

An abstract graphic in the top right corner consisting of several red lines and a red parallelogram shape, creating a dynamic, geometric composition.

Red Dot

The Pursuit of Quality



Xiamen International
Design Business Week
廈門國際設計營商周

中國 廈門



reddot



Toshihiko Sakai



Sakai Design, Japan

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Founded in 1992 by Toshihiko Sakai, Sakai Design Associate Ltd. is a Tokyo-based design studio with a holistic yet individualistic approach to design. Design is regarded not as artwork by a designer, but as an effective business tool to help companies achieve market success. Sakai Design also offers design consulting and workshops, providing advice for example on design and business strategies, branding or the production process, thus contributing to the growth of their clients' businesses.

Focal Areas:

design for new products, design direction for product development, design consulting, concept design, workshops

Awards:

Good Design Award, Pen Creative Awards, Red Dot Design Award

Clients (selection):

@aroma, British American Tobacco, FUJII Medical Instruments, Fukui City, Olympus Imaging, POLA, Sekisui House, Shizuoka City, Yamaha Corporation

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酒井设计联合有限公司1992年由酒井利彦成立于东京，是一所有着个性化设计追求的设计事务所。设计并不是设计师的艺术创作，而是帮助企业获得市场成功的有效方式。除单纯的产品设计外，酒井设计还提供设计研讨，为企业在设计和商业策略、品牌创建或生产管理方面提供咨询，以支持客户的商业成长。

主营:

新产品设计，产品研发中的设计导向，设计咨询，概念设计，设计研讨

奖项:

日本Good Design设计奖，Pen创新奖，红点设计大奖

客户 (部分):

@aroma, British American Tobacco, FUJII Medical Instruments, Fukui City, Olympus Imaging, POLA, Sekisui House, Shizuoka City, Yamaha Corporation

