

A tall, cylindrical tower with a textured, metallic surface, illuminated from the top, set against a dark background. The tower is composed of several horizontal sections, each with a fine, grid-like texture. The lighting creates a strong contrast between the bright top and the dark bottom, emphasizing the verticality and the intricate details of the surface.

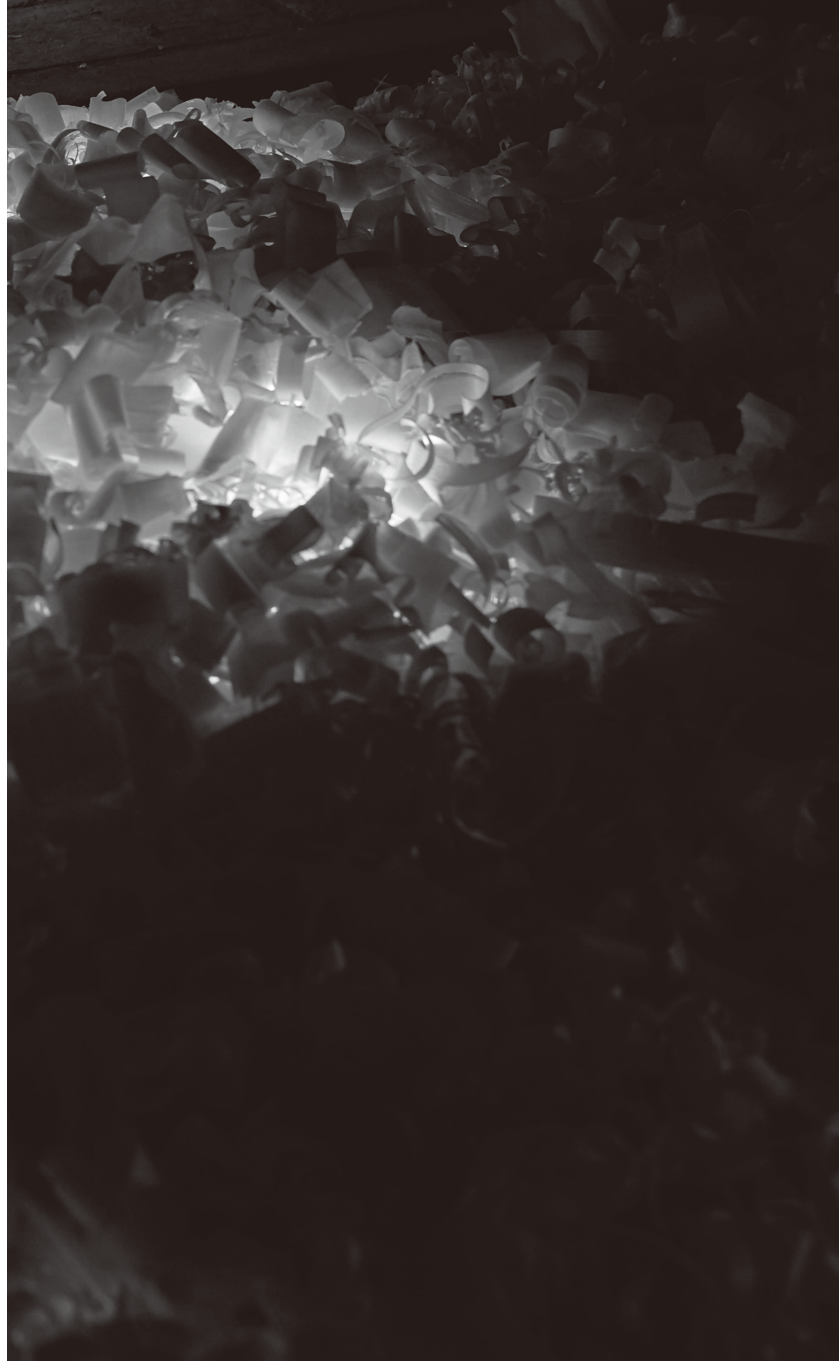
GO ON × Panasonic Design

The Beginning



Products with soul

What does it mean to “live well”? As a Japanese electronics manufacturer, how can we improve people’s lives through home appliances? Panasonic Design has been taking a new look at home appliance manufacturing. Through constant assessment of what people value, we have learned that products need to reflect a harmony between humankind and nature, to be simple yet elegant in design, with both empathy and aesthetic appeal. We discovered that the key to the future of living well that only Panasonic can create is the soul at the very core of Japanese manufacturing. Not merely giving home appliances the surface appearance of Japanese aesthetics, but exploring the true essence of Japanese sensibilities and seamlessly integrating state-of-the-art technology with Japanese soul. It is such products with soul that will define the future of living well.





