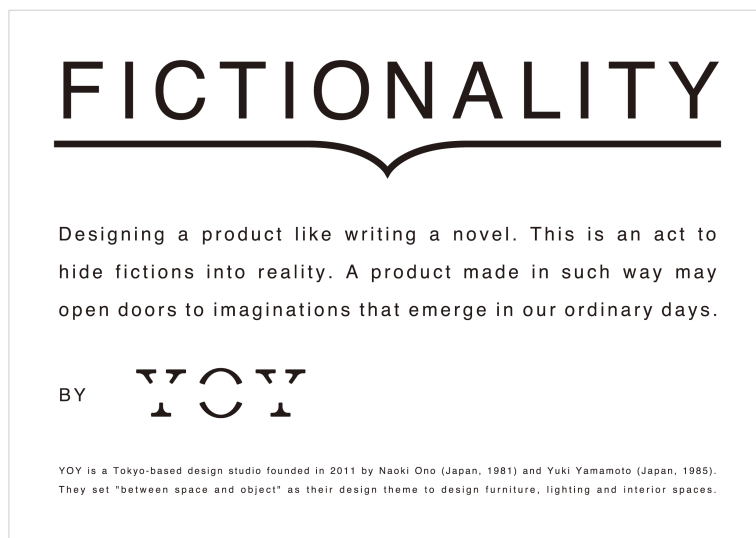


YOY to exhibit 7th year in a row at Milan Design Week with 5 projects.

YOY - a Tokyo-based design studio will exhibit at Milan Design Week for the 7th year in a row. At this exhibition titled "Fictionality," they will present their 3 brand new works including lighting equipments and a brother model of Cotodama Lyric Speaker, a speaker that displays lyrics to the song its playing for the first time. They will also show the piece "TRUNK" designed in collaboration with Kvadrat, a Danish textile brand.



*Concept board

<Outline of the exhibition>

Title: FICTIONALITY

Opening hour: 17-21 Apr 10am - 9pm, 22 Apr 10am - 6pm

Press Preview: 16 Apr 10am - 8pm

Venue: Superstudio Più, via Tortona 27, Milan

Supported by: COTODAMA, Kvadrat <http://www.superdesignshow.com/en/>



<Profile of YOY>



<Profile of YOY> YOY is a Tokyo-based design studio founded in 2011 by Naoki Ono (Japan, 1981) and Yuki Yamamoto (Japan, 1985). They set "between space and object" as their design theme to design furniture, lighting and interior spaces. Their works have been sold all over the world and are included in the collection of MoMA, New York. YOY has been recognized across the globe with numerous international awards. Appointed as part-time lecturer at Musashino Art University since 2015.

URL : <http://yoy-idea.jp>

< About COTODAMA Lyric Speaker>



*Original model of COTODAMA Lyric Speaker

<About COTODAMA Lyric Speaker> COTODAMA Lyric Speaker is the next generation of speakers which displays lyrics in sync with the music developed by COTODAMA Inc. When you choose a song on your mobile phone, the lyrics show up on the translucent screen. Music analysis technologies developed by National Institute of Advanced Industrial Science and Technology (AIST) automatically analyze the song's mood and structure, and the built-in expression engine creates motion graphics to each song that's played.

URL : <https://lyric-speaker.com/en/>

