



**Freedom of ideas and Message to the world  
by young designers!!**

**a project for the next generation of talented Japanese creators. It's about to cause a sensation in the world. The bud is ready to bloom beautifully. The world is looking forward to a new Japanese design.**

Everyday objects such as chopsticks, fans, origami, Japanese style sandals, baskets and Japanese style cups are taken for granted in Japan, but are looked on as something special in the rest of the world. As we head into the future of our global society, imagine if these objects could achieve some sort of original change going beyond the boundaries of culture. We should be able to see ways in which they could change since we use these objects in our daily lives. This should be seen as an opportunity and we propose a conceptual activity for the future. "Born in JAPAN" products need to be rethought, given a new awareness and breathe of life, and be redesigned.