

Casio to Release G-SHOCK Designed in Collaboration with Kashiwa Sato



DWE-5600KS

TOKYO, January 7, 2021 — Casio Computer Co., Ltd. announced today the release of the DWE-5600KS, a new addition to the G-SHOCK line of shock-resistant watches. The new model is designed in collaboration with creative director Kashiwa Sato.

Sato is a creative director who delivers total brand strategies to various companies, including all phases from concept building to design consulting in brand communications. Sato conveys the essence of information by replacing it with a visual language that everyone can understand at a glance. Using this unique method, which has revolutionized conventional design concepts, he has been involved in the creation of logos and design of spaces for many well-known companies. To mark the Kashiwa Sato exhibition slated to open on February 3, 2021, Sato has participated in his first G-SHOCK collaboration. As a brand that continues to take on the challenge of revolutionizing the watch industry, G-SHOCK welcomed the opportunity to collaborate someone who has helped create new value for various industries.

With straight blue and white lines on a vivid red watch face, the DWE-5600KS expresses a motif from one of Sato's best known series of works, *Lines*. Like the DWE-5600, the base model for the new watch, the collaboration model features interchangeable bands and bezels. Watch owners can enjoy creating 27 different design combinations by switching the bands and bezels, which are made of clear, orange, and green semi-transparent material, as they please. When the backlight is activated, Kashiwa Sato's initial "K" appears.

Special packaging was also designed, featuring a motif derived from Sato's *Lines*. It is the finishing touch for this collaboration model that declares originality by embodying Sato's unique worldview.



DWE-5600KS



Interchangeable bands and bezels



Backlight "K"



Special packaging



Kashiwa Sato: Profile

Born in Tokyo in 1965, Kashiwa Sato graduated from the Department of Graphic Design at Tama Art University. After working at Hakuhodo Inc. for a number of years, he eventually left to establish his own creative studio, SAMURAI, in 2000. As a total brand strategy producer, he has received a high level of recognition in many fields for his work featuring consistently strong creativity, from concept building to communication plan design and visual development. He is one of Japan's leading creative directors who offers a new perspective to the world.

Lines

Lines is a series of works employing straight lines that Sato has been producing intermittently since 2017. It touches on the universal question of "What is beauty?" Sato believes that a perfectly straight line represents a concept that exists only in the human mind and is the ultimate expression of beauty. He has continued to develop the series by changing the thickness and arrangement of the lines.

Specifications

Construction	Shock-resistant
Water Resistance	200 meters
Stopwatch	1/100 second (00'00"00 to 59'59"99) / 1 second (1:00'00 to 23:59'59); measuring capacity: 23:59'59; measuring modes: split time
Countdown Timer	Measuring unit: 1 second; countdown range: 24 hours; countdown start time setting range: 1 second to 24 hours (1-second increments); auto-repeat
Alarm	Multi-function alarm; hourly time signal
Other Functions	Full auto-calendar; 12/24-hour format; EL backlight with afterglow; flash alert: flashes with buzzer that sounds for alarms; hourly time signals; countdown timer
Accuracy at Normal Temperature	±15 seconds per month
Battery Life	2 years on CR2016
Size of Case	48.9 × 43.8 × 13.7mm
Total Weight	Approx. 52g