MTDO inc.

Portfolio of Tago Manabu

2014.1.22

<Profile>

Manabu Tago

President, Art Director and Designer

Manabu Tago graduated from the Class-II Design Management program of Tokyo Zokei University.
He was engaged in the design development of various home electrical appliances and information technology devices at Toshiba Design Center Corporation. Following a career at Toshiba, he served as design management director at REALFLEET Co., Ltd. Subsequently, he launched MTDO in 2008 to try and open up new areas up until now. He is currently engaged in design, direction and management throughout the entire process from concept creation to production in a wide range of industries.

<Other activities>

Other than my own design business, I engage in the activities of the following organizations to contribute to the social development of design.

Member of the Judging Committee of the Good Design Awards of Japan Institute of Design Promotion (JDP) (2010 -)
Member of the selection committee of the Taipei International Design Award (2013 -)
Specially appointed professor of the Graduate School of System Design and Management, Keio University
Part-time lecturer, Faculty of Engineering and Design, Hosei University
Part-time lecturer, Tokyo Zokei University

<Design Policy>

I am one of the few designers in Japan who practices “design management”.
What I value the most in the design process is not pursuing single-objective optimization but creating a design that stands effective in terms of the total optimization scheme. Design also requires branding and strategy if it is to function as the strength for of a company. Therefore, for me, the act of design is design management itself.
Design management is not bound by a narrow sense of design such as colors and shapes, but is complex information processing to discover and identify problems and reconstruct existing frameworks to achieve inventions of new value.
As we plan the above from beginning to end with creativity, we understand consumer wants and the company gets energized as a result of unexpected synergetic effects. We also carry on communication as we accurately convey value to customers.
These days, I hear from the management of companies that they want to incorporate design not as a solution to an issue in a fragmentary way, but as a comprehensive solution in order to achieve total optimization.
I would like people to consider design as part of our social system and make more active use of it. Under that motto, my work contributes to crafting and considering a strategy for the relationships of various elements such as organizations and systems and I act while always keeping an eye on comprehensive product planning and brand establishment.

<Awards>

iF PRODUCT DESIGN AWARD 2013 (GOLD), reddot design award best of the best 2013, Design for Asia Award 2013 Grand Award, German Design Award "SPECIAL MENTION 2014", GOOD DESIGN AWARD 2012 BEST 100, JIDA Design Museum Selection Vol. 14, JDCA Design Management Award, ILS AWARD Design Business Award, DSA DESIGN AWARD and others.

MTDO inc.

Masterpiece

<INDEX>

01, Toshiba Corporation “Daiseikai (wall-mounted air conditioner)”
02, Toshiba Corporation “dynabook CX1” / REALFLEET Co., Ltd. “dynabook CX1R”
03, REALFLEET Co., Ltd. “amadana CR-102 universal remote control”
04, REALFLEET Co., Ltd. “amadana mobile phone N705”
05, guzzini “Foodesign guzzini”
06, Nasnos Japan “REMO910”
07, Kyowa Nasta Co., Ltd. “Laundry project nasta”
08, Narumi Corporation “OSORO”

01

The World’s First Grille-less Flat-Panel Air Conditioner

Toshiba Corporation “Daiseikai (wall-mounted air conditioner)”
2000

In contrast to the conventional air conditioner mechanism that takes in air from the front grille of the body, we have realized the world’s first grille-less flat-panel design to improve interior décor characteristics.
In order to remove the conventional front grille from air conditioners, the designer actively proposed the development of new technology enabling us to offer new value that defies stereotypes.
Although it may seem simple in terms of design, this was a daunting challenge technically, taking three years from the original design. By revisiting a product and design that we had taken for granted for more than 40 years, we succeeded in making the product far more appealing to consumers.
The simple design – easy to clean and easy to match with any interior décor – made the air conditioner an instantly popular product as soon as it came out on the market. It turned out to be one of the best-selling air conditioners that year. The product design became the standard design for air conditioners thereafter.
How does your product resonate with your peers and consumers while you endeavor to achieve the total optimization? This project reminded me that this is the key to establishing a brand.

