

The founding spirit of Sony as a company which “doesn’t chase after trends, but creates them,” has long been reflected in the company’s approach to design. In 1961, Sony established the Design Group, bringing together designers (who had previously been scattered across the company) under one roof. With the careful guidance of the Design Group’s first head, Norio Ohga, Sony adopted a unified design for its products — the iconic “black & silver” look which became Sony’s calling card around the world.

Some fifty years have passed since those early days, which is all the more reason to pause at this juncture and reflect on what defines Sony design.

This special exhibit was created precisely with that idea in mind. Please join us and explore for yourself what makes Sony design so unique.

Sony Design

50 Years of Sony Design

Dec.1, 2011(Thurs.) ——— Mar.30, 2012(Fri.)

Sony Archives

Operating Hours 10:00 — 17:00

Place Sony Archives Tel. 03-5448-4455

closed on Saturday, Sunday, national holidays and company holidays.

Please note that reservations are required in order to visit Sony Archives.

