

# DNP

Dai Nippon Printing

## Redefining the boundaries of printing through technology and design.

DNP (Dai Nippon Printing), one of world's largest printing companies, is appearing in Milan Design Week (MDW) for the first time in the company's long history of more than 140 years. From its beginnings, DNP has continued to grow by adapting an ever-broadening scope of business domains to engage people with new value.

Today, DNP strives to provide value that resonates with human emotions and meets people's expectations in keeping with the growing presence of AI and the rising emphasis on designs that deeply penetrate people's minds and hearts.

At MDW, DNP and its creative partners are presenting new value propositions created with advanced technologies that exceed the traditional boundaries of printing.

Under the concept Patterns as Time, DNP is showcasing how it inspires creativity and turns imagination into reality by leveraging its expertise in technology-supported design. The exhibit is a collaborative effort between ambitious creative partners and the company's innovative design team. The overarching concept is based on DNP's long-standing ambition to contribute to society by leveraging diverse information and printing formats that communicate both traditional and contemporary values.

DNP satisfies diverse needs around the globe by developing design products for all-new value creation. This first-ever participation in MDW is DNP's declaration of commitment to endlessly pursue innovative design.

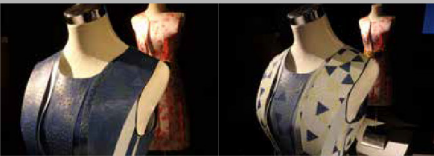


### Technology-supported design in form of decorative aluminum panel for exteriors

This decorative aluminum panel for exteriors is an excellent example of how DNP leverages technology to expand the possibilities of architectural design.

Using DNP's proprietary printing technology, this aluminum panel has been coated with highly weather-resistant lumiflon, making it ideal for exterior siding, rain shutters, exterior soffits (undersides) and much more.

In addition to superior durability, DNP's special processing allows the use of extensive coloring and gloss levels for the production of high-quality designs. Furthermore, diverse surface textures can be reproduced with great realism, ranging from wood, stone and metal to inorganic patterns where the only limit is the creator's imagination.



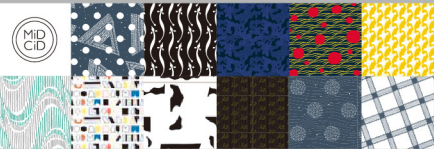
### DNP products and technologies supporting Patterns as Time

#### Electronic Paper

DNP has perfected special technology to expand the possibilities of electronic paper for enhanced shaping flexibility and an extra-wide color range. Also, an interactive sensor interface enables dynamic forms of expression linked to human action—an all-new dimension for the electronic-paper medium.

#### MidCid & "Edo-komon"

MidCid is a project initiated by DNP to reinterpret the wonderful color schemes and patterns of traditional Japanese art extending well back into the past. By revitalizing this distinctive heritage vis-à-vis modern lifestyles and fashion, the aesthetic has taken on a new life as "contemporary Japonism" for design underpinned by the celebrated traditions of Japanese craftsmanship.



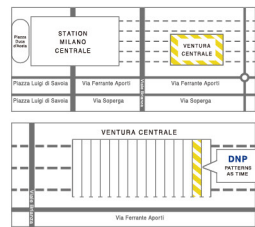
### Greetings from DNP

"In this first-ever appearance at Milan Design Week for DNP, we are delighted to showcase our creative capabilities through unique technologies that goes beyond printing. We also wish to demonstrate our commitment to supporting creators, designers and other partners throughout Europe and the world."



Masato YAMAGUCHI  
Senior Executive Corporate Officer, DNP

### Location



Ventura Centrale  
Via Ferrante Aporti, 31, Milan, Italy

Press preview: 8 April, h. 15.00 – 19.00  
Exhibition dates: 9-13 April, h. 10.00 – 20.00  
14 April, h. 10.00 – 18.00

Please also visit DNP Patterns as Time digital contents:

WEB: <https://www.dnp.co.jp/contents/mdw2019/>  
INSTAGRAM: [instagram.com/design\\_dnp/](https://www.instagram.com/design_dnp/)

