both Italian and Japanese sensibility and technologies they have cultivated in their long history of nurturing tradition and culture.

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TRANSITIONS: Air Inventions

The theme is 'air inventions'. We wish the air to be cleaner and healthier especially because the air is essential for our survival. Panasonic's next challenge is to design and invent better air.

Panasonic's air dome which is in the motif of water drops – water being the origin of air. The pavilion will be installed in the courtyard of the statue of Napoleon in Pinacoteca di Brera. The pavilion is an inflatable balloon-like structure reflecting the freeform of air. Interior of the dome consists of a variety of our proprietary technologies such as 'silky fine mist' – the finest mist that you would not feel getting wet from it, even in proximity, and 'Nanoe' – our ionic technology for purifying air using water.

In addition, the exhibition will bring you the highly realistic 4K projection mapping using 'PT-RZ31KJ [luminance (sensor): 31,000 lumen]' – ultra super luminosity laser projector', and 'ET-D3LEF70' - high performing and high definition fish-eye lens.

Invisible air will become visible, and sensory elements – imagery, sound, and light will be added to create air's natural phenomena and its rich expressions, so that you can experience 'air' that you have never experienced before. As you take a deep breath of fresh air, you will feel the 'TRANSITIONS'.

You will experience the purest and cleanest air in Milan.

Enjoy the sensation of 'TRANSITIONS' through collaboration between air and vision.

- Time: The installation - approximately 5 minutes
- Capacity: 50 people

TRANSITIONS: in Conversations

We are organizing our talk event – 'TRANSITIONS :in Conversation' held in Pinacoteca di Brera, at 'Passion Room'. Key figures from all over Italy will gather to discuss. The themes of this event are 'Culture', 'Living Space' and 'Community'. This is one of Panasonic Design's attempts where experts, cultural figures and designers will gather and discuss on how designs can enhance our lives, and through the dialog, Panasonic will try to figure out our future approach towards the change.

Panasonic Design will continue its efforts as the most versatile organization in our company in terms of its approach to execute and to create experience value that will survive in the era of transition, through our messages from Milan Design Week.