

PLAYIFY



YAMAHA

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CASIO

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keechdesign

YAMAHA x CASIO x Keechdesign host PLAYIFY

Keechdesign has teamed up with Casio Computer Co. and Yamaha Design Studio on a collaborative project centred around the use of everyday products.

30 guests from across the creative industries are invited to Keechdesign and Yamaha's Central London studio on 5th July 2018 to participate in PLAYIFY - an event highlighting the unconventional and unintentional uses of our everyday tools and equipment.

Each guest, carefully selected from across the creative industry, is challenged to bring in an item that they use everyday as part of their work, and show how they use it 'playfully'. From the tapping of a pencil to the twanging of a ruler, this is an exercise in fun and creativity.

PLAYIFY aims to capture how creative's interact with their personal objects in a playful way, giving designers usable insights for future products. The event also provides an opportunity for individuals from diverse industries [design, music, crafts, architecture, publishing, fashion, tech + more] to interact and collaborate.

The project teams of Yamaha, Casio and Keechdesign are jointly producing a book to capture the event, the guests and the objects they bring. This book will be used to offer a rare insight into London's diverse creative industry, for a global audience.

Notes to Editors

Casio Computer Co.

Casio Computer Co. is a Japanese multinational consumer electronics company, headquartered in Shibuya, Tokyo. Casio has a unique design department, also based in Tokyo, creating a wide variety of consumer electronics and electronic devices such as Timepieces, Electronic Dictionaries, Calculators, Label Printers, Electronic Musical Instruments, Cash Registers, Data Projectors and more.

With our value of 'Invent Necessity', we strive to create products that meet latent needs through unique, groundbreaking capabilities. To facilitate this, Casio frequently sends its designers to international cities such as London to cement our globally-competitive design skills with local businesses.

We are very honoured to be a part of this wonderful collaboration and hope it will expand interaction among these great creators.

Yamaha Design Studio

Yamaha Design Studio London was established in 2005 for three key reasons:

The first aim is to stimulate collaboration between personnel from different cultures in Japan and London with an eye on advanced product design for both the near future and long-term.

The second, the London studio will be the centre for gathering the latest insights into design, art, interiors, architecture, fashion, and other fields that are crucial for the design of musical instruments and other Yamaha products.

The third is to build networks between creative personnel from many different walks of life and foster mutual cooperation and creative initiatives between them.

In turn, we hope we will develop innovative and unique new designs for Yamaha through these collaborations.

Keechdesign UK Ltd.

Keechdesign is a London-based design agency delivering full-spectrum creativity from research to marketplace.

We excel in the following areas:

- Research and Insight
- Design and Delivery
- Brand and Communication

Our agile, design-led approach means we achieve award-winning results for businesses ranging from Japanese global corporations to European start-ups.

We have deep experience in the following industry sectors: consumer product, business equipment, wearable tech, audio visual, automotive, construction, fashion, retail, interiors, architecture, online and digital.

Keechdesign was founded in 2005 by David Keech. David graduated from the Royal College of Art in 1989, worked as an Associate at Foster and Partners for 10 years, then as an in-house designer for Yamaha at their Japan HQ, founding Keechdesign on his return to the UK.

For further information, interview requests and high resolution images please contact:

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