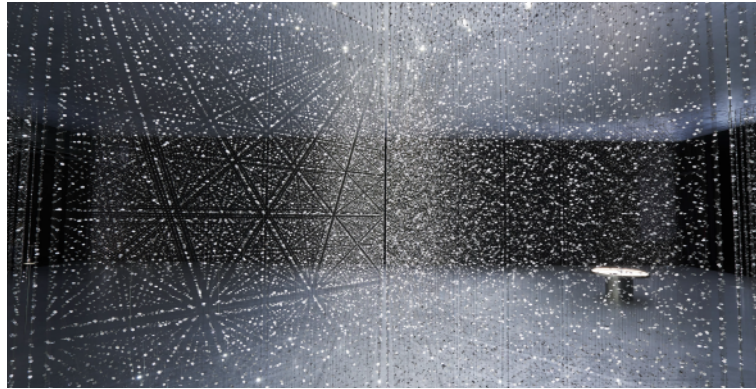


# CITIZEN

BETTER STARTS NOW

**CITIZEN to present “time is TIME,” where main plates create  
a spectacular space of dazzling light, at MILAN DESIGN WEEK 2016**



CITIZEN will participate in MILAN DESIGN WEEK, one of the largest design festivals in the world, to be held in Milan, Italy from April 12 to 17.

This will be the company's second participation at this event. We are honored to collaborate once again with Tsuyoshi Tane from DGT, who undertook creative direction of the highly acclaimed 2014 exhibit, “LIGHT is TIME.” CITIZEN and Mr. Tane have worked together since 2013, to pursue the fundamental theme of “time” through “watches,” and Mr. Tane continues to challenge the concept of “time” as “space.” This grand-scale “time is TIME” installation invites visitors to ponder the nature of “time.”

## Exploring the essence of time

“Time” is the only immutable law in the modern times. The original notion that we call “time” is created from the passage of light arising from the movements of the planets.

Under the theme of “time is TIME” this installation will explore the notion of “time” from a variety of angles— how the universe, earth, living creatures, mankind, life and society—are all linked to “time.” It will also exhibit various forms of “time,” that demonstrate different motions through mechanical and electronic movements.

It is almost a century since our foundation in 1918, and during that time we have explored possibilities, developed technologies, and created designs that broaden choices and new values of watches. To demonstrate it, we will exhibit 18 timepieces which symbolize the concept of CITIZEN design, “Bringing a start to new technologies.”

## Eco-Drive

It has been 40 years since CITIZEN created the world's first light-powered analogue watch that uses light as a power source. We called this technology Eco-Drive, which converts light into electrical energy.

Eco-Drive has evolved as one of our core technologies that symbolically relates to a concept of light and time.

We hope audience will experience the unique allure of CITIZEN, that explores new possibilities for the future of the watch through the development of Eco-Drive products.

\*Eco-Drive is CITIZEN's proprietary technology that powers watches using any natural or artificial light source, eliminating the need to replace batteries. Certified as an Eco Mark product for the first time in the watch industry.

## Exhibition Overview

■ CITIZEN MILAN DESIGN WEEK 2016

■ EVENT TITLE: time is TIME

■ DATE: April 12 (Tue) - April 17 (Sun), 2016 (6 days)

\* April 12 (Tue) - April 16 (Sat) 10:00 -21:00

\* April 17 (Sun) 10:00 -18:00

Press Preview April 11 (Mon) 15:00 -20:00

Opening Party April 11 (Mon) 18:00 -20:00

■ VENUE: Superstudio Più "Art Point" Address: Via tortona 27, 20144 Milano

■ EXHIBITION SPACE: 824 square meters (35 x 24.7 m)

■ HOST: CITIZEN WATCH CO., LTD.

■ CREATIVE DIRECTION: CITIZEN Design Team x Tsuyoshi Tane (DGT.)

