



Sano Takahide

Takahide Sano was born in Tokyo (J) on 06/02/1958.

After taking his certificate in Industrial Design (1976), he worked at Toshiba Design Center (1976-1988) specializing in audio-video and TV design (more than 60 products designed by him had been put in production) both for Japanese and overseas market.

In 1988 he came to Italy and started working as a free-lance designer. For one year (1988-1989) he worked at Studio Bonetto and together with the artist-designer Marcello Morandini, then in 1990 he founded Studio SANO.

During the period 1996-2001 he joined the resident staff of Rai2 - TV Programme "Quelli che il calcio". In 2002 he has been the creative director of "Samp - Fiere di Pesaro". From 2001 to 2004 he has been the creative director of M.O.D.I.A. Design: here he developed for Honda R & D Europe new concepts of scooters, new kinds of two/three/four wheels vehicles, did trend research, made prototypes. Since the beginning of Studio Sano activity he designed wide range of products for Italian and

foreign manufacturers, among which:

- WMF, Toshiba Lighthouse, Seiko, Honda R & D Europe, Epson, Brother

- TVS, Titanbagno, Stayer, Sottsass Associati, Sidac, Pubbl A, M.O.D.I. A., Mandelli, Luxit, Keymat Industrie, Gruppo Ragaini, Fiere di Vetro, Curvet, Covo, Biesse, Be4, Ad Hoc, Alfi Beside the activity of industrial designer, since 1980 he has been working with Art Gallery Unac Tokyo, for which he still designs settings for museum exhibitions in different countries in the world.

Lectures

1988-1996 - Istituto Europeo di Design, Milan Italy. Course of Industrial Design, Visiting Professor.

1992-1994 - Academy of Beaux Arts, Antwerpen, Belgium. Industrial Design (PO) Department, Visiting Professor.

1999 - Conference on Design Creative Process, Politecnico of Milan, Course of Industrial Design

2004 - IDE (International Design exhibition), Beijing, China Conference on Italian design

Bibliography

International Design Yearbook (2000), Lawrence King Publishing, UK

International Design Yearbook (2002), Lawrence King Publishing, UK

ADI Design Index (2002), Italy

International Design Yearbook (2004) Lawrence King Publishing, UK



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