

Toyota Boshoku "Hall of Our Steps" Wins Good Design Award

"Hall of Our Steps" of Toyota Boshoku Corporation (Global Mainstay Hub: Kariya City, Aichi Prefecture, President & CEO: Masayoshi Shirayanagi) has received the 2022 Good Design Award* (Media and Contents category).

The Hall of Our Steps museum was established based on the concept of "100 years of history leading into the next 100 years." It will serve as a site to convey the history of Toyota Boshoku while perpetuating the spirit of the Principles of Toyoda and aspirations for *Monozukuri*. Furthermore, it aims to offer a setting to communicate both internally and externally the Toyota Boshoku group's determination to continue its contribution to the future.

Joining us as recipients of the award were Toppan Inc. and WOW Inc., which were involved in creating the exhibits, and Takenaka Corporation, which was responsible for construction. Highly praised aspects included the sustainable efforts made in relocating a section of the building that was once in operation, video content with a powerful message to visitors, and creation of a screen using threads, material comprising the company's very roots.



Brick building



Digital chronology with a review of our history



Video on the theme of the Principles of Toyoda
shown on a gigantic 20-meter-long filamentous screen

[Jury's Opinion]

The project exhibits a sense of constancy with the purpose being to "build a better, sustainable future." It began by relocating a building that has witnessed the long history since its operation in 1923. First off, we would like to commend this truly sustainable approach.

Of course, there is the wonderful visual experience of the screen's "threads" from which the company started. Many also spoke highly of how the story told within it, arising from Sakichi Toyoda's Five Main Principles of Toyoda, takes the powerful message for modern Japanese manufacturing by sublimating it in a question.

* Sponsored by the Japan Institute of Design Promotion, this is Japan's only comprehensive program for design evaluation and advocacy. Featuring the participation of numerous companies and organizations both in Japan and abroad, this global design award aims to help improve people's quality of life while utilizing design in solving social issues and concerns.

