



pulse

Yamaha Design Laboratory
at Milan Design Week 2019



Pianissimo Fortissimo

Pianissimo Fortissimo is a wall-mounted piece that can be played like a musical instrument. Standing in front of a large painting sometimes inspires the feeling of being part of the world it depicts... what would it be like to be able to interact with that world?

If you could create real-life musical performances while immersed in this pictorial world, perhaps you might feel a deeper emotional connection to it...

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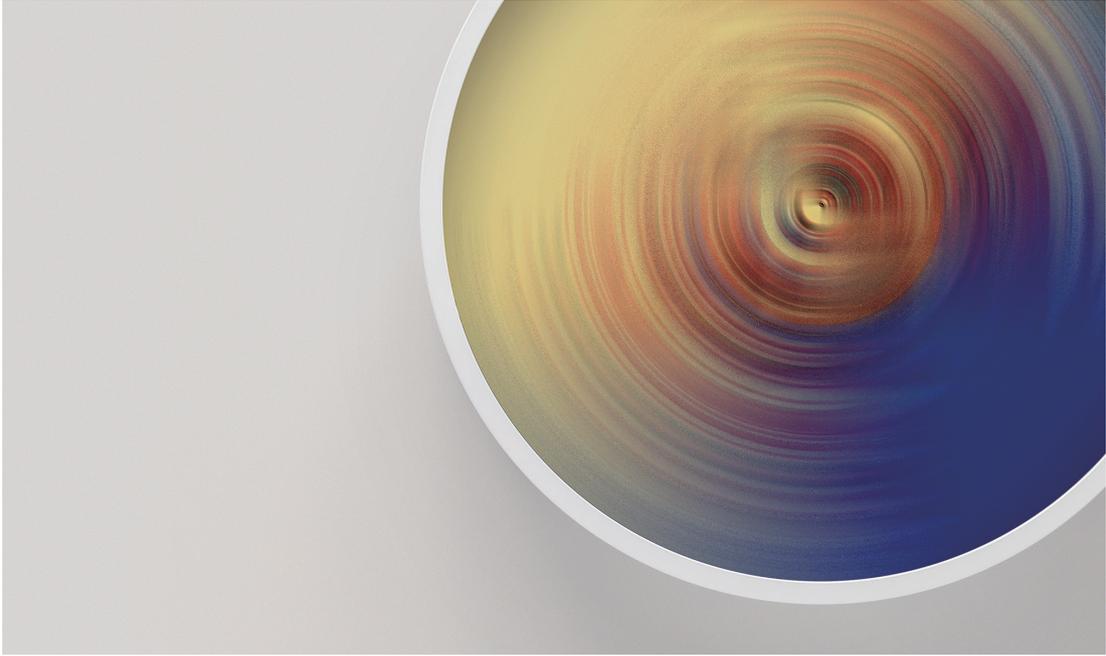
Fine Rainy Days

Fine Rainy Days is an hourglass that emits the sound of falling rain. The languid comfort of a rainy day is a spiritual experience that is familiar to everyone.

Beads pour into the simulated environment within the capsule, provoking a palpable shift toward peace of mind in a single minute.

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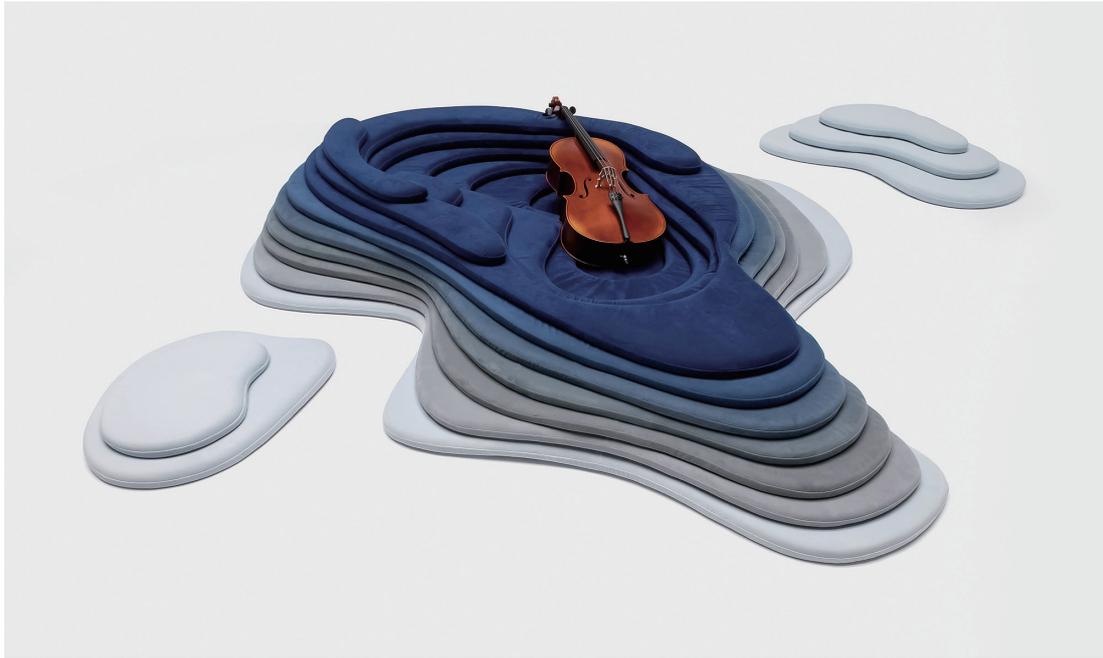
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Kinetic Silence

Kinetic Silence is an audio player that utilizes changing sounds and images to create a comfortable space. Although we often regard the sounds of the city, people' s voices, and machines that surround us as noise, there are moments when this sonic environment makes us feel very good.

Transforming noise into background music allows you to concentrate on carving out your own moment in time.



Sound Gravity

Sound Gravity is an object that envelops the body in the sounds and vibrations of musical instruments. We experience music with complex emotions, some of which coexist almost in opposition and send us swaying frenetically to the melody.

This object offers an experience somewhat like wrapping your arms around a cello and diving into the sounds it produces, providing an unusually broad contrast of emotions.

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This is an era in which products come and go with unbelievable rapidity, one in which many different initiatives and experiences are consumed as information and then forgotten. It can also be said to be an era in which people are beginning to question the very nature of creativity.

Over the four-year period from 2005 to 2008, in an unusual departure from the norm for an in-house design division in Japan at the time, we at the Yamaha Design Laboratory unveiled a range of work that was a representation of our own world view. We have used the reaction from the world at large to craft a unique design philosophy and forge our own identity, which we believe is reflected in our exhibits at Milano Salone.

In this, the first occasion that we have exhibited at Milano Salone in 11 years, we have reexamined the essential roots of design while maintaining an emphasis on earnest playfulness, and chosen the works on display without being restrained by any existing conceptions of genre or form. Instead, our criteria were the joy we felt in designing them, and their ability to expand creative potential. We deepened our examination of things that offer satisfaction and contentment, things that mingle the complexities of sensation, exaltation, security, liberation, and immersion with which human beings are blessed, finally settling on the keyword “pulse” as a representation of pulsing, beating, and emotion. Here we have taken “pulse” as referring to the “rush of emotions” concealed in the difficult-to-describe sensations felt, for example, in sudden moments of serenity experienced when caught up in a rush of emotion, or the transformation of awareness encountered when one experiences something new amidst familiar surroundings.

While this venture remains an incomplete experiment, we hope that it will inspire visitors to feel the pulse within themselves, and that it will leave an impression that will continue to resonate for some time to come.

Manabu Kawada, Yamaha Design Laboratory

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