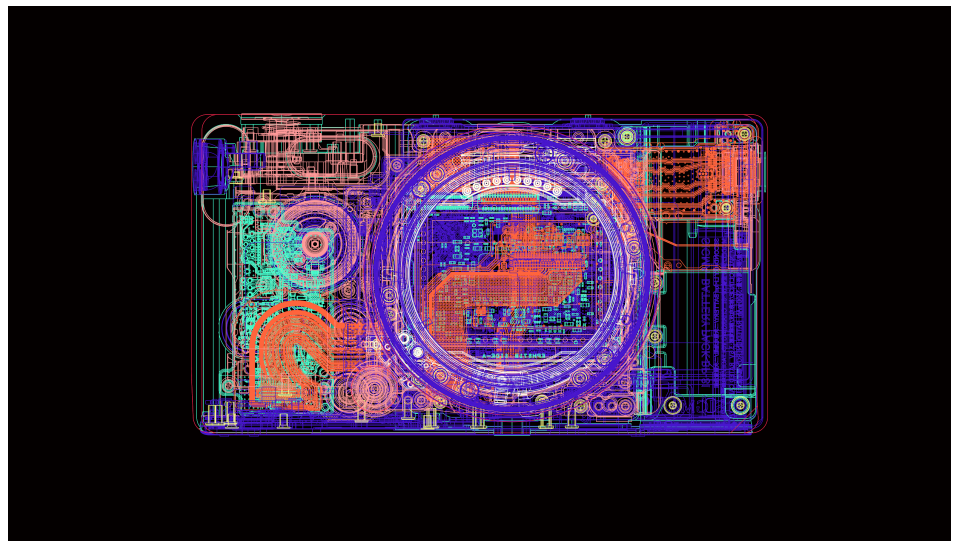


Sigma to exhibit at Milan Design Week 2026

SIGMA AIZU JAPAN—Every Part Tells the Whole

Sigma will present an exhibition at Milan Design Week 2026, from Monday, April 20 to Sunday, April 26, titled “SIGMA AIZU JAPAN—Every Part Tells the Whole.” The exhibition focuses on cameras and lenses as essential tools for image-making, while highlighting the diverse elements and philosophy that shape Sigma into its being.



Creating lenses and cameras is, in essence, creating a way of seeing and defining one's perspective on the world. Based on this concept, the exhibition is constructed around the keyword "Seeing," intended to let the entirety of Sigma's identity gradually emerge. This exhibition begins with each and every part that consists of a Sigma product, introducing the overarching philosophy and worldview of the "imaging tools". Simultaneously, the exhibition presents Sigma's vision through its ongoing social and cultural contribution initiatives.

The exhibition marks a unique collaboration between two Japan-based brands: Sigma, the camera and lens manufacturer, and GREEN WISE, a leader in environmental greening. Centered around the creative direction of Ichiro Iwasaki (IWASAKI DESIGN STUDIO), the product designer of all Sigma products, the project brings together leading creators from around the

world across multiple disciplines, including spatial and graphic design, audiovisual installations, disassembled displays, and green installations. Just as imaging tools are brought into being through the meticulous assembly of individual parts, this exhibition is realized through the convergence of diverse expertise and distinct creative philosophies. The result is a unique experience that can be encountered only at Milan Design Week 2026.

In alignment with the exhibition theme of "Seeing," GREEN WISE exhibits Slow Sculpture, positioning these botanical works as both subjects and aesthetic displays. Slow Sculpture finds new value in vegetation that would otherwise have finished its role, expressing natural forms and the passage of time.

Furthermore, by adopting the GREEN WISE Net Zero Program, Sigma has successfully neutralized the carbon footprint of its exhibition participation for the first time. This was achieved by quantifying and reducing Scope 1 and Scope 2 GHG emissions during Milan Design Week 2026, with all residual emissions fully offset to reach a net-zero balance.

Exhibition Credits

Creative Direction, Exhibition Spatial Design: Ichiro Iwasaki

Exhibition Design Development, Technical Direction: Takashi Nakahara

Graphic Design: Stockholm Design Lab

Venue, Green Installation, Net Zero Program: GREEN WISE

Audiovisual Installation “One Lumen”

Creative Direction: Ichiro Iwasaki

Video Direction: Daihei Shibata

Music: Cornelius

Video Production: WOW inc.

Disassembled Display

Design: IWASAKI DESIGN STUDIO

Product Mechanical Engineering: Sigma Mechanical Design Team

Exhibit Production: NOMURA Co., Ltd., DEF Corporation

Exhibition Overview

Milan Design Week 2026

SIGMA AIZU JAPAN—Every Part Tells the Whole

20–26 April / 10 am–7 pm

* Please note that we will be closing at 18:00 on the 22nd and 26th.

Venue

GREEN WISE Italy Showroom

Via Palermo 5, 20121 Milan

<https://breradesignweek.it/2026/en/event/2171/sigma-aizu-japan-every-part-tells-the-whole>

About GREEN WISE

Living in Harmony with Nature

Green Wise is a Japanese landscape and environmental design firm with a 120-year legacy of "Environmental Harmony." Since its establishment in 1905, the company has pioneered spaces where people and nature coexist through landscape architecture, spatial design, and sustainable environmental consulting. As an official partner of the Brera Design District during Milan Design Week, Green Wise supports Japanese companies in building brand awareness and fostering long-term relationships within the European market.

The Net Zero Program can be integrated into all services provided by GREEN WISE, including spaces, decorations, events, and experiences.

<https://greenwiseitaly.com>
info@greenwiseitaly.com

About Sigma

MADE IN AIZU, JAPAN

"The Art of engineering. Engineering for Art."

Sigma is a Japanese manufacturer of lenses and cameras. Founded in 1961, we innovate and push the standards of optical engineering out of a deep respect for the creative ways photographers and filmmakers engage with the world. Made in Aizu, Japan is made possible by Sigma's sole production base, the Aizu factory in Japan. This quality embodies the true essence of Sigma--an integration of local wisdom, craftsmanship, and technology.

www.sigma-global.com

Contact

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