



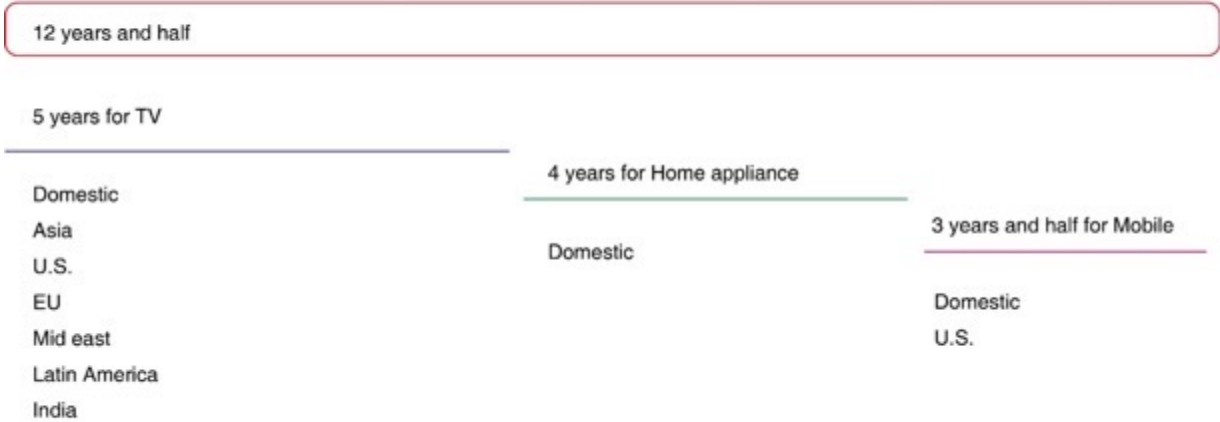
ATSUHIKO YONEDA DESIGN



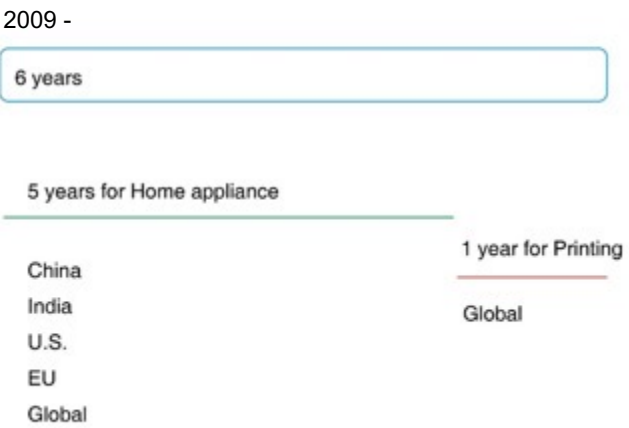
Change the conventional  
wisdom of the world  
with the power of design

Over 25 years of Industrial design development experience.

