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Sony opens the doors to its first ever exclusive conceptual exhibition ‘Contemplating Monolithic Design’ at Milano Salone del Mobile

The seed for this exhibition was Sony’s new design concept, Monolithic Design. The concept of this new design, seeking only what is essential, leads us to consider the sense of presence that products bring to a space. This ideal has the potential to change the face of future home entertainment in the context of interior design. The exhibition at Milano Salone del Mobile intentionally pushes the boundaries of the core concept of Monolithic Design and serves to elevate this design language to the next level. The result is an experimental vision symbolising a deeper integration of product within contemporary lifestyles.

Kaz Ichikawa, project leader, Sony Creative Center commented, “For this exhibition we wanted to present a vision of what can be achieved through consumer electronics design and an integration with furniture and home architecture. The exhibition offers visitors the chance to experience a journey through the pursuit in finding the definitive balance between making a statement yet working in harmony with surroundings. We have presented this in five areas, each are experimental works in progress that illustrate varying scenario’s representing Sony’s vision of how products can integrate with contemporary interiors. It is extremely exciting for Sony to be displaying such forward-thinking and thought-provoking conceptual ideas on such an international scale.”

Edward Barber and Jay Osgerby said of the exhibition, “Our thinking was to create abstract objects for the everyday living environment, to show suggestions of how the Sony technologies might appear in our lives. We found it most interesting to explore abstracted, pure forms, each one representing a different area of the living space. We have used simple raw materials, since these seemed a strong partner for the great complexity of the

microtechnology that they were paired with. In forming and resolving our ideas we came to four new archetypes that to us represented all the possibilities of the new Sony technologies in the home.”

The Space

The setting for this experiential revelation is an anechoic chamber; filled with sound absorbing cones to create a noiseless space. Anechoic spaces allow for a keen sense of hearing, our vision becomes sharper, leading us to tune in to the reality of the things around us. We invite the visitors to focus their senses on the new realm unfolding around them, conveyed in the five areas of archetypes.

Area 1: Icon

The essence of Monolithic Design

In this space Sony presents an installation representing the essence of Monolithic Design at its purest and its most symbolic level. The object is set, in a monumental style, into a slab of slate, representing the dynamic, elegant presence of a form, which stands quiet and calm, yet penetrates the earth and air of its entire environment.

Area 2: Insight

Sound and light in a single object

Visitors in area two will experience a demonstration of how sound and light may integrate and coexist in interior spaces. Owing to the development of Sony’s unique speaker drive system, vertical drive-technology and proprietary digital signal processing technology, speakers can be now integrated to LED lighting to maintain the personalized decor. Here the archetypes apply materials such as cultured marble, wood and organic glass that fits comfortably within multiple home environments. The harmony of the glow radiating from the light with the sound emanating from the omni-directional speaker producing 360° acoustic field embodies a new archetype.

Area 3: Intimate

Personal visual soundfield

An exercise in the essential. Pairing a television with near-field speakers yields a private sphere of entertainment that offers a soundstage with impressive presence. In this personal space, we can immerse ourselves in audio and video content without disturbing others or being distracted. Within the space stand a stool, television and stand, and near-field speaker and stand, creating a new personal experience.

Area 4: Integrate

Visual sound furniture

Area four offers a variant on Monolithic Design expression, with an intelligent connection to furniture and interior space. The mechanical aspect of television or audio systems is neatly incorporated in this archetype to express a new face in furniture. Here, the archetype creates audio without imposition of a mass of imposing technology. The material was made by stereolithography, a 3D printing process providing a pattern and unique structure which have been uniquely designed to achieve acoustic transparency.

Area 5: Install

Architectural furniture integrated with sound lights

This area connects all elements of light, space and sound. Experimental products and furniture populate this experiential space of an abstracted living room. The essential pieces of a speaker, lights and television do not dominate any space, yet their powerful simplicity is immediately apparent.

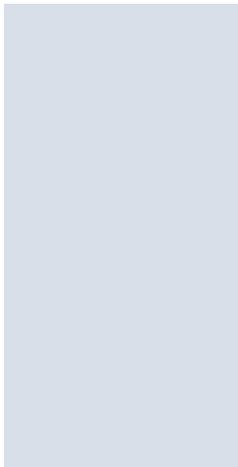
In the quest for Monolithic Design, we limited the focus to essential elements, however, as the diverse examples on display show - from lighting to furniture to architecture and living space - the potential to inspire pieces that blend seamlessly into many settings is unlimited.

‘Contemplating Monolithic Design’ by Sony is open for public viewing from

14th to 19th April in the impressive space of Officine Stendhal at Via Stendhal 35. For more information please visit the Sony @ Milano Salone del Mobile website: <http://www.sony.net/design/milano/>

About Sony Corporation Sony Corporation is responsible for the Electronics Products & Solutions (EP&S) business in the Sony Group. With the vision of "continuing to deliver Kando and Anshin to people and society across the world through the pursuit of technology and new challenges," Sony will create products and services in areas such as home entertainment & sound, imaging, and mobile communications. For more information, visit: <http://www.sony.net/>

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