

Denka Innovation Center Main Building Wins Good Design Award

DENKI KAGAKU KOGYO KABUSHIKI KAISHA (hereinafter “Denka”) hereby announces that the Denka Innovation Center main building, a core R&D facility that the Company completed in April 2014, has won the Good Design Award 2015 sponsored by the Japan Institute of Design Promotion. The Denka Innovation Center main building was constructed to facilitate open innovation, which the Company sees as key to achieving the goals of the Denka100 management plan. To enhance the efficiency of its R&D activities, Denka conducted thorough surveys and discussions from the construction planning stage onward. The design of this building thus entailed reshuffling the organizational structure as well as planning office spaces with superior functionality. The granting of this award is a testament to Denka’s success in designing a facility capable of enabling workers to fully exercise their intellectual creativity.

In line with its growth strategy, Denka is focusing its management resources on new growth drivers and the development of next-generation products. With the Denka Innovation Center serving as its technological powerhouse, the Company will take on the challenge of maximizing possibility of chemistry to create new solutions and new value and thereby live up to the expectations and trust of society.

Project name: Denka Innovation Center main building

Project outline: Celebrating the centennial of the Company’s founding in 2015, this project involved the reconstruction of the main laboratories and research offices at the Denka Innovation Center, where the Company’s research staff is concentrated. Proactively leveraging a two-meter height difference within the building site, we adopted a split-level floor plan that provides helical central spaces. Along with the effective use of space, this arrangement improved visibility throughout the workplace, thereby creating an environment with a greater sense of openness, which will, in turn, enhance the vibrancy of the workforce. In sum, this building provides a research environment that facilitates robust worksite communication and encourages workers to exercise their creativity while helping integrate the Company’s R&D expertise.

 **GOOD DESIGN AWARD**
2015年度受賞



Construction firm: Kajima Corporation
Design firm: ILYA CORPORATION

Denka

Judges' comment:

Office spaces and research facilities must be capable of supporting a vibrant and productive workforce. The diligent application of technology and use of restrained yet innovative design features ensured that this project realized this goal. Specifically, the helical arrangement of corridors around the inner courtyard enhance visibility, making it physically and psychologically easier for workers to engage in natural conversations, from which new ideas may sprung. We expect this project to be referred to as a standard practice in creating favorable working environments.

The website of Good Design Award (the overview of the project):

<http://www.g-mark.org/award/describe/42980?locale=en>

Denka Joins Good Design Exhibition 2015

Commencing on October 30, 2015, the Good Design Exhibition 2015 will be held at Tokyo Midtown, with the Denka Innovation Center main building being introduced as an award-winning design alongside other cutting-edge design projects.

Date: October 30 to November 4

Venue: Tokyo Midtown (Roppongi, Minato-ku, Tokyo)

URL: <http://www.g-mark.org/meeting>

About Good Design Award

Established in 1957 as the Good Design Product Selection System, the Good Design Award is the domestic program for comprehensive design evaluation and promotion. Over its nearly six decades, the Good Design Award program has recognized more than 40,000 design projects with the aim of contributing to the development of domestic industries and the enrichment of society and culture. Today, applicants for Good Design Award include a number of companies and organizations from around the world, making it a globally famous award program, with the symbol of the program “G Mark” being familiar to the general public.



<http://www.g-mark.org/?locale=en>

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