Masaayo ave statement

Masayo Ave (born in Tokyo 1962), a Japanese architect/designer and the founder of Haptic Interface Design Institute in Berlin, has been active to develop the sensorial design since two decades. Her design projects, which range from everyday objects to architecture, and also from modern artisanship to mass produced products, are all the product of a perfect harmony between tradition, cutting-edge technology and an inventiveness find its source in her artistic search for the emotional value lying hidden in material. After collecting many years of professional experiences in the international design field, she has also been taken over the leadership to conduct the international design workshop focuses on "Haptic" - the value of tactile sensitivity, and sensorial aspects in material, working for and with young creators, craftsmen, professionals as well as children from a variety of areas and countries.