before

after

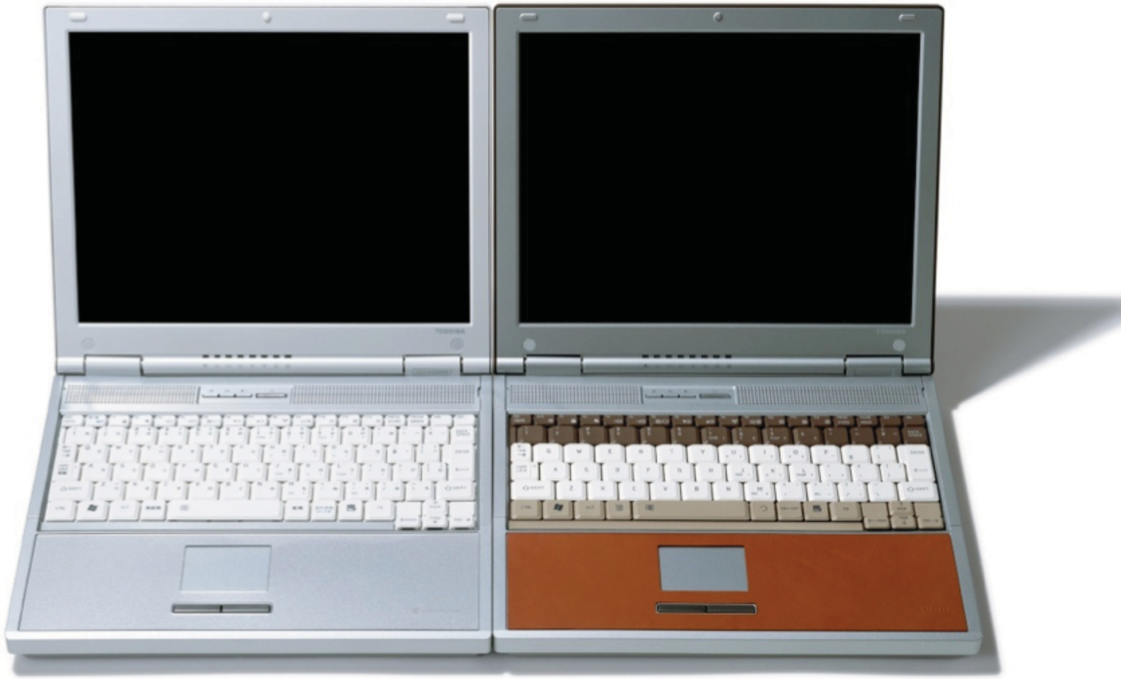
02

A Design Strategy to Tap New Distribution Channels

Toshiba Corporation “dynabook CX1”
REALFLEET Co., Ltd. “dynabook CX1R”
2004

When the personal computer market was in the transitional phase from B2B to B2C, I engaged in the “dynabook renaissance project.” An important task was to redeem the market position of Toshiba Corporation, the pioneer of notebook computers, and gain brand recognition among end users.
We proposed to Toshiba collaboration with REALFLEET Co., Ltd., an independent home electric appliance manufacturer, where designers joined the project from the planning stage, and had started to become known for its novelty and uniqueness, including its distribution channels. We simultaneously released both the “dynabook CX1,” Toshiba’s standard model, and the “dynabook CX1R,” a REALFLEET model to be sold at lifestyle shops.
The CX1 sold for 160,000 yen at mass merchandise stores and the CX1R for 250,000 yen at lifestyle shops. Although the price difference was almost 100,000 yen, the CX1R sold out immediately. We successfully gained consumers’ recognition of the dynabook brand and also contributed to the dissemination of the REALFLEET brand.
The key points in this product development were how to differentiate the two models using the same mold, and how beautiful a design was possible to achieve for both.
We reviewed all of the specifications that had been considered standard to that point and overcame various challenges such as using a no-latch mechanism, changing the icons and fonts, and even product promotion.
The most characteristic challenge with this product was adopting the world’s first real leather palm rest for the CX1R.
My style is to continue asking questions, even about things that are taboo, and to offer new value.

