

Press Release

April 11, 2018

Authentic Luxury 2018 Project Team

**Team of Graduates and Students of Keio SDM Exhibit  
at Milano Salone  
Redefine Japan's "Authentic Luxury" and express its concept with  
product and space**



**Sound Principles  
-AUTHENTIC LUXURY-**

Milan, Italy- Authentic Luxury 2018 Project Team, which consists of graduates and students of Graduate School of System Design and Management at Keio University in Japan (hereinafter "Keio SDM<sup>\*1</sup>"), will participate in Milano Salone<sup>\*2</sup>, the world's largest design festival.

The team redefined "Authentic Luxury" in Japan and derived the concept of "Sound Principles." Based on this concept, they developed original products and created space.

Through the exhibit, the team aims to revolutionize the image of the term of Luxury in Japan and to express how people considers true wealth and how it exists in Japan toward global context.

**[Exhibition outline]**

Title: Sound Principles -Authentic Luxury-

Dates: 17 - 22 of April, 2018, 11am - 7 pm

On 17th, Reception only (details are below), 22nd will be closed at 5pm.

Venue: Vander studio, Via Voghera, 25 Milano, Italy

### **[Opening Reception]**

Reception party will be held on April 17th, which is the first day of Milan Salone.

In accordance with the concept of this exhibit, cocktail of Hoppy Beverage will be provided to all the guests. Also, Mr. Keisuke Shiozu, the Noh performer and Geisha from Akasaka, Tokyo will perform Japanese traditional dance.

Date: 17 of April

Open: 6:30 pm, Start: 7 pm - end: 8:30 pm

Venue: Exhibition site

### **[Background]**

In Japan, the word “Luxury” is caught in terms of “sumptuously” or “gorgeous,” while in Europe's well-established maison which are recognized as “luxury brand,” do not take “Luxury” as just a luxury item or expensive one. Rather, they focus on to represent the fine-quality or richness of each lifestyle. Possibly because of this difference, “Made in Japan” does not have much presence in the luxury brand market.

However, Japanese have also been pursuing a rich way of being and recognizing it as quality life since long ago. It can be seen as their culture; People cherish and enjoy nature in each season, people love to make things giving close attention to details. Besides, They call rich and fine quality objects as “the authentic,” and there are many brands’ philosophy to offer “the authentic.” Although the context of “Luxury” in the global and the context of “Richness” in Japan are not expressed in the same language, they must share the same concept underlying with one another.

The members of Authentic Luxury 2018 Project Team sympathized with such thoughts and tried to redefine “Authentic Luxury” using System x Design thinking<sup>\*3</sup>.

Authentic luxury does not exist by itself, but rather emerges from the interactions between its three fundamental elements: an artisan, a created object, and the persons who appreciate that creation. Artisans work to express their principles as a form of value communicated through the vehicle of their work, which then serves to embody, and allow other persons to receive the encoded principles. On their side, the receivers must have appreciation to recognize and perceive the artisans’ principle, as it reemerges as a part of their experience.

In this way, it is the foundation of the Authentic Luxury that propagates its principles and value.

### **[Contents of the exhibition]**

This exhibition expresses the concept of “Sound Principles” in terms of both the products and atmosphere that visitors can feel by the five senses.

- AUXCA.TRUNK: "Clothes for a reason" as their brand philosophy
- EDOARDO GIARDINI: Handmade shoes by Italian shoe craftsmen
- HOPPY: Original cocktail using HOPPY
- Keio SDM: Prototype of two products by students
- Teshigahara school: Ikebana by Mr. Joichi Teshigahara, Iemoto of Teshigahara school

\*1 Graduate School of System Design and Management at Keio University is a graduate school that was established to solve various problems of modern society, which has become complex and large scale from a comprehensive integrated viewpoint. SDM is a practical academic system to look at the whole as a system, which means the aggregate in which plural elements interact with each other. It provides creatively designing an optimal solution, and managing as a whole. By producing education and research results based on SDM study in society, Keio SDM is training human resources that contribute to the construction of a better world.

\*2 Milano Salone is the world's largest international furniture fair held in April every year. "Fiera Salone," a fair for interior and furniture held at the main venue, and "Fuori Salone," hundreds exhibitions held in various places in Milano city during the same period as Fiera Salone, collectively called "Milano Salone." First-class manufacturers and designers from all over the world will gather and then it is the most noteworthy event as a place of dissemination of the world's most advanced designs.

Official website of Milano Salone

English: <https://www.salonemilano.it/en/>

\*3 System x Design thinking is a flexible methodology that can properly combine various methods and methodologies under the basic stance of overlooking the whole. Keio SDM has engaged in activities with the superposition of system thinking and design thinking, so it calls this way with a symbolic meaning.

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[Sponsor team]

This project team consists of 45 people from the following five organizations;

