

**TAKU  
SATOH**

**佐藤卓**



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**TAKU SATOH**  
JAPAN'S PACKAGING ICON

This booklet about Taku Satoh was designed and produced by Sabrina Quach in the Fall of 2023 for DSGD 83 (Professor Ragouzeos) at San Jose State University. The front and back cover contains all original work by Sabrina Quach.

Sources for all graphics on interior pages are from: TSDO, Inc.

Sources for all research on the life and significance of Taku Satoh:

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## HOT NOODLE

1994-2001 / The playful packaging design was created for TOYO SUISAN KAISHA, LTD. / TSDO, Inc. / Satoh created this packaging design which remained the company's design for eight years.



## Calpis

1993 / Packaging designs for THE CALPIS FOOD INDUSTRY CO., LTD. / TSDO, Inc. / Satoh created iconic packaging designs that are recognizable for any person in Japan.

## IMPACT

Although his designs are minimalistic, subtle, and refined, Satoh's designs have left impressions on everyday consumers in Japan. He utilizes the foreground color or references traditional packaging ideas that create an impression on consumers' minds. Since his designs are well-known and effective, Satoh has influenced Japan's future packaging designers. Not only has he inspired a new generation of designers, but his beliefs on design are also inspiring. Satoh believes that from "the perspective of design, there is absolutely nothing that is uninteresting." His belief that design can come from anything has led him to accumulate countless awards for his designs.



## KYUKYODO GOSHINMOTSU

2017 / Packaging designs for KYUKYODO INC. / TSDO, Inc. / Satoh created colorful patterns within KYUKYODO's incense packaging designs.

## The Incense of KYUKYODOU

2010 / Packaging designs for KYUKYODOU's incense packaging. / TSDO, Inc. / These packaging designs encapture the essence of the company as a whole.







## Unveiling Taku Satoh

Japan's dominating packaging designer

Taku Satoh was born in 1955 in Tokyo's Suginami ward, Japan. Satoh grew up in Nerima ward and has always resided in Tokyo. Satoh's father was a designer which led him to play with his father's compass and modeling clay as a child. Baggy pants and record jackets inspired Satoh to start designing and advertising. Satoh graduated from Tokyo National University of Fine Arts and Music and majored in Design in 1979. He also completed his graduate studies in 1981 at Tokyo University.

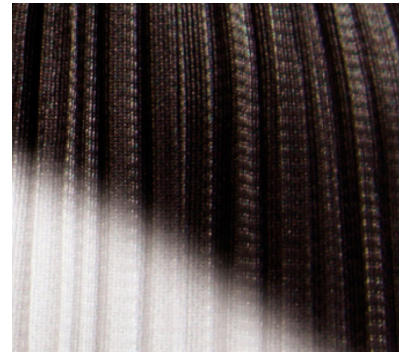
Satoh began working for Dentsu, Inc. and later created Taku Satoh Design Office Inc. in 1982. Here, Satoh would develop products for Nikka's "Pure Malt," and design well-known packaging designs for top Japanese brands including Lotte's "Xylitol" chewing gum series and Meiji's "Oishii Gyunyu" milk. Satoh's creative process in designing logos is unique in that he approaches logos like architecture in such a way that a logo depends on the structure and design. Satoh emphasizes how building a strong structure creates timeless pieces in an ever-changing world, in which companies can change their designs while keeping the identity of the company as a whole. Moreover, Satoh compares his view of design overall to water which we cannot live without, even saying that "we see water but we aren't capable of seeing how it connects us."





**PLEATS  
PLEASE**

ISSEY MIYAKE



### **PLEATS PLEASE Panda**

2016 / Branding for Issey Miyake's Fashion Brand, PLEATS PLEASE.

/ TSDO, Inc. / The campaign features multiple animals, such as the Panda, to portray the colorful clothes and touch on environmental issues.

### **Design Ah!**

2018 / Logo design for NHK Educational TV. / TSDO, Inc. / The logo design was featured in NHK Educational TV which was created to nurture children's design minds.







## HYAKU MOKU

2016 / Packaging design for Kiku Masamune Sake Brewing Co., Ltd. / TSDO, Inc. / Satoh creates simple and affective packaging for high-end Sake.

## TORIBA Boutique Coffee Roaster

2014 / Packaging design for Bird Feather Nobu's coffee brand TORIBA. / TSDO, Inc. / Satoh designed sleek packaging for TORIBA that is used to this day.



## UTSURU

2015 / Packaging design for Japan Airlines Co., Ltd / TSDO, Inc. / Satoh creates a slick and clean design for UTSURU.