TOSHIBA REALFLEET

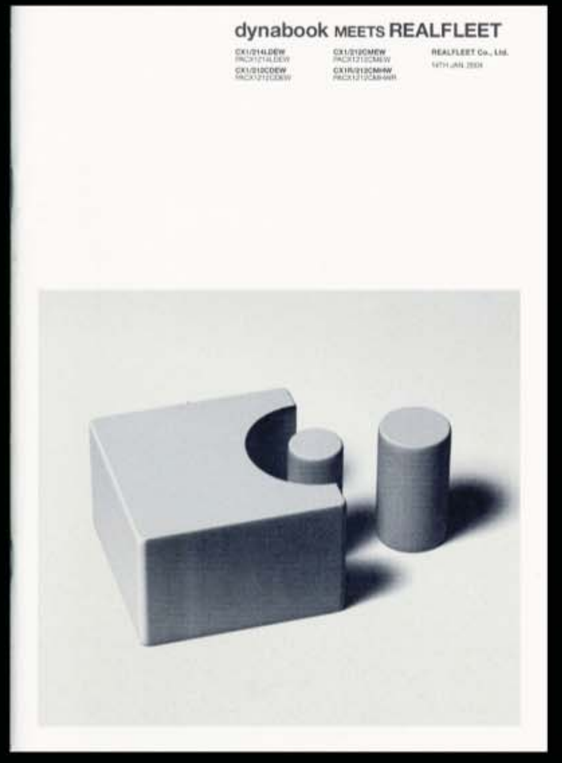


Serial number

Color keyboard

Latchles

Real lather



Catalog

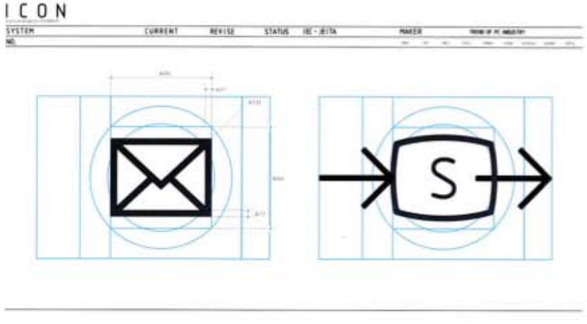
event Flyer

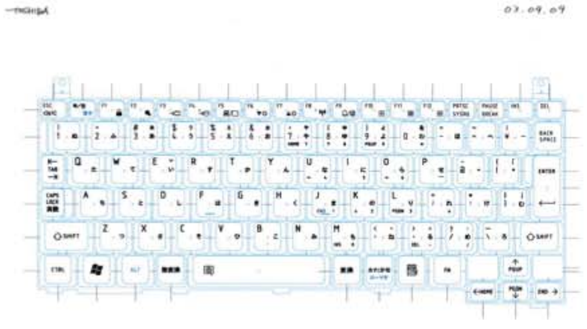
Flash surface

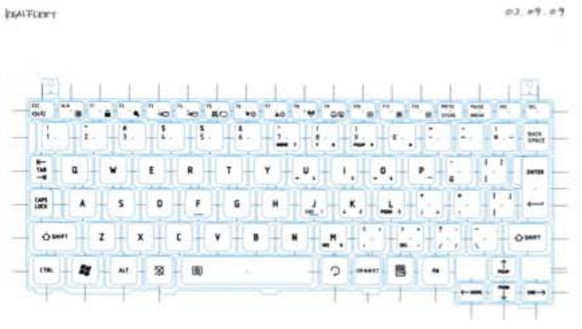
Button regulation

Aluminum mouse

World clock





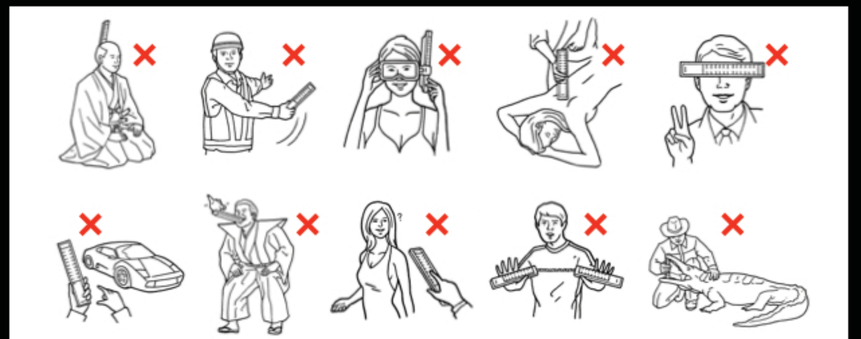


03

The Redefinition of Value

REALFLEET Co., Ltd. “amadana CR-102 universal remote control”
2004

These days, every home electric appliance comes with a remote control and every house has many remote controls lying around its living room. Since remote controls are deemed to be mere accessories, they are usually designed and developed in a low-cost way. As a result, every remote control looks like every other remote control.
You can pre-program this amadana CR-102 universal remote control to operate multiple devices so you can neatly tidy up the mess of remote controls in your living room. In other words, you can manage various devices in your living room with this remote control alone. Given that situation, I thought that such a remote control should stand out more than a conventional one.
While the chassis of a conventional remote control is made of cheap plastic, we used zinc die-cast for the CR-102 to exude a certain dignity and offer people the joy of owning it. The amadana CR-102 universal remote control sold for about 13,000 yen, exorbitant compared to the conventional universal remote controls sold at mass merchandise stores. However, it sold as the flagship product of amadana and was also selected as part of the permanent collection of the Japan Industrial Designers’ Association (JIDA).



Caution, warning illustration for amadana CR-102 Usage

REALFLEET

04

Total Design from Hardware to Software

REALFLEET Co., Ltd. “amadana mobile phone N705”
2008

NTT Docomo, Inc., the largest mobile-phone carrier in Japan, was agonizing over its product design strategy, which was inferior to that of its competitors. The amadana brand with its many design-conscious customers was singled out, and the amadana N705 mobile phone turned out to be the best-selling mobile phone that year.