■ INSTALLATION DESIGN: DGT. (DORELL.GHOTMEH.TANE / ARCHITECTS)

■ TECHNICAL DESIGN: Yutaka Endo (LUFTZUG)

■ COMPOSITION, SOUND ART: evala

■ SOUND ENGINEERING: WHITELIGHT

■ SPECIAL WEBSITE: <http://www.citizenwatch-global.com/g/event2016/milan/index.html>

## About CITIZEN DESIGN

Over the past century, CITIZEN's design has evolved.

We explore possibilities, we develop technologies, and we create designs that broaden choices and new values of watches.

When design merges into technologies, that's when design gives machine true life.

CITIZEN DESIGN: Bringing a start to new technologies.

## About CITIZEN WATCH

CITIZEN WATCH is a true manufacture d' horlogerie with a comprehensive manufacturing process that extends from creating a watch's individual components to its final assembly. The company operates in more than 100 countries around the world. Since its founding in 1918, CITIZEN have held the belief of "Better Starts Now" — that is, no matter who you are and what you do, it is always possible to make something better, and now is the time to start doing it. Sharing this belief, we have made watches, invented and improved technologies and explored the future of watches such as our proprietary light-powered Eco-Drive technology, which originally debuted 40 years ago, and state-of-the-art satellite-synchronised timekeeping



## What is MILAN DESIGN WEEK?

Salone Internazionale del Mobile di Milano, one of the world's largest international furniture fairs, also known as MILAN DESIGN WEEK, takes place every April in Milan, Italy. At the same time, a series of events and exhibitions known as Fuori Salone take place throughout the city. Together, these two events comprise MILAN DESIGN WEEK. CITIZEN will be hosting an exhibition at Fuori Salone.

## Installation Theme

### “time is TIME”

We wanted to think deeply about the question “what is time?”

Time contains many individual moments, including one we call “Now.” It is impossible to make time stand still. People and objects grow old, but time is always new.

It always keeps moving. Keeps changing. It comes, and it goes. This ever changing flow of individual moments is what we know as “TIME.”

“time is TIME” is an experimental and experiential installation exploring the idea of time. By using approximately 120,000 main plates, we have created two primary spaces: SPACE A and SPACE B. In these spaces, visitors will have a completely new time experience. In this installation, they will experience time as an absolute and everything else as relative.

15 years have passed since we have entered the 21st Century, and in this time every global event directly impacts our everyday life. Our society has become much smarter and fast-paced as a result of globalization. In this milieu, we have a chance to pursue the true meanings of both the individual moments we experience as “time” and “TIME,” the collective passage of these moments. In the “time” that is “Now,” all of us on Earth are equally connected to the same “TIME.”

“time is TIME” is our challenge in the 21st century to introduce a new vision of “TIME.”

Tsuyoshi Tane (DGT.)

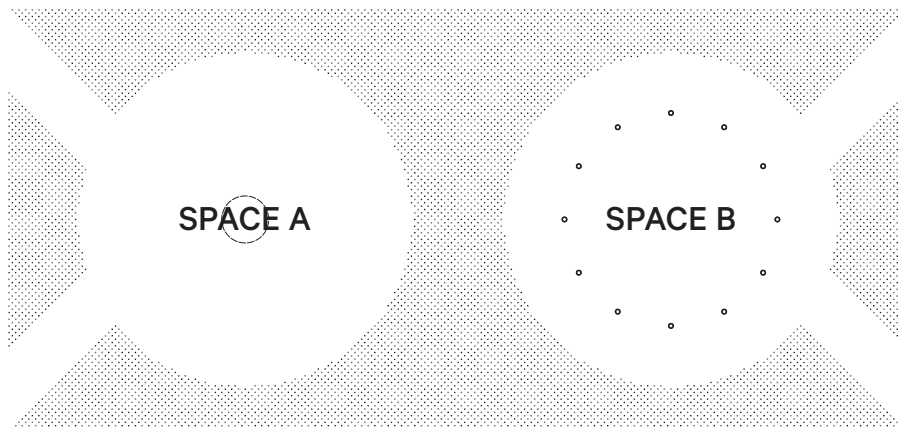
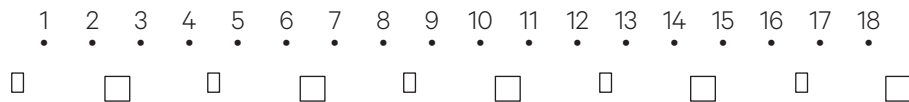
## Installation space

“time is TIME” is an installation that delves into the world of time and attempts to embody the time of “now” and “future” at a deeply complex level.

