

CoorsTek KK's Office Wins "German Design Award 2018"

CoorsTek KK announces that new headquarter's office and gallery which KOKUYO Co., Ltd. designed, have won this year's *German Design Award in the category of Excellent Communication Design/Retail Architecture. The German Design Award is a globally renowned design award, and CoorsTek's office and gallery have been selected for the Winner category of the German Design Award: Excellent Communication Design/Retail Architecture.

Overview of the design



Design concept: In rebranding the office and gallery of CoorsTek, the engineered ceramics manufacturer, three keywords emerged to define the company's core competences: Pure, Repeat, Clarity. These leitmotifs were integrated into the company's new spatial and light dot technology concept. The light dots are repeated and reflected in the walls so that visitors are surrounded by them. Each light reacts interactively when touched. With music, the products are thus displayed as artworks, aimed at making visitors understand the sophisticated technology behind them.

Design Company: KOKUYO Co., Ltd., Tokyo

Art Direction/Interior Design: Wataru Sato, KOKUYO

More information:

<http://www.german-design-award.com/en/the-winners/gallery/detail/15494-pure-repeat-clarity-coorstek-gallery-and-office.html>

*** German Design Award**

German Design Award is an international design award organized by the German Design Council founded in 1953. It is an authoritative award that only products nominated by the German Design Council will be candidates among products won from around the world and accepted as excellent design. The awards consist of "Gold" "Winner" "Special Mention" "Nominee".

<http://www.german-design-award.com/>

CoorsTek KK 11-1, Osaki 2-chome, Shinagawa-ku, Tokyo 141-0032, Japan	T	03 5437 8411	Akira_Shino@coorstek.co.jp
	F	03 5437 7172	coorstek.co.jp