The challenges I faced in designing the product were not only to do with designing the hardware, but also to do with making the software adhere to the world view of the amadana brand. In addition, for the product’s decoration, we applied unconventional materials that had been considered taboo from the production control perspective. Normally, the chassis of a mobile phone was made of plastic with just a coating. However, we revolutionized the industry by using wood-grain and leather-like decoration.
With the N705, apart from the three standard models sold at Docomo shops (orange, white and black), amadana also released a REALFLEET model (limited to 5,000 units). The limited version, priced at about 70,000 yen, sold out completely within 24 hours and the phone became a premium product as well as a hot topic of discussion.

amadana × docomo × NEC

N705i amadana model limited edition

05

The Inheritance of Tradition and

the Creation of New Value

guzzini “Foodesign guzzini”
2008

A project, “Design of Japanese food culture developed by the Japanese” was organized by an Italian company.
The objects of design included tableware, of course, but this was an attempt to design the entire time connected to food, taking the whole process from preparation to eating as a ceremony.
I focused on the Japanese food culture of shaping rice and offered a new food design. The culture of shaping rice includes many styles, such as pressed sushi, hand-shaped sushi, rolled sushi and rice balls.
There are a number of views about the origins of shaping rice. For instance, there is a theory that the Japanese started making mountain-shaped rice balls in resemblance of their gods and ate them with sacred hopes. Shaping rice is a unique aesthetic practice of the Japanese people and also has the function of making rice better to eat.
Pleasure to cook and fun to eat – the project was to design the entire process. It was a challenge to offer completely new experiential value for people to enjoy while carrying on the tradition of Japanese food culture. (“Washoku,” the traditional food culture of the Japanese people, was added to UNESCO’s Intangible Cultural Heritage list in 2013.)