“time” = moment, beginning, chance, now

“TIME” = era, eternity, necessity, future

### WATCHES



### INSTALLATION

#### SPACE A

key terms: organic, random, continuous, analogue, coincident, micro, now

The 60 mechanical movements on the table constantly vibrate to express the continual/perpetual flow of time.

#### SPACE B

key terms: systematic, geometry, discrete, digital, calculated, macro, future

Electronic movements express different ideas for the notion of time that exist in the space of one second.

### WATCHES

This exhibit showcases 18 watches which demonstrate the essence of CITIZEN's design as timepieces with groundbreaking technologies that suggested new values for watches in each era. We also exhibit new products that were launched at this year's Baselworld.



## 18 watches at the exhibit area

### 1. ELECTRONICS



YEAR	1966
MODEL	X8

### 2. MEGA PRECISION



YEAR	1976
MODEL	Cryston MEGA

### 3. LIGHT POWER



YEAR	1976
MODEL	Cryston Solar Cell

### 4. COMBINATION



YEAR	1978
MODEL	DIGI-ANA

### 5. RADIO



YEAR	1984
MODEL	SOUNDWICH

### 6. DEPTH METER



YEAR	1985
MODEL	PROMASTER AQUALAND

### 7. TITANIUM



YEAR	1987
MODEL	ATTESA

### 8. ASTRONOMICAL



YEAR	1987
MODEL	Cosmosign

### 9. BODY TEMPERATUR



YEAR	1999
MODEL	Eco-Drive Thermo

### 10. TRANSPARENCY



YEAR	2001
MODEL	Eco-Drive Vitro

### 11. SMALLEST



YEAR	2002
MODEL	mim of CITIZEN

### 12. MOBILE



YEAR	2006
MODEL	iVIRT

### 13. FLEXIBLE



YEAR	2010
MODEL	Eco-Drive Loop

### 14. LED



YEAR	2012
MODEL	Eco-Drive Nova

### 15. ALTIMETER



YEAR	2014
MODEL	PROMASTER ALTICHRON CIRRUS

### 16. GPS



YEAR	2015
MODEL	Eco-Drive Satellite Wave F900

### 17. ETHICAL



YEAR	2016
MODEL	CITIZEN L Ambiluna

### 18. ULTRA THIN



YEAR	2016
MODEL	Eco-Drive One

## About Artists

Installation Design

### DGT. (DORELL.GHOTMEH.TANE / ARCHITECTS)

DGT., based in Paris, is a partnership formed by Dan Dorell, Lina Ghotmeh and Tsuyoshi Tane in 2006. Their practice works on urban, architectural and spatial design. DGT. has garnered international attention: they won the top prize in the 2006 international competition to design the Estonian National Museum (opening in October 1st, 2016), and their Kofun Stadium proposal was selected as a finalist in the international design competition for the New National Stadium of Japan. DGT. currently has projects underway in France, Switzerland, Lebanon and Japan. They have won a number of prizes, including the young architects prize from the French Ministry of Culture, an award from the Architects Association of Milan and double prizes at Milan Design Award 2014 for "LIGHT is TIME – CITIZEN". DGT. has also been selected as some of Europe's "visionary architects for a new decade."

