

MONITOR

unlimited

DESIGN

PRODUCT
ARCHITECTURE
LIFESTYLE
FASHION

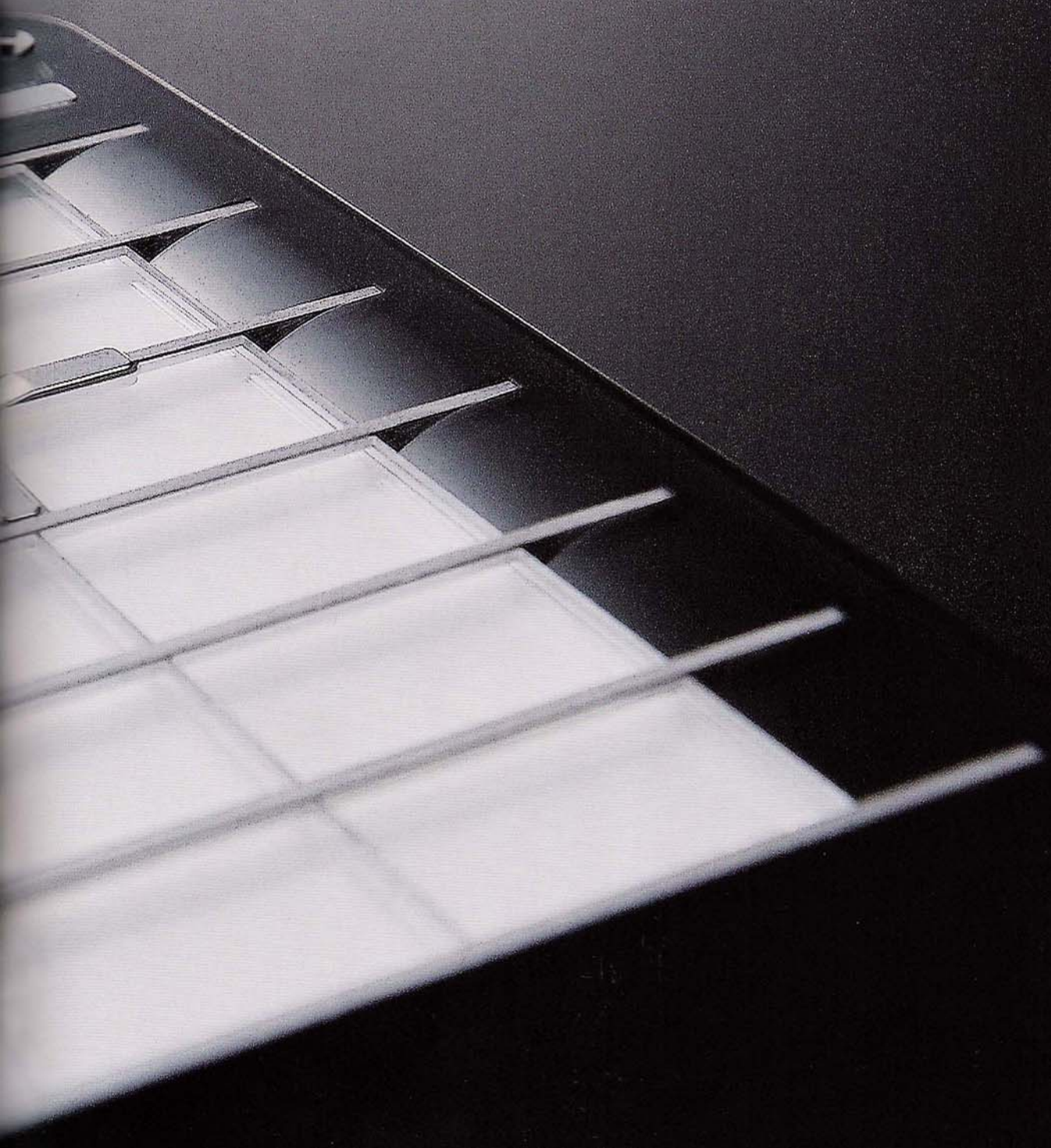
GWENAELE
NICOLAS

curiosity:existence special

plus tekuto sakai 36 plot lidbury 2012 forakis gorshkov m.armani gentryportofino lens krog