06

A New Style of Interface Connecting People and Product

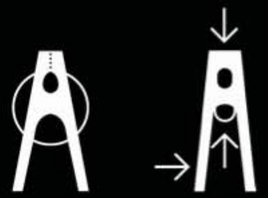
Nasnos Japan “REMO910”
2009

The REMO910 is a self-learning universal remote control that allows you to operate TV, air conditioners, audio and video devices as well as lighting, curtains and blinds. We made a V-shaped remote control to enhance user-friendliness while overcoming technical requirements at the same time. I also designed the interface that appears on the touch panel-type operation screen of the remote control. In an age when it is natural to design and develop hardware and software separately, I, the only designer in the project, directed the entire process from planning to production. This was a project in which we seriously contemplated what the ideal product should be for people to use.
The product won the Design Management Award at the Interior Lifestyle exhibition in 2009.

07

Design out-of-the-ordinary

Kyowa Nasta Co., Ltd. “Laundry project nasta”
2011- Present



Kyowa Nasta Co., Ltd. is an 80-year old home hardware manufacturer. Housing starts were declining every year and Kyowa Nasta was one of the manufacturers suffering from that trend. However, the company took pride in its long established history and launched the laundry project “nasta” at such a time.

Firstly, I visualized scenes of people doing laundry and wondered what the values of this routine chore were. I supposed that laundry is a routine chore for sunny days. Sunny is “hare” in Japanese. Now, this word “hare” is used to describe weather, but it also has the meaning of “special occasion.” Based on that, I wondered if we could make laundry, a routine chore, something special. In other words, could we find pleasure in mundane matters too?

It used to be that people would hang their laundry outside the house to dry, but consumer lifestyles have been changing and these days, more people tend to hang their laundry to dry inside the house. When laundry is hung outside, it may not matter what color the laundry poles are or whether they are bare stainless steel. But, if you hang laundry indoors, it is only natural to want the color of the laundry poles to harmonize with the interior décor. However, the product had never been improved to respond to such changes in our lifestyles.

nasta

air series

In 2012, the company launched the “air series” of products starting with AirHoop, a hook to hold a laundry pole. As a result, the company grew out of being a conventional subcontractor and also made a big leap forward towards the restructuring of its corporate brand.
This project has shown us that we can discover untapped needs and markets if we have renewed product concepts, and also reminded us of the importance of going into unknown territory.

GOOD DESIGN AWARD 2012, 2013

08

Brand New Tableware – OPEN TABLEWARE SYSTEM –

Narumi Corporation "OSORO"

2012

Design management was practiced in every part of this project.

Narumi Corporation (NARUMI) is a long-established bone china manufacturer and was the first company to succeed in mass-producing bone china in Japan. However, the bone china market in Japan has been shrinking. One reason is the declining sales of department stores, with bone china sales in Japan also declining in the wake of that trend. Another reason is changes in people's lifestyles. Since microwaves and dishwashers are usually not suitable for bone china, people tend to be reluctant to use bone china.

We are living in an era inundated with information and goods, where people have different values, and this is making it hard for companies to target particular customer segments. We separated the goods from the act of eating and reconstructed the goods to create OSORO, completely new tableware for this age.

OSORO is made of ceramics and silicon resin, a combination that enables use of the product not only for serving food, but also for cooking by microwave or conventional oven, and for storing food in the freezer or refrigerator. In addition, our new attempt to modularize the tableware allows it to be stacked efficiently so OSORO can improve space efficiency in the home as well.

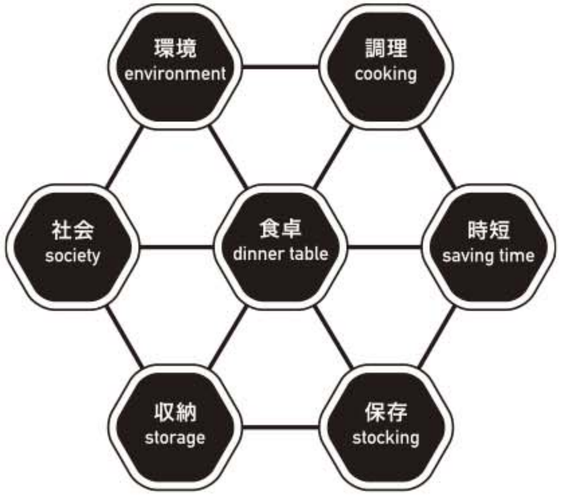
At a glance, OSORO may seem to have a perfectly straightforward design, but chinaware, which is categorized as semi-industrial goods, and silicone products, as industrial goods, have different dimensional accuracies in manufacturing so combining the two materials was no mean feat.