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



Technical Design

### LUFTZUG

#### Yutaka ENDO

Endo produces unique creations involving music, video, design and computer technology, with a focus on stage & contemporary art scene. Since 2002 he has been involved in various fields of planning, working as an art director, producer and technical coordinator. In 2005 he founded LUFTZUG CO., LTD. out of a desire to engage in creative directing. LUFTZUG began its work with the intent of "establishing a role as a media intermediary." As a bridge between people, technology and ideas, Endo endeavors to bring productions into being that play a social role. LUFTZUG EUROPE was established in Amsterdam in 2012. Endo aims for heightened sensual exchanges and ubiquity by removing borders around where he works. Endo's work as a technical director has included installation project for MILAN DESIGN WEEK, CITIZEN Baselworld (2013-2016), The Hokusai exhibition (Paris 2014) and Exhibition "Architect Frank Gehry 'I Have an Idea'" (Tokyo 2015).

<http://www.luftzug.net/>



Composition, Sound Art

### evala

Evala has recorded and released cutting-edge electronic music, and created installations and concert performances at music festivals or art exhibitions in Japan and abroad. Also he works on the sound designing and producing by using stereophonic sound system or cutting-edge technology for the public spaces, performances, movies, and various advertising media.

Evala has won a lot of prizes, such as Cannes Lions International Festival of Creativity and Japan Media Arts Festival. Debut in 2006. His recent works are CD "acoustic bend," Installation "Otocyon Megalotis" (ICC), "void inflection" (YCAM). He produces music and sounds for Hermès, LOUIS VUITTON and programmed sound and audio for Mika Ninagawa, Hiroshi Sugimoto, Vocaloid Opera "THE END."

<http://evala.jp/>



## Special Performance

At the Opening Party which will be held on 11 April, the day before the event opens, the world-renowned pianist Tomoko Mukaiyama, and up-and-coming sound designer evala who is in charge of the sound art for this exhibit, give a live performance.

This is a performance which embodies the CITIZEN philosophy of “time”, “era” and “light”.

Two contrasting sound sources of a grand piano and the latest electronica (electronic music), and light, resonate throughout the installation space.

Performers: Tomoko Mukaiyama (pianist/artist)  
evala (musician/sound artist)

## Profile

### Tomoko Mukaiyama

Tomoko Mukaiyama is a Dutch-Japanese pianist, performer and visual artist based in Amsterdam. She has been engaged by many prestigious orchestras and ensembles throughout the world, like the Ensemble Modern in Frankfurt, the London Sinfonietta and the Royal Concertgebouw Orchestra, among many others.

Tomoko pushes on the boundaries of the classical music world. She has a fascination for offbeat contemporary art projects and plays with the conventions around her instrument, her profession and its performance. Tomoko uses her experience as a concert pianist to give a new dimension to the concert space. As a multi-modal artist she develops performing arts projects and art installations that combine music with modern dance, fashion and visual art. She has collaborated with film directors, designers, architects, dancers and photographers, such as Marina Abramovic, MERZBOW, Jiří Kylián and Michael Gordon.

The core of Tomoko's work is communication with the audience. This is why she creates a wide variety of projects in different kinds of spaces, always striving to present her art projects in a specific and communicative form. She moves between performing in more prestigious venues and creating musical experiences for the intimacy of just one visitor. Currently Tomoko is working on her largest multidisciplinary performance to date, called La Mode. The performance is a critical research on the sociology, the history and the rituals of the contemporary world of fashion through music, dance, body, space and garment. Tomoko brings together a grand international collaboration with a bouquet of different artists, like architect Toyo Ito, Yannis Kyriakides and Spellbound Contemporary Ballet from Rome. Together they are creating a performance with ten dancers, a catwalk, an architectural installation and one pianist. La Mode will open the first opera house in Taiwan, the National Taichung Theater, on October 1st 2016.

[www.tomoko.nl](http://www.tomoko.nl)

evala

\*Please refer to “About Artists” page

## Piano sponsor

### FAZIOLI

FAZIOLI is an Italian piano maker founded in 1981. It produces low-volume, high-quality pianos hand-built by Italian artisans. It is renowned for having the most expensive pianos in the world, pianos which have been adopted as the official pianos for the International Tchaikovsky Competition.