#DNPSalone2019  
#patternsastime



9th April - 14th April

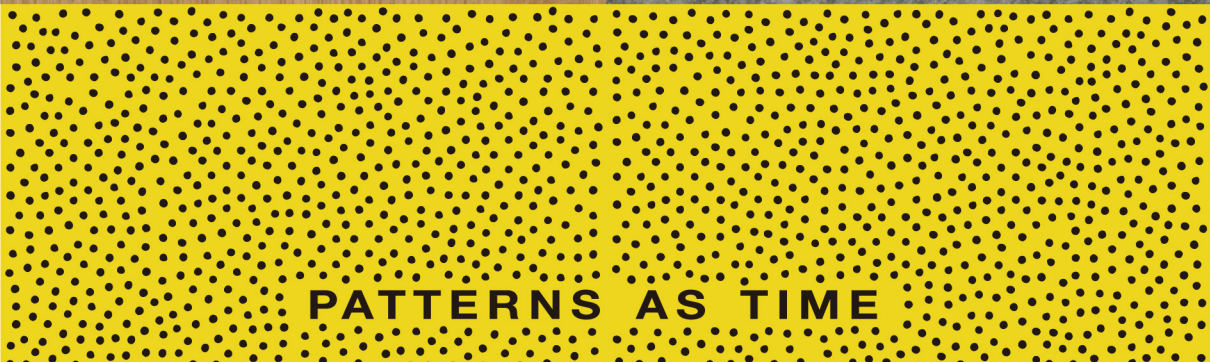
9-13th 10:00-20:00

14th 10:00-18:00

Ventura Centrale District

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# AtMa

アトマ

AtMa is a creative unit established in 2013 by Makoto Suzuki, an interior designer and Ayumi Koyama, an Artist. AtMa's creation covers mainly interior design for fashion retail, cafe, and restaurant, as well as window display, lighting design, chair design, and also creative direction for apartment.

<http://atma-inc.com/>



We have been collaborating with DNP since the start of the MiDCiD project. We strongly empathize with the concept of creating new design by reprising Japan's valuable heritage. We are committed to the beautiful idea of sharing Japanese traditions, craftsmanship and design through graphic creations.

# NOIZ

ノイズ

noiz was established in Tokyo as a partnership between Keisuke Toyoda and Jia-Shuan Tsai in 2007. Taipei office was set up in 2009. Added Sakai Kosuke as a partner from 2016. Actively utilize computational methods and work internationally in a wide range of genres such as architectural design, interior and installation. We are actively developing education, research and consulting activities on design, fabrication and system implementation of the latest digital technology.

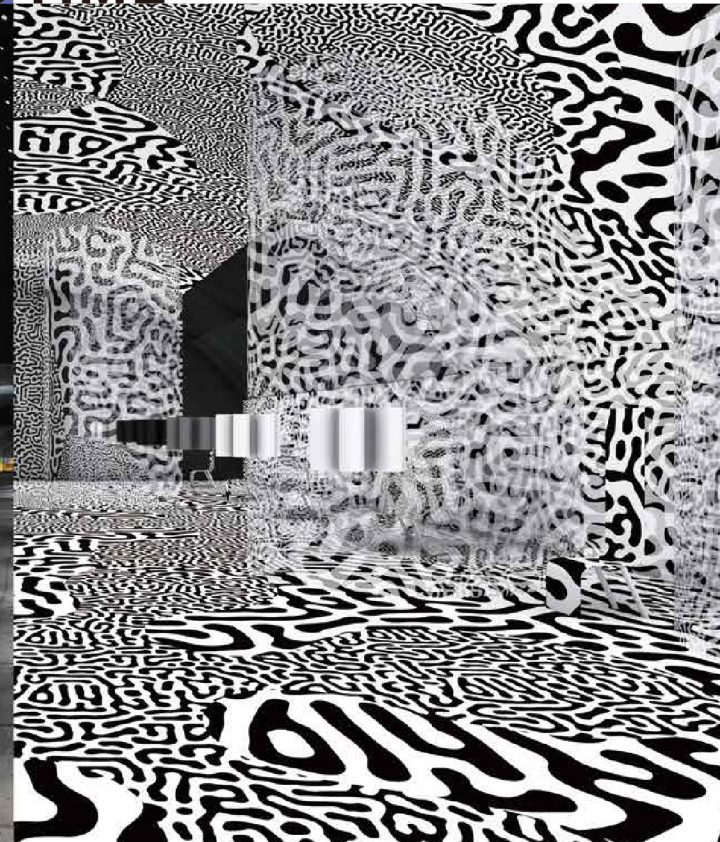
<http://noizarchitects.com/>

DNP and noiz, from their very first encounter, realized that we are linked together by a common vision of the future. In our company's exhibit, we were able to incorporate innovative electronic paper technology based on our familiarity with DNP's diverse creative resources. I am eager to continue leveraging DNP's wide-ranging potential to give shape to the many forms of dynamic information in today's world through design.