We began with the development of the soil and tried as many as 200 patterns of glaze and soil combination. This took us three years.

As we confronted the changing lifestyles and complex social issues of our age, we wondered if we could lend flair to people's tables with our products as a tableware manufacturer. Our endeavor began with that question. As a result of a myriad of efforts, we succeeded in offering people an environment where they do not need cling-film and containers, reducing water usage and CO2 emissions, and generating products that make leisure time for people.

OSORO will transform your food life.

Here is a question.
What is tableware?
Is it just a vessel to serve food in or to share the savory experience and moments of happiness? Or is it something that brings a circle of friend's together?
But what if it is the exact cause for new problems?
Be it Japanese, Western or Chinese, we end up owning more coordinations of tableware by day. This means more washing up to do, not to mention the space they could take up
when bringing them out and putting them back in.
Is there anything we can do about it? That's the way it is, people might say.....
So what do we do?
What if it could have multi purposes; so that it can be cooked in,
served with different food, used to refrigerate and easy to store?
And this is exactly what OSORO does!
As an "OPEN TABLEWARE SYSTEM", OSORO is based on a completely new idea.
It is a series of new dishware by NARUMI, coming from a rich tradition of making bone china(*), Your food life can begin here, taking a step forward from the history of chinaware.
This is about drawing the "!" experience of surprises and consciousness from Japan to the world.



OSORO's SOLUTION

Cook and serve

Cooking with a microwave is easy and convenient. But throwing out the used plastic wrap every time can be a waste and hassle. So what if we could microwave without using plastic wrap? OSORO's innovative answer to this is "combining plate and bowl" . All you do is slipping the silicone "O-connector" ring in between plates. Without ruining the food, you can put a bowl over it to microwave. If you put a bowl in the bottom, it will be just right for reheating soup or cold rice. You can even refrigerate it directly. The O-connector comes in 7 colors, and can be color-coded to tell what is inside. You will always come up with new ideas.

Stock in refrigerators and freezers

The special silicone "O-sealer" cover is useful for stocking food or reheating in microwaves. Put the cover on and press the center, the plate will instantly stick to the O-sealer. By heating, the excess steam will escape and is easier than using plastic wrap. After heating, you can take the cover to slip it underneath the plate, and you have a pot stand. Stocking is neither a problem for OSORO. Put the cover on to stack them in the refrigerator or freezer to organize as you wish. The O-sealer comes in 7 colors, so you have a choice of colors for your family or certain days of the week.

Surprising storage capability

Organizing cupboards can be a problem for everyone. Knowing that plates can break, you still end up stacking them..... But with OSORO, your problems are solved. Since the whole line is designed with the same angle and size proportion, the bottom will match no matter how they are stacked. Tableware for the whole family can be stacked economically. Even if they are stacked upside down, the sides match perfectly. So organizing the cupboard or refrigerator can be efficient as ever. The stack is like an object of beauty. The tableware has surprising storage capability that makes you enjoy showing how you store.

