

September, 2001

Minimum Creative Workstation **“MOMOTARO”**

ITOKI CO., LTD. (President: Akira Suzuki) has developed a minimum creative workstation “MOMOTARO”, aiming to support and stimulate intellectual productivity and creativity of workers. This workstation has been developed based on the concept that, as Mr. Isao Hosoe, designer of this product, referred to, “the origin of creative activity is to change the viewpoint and broaden your mental horizon”.

The multidimensional, high-density space that can be changed dynamically depending on the needs encourages creativity and support various tasks of the worker.

“Momotaro” is a well-known hero in the Japanese fairy tale that was born from a peach nut (momo) and punished the devils together with cooperative animals when he has grown up. The brand “MOMOTARO” is named after of this tale and metaphorically symbolizes the power that gives the birth of creativity and the solution of the problems through collaboration.

■ The features of the system is as follows.

The single 1600mm diameter round module best suited for workers to obtain the maximum effects with the minimum space.

The system is composed of the plane 1600mm diameter module that is the most appropriate space according to the proxemics theory to secure a worker’s sense of territory and a field of vision. All the necessary items to process his/her work such as three to four LC monitor screens and the optional memo board, small whiteboard, shelf, etc. can be placed within his/her reach.

The system also has an epoch-making construction to keep the best distance (1600mm) between collaborative workers of a team while keeping a private space.

Desktop turns 30-degree right and left to meet with changing tasks and conditions

A creative activity in the office needs several working conditions to stimulate the thinking such as concentration, privacy, communication and relaxation. It also should meet the alternative needs for digital and analog works. The desktop of MOMOTARO turns 30-degree right and left to quickly meet with the changing task modes.

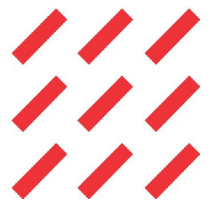
The basic unit consists of a column called “service core” and a connected semi-circular worktable, and the respective position can be changed easily. An additional service core will further enhance the performance of the system without changing the basic module.

Meet with layout changes flexibly

An independent personal module is easy to manage and meet with layout change quickly at the time of organizational change, as it doesn’t need any dismantling and reconfiguration. The unit can be moved around easily by simply separating a desk from a service core, both equipped with casters.

Materializing the “UD&Eco style”, an Itoki concept of the universal design

The human-centered organic and easy to use shape, adjustability of options to meet with the task needs, height adjustment of desktop (6 different heights between 680mm to 780mm) to meet with various body constructions, the desktop core using recycled lumber, recyclable aluminum, non-chloroethylene resin; all of these are adopted to materialize Itoki’s concept of universal design.



■ Products Name “*MOMOTARO*”

■ Product Varieties

Category	Products	Remarks
Basic Set	Main service core and desk set	1,600mm-diameter Semi-circular desk + service core with casters
	Sub service core	For extension
Storage	Upper cabinets	Equipped in main service core With translucent oval hood and a key
	Pedestal wagon	Flap top type
	Storage	Ellipse and bottle gourd shaped storages Two and three drawers
Options	Desk screen	Height adjustable translucent screen
	Open shelf	
	Small PC table	
	Large PC table	
	Delta shaped table	Two column-connectable types and an independent type
	Memo board	
	Flexible tablet	
	Arms for LC monitor screens	
Others		

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