Electronics Meets Crafts:

Panasonic Design's challenge drew powerful inspiration from our encounter with GO ON in Kyoto, where traditional Japanese crafts and culture are still very much alive. Already attracting worldwide attention, GO ON is a group of creative craftsmen dedicated to carrying on Kyoto's legacy of traditional craftsmanship. The GO ON members are undertaking new challenges in craftsmanship while providing their unique skills and materials for collaborative projects with companies and creators both in Japan and abroad. The concept of the "GO ON × Panasonic Design" project is to define "living well" for the next 100 years while intermingling different cultures in a free exchange of ideas. It also includes an exploration of the mentality at the core of Japanese sensibilities. Grace and refinement, elegance and simplicity, fine craftsmanship, and the desire to bequeath cherished traditions to future generations. Experiential values that emphasize "the 5 senses" and "memories". Here are some prototypes that express the secrets we learned. What will you discover from them about "living well"?



Gin-yu

This IH compatible teaware enables the exquisiteness of tea to be experienced with all the senses. The water in the Asahiyaki pottery bowl gently heats to a boil as it sits on the beautiful wooden counter. The use of a traditional *Ginsai* technique (decorative method using silver paint) enables the water in the pottery bowl to be heated using an induction heater. The rising steam, the bubbling sound, the rippling surface of the water — each stimulates a different sense, making the simple task of boiling water a totally pleasurable experience.