TOSHIBA



SAMSUNG



Tama Art University  
2018 -



2019 -



2020 -





ATSUHIKO YONEDA DESIGN

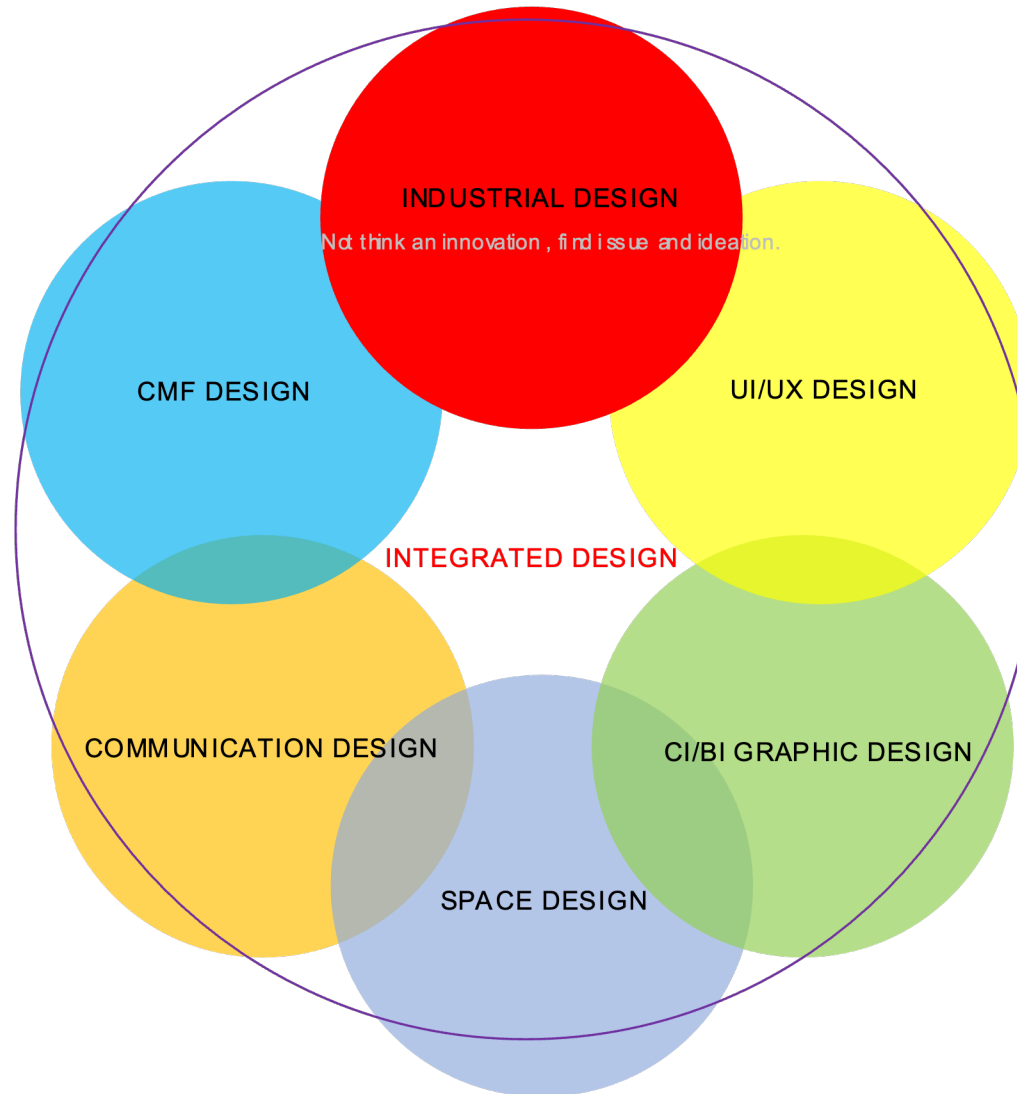
## BUSINESS FIELDS for INNOVATIONS

Support developing  
for mass productions

Observation and  
research

Design

Design strategy





## BUSINESS FIELD

# Creating a future society with ideas from a design perspective.

### Lifestyle

Designing the unconscious of life



### Technology

Innovation x Design



### Mobility

Travel experience like never before



### Regional & Environment

Changing and deepening perceptions of the region/environment



### Energy

Draw the future of sustainable energy



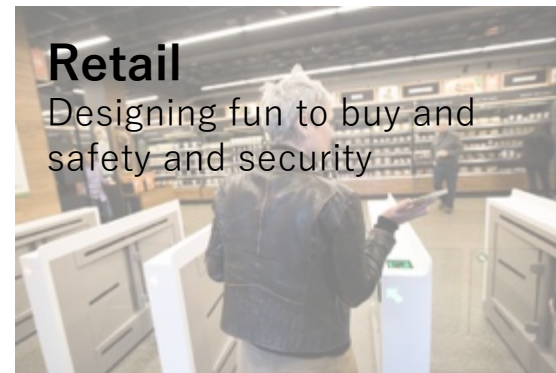
### Healthcare

Design-based mental and physical health



### Retail

Designing fun to buy and safety and security



### Communication

convey your thoughts



## PHILOSOPHY

# Quality Design with intention.

- What the times and society demand.
- Contextual and based on forward thinking.
- Careful and elaborate thought out.
- Coherent and comfortable.
- It must be beautiful anyway.







MMU



Haier AQUA



BLOCK  
FOOD



Industry-university collaboration  
Creation of a new era by speculative design  
**Refrigerators and Washing machines  
of the future**



product  
design award

2013 GOLD



## New potential in product design

Is the beauty inherent in materials compatible with the functionality that that products must have? We have pursued the answer to this question for many years in manufacturing steel sheets.

By appreciating the superior properties of the metal itself instead of adding decorations, we have created exquisite designed steel sheets that are without precedent in the market.  
Toward realizing the additional potential of sheet materials with metallic texture, flexibility, and smoothness—we would like to introduce the novel light, FeLuce.

### FeLuce™

FeLuce is a registered trademark of Yoneda Design.



SEMI-AUTOMATIC WASHINGMACHINE for INDIAN MKT



A washing machine that takes advantage of the characteristics of plastic materials.

