

Within the Milan International Furniture Fair

## FUHA — FABRICA FOR DAIKIN

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Treviso, April 2015 – Fabrica, Benetton Group’s communication research centre, and Daikin, the Japanese multinational and world leader of indoor climate systems, presents “FUHA” on April 14-19 at the Fuori Salone. FUHA is a multisensory artistic layout with a multitude of creative stories that give shape to air.

“FU” and “HA” are two traditional Japanese onomatopoeic expressions reminiscent of the sound of human breath. “FU” recalls the sound of blowing on something to cool it, while “HA” imitates the sound of exhaling, open-mouthed, to warm something. Using this concept as their starting point, the young researchers at Fabrica created a setting in which the air is the designer. Through ten different installations in which air manifests its existence in the form of sound, weight or substance, visitors come into contact with the invisible, thus turning the intangible into physical interaction.

The exhibits reveal the various qualities air can assume, even presumably indistinct ones such as form and volume. An interactive printer shows the movement of air according to the user’s lung capacity. The weight of air is shown in an installation that uses various elements to show reciprocal tension. A series of full-scale drawings of trees represents the effect of air over time: a force that moulds the environment and nature almost imperceptibly, season after season. Water is the other element in the exhibition, to complement air. A discreet yet fundamental presence. It’s true that air models the tree, but it’s water that makes the tree grow and, day after day, gives a form to the air’s action.

“Air is a powerful, silent presence in our everyday life. Nonetheless, it’s an element that is hard to perceive, measure and weigh. Giving shape to air was a real challenge for the designers. FUHA demonstrates that we at Fabrica don’t think of design just as the creation of a three-dimensional object but as the ability to tell a story. This is the fruit of a team-working environment that brings together different talents, cultures and skills. This year we worked with STUDIO FormaFantasma; we admire the refinement, poetry and attention to detail seen in their work. In their capacity as external art directors, the Italian designer duo guided our team in both conceptual and aesthetic terms. The work done for FUHA is a tribute to the air that the human body issues and to the personal experience they shared with Fabrica’s young designers. Together we created settings that act as a stage for air. Visitors will undoubtedly be surprised by this unexpected approach to such a humble material”, Sam Baron, head of Design, Fabrica.

“Working on FUHA with Sam Baron and his team was a wonderful experience because we share the same vision and design approach. Our collaborative effort developed very naturally and was guided by our desire to keep the design process as open as possible and wholly shared between us”, STUDIO Formafantasma.

“FUHA is the ideal follow-up to last year’s exhibition. Fabrica’s journey of discovery to Japan, focused on the country’s culture and our company’s values, allowed them to offer us this enchanting summarisation. Air and water are two elements, which by means of their skills, people have used to produce renewable energy or make machines that offer us a better quality of life. FUHA is Daikin”, Takayuki Kamekawa, President and Managing Director of Daikin Italy.

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 **DAIKIN**

Images are available at [www.fabrica.it/press](http://www.fabrica.it/press)

Image gallery/projects/fuha

## FABRICA

Fabrica is a communication research centre. It is based in Treviso, Italy, and is an integral part of the Benetton Group. Established in 1994, Fabrica offers young people from around the world a one-year scholarship, accommodation and a round-trip ticket to Italy, enabling a highly diverse group of researchers. The range of disciplines is equally diverse, including design, visual communication, photography, interaction, video, music and journalism. Fabrica is based in a campus centered on a 17th-century villa, restored and significantly augmented by renowned Japanese architect Tadao Ando.

[www.fabrica.it](http://www.fabrica.it)

## DAIKIN

Daikin Industries Ltd. is the Japanese multinational that is the world leader in indoor climate systems for domestic, commercial and industrial uses. Daikin's products harness technology focused on saving energy and reducing CO2 emissions, such as its energy-efficient heat pump systems. The company has operated in Europe since 1973. It has factories in Belgium, the Czech Republic, Italy, Germany, Turkey and the UK. Daikin Air Conditioning Italy SpA was established in Italy in 2002 and today it is the market leader in this industry. In December 2010 Daikin Italy entered the heating market with Rotex brand systems and a dedicated division. Thanks to its innovative heat pump systems offering maximum energy efficiency, the company became a partner of Klimahouse, the Bolzano-based agency which certifies buildings' energy efficiency. Established in 1924, in 2014 Daikin celebrated 90 years of success and its special consideration for innovation, sustainability and environmental responsibility.

[www.daikin.com](http://www.daikin.com)

## FUHA — Fabrica for Daikin

14-19 April 2015  
Foro Bonaparte, 60  
20121 Milan

M2 Lanza Brera - Piccolo Teatro or Cadorna  
M1 Cairoli Castello or Cadorna

[www.fuha.info](http://www.fuha.info)  
#fuha  
#fabricalovesdaikin  
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More information:

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