<http://www.fazioli.com/en>

## New Product 1

### CITIZEN Flagship Model for 2016 – “CITIZEN Eco-Drive One”

— *The world’s thinnest<sup>1</sup> light-powered watch with a 1.00mm movement* —



It has been 40 years since CITIZEN invented the world’s first analogue quartz watch that uses light as a power source. We called this technology Eco-Drive<sup>2</sup> since it uses a renewable natural resource that anyone can access to generate its own electrical energy. Eco-Drive has evolved as one of our core technologies and serves as the foundation of our corporate philosophy of “crafting timepieces loved by citizens all over the world.”

For this milestone we introduce our latest flagship model, Eco-Drive One which is the world's thinnest light-powered analog quartz watch with a 2.98mm case and 1.00mm movement.

Capturing the rank of ‘world’s thinnest’ required redesigning almost every part of the movement, the structure of parts by using CITIZEN’s most advanced processing techniques. We also improved on our Eco-Drive technology. For example, in spite of its thinness, Eco-Drive One runs 10 months on a single full charge by successfully reducing energy consumption.

To create a watch with a case thickness of 2.98mm required the use of new materials. Materials that are both thin and strong. Materials that are malleable to form a beautiful silhouette that would hug the wrist but a material that would be strong enough to resist flexing. The case of the Eco-Drive One Limited Model (AR5014-04E) and the bezel for AR5000-50E/AR5000-68A/AR5004-59H models all use a cermet<sup>3</sup> to achieve the mutually exclusive requirements of “beautiful thinness” and “durable hardness.” It also helps to keep the watch's beautiful finish and metallic luster. The bezel on the Limited Model (AR5014-04E) is made from a binderless cemented carbide<sup>4</sup> that is hard and resistant to both corrosion and oxidation.

As a light-power pioneer, we will continue to break boundaries and explore new possibilities of incorporating light powered technologies to craft timepieces that inspire people everywhere.



	Eco-Drive One Limited edition 800 Pieces Worldwide	Eco-Drive One		
Launch	Autumn/Winter 2016			
Ref	AR5014-04E	AR5000-50E	AR5000-68A	AR5004-59H
Projected Price	USD 6,000	USD 2,600		
Case Material	Cermet with binderless cemented carbide bezel	Stainless steel (Duratect <sup>®</sup> α) with cermet bezel		
Band Material	Black crocodile leather	Stainless steel (Duratect α)		
Crystal	Sapphire with anti-reflective coating			
Case Diameter / Thickness	38.25mm/2.98mm	39.8mm/2.98mm *Design specifications only.		
Movement	Cal.8826, Eco-Drive, Accuracy of ±15 seconds per month, Runs 10 months on full charge, water resistant			

\*1 As of February 2016 for an analogue light-powered watch according to research by CITIZEN WATCH CO., LTD.

\*2 Eco-Drive is CITIZEN' s proprietary technology that powers watches using any natural or artificial light source, eliminating the need to replace batteries. Certified as an Eco Mark product for the first time in the watch industry.

\*3 Cermet is an advanced composite composed of ceramic and metallic materials. It is made by combusting a mixture of hard compound particles such as metallic carbides and nitrides with metallic binding materials.

\*4 Binderless cemented carbide is a type of cemented carbide mainly made of tungsten carbide powder with no metallic binder such as cobalt and nickel. It has superior hardness, corrosion resistance and oxidation resistance.

\*5 Duratect is surface hardening technology exclusively developed by CITIZEN to maintain the luster and beautiful finish of watches. Treating materials such as titanium and stainless steel with this technology improves the hardness of the material' s surface, making watch cases and bands resistant to scratches.

## New Product 2

A new style of luxury watch for women who embrace their lives in the 21<sup>st</sup> century with beauty and power

### **CITIZEN L Ambiluna** **A New Style of Luxury Watch**



Ethical spirit of caring about nature and people

Architectural design to offer a new framework for beauty

Craftsmanship that creates art from the touch of skilled hands and nature

All blended perfectly to bring a new style of luxury watch.