OSORO Silicone ring

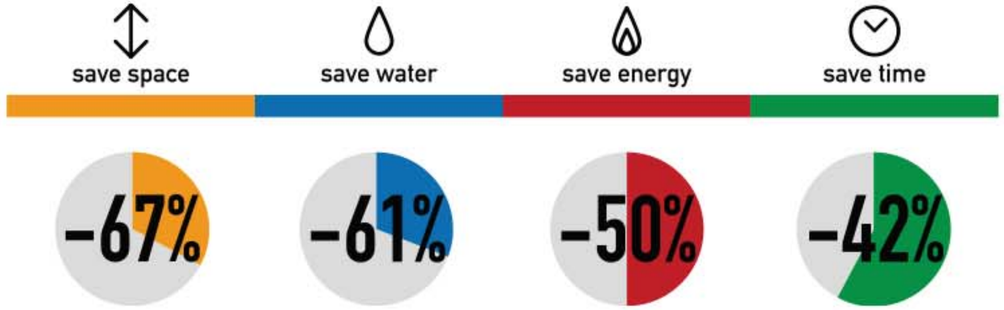
O-connector

OSORO is a completely new type of tableware.
Not just for the table but it can be used as a cooking tool, as well as a stocking container. And even in the most unexpected ways.
The secret is in the newly developed O-connector. It can be used by slipping it in between plates. It can be put, not just in the refrigerator, but in the freezer as well. Not to mention the microwave or even in the oven. The food is securely guarded by a capsule-shaped plate, and can be served as soon as it is heated, without ruining how its placed on the plate. Dishes such as hamburgers and tempura, which can get soggy with plastic wrap can be heated and eaten on the spot.
There are 7 color variations, in sizes that can be used OSORO tableware. For sticky rice and soup, there are bowls, deep dish or shallow dish that can be used. For stir-fry, a shallow dish can be topped with a bowl. “Designing your own” is the key. It’s up to you to change your food life.

OSORO Silicone cover

O-sealer

It is a completely new food life realized by OSORO-
So let’ s introduce the newly developed silicon cover “O-sealer” as a secret weapon of OPEN TABLEWARE SYSTEM.
It can be put on the plate, and by pushing the center dimple softly, it will tightly seal. It can be put in the freezer as well as the refrigerator. Moreover, it can be used in a microwave as well as an oven. It can also be used underneath the hot plate as a pot stand.
For leftover food, or for food preparation, it can be quickly stocked. Even when you do not have time, one can heat it up to be eaten right away. If it is stacked with a cover on, the refrigerator can be fully organized.
There are 7 color variations. It is developed to match the size of every vessel in the OSORO series. Family members can choose their favorite color to be used, and can be also categorized depending on what goes inside.
“Designing your own.” You can always find your own way of use.



For a minimum and maximum lifestyle.

What is there to be done now regarding tableware?
Of course, it can make your table colorful. Through food, it is our desire to make life a richer one for many people. Wouldn’t it be wonderful, if by using this dishware, your food life could be made healthier, unconsciously wasting less and it being environmentally friendly. That is exactly what OSORO is aiming for, exactly that kind of lifestyle. If everyone could be smart, and could cherish the time spent with your loved ones, and could awaken to the importance to the earth’s environment- . Being compact as a minimum tool, we can maximize your happy life. Begin to experience a certain consciousness with OSORO.

24hX365D ENJOY

Begin enriching your future with OSORO.

More and more, we use microwave containers and dispensable plastic wrap by day. You want to live simple, but your kitchen is full of utensils..... Does this sound familiar? With OSORO, you don’t need any more plastic wrap and food containers. With a surprising stocking capability, it will leave you with plenty of space in your cupboard. Since the times question each person’s lifestyle, the tableware and kitchen can be slim and smart as ever..... You can change this surprising experience by enjoying a moment of consciousness and growth. Let us step out for an even richer lifestyle together with OSORO.

Sealed with a single finger,
it is a magical item that can be used for heating straight out of the refrigerator.

Food stocked or dinner leftovers are generally covered with plastic wrap to be stored in the refrigerator. But we tend to throw away the plastic wrap once we're done heating. Now changing this standard procedure is OSORO's special silicone cover "O-Sealer" . Place it on a plate and push the center for an instant seal. It can be used to store in the refrigerator or freezer and can be put directly in the microwave to be heated. If the plate is hot, you can even take it off to slip it underneath as a pot stand. You don't need to keep discarding the plastic wrap anymore. Moreover, the refrigerator will remain organized by stacking the plates on top of each other. You will be instantly hooked to see how convenient it is.

Let' s enjoy a hot oven cooked meal without getting it charred.