## PATTERNS AS TIME

### Time Printing

There is a great inheritance, such as natural resources and human's culture that should be passed on future. Some of them might be lost if it is left as it is. DNP is working on preserving large amount of information of vanishing natural resources (stones and wood etc...) and cultural inheritance which is recorded on a gradual deteriorating material as data. This exhibition reveals "Edo-Komon"- traditional patterns that reflect people's ideas - and "MiDCiD"- Contemporary Japanese Patterns and Colors that is reconstruction of traditional Japanese pattern / colours - by printing them onto the space based on timeline. History and Tradition are results of piling up every second, every moment. They have a depth as like a geological stratum. The traditional "Edo Komon" is in the flow of time in the past. The contemporary design "MiDCiD" is in the flow of time in the future. The timeline of various design will appear. Our thoughts are passing on traditional ideas and historic concept to next generations through design that is connecting past and present with information.



### Patterns of Nature

In nature, an infinite number of patterns exists. Each pattern is an expression of manifold evolution that occurred in unique environments. For instance, the stripe pattern on zebras is an evolutionary adaptation that help camouflage shapes of each body then confuse predators. Patterns can be generated time and time again to serve multiple functions in various scales. In the ocean, many living creatures still exist with primitive morphology. It is common for a number of them to change colors and patterns on their bodies, as easy as they breath, sometimes for pursuing a mate, other times for protect themselves. As such, nature spins a web of diverse relationships in forms of "pattern", which surpass time and scale. The exhibited work by noiz enlivens the unique quality as flexibility, programmability, and non-luminescence texture of the electronic paper. The work enriches the special quality of a wide array of patterns appears in nature. The Zebra Chair, which features the Turing Pattern, emerges out of the patterns then sometime melts into the background. Similarly, the Jellyfish Stool, also built using the electronic paper, changes colors gradually as if a group of sea creatures is slowly breathing. The realm of nature is full of patterns, one could say that all biological activities are some sort of patterns.

Fusing design patterns and advanced technology beyond printing for all-new creativity

## DNP Innovative Design Center



### Yasuji Kusumoto

Yasuji is the general manager of DNP's Innovative Design Center. Born in 1967, he joined DNP after graduating from Kyoto City University of Arts with a major in Visual Design in 1990. Yasuji participates in creating patterns and materials of interior decorative panels and sidings for residential use in Japan and overseas, mainly Europe.

### Innovative Design Center

The design team of DNP's Innovative Design Center specializes in surface designs that are integrated into living spaces. Inspired by the philosophy, "By anticipating the living, we draw the spaces, and create things for the better," the team decorates living spaces through the innovative application of colors, shapes, patterns, textures and more.

### Participation in Milan Design Week

"Patterns as Time," the concept behind DNP's inaugural participation in MDW, treats patterns as much more than mere repetitive graphics. A pattern, for example, can be a vital survival feature that a living creature has inherited from its ancient ancestors, or it can be a cherished cultural tradition, such as Edo-komon, carefully handed down from generation to generation. DNP, leveraging its design expertise and specialized technologies, turns such patterns into creations that celebrate both the preservation and ongoing communication of timeless value.

DNP's exhibition at MDW is a collaborative undertaking in which the creative designs of two talented outside designers are brought to life through advanced materials and technologies developed by the Innovative Design Center. Through this undertaking, which combines the contrasting works of two distinctive personalities, we hope to communicate the power and potential of timeless patterns for surface designs.

### Patterns as Time Presented by DNP

Sponsored Cooperation	Mitsubishi Chemical Corporation CO.,LTD.TOMITA SOMEKOGEI	
Executive Producer	SEIICHI TANAKA (DNP)	
Design Authorizer	YASUJI KUSUMOTO (DNP)	
Director	AKIHIKO KANETO (DNP)	
Producer	YAHOKO SASAO (Sasao Company)	
Exhibition	AtMa (MAKOTO SUZUKI, AYUMI KOYAMA)	
	noiz	
Lighting Design	IZUMI OKAYASU (Izumi Okayasu Lighting Design Office)	
Graphic Design	MASASHIRO KAKINOKIHARA (10inc.)	
	AGATA YAMAGUCHI (10inc.)	
Special Thanks	Imaizumitent	
	T-LAB.	
	KOYA JAPAN Lighting glow	
	SHINSHI.CO.,LTD	
	Yusen Logistics	