



Mitsui Chemicals Debuts  
its New Material Oriented Laboratory, **MOLp™** ,  
at the Interior Lifestyle Tokyo Exhibition

Mitsui Chemicals, Inc. (Tokyo: 4183; President & CEO: Tsutomu Tannowa) will introduce its new cross-organizational open laboratory project, "Mitsui Chemicals Material Oriented Laboratory" (MOLp™), at the Interior Lifestyle Tokyo exhibition which will be held from June 1st through the 3rd at Tokyo Big Site.

MOLp™ is an open laboratory project by the Mitsui Chemicals Group aiming to discover the functional value and hidden enchantment of material and technology, which the Group has cultivated and passed down for over a century, by making full use of multiple senses and sharing these fascinating innovative ideas and new solutions with society.

For this ongoing project, Mitsui Chemicals collaborates with Manabu Tago of MTDO, Inc. Under the concept "Fusion of Intuition and Science", a new "Chemi-story", which proposes a new relationship between the five senses and materials, will unfold.

At the exhibition, visitors will be invited to indulge their senses by "hearing", "feeling", and "seeing" the attractive potential of materials used in nonconventional and surprising works. MOLp™ also tries to express characteristics of materials in Japan-specific "onomatopoeia".

MOLp™ will share the rediscovered values and enchantment of materials and technology with people around the world.

## Outline of Exhibition

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- Exhibition : Interior Lifestyle TOKYO
- Date : June 1 - 3, 2016
- Venue : Tokyo Big Site

## About MOLp™ -Mitsui Chemicals Material Oriented Laboratory-

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MOLp™ is an open laboratory project by the Mitsui Chemicals Group which aims to discover the hidden enchantment and functional value of materials by making full use of multiple senses. MOLp™ invites you to share our innovative ideas and solutions.

The laboratory's name comes from "mole" (abbreviated "mol"), a standard scientific unit for the amount of substance. By combining it with the concept of atomic weight, mol translates in to a visual "mass". Similarly, by combining materials with new concepts, MOLp™ translates it in to something visually enchanting.

The "p" in MOLp™, represents project, product, philosophy, and person and hints at the possibilities being created through this activity.

MOLp™ will continue to pursue the infinite possibilities of materials through open innovation and co-creation under the project's concept.

### **Creative Partner : Manabu Tago (MTDO inc.)**

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Japanese chemical companies, like Mitsui Chemicals, have histories that span over a century. They own a significant share of the commercial material that is widely used around the world. Yet, this fact is not widely known. Researchers need to be more proactive in increasing possibilities to realize their full potential and make breakthroughs to higher dimensions.

That is the aim of MOLp™.

When considering design from the aspect of "lifestyle", I always wanted to approach it from the standpoint of "material". I am confident that creative development not relying on market trends-will lead the way to new discoveries that will change the future.



President, Art Director and Designer, MTDO

Manabu Tago is currently involved in providing comprehensive design from conception to manufacture in a diverse range of industries as well as creating new values for society. Also teaches as specially appointed professor at the Graduate School of System Design and Management, Keio University and Tokyo Zokei University.

## Samples of Exhibits

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Work 001 Wind-bell

**KODAMA** -木霊-

Unpredictable resonations  
spreading into a whole new  
expanse of sounds



Work 002 Tableware

**NAGORI** -波残-

The warm feel communicated by touch



## About Mitsui Chemicals

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Mitsui Chemicals' roots can be traced back to 1912 when it began producing raw material for chemical fertilizers from coal gas byproducts, the first company in Japan to do so. This undertaking significantly contributed to increasing agricultural productivity, a major social issue at the time. Later, the company evolved its technology from coal chemicals to gas chemicals, and in 1958 it built Japan's first petrochemical complex.

Mitsui Chemicals will continue to solve social challenges in the Mobility, Health Care, and Food & Packaging domains with its state-of-the-art technology and by "Creating New Customer Value through Innovation".

More information can be found at <http://group.mitsuichemicals.com>