CITIZEN L watches reflect the brand concept “Beauty is Beauty,” which communicates our belief that beautiful things emanate from a beautiful mind. In other words, external beauty simply reflects inner beauty. CITIZEN has created honest luxury with the CITIZEN L brand. This is the spirit behind the launch of a new style of luxury watch —“Ambiluna.” CITIZEN merges craftsmanship with timeless, elegantly simple and modern designs. By eschewing gaudy decoration in favour of simple beauty that reflects true inner quality and fine watchmaking, CITIZEN L challenges the conventional notion of watch and proposes a new style and definition of luxury watch, that cares for environment, people, and culture. The product stories and messages of CITIZEN L are what make the watches and wearers truly beautiful. The CITIZEN L Ambiluna collection was inspired by an architect Sou Fujimoto, and the brand is supervised by a fashion journalist Yoshiko Ikoma to reinforce the message of CITIZEN L.

This new luxury watch collection embraces the concepts of sustainability and craftsmanship — revering and sharing traditional skills and techniques with a new generation of powerful women. In the spirit of sustainability, all products in the CITIZEN L new collection feature Eco-Drive<sup>\*1</sup>, a core CITIZEN technology that powers watches using any light source.

\*1 Eco-Drive is CITIZEN’s proprietary technology that powers watches using any natural or artificial light source, eliminating the need to replace batteries. CITIZEN received Eco Mark product certification as the first company in the watch industry to produce watches featuring Eco-Drive.



## The new “Ambiluna” collection design inspired by Sou Fujimoto

The name “Ambiluna” is a portmanteau word derived from two elements: “Ambient” and “Lunar.” “Ambient” evokes the natural environment rich in air and light, while “Lunar” suggests the subtle power of the gently-glowing Moon, as well as the moon-sapphire crystal used for the watch face. Watch is, by nature, a mechanical and precise object whereas time is formless and intangible. Under the concept of “absolute light,” Sou Fujimoto combines these two conflicting elements into this watch through the use of light and design. The sapphire glass surface is frosted on purpose so that the wearer does not so much “read” as “feel” the time. This “Moon-glazed sapphire crystal,” is inspired by a pale moon veiled in a haze casting a soft light. As a result of this unique crystal design and time-honoured craftsmanship, each watch in this collection is not simply a tool to tell time but a timepiece that tells a story.

### Spirit of “absolute light” — Limited edition

The Moon-glazed sapphire crystal used on the Limited edition CITIZEN L watches enriches the light reflected on its surface and brings out various tones and brightness. The case is constructed from Super Titanium™<sup>2</sup>, which use CITIZEN’ s proprietary surface hardening technology resulting in a watch that is five times harder than stainless steel. This material is also lightweight and gentle on the skin, so those with sensitive skin can wear these attractive watches without concern. *Nishijin* textile used for the watch bands is specially designed for this collection. It is crafted by a 350-year-old Kyoto textile manufacturer “HOSOO” that weaves *Nishijin* textile for traditional Japanese clothing, Kimonos. The nuance and delicate sheen of the material complements the case design and the strap's spiritual elegance appears to almost melt in the light symbolising minimalistic beauty.



Original bangle and clutch bag  
of *Nishijin* textile



Collection	CITIZEN L Ambiluna Limited edition
Ref	EG7000-01A
Launch	Autumn/Winter 2016
Limited Number	1,000 Pieces Worldwide
Projected Price	USD 2,000
Crystal	Sapphire
Case & Band Material	Super Titanium / <i>Nishijin</i> textile
Case Diameter / Thickness	37.8mm/9.49mm
Movement	Caliber: G620, Eco-Drive, Accuracy of ±15 seconds per month , Runs 8 months on full charge

<sup>2</sup> Super Titanium™ is our special titanium material made by CITIZEN’ s proprietary titanium processing technology and surface hardening technology, Duratect.

