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About Sony Design

Sony has a unique and well established design heritage. In 1961 Sony was one of the first companies to place design at the heart of our work, founding a dedicated Design Centre in Tokyo, known today as the Creative Center. In 1980, Design Centre Europe was established in Stuttgart; the first of its kind to be created by a consumer electronics brand in Europe. Today Design Centre Europe is located in London, acting as an antenna for European design trends and works to create products specific to local markets. It also contributes to global design concepts in collaboration with the Tokyo and worldwide design centres.

Visionary design

Sony has always been at the forefront of design by keeping true to the

founders' doctrine of "*Do what has never been done before*" and "*Always stay one step ahead.*" Since its inception, Sony Design has faithfully adhered to these wise words, forging its reputation as a leading, award winning design team.

Five design principles

Guided by five core principles, the designers at Sony engage in a daily quest for perfection and outstanding creativity to provide enduring value through design.

- Curiosity

Our curiosity stems from a context of fun and excitement. Sony thrives on a culture of freedom and open-mindedness, and it is in this spirit of adventure that we provide a sense of wonder across the globe.

- Empathy

For us, design is more than just superficial look and feel. It must be in harmony with both the human intellect and instinct. Reaching beyond the realms of functionality and aesthetics, design must provide both an intuitive and enriching experience.

- Integrity

Through a relentless process of considered refinement, we determine the distinct essence. Expressed in its clearest and most beautiful form, this essence symbolizes what we strive to achieve in all our designs.

- Ambition

In our quest for perfection, we strive to be outstanding with designs of unequivocal originality. A dynamic cultural mix of unique personalities and approaches sparks life into our products and best expresses Sony's inventiveness.

- Visionary

We have always been on the cutting edge, never being held back by fear of failure. By taking such an approach to design we give form to innovative concepts and bring them to fruition; creating new standards, that turn ideas into global benchmarks

Using these principles, Sony designers have sought to develop innovative products that are not only deliver high performance but are also simple to use and beautiful to experience.

Dedicated to design

Over the years design at Sony has become more global in its approach. Designers of all nationalities and backgrounds play active roles in creating our products, reflecting regional preferences and expressing local values through their respective fields. Our designers also play a key role in strengthening our competitiveness and the Sony brand.

Our success and passion for design is plain to see in our products. Iconic technologies such as the Sony Walkman, Cyber-shot, PlayStation, VAIO and BRAVIA demonstrate our commitment to exemplary design that fulfils both form and function – creating products that have changed our world.

Unsurprisingly, Sony designs have garnered many prestigious honours and awards over the decades, including Red Dot, iF design and the CES Innovations Design Awards.

Explore [more](#) Sony Design.

About Sony Corporation

Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, semiconductors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>

Contacts



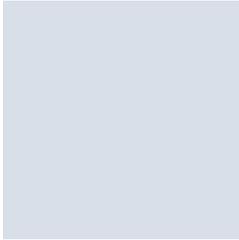
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