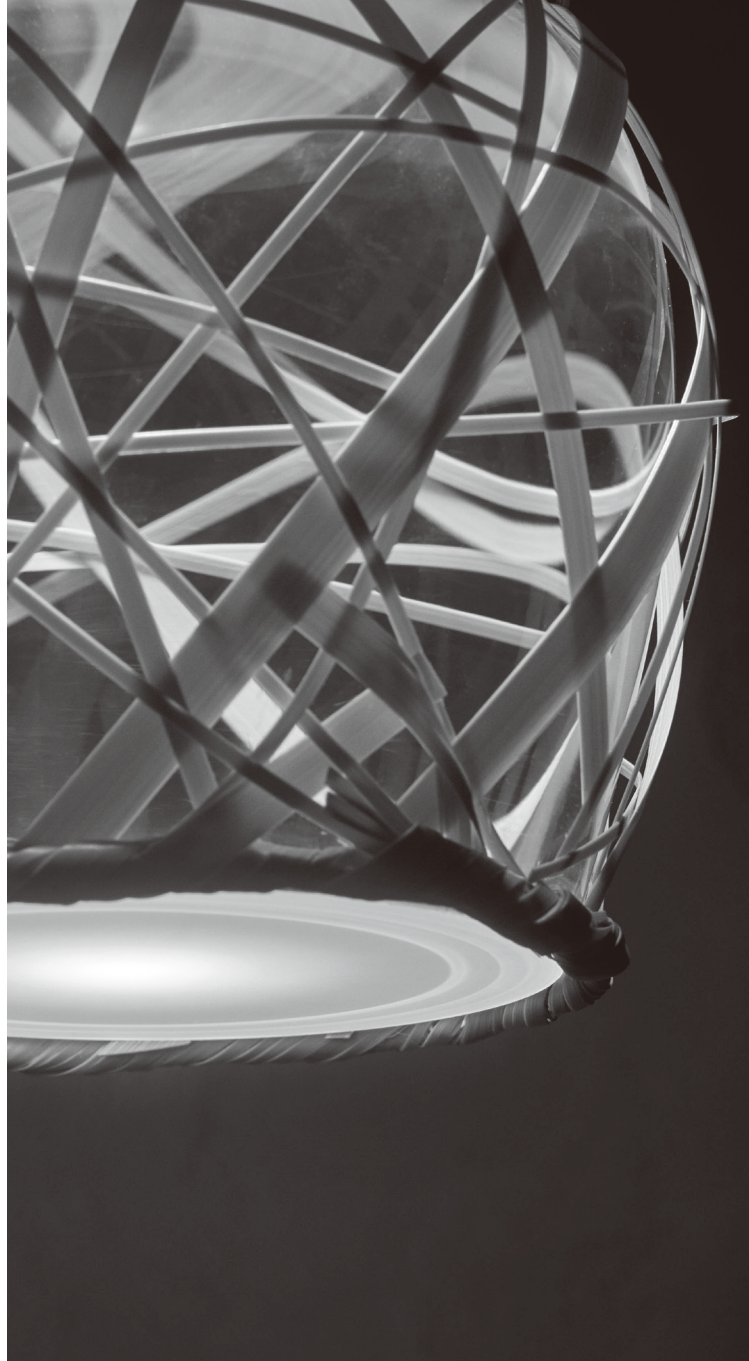
Kyo-zutsu

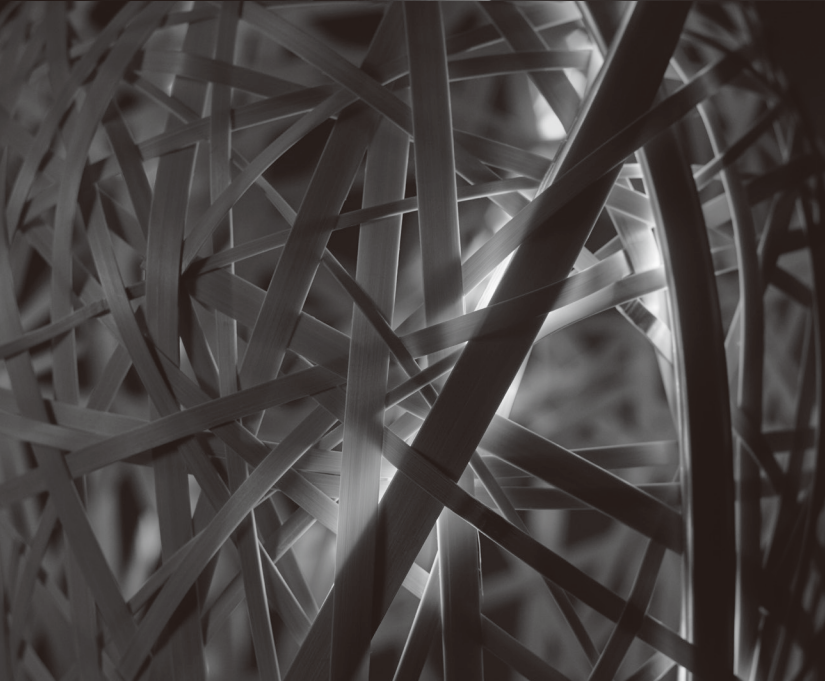
A compact speaker for listening to music, it sits in the palm of your hand. The sound of music starts when the lid of the tea caddy is slid open and stops when it is closed. In addition to the delightfully elegant movement of the lid on the Kaikado tea caddy, there is also the new sensation of listening to music through the vibrations in your hand as well as with your ears. When the lid is opened, the sound fills the air like a comforting fragrance. The secret of the lid's airtight fit is that it is precision crafted by hand. Over time the caddy continues to develop in character and appearance, making it an even more treasured and personal heirloom after many years of use. With the additional functionality added to the simple act of opening and closing the tea caddy's lid with one's hands and the evolving character that develops over years of use, the speaker creates a feeling of intimacy, offering both the indulgence of enjoying music and a new appreciation for fine craftsmanship.



Gettou

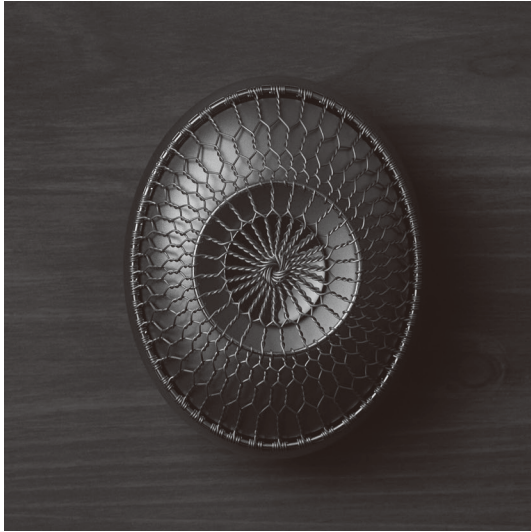
An LED pendant light fixture for appreciating the illumination itself. The glass refracts the light so the globe glows gently like the moon without exposing the bright light inside. Irregularly woven bamboo strips and the contrast of the bent bamboo created by the refracted light produce a vision of ephemeral beauty. It brings the traditional sensibility of appreciating the moon to modern living.





