



Press release

March 2026

Konel presents **Pulse Pack**: the wearable bag that turns your heartbeat into a design SELF-CALM experience.

Konel Inc., a creative studio active in Japan, New York, and Milan, presents **Pulse Pack**, a **wearable bag that allows a physical connection with the user's heartbeat**. The project will be exhibited during the **Milan Design Week 2026**.

The company offers an innovative example of how **design, technology, and human sensitivity can come together**. The project was born from a desire to explore new forms of relationships between the body, objects, and perception, demonstrating how **design can become a tool capable of influencing our inner state and the way we experience everyday life**.



After the success of **ZZZN SLEEP APPAREL SYSTEM**, selected for the **Fuorisalone Award 2025**, Konel continues to push the boundaries of experience- and perception-centered design, developing projects that combine technological research with cultural sensitivity.

Everyday life, marked by constant flows of information and stimuli, often leaves little room for calm and personal well-being. Pulse Pack was born from this observation, offering a simple and discreet way to **regain focus without changing location or interrupting daily activities**.



The bag senses the user's heartbeat and pulses at half its frequency, creating an internal rhythm that encourages a moment of pause from external stimuli. In this way, **the device helps users perceive their emotions more clearly, fostering a state of calm and awareness**. In this vision, Konel interprets technology as a tool for bringing balance to daily life, shaping what it defines as ***Good Singularity***—an **approach that combines science, culture, and design to imagine new possibilities for the future**.

The exhibition, set up at Via Palermo 11, in the heart of Brera, **invites visitors to experience a new practice of self-calming**. During the Milan Design Week, the Pulse Pack – Model 1 prototype will be available for rental for testing and experimentation, with the possibility of use in public spaces or retail environments.

<https://konel.jp/en/works/pulsepack/>

Pulse Pack | Heart-Sync Bag

Via Palermo, 11, Milano

Maps: <https://maps.app.goo.gl/bAvh7KfqwpoyCSaNA>

April 20th - 26th | 10 am - 7 pm

Press Day: 20th April | 10 am - 7 pm | Reservation: <https://forms.gle/HXNA4X6yrXevezYC6>

Cocktail (on invitation only): 20th April | 6pm - 9.00pm



In collaboration with Ochill, an art collective based at the Kyoto meditation room, we will serve “Chakō”—a specialty item that applies the principle of a hookah to allow guests to inhale only tea leaves.

Ochill Web : <https://ochill.jp/>

Ochill Instagram :

https://www.instagram.com/ochill_welldown/



Konel

Konel is a creative company expanding from Japan to New York and Milan. We shape ideas where science and culture intersect, striving to create the shift toward a better future —a Good Singularity.

WEB: <https://konel.jp/>

Instagram: <https://instagram.com/hellokonel> (@hellokonel)

X: <https://twitter.com/hellokonel> (@hellokonel)

Contact: hello@konel.co.jp

*International Press Office
Rota&Jorfida | Communication and PR
Via Fabio Filzi 33, Milano
T. +39 02 39 29 76 73
press@rotajorfida.com
rotajorfida.com*