

## Hidden Senses

A sensorial experience visualizing an enriched lifestyle for a new tomorrow; See, hear, smell and feel hidden senses that inform your everyday life. Challenging the constraints and preconceptions between technology and human behavior, whilst interacting with familiar objects in a contextual space.

Milan Design Week, April 17-22

Spazio Zegna, Via Savona 56/A, Milan

**Press Preview April 16: 15:00-21:00**

April 17-21: 10:00-20:00

April 22: 10:00-16:00

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The evolution of technology is fast in that it is hard to keep up with the flow and at times understand the benefit for the user. We feel that technology is not here to change our lives, but something that will come closer to us. Nowadays, technology is part of our life and of our households, but we see it as something which does not have to be intrusive, and rather which has to smoothly merge into our spaces. Sony's design team have been exploring new forms of communication that meld into our lives to develop comforting experiences as a result of this exploration.

Design is of course key to create products which elegantly fit into modern spaces, and to develop new, easy-to-use interfaces, allowing people to better exploit technology. But for Sony design is not only a matter of lines and shapes, but also, and even more, a way to explore new innovative ways to integrate technologies into everyday life, making the ordinary into extraordinary.

The "Hidden Senses" exhibition shows possible interactions between people, objects and spaces, building on the fact that technology is part of our daily life. The experience we propose brings forward a more comfortable lifestyle, merging design and technology to create unique emotional experiences involving all of our senses. In some way, design is the key to explore these new interactions and to create an environment where objects are more than the objects themselves, contributing to create a richer, more personal environment.

The exhibition will be composed of 5 case study (areas), in which our 'Hidden Senses' will be revealed step by step. Different ways in which design is applied to technology to interact

with people, product and spaces to create a perceptual experience; from pure sound experience to visualizing information through everyday furniture and lighting. The environment turns into a richer space, where people can get more out of the objects they are already used to. The last area brings it all together, designing a new and unique life space scenario, where objects go beyond their inner nature, and where design facilitates new interactions, improving the way technology and objects themselves bring new emotions and experiences to people.

The desire to dream and turn dreams into reality is part of Sony DNA, and Sony Design is no exception: we have kept to this original spirit, challenging us “to inspire and fulfil curiosity, creating new experience” and “to do what others don’t do”. We strive to transform functional value and innovation into emotional experience.

As this has been a challenge with infinite possibilities, we are delighted to reveal the prototype in public. Through your encouragement, Sony Design will continue to pursue to more 'heartfelt future'.

International Press Office

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