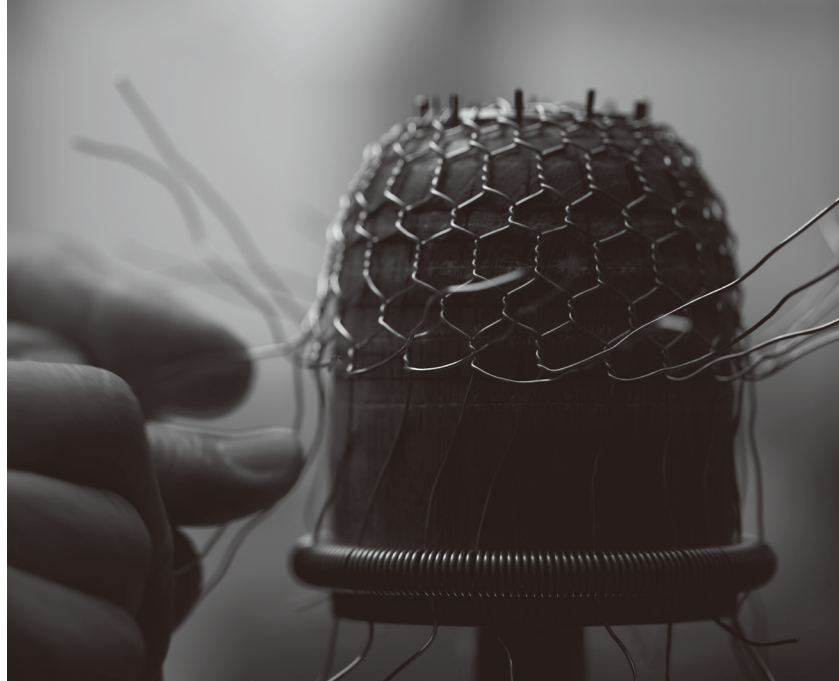
Take-koro

LED light glimmers through the gaps in a lattice of bamboo strips. Rather than a light bulb, the fixture uses ultra-compact LEDs interwoven in the intricate irregular pattern of bamboo strips created by the *yatara-ami* technique. Warm reddish light, as if from a campfire or fireplace, escapes through the gaps in the bamboo, creating a sense of nostalgia and relaxation. It has been approximately 140 years since the invention of the incandescent light bulb brought light to daily life. The carbon filament for that first light bulb was made using Kyoto bamboo. Through encounters with the unique shape of this hand-woven bamboo, Kyoto is again adding new value to lighting.



Ami-kouro

An electric incense burner emits a gentle fragrance when held in your hands. An electric heater switches on to emit the fragrance when the incense burner is picked up. It's designed in the shape of a stone so that it fits comfortably in the hand and can be brought close to the face in an elegant manner. This work also reflects the desire of both the designers and craftsmen to make use of the futuristic material titanium in daily life. Titanium is gentle on the skin and has low thermal conductivity, making the incense burner safe to hold. Embrace it in your hands and become lost in the intricate chrysanthemum pattern of the metal lattice. Feel the fragrance on your skin and breathe in the soothing scent. An entirely new multi-sensual way to experience fragrance.





Ginsa-no-shuki

A wooden bucket filled with silver beads holds small bottles of Japanese sake, which are buried in the beads to be either heated or cooled. The design combines the temperature-retaining wooden bucket, IH contactless power supply technology, and the experience of burying the bottles of sake in the silver beads. Touching the silver beads and feeling their warmth or coolness arouses a comfortable feeling unlike any other. The wooden pail has a tasteful, expressive, free-form shape that represents a new challenge in traditional bucket-making techniques. Rather than merely satisfying the desire to possess, the concept is to create a new sake drinking experience that gently connects people to people and people to products.





Ori-no-hibiki

Ori-no-hibiki invites for users to a new experience of music through the sense of sound, sight and touch. The experience of a space is also enriched not only through music, but also through the luxurious use of *Nishijin* textiles, which utilize techniques and materials unique to the tradition of Kyoto, Japan. Music begins to flow with a gentle touch of the delicately woven surface, and stops once the hand is removed. Finely cut pieces of gold and silver foil, called *haku*, are woven into the fabric, turning it into a conductive material that reacts to static electricity in the human body. The textile is thus not only decorative but also functions as a sensor that controls the speaker. This ingenious fusion of electronics and crafts has opened the door to the possibility of further innovation in *Nishijin* weaving. An iconic counter was also specially developed for this exhibition. The dramatic gradation from silver to gold paves a path from the counter to a future full of light, an expression of our hope and prayers for a bright and happy life over the next 100 years.





Yu-tou

This wavy wooden tub breaks all conventions of structure and craftsmanship, pointing to the potential of every living person. The form was not created through casual chance, but by a conscious, creative upending of thoroughly understood conventions. The scent of the wood envelops one together with the rising steam in the charm of one's own residence, stimulating memories and all the senses to create a sense of affluence. As the fusion of electronics and crafts evolves, the concept of physical goods in our lives will continue to change.