### A watch to connect light and time

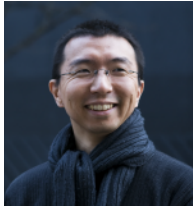
In addition to the Limited Edition strap model the Citizen L Ambiluna collection includes a unique bangle bracelet model. The design features a “*Urushi* drop,” an element of traditional Japanese lacquerware. It is exquisitely handcrafted, no two models are exactly the same, the colour and lacquer-layers differ slightly, creating various dazzling reflections of light. The varying brilliance created by Moon-grazed sapphire crystal Glass and the *Urushi* drop are blended on a simple bangle. A diamond drop positioned between the case and the *Urushi* drop adds a sense of strength to the design, while also serving as an indicator for 12 o’ clock. These elements combine to create a sense of vitality that brings the watch design to life and enhances its pure elegance.



Collection	CITIZEN L Ambiluna		
Ref (From above)	EW5493-51W	EW5490-59A	EW5492-53P
Launch / Projected Price	Autumn/Winter 2016 / USD 720		
Case / Band Material	Stainless steel & <i>Urushi</i> drop(with 1 piece of Diamond) / Stainless steel * Silver foil and gold/silver powder are used for <i>Urushi</i> drops.		
Case Diameter / Thickness	24.6mm/9.05mm *Design specifications only.		
Movement	Caliber: B035, Eco-Drive, Accuracy of ±15 seconds per month, Runs 7 months on full charge, WR 50		



## 【Reference】



**Design adviser**  
**Sou Fujimoto, Architect**

Hokkaido-born *Sou Fujimoto* graduated from the Department of Architecture, Faculty of Engineering at the University of Tokyo.

He established his own office, Sou Fujimoto Architects in 2000. Among numerous awards, Mr. Fujimoto won the first prize for the invited design competition “Ecole Polytechnique Learning Center at Paris-Saclay University,” in Paris, France in 2015, and was a winner of the “Architectural Folie of the 21<sup>st</sup> Century” competition in Montpellier, France.



**Brand adviser**  
**Yoshiko Ikoma, Fashion journalist**

*Yoshiko Ikoma* has served as vice-chief editor of the Japanese editions of *Vogue* and *Elle*, and was subsequently chief editor of

Japanese edition of *Marie Claire*. After leaving that position in 2008, she now works as a freelance journalist creating projects centered on fashion and lifestyle, including social actions, ecology projects and “Cool Japan” projects, while also contributing articles to newspapers and magazines. She launched a project called WAO to introduce traditional Japanese crafts.

### Product Concept

—A Watch that “Feels” Time—

Time is invisible to the human eye.

That very invisibility gives Time its infinite richness.

Light, too, has neither shape nor form. But in its flickering transience we feel Time pass.

Can we mechanise Time and make it visible, while still retaining its essential invisibility?

Can a watch give form to Light and make us “feel” Time through its shimmering glow?

In seeking to create a new way of “feeling” Time, somewhere between the visible and the invisible, I delved deep into the nature of Time and Light, creating this watch, with its hands that move amid half-transparent Light like subtle premonitions.

Design adviser *Sou Fujimoto*



**Nishijin-textile**  
**HOSOO**

*HOSOO* is a Kyoto-based textile maker founded in 1688. The company specialises in superior quality fabrics for high-end interior design and fashion, utilizing the time-honoured expertise in manufacturing *Nishijin*-brocade. *Nishijin* is a special yarn dyeing and



weaving technique developed over 1,200 years ago that is used for garments such as kimonos. *HOSOO* is actively developing innovative fabrics using this tradition, targeting the global luxury market.



**Urushi (Japanese lacquer)**  
**URUSHI SAKAMOTO CO., LTD**

Founded in 1900, *URUSHI SAKAMOTO CO., LTD* is a renowned, long-established Japanese lacquer manufacturer. Under the theme of “Infusion of tradition and modern concepts,” its wide product lineup ranges from accessories to industrial products. Currently *URUSHI SAKAMOTO CO.* is establishing partnerships with



companies from various industries to communicate the excellence of Japanese lacquerware worldwide. Some of the company’s works are included in the permanent collection of the New York Museum of Modern Art.