

# For Reference

**SANYO Electric Co., Ltd.**

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## **SANYO to display ‘SUNPLANT’ at the ‘LIGHTING OBJET 2008’ in Tokyo** *An Environment-themed Installation Designed by Toshiyuki Kita*

Tokyo, December 9, 2008 – SANYO Electric Co., Ltd. (SANYO) will display the ‘SUNPLANT’ installation at the ‘LIGHTING OBJET 2008’ in ‘Tokyo Building TOKIA Galleria Square’. The ‘SUNPLANT’ is an installation designed by Toshiyuki Kita, one of the world’s most recognized designers, and incorporates both SANYO’s rechargeable ‘eneloop’ batteries and highly efficient ‘HIT’ solar cells, displaying the concept of charging ‘eneloop’ rechargeable batteries and LED lights through clean energy. This is first time for SANYO to display ‘SUNPLANT’ in Japan, after displaying at ‘Milano Design Week 2008’ (April, Italy) and ‘Intersolar 2008’ (June, Germany). The ‘SUNPLANT’ will be on display from Friday, December 19, 2008 until Sunday, January 4, 2009.

‘LIGHTING OBJET 2008’ is an exhibition in Japan created to display art associated with lighting and illumination, incorporating the concept of ‘A message of harmony for the future of the global environment and the generations to come’. The exhibition was created as put forward by Yoko Niki, an environment producer, under the editorship of Setsu Asakura, the cultural contributor, featuring over 50 designers, artists and illustrators covering a variety of genres including musicians, product designers, lighting and illumination, space, and display choreographers including such well known names as Tatsuya Ishii, Toshiyuki Kita and Katsuhiko Hibino that are set to participate in this exhibition.

As the 150<sup>th</sup> anniversary of establishing diplomatic ties between Japan and France, the ‘LIGHTING OBJET 2008’ is set to be a major cultural event to also commemorate and celebrate this very special year for Japan-France diplomatic relations.

### **Event Outline**

Event Name: Symphony of Light and Sound ‘LIGHTING OBJET 2008’  
Date: Friday, December 19, 2008 – Sunday, January 4, 2009  
Tokyo Building TOKIA Galleria, Nomura Building Public Open Space,  
Shin-Marunouchi Building 7F Marunouchi House,  
Venue: Tokyo International Forum, Lounge Glass Building 1F  
(Entrance on Tokyo Station side)  
Nippon Broadcasting, Yurakucho Marui, others  
URL: <http://www.illuminat.co.jp/LO2008>

### **SANYO Display Outline**

Display items SUNPLANT  
Date: Friday, December 19, 2008 – Wednesday, December, 2008  
Venue: Tokyo Building TOKIA Galleria,

## **The SUNPLANT**

The 'SUNPLANT' is an installation that incorporates SANYO's reusable 'eneloop' batteries and highly efficient 'HIT' solar cells, and takes the form of a tree with the solar panels acting as leaves on the branches, collecting sunlight and sending the power partly to LED lights on the installation, whilst displaying the ability to charge 'eneloop' rechargeable batteries through clean energy.

The 'SUNPLANT' was born from the concepts of SANYO's brand vision 'Think GAIA' and the eneloop universe product line-up based on it which emphasizes clean natural energy from the sun powering the electronic devices found around people everyday with batteries that can be reused and recycled. Agreeing with this concept, Toshiyuki Kita proposed the 'SUNPLANT' installation design as a way to capture the future of energy and power in a very familiar-type object, a plant.

\*Item is not for sale

\*Height 375cm

\*The SUNPLANT installation partly powers the LED lights whilst on display

## **About HIT Solar Cells**

<http://www.sanyo.com/solar>

## **About eneloop**

<http://www.eneloop.info>

## **About Toshiyuki Kita**



Date of Birth: 5<sup>th</sup> November 1942

Kita extended his creative field from Japan to Italy and to the international arena as an environmental and industrial designer since 1969. He has created many hit products for European and Japanese manufacturers, ranging from furniture, LCD TV sets, robots to household goods and appliances. Many of his works are possessed by the Museum of Modern Art, New York, Centre Georges Pompidou, Paris, Pinakothek der Moderne, Munich, and other museums around the world.

In recent years, he has been promoting education by holding seminars and workshops not only in Japan, but also in Europe and Asia. He continues to be involved in his lifelong devotion to working with traditional crafts and developing local industries.

URL: <http://www.toshiyukikita.com>