

red dot
design concept
yearbook
2006/2007



reddot design award

title:
comcom first
series

category:
interaction &
communication

design:
Sakai Design
Associate Inc

in-house design:
toshihiko sakai

country:
japan

COMCOM First Series

The consideration of form was as important as that of function during the design of this electrical appliance network.

The whole concept of COMCOM First Series is "atmosphere". The series was designed with the aim that all of the equipment would look beautiful and be able to be placed at its most desirable location. The idea is about how a machine with a particular function can assert its existence in a space. The equipment was categorised into various types: audio, PC, plate-shaped, and passive (needing to operation). RIMOCOM controls all the equipment. Designing the whole series as "seamless" enabled the expression of a strong connection between the equipment in the room and the space. The designers aimed both to foster trust in the network of electrical appliances, and to create convenience of use.

The audio equipment conveys the idea that atmosphere is silent. Displayed information is restricted to the chosen action. For the PC equipment, the designers imagined what is inside the attaché case in a 007 movie. They created a unique shape that strongly communicates a single function, which might tickle the possible "childlike heart" of male users. The designers also felt that the product's appearance could allow it to sit comfortably in an exclusive hotel room, and not be displeasing to female users either. The plate-shaped equipment focuses on the connection between the plate and the wall, and the expression of the space within the wall. The switch plate is a third generation design.

There are four variations to RIMOCOM: RIMOCOM, Simple RIMOCOM, Kids RIMOCOM, and Switch RIMOCOM. Each of them have been designed with a focus on the words "brain", "centre", "reliability". In relation to the other equipment, RIMOCOM is akin to the queen bee among worker bees. Its form is strong yet graceful. A simple liquid crystal screen is easy to use, and its L shaped operating bar is easier to operate than a cross key. The Simple RIMOCOM is designed for use at home. The shape is like cordless telephone. The function of the Switch RIMOCOM is similar to the regular plate RIMOCOM, as is its design idea. The COM display is a middle-sized display for information on both audio and PC equipment.



Sakai Design Associate Inc



Sakai Design Associate Inc

Toshihiko Sakai

Sakai Design Associates was established in Tokyo in 1992. Its Director, Toshihiko Sakai, keeps a small staff, but the company has completed a considerable volume of work for some well known clients – Nike, LG, LEGO, Wada Shoten, Yamaha, Fujitsu Photo Film, Toshiba, Tanita Corporation, Daito Electric, Sharp, SANYO Electric, and Comfortable Communications among them. The company has also worked with Itochu fashion system, CREEK&RIVER, Nippon Design Center, and the Hamano Institute. Toshihiko Sakai studied design at Tokyo Zokei University, has worked extensively in product, interior and furniture design, and has exhibited widely.



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