Being so thin and light, OSORO is the heat resistant ceramic tableware. From gratins to grilled vegetables, hot steaming food can be brought to the table straight from the oven. However, you'd think oven cooking has a tendency to char and makes it difficult to clean. Well, not really. There's nothing to worry about. With NARUMIOTM, the original material NARUMI developed for OSORO, the beautifully shiny surface provided by a high smoothness will get the most stubborn char all nice and shiny. *
Goodbye heat resistant tableware that is unrefined, heavy and so hard to wash! Let's enjoy the colorful, rich oven cooking more casually. *Researched by the company.

There is a reason for OSORO's function and style.

There is a reason for OSORO's sizing. We have conducted extensive research on the size of tableware being used in the Japanese household, to realize the perfect sizing to be put away systematically in the cupboard and to be used conveniently in the microwave. Although you may point out the fact that functional tableware when coordinated on the table look too sharp. Well OSORO has really done its homework of pursuing the right balance between food and tableware. From intricate Western menus to easy rice bowls and soup dishes, be it Japanese, Western or Chinese, or Southern ethnic, they are all in perfect match. It is easy to use and the style is right. The design has a long-life, and will not go out of fashion.

Won’t even hurt a dumpling.
Enjoy the food without ruining the serving.

How do you heat a dumpling in a microwave? When you wrap it in plastic wrap, has the plastic wrap ever shrunk to make it flat.....? Have you ever felt sad when you saw the flat dumpling?
Even in this kind of situation, OSORO will save the day. With the special silicone ring called the “O-connecter” , it perfectly docks up with the plate. So the OSORO acts as a protective capsule to prevent from ruining how it looks, and enables you to reheat your food beautifully and smartly. As soon as take off the bowl that serves as a lid, your fluff-a-licious dumpling is ready to eat.

7 silicone colors to paint your food life bright. Enjoy the matching colors.

OSORO presents a completely new way of using tableware. You can join the plates together or adopt them as cover instead of using plastic wrap.
OSORO’s special silicone item called “O-connector” and “O-sealer ” will come in handy.
Silicone sounds a bit plain..... But OSORO’s silicone item comes in a total of 7 colors, all chosen from natural colors. They stand out when seen with the white plates and highlights the table or inside the refrigerator or freezer.
Select your favorite color, or choose according to what you wish to stock.
Match your own!

With well over 60 combinations, there are infinite ways to use.

It can be used for a dinner alone, for brunch with your family and for a party with a large group of people. A tableware system that can be used in any way possible, can it be done?
Yes, OSORO can make it happen. With a modular design that is adjusted by every angle and size within the lineup, one can stack every plate together, which makes it possible for various combinations.
For example, you can stack a small plate of appetizers on top on a large plate for the main dish. It can be fully coordinated to enhance a pretty layout. There are over 60 combinations. It can fit a single’s lair to a garden party. An infinite number of ways to be matched depending all on your idea.

NARUMI

OSORO

OPEN TABLEWARE SYSTEM

I expressed all of the information about the product as info-graphic information so that consumers could easily understand the characteristics of the product. I also designed communication so that the value proposition would be properly conveyed to people speaking different languages.

NARUMI is a western tableware company while OSORO has incorporated Japanese culture, a piece of old Japanese wisdom, “ikki-tayo,” meaning one tool used for various purposes. Western tableware born in Europe has a long history, but the industry had not evolved for a long time. We questioned each of the common practices that had lived long in the industry and found answers to them with approaches that were uniquely Japanese.
What can a piece of tableware do to achieve the global goal of realizing a sustainable society?
OSORO is filled with answers to that question.
The introduction of this completely new food culture and product has been well received in Japan and overseas.

iF PRODUCT DESIGN AWARD 2013 (GOLD)
reddot design award best of the best 2013
Design for Asia Award 2013 Grand Award
German Design Award "SPECIAL MENTION 2014"
GOOD DESIGN AWARD 2012 BEST 100
JIDA DESIGN MUSIUM SELECTION Vol.14
Interiorlifestyle 2012 DESIGN BUSINESS AWARD
DSA DESIGN AWARD
(January 22, 2014 current)

URL http://www.osoro.jp
CONCEPT BOOK http://www.osoro.jp/images/OSORO_book.pdf

Emotional
Creative
Design
inc.