

Panasonic to present 'Photosynthesis' concept at the Milano Salone del Mobile 2012

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Panasonic Corporation will showcase its total solutions for creating, storing, saving and managing energy at the Milano Salone del Mobile 2012 exhibition, which will be held in Milan this April.

In keeping with the company's aim of becoming the "No.1 Green Innovation Company in the [Electronics Industry](#)", Panasonic will exhibit an installation based on the concept of "[Photosynthesis](#)" at the 51st Milano Salone exhibition, hailing the advent of a new age of renewable energy.

As environmental issues, such as dwindling resources, grow ever more severe, the shift to a sustainable society is becoming a common issue. Panasonic brings its long years of research and development to the cause of creating, storing and efficiently utilizing renewable energy to reduce our impact on the environment by offering a lifestyle that combines both comfort and eco-friendliness through the development of eco-conscious technology.

At this year's exhibition, Panasonic will present an energy cycle, comparing it to an ecological cycle that begins with photosynthesis, starting with energy creation (through [solar panels](#)), and continuing to [energy storage](#) (through storage batteries) and energy saving (through LED and organic LED lights), with each stage of the cycle being controlled by an energy management system. The installation, which is the first outdoor exhibit for Panasonic, was designed by noted young architect Akihisa Hirata, whose organic vision of a living, breathing

architecture reflects the open yet interdependent symbiotic cycles in nature.

"Photosynthesis is an ecosystem in miniature," says Hirata, "The image of a manmade future in harmony with the natural order, of buildings and cities as truly part of the biosphere." Panasonic promises to be part of that future.

Source: Panasonic

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