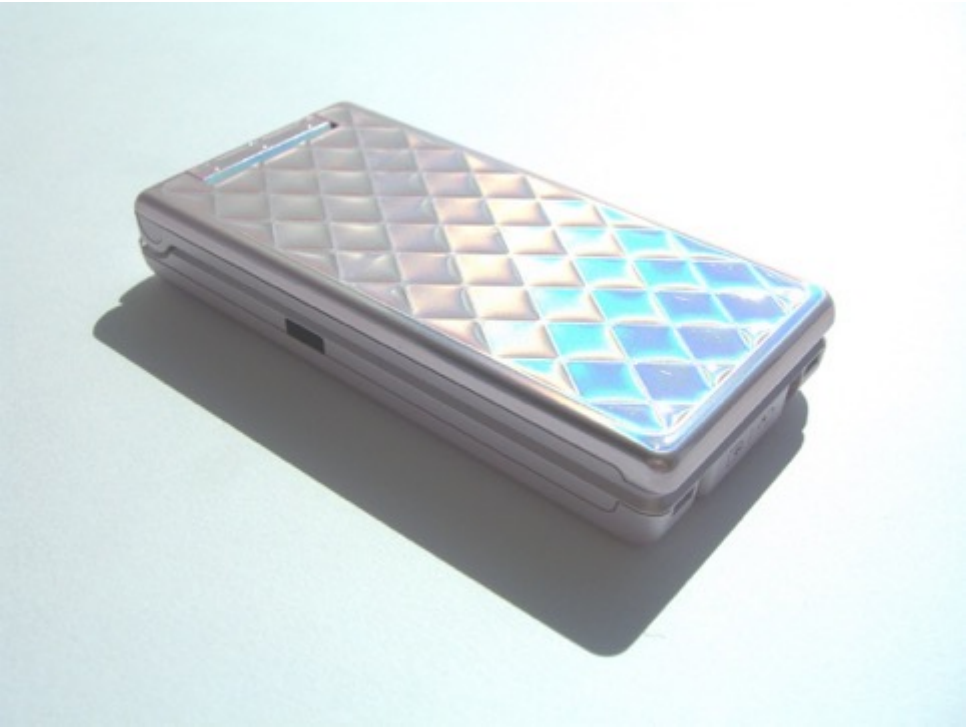


2013 GOLD



KDFC

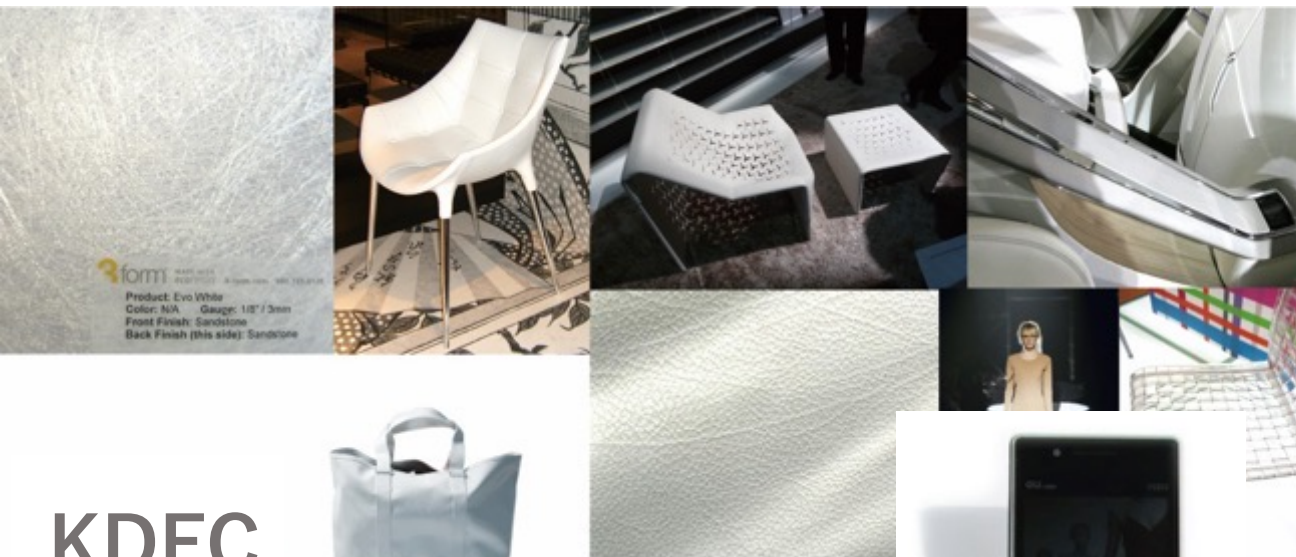
Aurora  
Crystal  
Diamond cut



AD  
DESIGNING FUTURE DESIGN

CONFIDENTIAL





KDFC

Leather x Mirror  
White  
Soft-feel



**Design that transforms  
the structure of society and  
the common sense  
of the world.**

Future Vision



# How can we create a new culture for people ?

Next 100 years



A serene sunset scene over a beach. The sky is a gradient of orange and yellow, with the sun low on the horizon. The ocean is calm with gentle waves washing onto the sandy shore. In the distance, a dark island with a lighthouse is visible. The text "THANK YOU" is centered in the middle of the image.

THANK YOU