Designer Toshihiko Sakai developed a new concept of user-oriented electronics calling his range COMCOM. Lead by the desire to find the most appropriate form for each device, Sakai didn't try to balance shape and interior but explored «how a machine with function asserts its existence in the space». He divided all electronic gear into several categories, basing them on the type and amount of action required from the user: audio equipment, PC equipment, plate-shaped equipment, passive equipment that needs no operation, and RIMOCOM as the overall controller. Each category has its own design characteristics, or «atmospheres». For instance, the design of audio equipment is build on the notion of silence, or, as Sakai himself puts it: «Unless the chosen action is searching for information we don't need to add more information to it». With PC equipments, the designer imagined the contents of the attache case from 007 movies. They are obviously different, strong and single-function shapes, which make «men users childlike hearts tickle but also go well with a room of an exclusive hotel. The plate-shaped things — like switch plates — should express the connection between the visible element and action that is hidden inside the wall. With his design, Sakai contributes to the evolution of a switch plate that has changed twice since the 1930s. Even if a device operates by itself, not requiring any operations from the user, they should have a kind of atmosphere about them that would tell of their meaning and function. Thus, the users won't be intimidated by technology (on one hand) — and won't try to «pile them up and hide at the back».

Electronics with more delicate functions can fit in two categories. Then, according to the series' design logic, it should combine the characteristics of both. For example, Sakai's middle-sized ComDisplay has features of both audio and PC equipment. The second COMCOM series takes this idea one step further. COMCOM 2 focuses on the remote control unit, a portable device that embraces many functions, including those of a cell phone, camera and gaming, and displays four new «atmospheres». In Sakai's opinion, this strategy should make it easy for a customer to imagine using COMCOM products in his or her daily life. The product was created by four different designers directed by Sakai, each designer responsible for one specific «atmosphere».



