

Thursday 3rd April, 2008

The SEIKO Power Design Project, 2007

For the past 6 years, SEIKO Watch Corporation has organized among its design team an annual design event which challenges the designers to explore new ideas and new design themes. The best of these designs are then created as concept watches and are presented to the public as symbols of SEIKO's commitment to design excellence. The 2007 designs were shown at the JIDA (Japan Industrial Designer's Association) Exhibition in Tokyo and received considerable acclaim.



SEIKO Power Design Project exhibition at JIDA, November 2007

SEIKO's Standard has been embodied by the passion to search for excellence in development of emotional technologies, designs and manufacturing skills, which have been explored in its heritage.

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New refinements of classic Arabic numerals
are one focus of the 2007 project.

The project is directed by Naoto Fukasawa*, an internationally celebrated designer. The title of the 2008 Power Design project is "Standard 2". As Mr Fukasawa explains:

"The theme for SEIKO Power Design project 2007 is a continuation of "Standard1" (2006). Mastering this "standard", we have come to understand, means the creation of a watch that has the kind of "watch-like" façade people have come to expect, a watch that we never grow tired of, whose design endures. Locating such a tacit shape is something that is also drawn from various events in peoples' daily lives. Because a "standard" is an undeviating outline that we all picture in our minds.

Eleven designs were deemed to have expressed most clearly the theme of "Standard" and SEIKO proudly presents them at Baselworld 2008. Each of these designs (2 clocks and 9 watches) offers a new kind of subtle refinement to classic styles. The 'Arabic Numerals' design is a typical example. To ensure that the dial has perfect symmetry and balance, the font of each numeral has been subtly changed. The 2 in the "12" is slightly smaller and longer than the 2 of the 2 o'clock marker, and the numerals 4 to 7 have been enlarged to achieve an overall harmony.

Similarly in the radio control solar watch, the numerals have been given an extra volume which gives the whole dial a subtle new look, as if the whole ring of numerals is one, continuous, raised surface.

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The creativity of SEIKO's designers has been amply demonstrated in this project over the past six years and the project has established an important dialogue between SEIKO's strong team of designers and the world market. In 2005, the "B&W" model was developed from the motif of the Japanese traditional chess board game "Go." (Please see http://www.seikowatches.com/press/2006/new_design2006.html) It was so widely praised that it was added to the SEIKO international collection, and was the first commercial SEIKO product to be created from the Power Design Project. Perhaps one or more of the 2007 "Standard" design ideas will also find expression in SEIKO's future collection.



Designs from the "Standard 1" collection
which were translated into commercial success.

For further details please see the Power Design Project website at
http://www.seiko-watch.co.jp/p_design/e/index.html

Naoto Fukasawa

Born in Yamanashi prefecture, Japan, in 1956, Naoto Fukasawa graduated from Tama Art University. He established 'Naoto Fukasawa Design' in 2003 and his works include MUJI's wall-mounted CD player and a new brand ± 0 (plus minus zero) of household electrical appliances. In 2007, he was accorded the title of Hon RDI-Honorable Royal Designer for Industry (Royal Society of Arts).

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