About GO ON

A group of creative craftsmen dedicated to carrying on Kyoto's legacy of traditional craftsmanship. Formed in 2012 for the purpose of undertaking new challenges in craftsmanship by providing their unique skills and materials to a wide range of companies and creators. The name GO ON reflects the desire of the group's members to carry on the traditional craftsmanship they have inherited, while it is also the Japanese word *go-on*, which means an obligation to one's predecessors.

Asahiyaki

Asahiyaki has its roots in Japan's oldest center for tea cultivation, the famed town of Uji. The pottery has been in continuous production for over 400 years, through sixteen generations of the Matsubayashi family. Asahiyaki has provided tea bowls treasured for preparing whisked tea to nobility and tea masters. Other products representative of Asahiyaki include spouted teapots for preparing steeped tea. These pots are designed to bring out the exquisite flavor of fine tea and are favored by connoisseurs. Each pot is shaped individually with great care. Today, under the guidance of the 16th master, Matsubayashi Hosai, Asahiyaki continues to focus on utensils for the Japanese tea ceremony while also producing a wide range of tea implements for contemporary living.

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Kaikado

Kaikado is the oldest maker of handmade tea caddies in the world. The Kaikado brand was established in 1875 in the city of Kyoto by company founder Seisuke, creator of the first Kaikado tin tea caddy. His aim was to create a well-designed and functional airtight container that retains the flavor and quality of tea. Today, the 130-year-old *Chazutsu* tea caddy is still the company's signature product and is highly regarded for its splendid style and functional, airtight design. *Chazutsu* tea caddies are found in the collections of the Victoria and Albert Museum and the Musée des Arts décoratifs.

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Kanaami-Tsuji

Kanaami-Tsuji was established in 1985 by master artisan Kenichi Tsuji and draws on the traditional craftsmanship of metal knitting, using original techniques such as *kiku-dashi* (chrysanthemum patterning) and *kikko-ami* (tortoise shell netting) for the company's signature products: *tofu* servers and tea strainers. The patterns are said to originate from the shadows cast when lifting squares of *tofu* from boiling water for the famous Kyoto dish, *yudofu*. At Kanaami-Tsuji, building upon the wisdom and experience of the past, our concept is to produce handmade utensils that can also be used in contemporary lifestyles.

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362 Masuya-cho Kodaiji Higashiyama Kyoto 605-0826 Japan
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Kohchosai Kosuga

Since its establishment in 1898, the Kohchosai Kosuga company has been dedicated to exploring the qualities of bamboo at their workshops and facilities in Kyoto. Acclaimed for their high-quality bamboo products made by applying various craft techniques, Kohchosai Kosuga specializes in fine bamboo, which is crafted into a wide range of products such as flower baskets, tableware, bags and accessories.

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Nakagawa Mokkaugei Hirakoubou

Nakagawa Mokkaugei represents the fine tradition of Kyoto wood crafting and prides itself as a maker of wooden buckets (*ki-oke*), which are handcrafted using a technique developed 700 years ago during the *Muromachi* period. During the *Edo* period, households used wooden buckets for bathing and for storing rice and *miso*. *Ki-oke* are made by arranging planed strips of wood into a circle. The staves are then joined with bamboo pins, the top and bottom edges are smoothed, a base is added, and the whole is bound with metal rings on the outside. Today, this wood crafting technique is still a living tradition and is used to craft objects of beauty that combine the fine tradition of Kyoto wood crafting with Western sensibilities.

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HOSOO

HOSOO is a Kyoto-based textile company founded in 1688 that specializes in superior quality textiles for high-end fashion and contemporary interiors. HOSOO pushes the boundaries of textiles by combining the qualities of traditional craftsmanship with highly developed skills in three-dimensional weaving. In addition to creating the pattern, these unique weaving techniques add depth, structure and detail to the textile during the actual weaving process. HOSOO textiles are crafted using only the best Kyoto yarns dyed with meticulous care to compose individually toned color schemes. The result is an exceptional rich texture and distinct tactile experience. Traditionally crafted, yet new and intriguing, HOSOO textiles are a statement for the discerning.

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Panasonic Corporation Appliances Company Design Center

With design offices and activities that focus locally, the Appliance Company Design Center is able to develop premium products and experiences that enhance the individual lifestyles and home environments around the globe.

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<http://panasonic.co.jp/design/goon/>

Panasonic