

# Special Feature

## Industry and Academic Collaborative Research

With the idea developing products that are integrated with society, Kenwood is collaborating with universities both in Japan and overseas to teach young people about the expertise and abilities they will need for the future by using the technology and people it has fostered over the years.

These collaborative research experiences teach more than just theory. The students work with professionals until the product hits the market, providing them with a creative and realistic experience.

### Industry Collaborating with Academics at the ENSCI University in Paris France

Kenwood Design is our product design division. It started in 2005 with the establishment of the Product Design Research Group (38 people) at the Tama Art University to form a collaboration between industry and academia. In 2006 we established the same type of group with 34 people at the ENSCI university in Paris France to work and study together.

ENSCI is located among the old streets of Paris near the Bastille. The French flag can be seen flying from its entryway indicating it is a Public University



We are actively seeking candidates for internships. They will experience a wide variety of opportunities in a PDCA based product development process applying industrial design to bring products that shape our world to market.

Industry Academic  
Collaborative Research  
Internship



Foster imagination and  
creativity in the next  
generation of designers



Produce products that satisfy  
the needs of a wide variety of  
consumers

### Overview of research

Basing their studies on the concept of "feeling happy", the researchers collaborated to study environmental problems and how systems and products could be provided 10 years into the future.

Their research pushed the envelope and was full of fresh ideas and feelings. They hypothesized, investigated, imagined and designed a new sense of values for an age where information technology is driving rapid advances in network systems with a demand for communications technology.

The results of their research are 36 works that were on display at the ENSCI open campus.



Near the entrance of the campus  
Students live an inventive lifestyle in the creative spaces provided by remodeling  
an old factory

## A look at the projects

### 1. Testing new ideas

We can see many of the students produced work with an eastern flair. In recognition of the collaboration with Japanese companies, the submissions featured kanji graphics, bamboo and carbon hybrid materials, patterns from old Japanese textiles and a bit of Zen. The goal of this collaborative research was to cultivate designers with an international outlook on life. To do this, our Kenwood design staff met with the students to discuss their projects twice a week for four months.



Researchers forecast the history of media from 1800 to 2020.

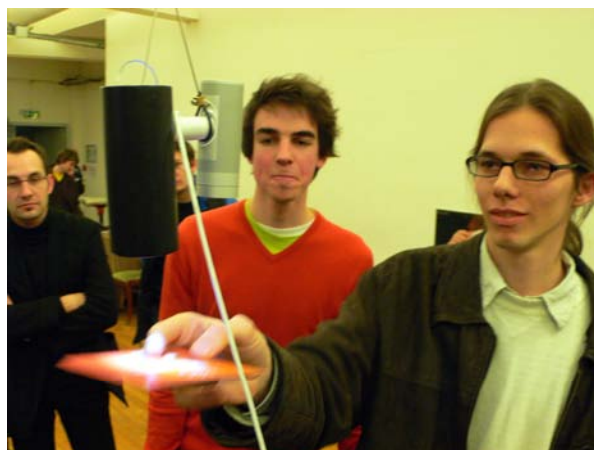


Interim check  
Presentation with conceptual models and panels



## 2. Presentations

The students gave 36 presentations and received evaluations and advice from Kenwood staff over the course of 2 days.



Students listening carefully to the advice of Kenwood staff and instructors

Students giving presentations using hand-made models



Overall review by president of Kenwood Design, Mr. Tanaka.

The presentations were done in a casual manner



### 3. Open campus

All 36 projects were displayed in the atelier. Hand-made models, panels, and images were used to give the presentations.

The projects garnered a lot of attention from outside the school, including students hoping to become designers and people working in the design business.

Visitors look at panels to understand the concepts and procedures. Participating designers were also available to field questions



## Overview of the Tama Art University Industry and Academic Collaboration in 2005

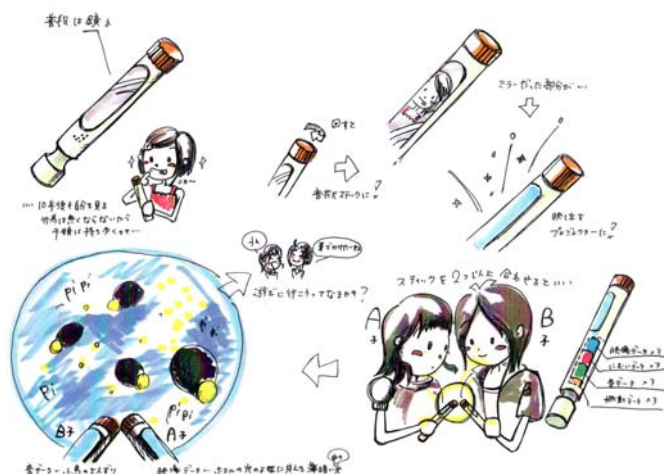
Basing their theme on "a Happy Feeling", thirty-eight people (in eight teams) worked together on products. They were able to experience the joy of creating things with their own hands.

Off-campus presentations were held as part of the "Tokyo Designer's Week" at the Axis Gallery Annex in Roppongi. Foreign media were present to bring the presentations and designs of the academic/industrial design teams to the world.

Event at the design campus. Everybody brought an instrument for a jam session



Sketches of a project idea



Right: Students giving presentations using a projector and costumes  
Left: Students having fun building models for their projects

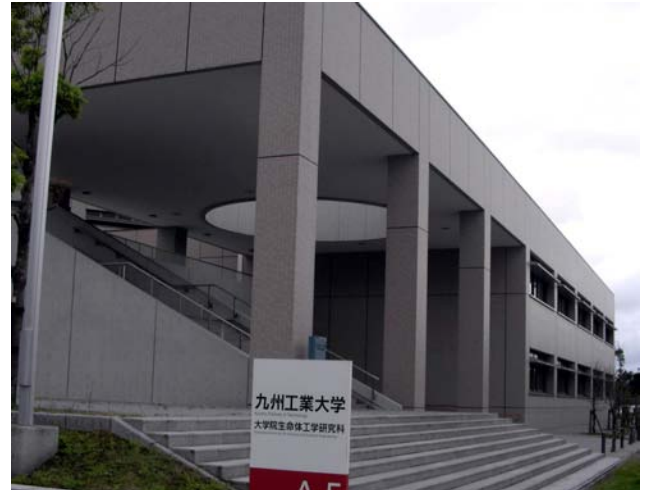
## Industry and Academic Collaboration with Kyushu Institute of Technology

Kenwood has formed an alliance with the Kyushu Institute of Technology (located in Kitakyushu, Fukuoka Prefecture) for industry and academic collaboration. Together we are working to advance the education of people by developing technology for automobile and audio equipment.

Industry and academic collaborative research covers such technologies as machine/human interfaces, high-quality digital audio, and digital compression of audio signals. The best research results are considered for development into actual products, giving the students the full experience of product development.

The knowledge and abilities of the next generation of students has great meaning. Universities are able to contribute to the development of societies and financial growth. By using the academic results for early product development, businesses gain great advantages.

In the future we can expect great things from our collaborative research through the increasing give and take between engineers.



### Some products that feature the results of collaborative research



Car audio



Home audio



Digital audio player



Navigation