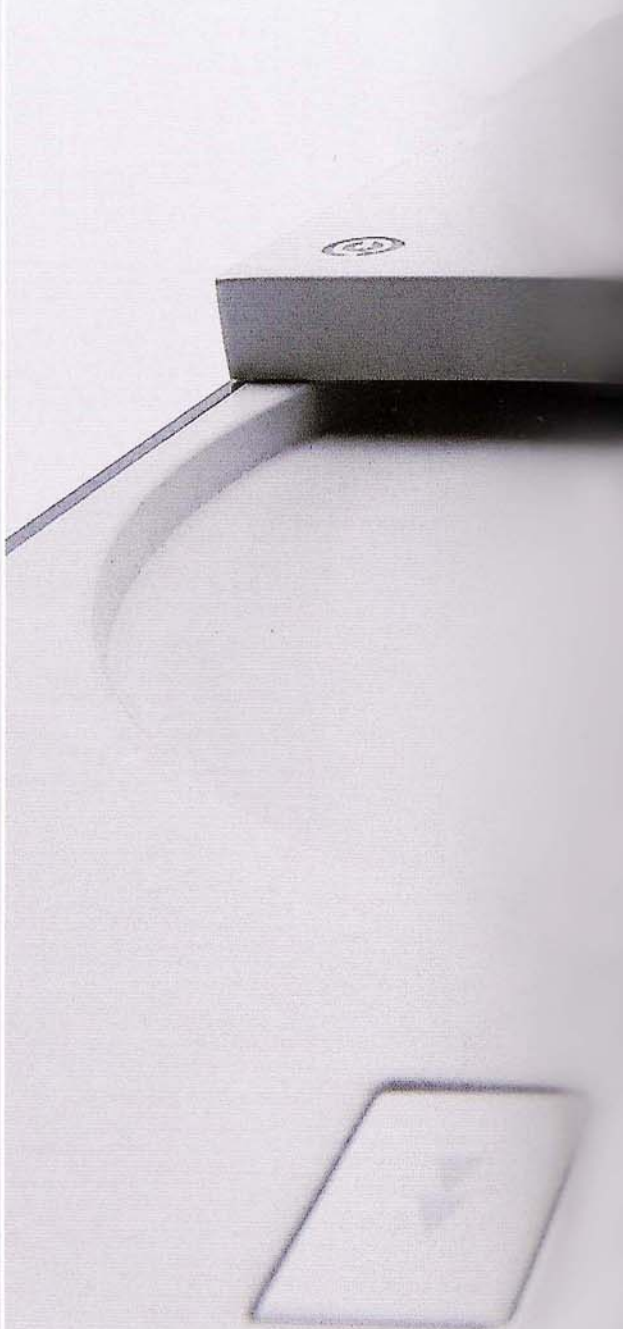


COMCOM > PROTOTYPES

THIS PAGE:
COMMIC_MICROPHONE

LEFT PAGE:
COMPROJECTOR_PROJECTOR

PREVIOUS SPREAD:
SUPER REMOCOM LEATHER
VERSION_CELL PHONE WITH WIRELESS
REMOTE CONTROLLER

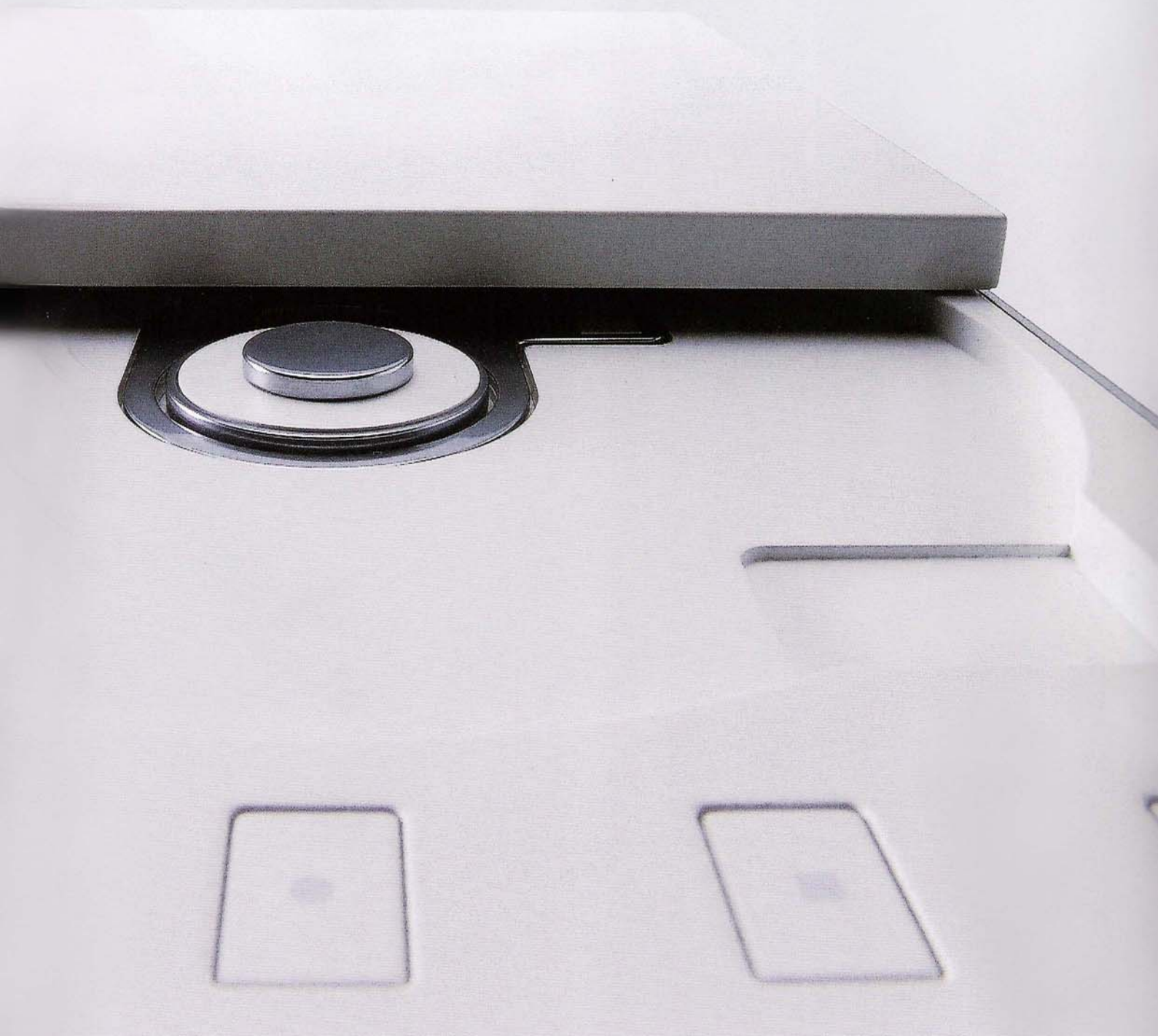




COMCOM > PROTOTYPES

THIS PAGE:
COMPLAYER_PORTABLE CD-DVD PLAYER

LEFT PAGE:
COMCAMERA_DIGITAL CAMERA







COMCOM > PROTOTYPES

THIS PAGE:

**COMDISPLAY_NETWORKED AUDIO VISUAL
SYSTEM EXPANDED ON A WALL**

LEFT PAGE:

WIRELESS LAN TERMINAL UNIT

