

# fun pun clock

with color!

An analog clock that helps you manage your time with its colorful design

## fun pun clock

The origin of the clock's slightly humorous name is the Japanese pronunciation when reading the minutes in the base 60 numeral system. In Japanese, you read 5 minutes as "go(five)-fun," 10 minutes as "ju(ten)-pun," 15 minutes as "jugo(fifteen)-fun," and 20 minutes as "niju(twenty)-pun." This clock is easy to explain to children, simple, made of beautiful materials, and it matches any interior design.

### [ Three distinctive features of the clock ]

#### 1) An analog clock that supports people who want to spend time in their own way

"In order to finish something on time, how much do I need to do and by when?" "How am I going to spend my time today?" "How can I manage something that I should do and want to do?" ... Although different, these kinds of worries about time management are very common in everyone from children to adults. If you're thinking "How much can I do in 1 hour?"; you may not be able to set a clear goal. However, dividing that hour into quarters will make it easier to see what you can do. It's not that difficult to set "15 minutes" aside even when you're busy. 15 minutes go quickly if you're distracted, but there are various things you can do during that time.

For example, strategically setting aside 15 minutes for a break before your next task is a good way to ensure you are more efficient and productive. Or if you tend to be tardy, then by allowing a small amount of extra time (15 minutes), you can develop the habit of arriving 5-10 minutes early to avoid being late. By taking advantage of the pie chart feature of analog clocks, and roughly dividing an hour into 4 quarters instead of 60 minutes, why not work toward a life free of time worries?

#### 2) A clock with chic coloring that looks great in any interior space

Instead of the color samples that we usually use in our product development, the combination of four colors was carefully chosen from thousands of color samples by mixing 12 kinds of pigment with the help of an interior paint maker, COLOR WORKS Inc. The design of the clock is a good fit for both chic as well as casual and playful interiors. The beautiful shades and texture were carefully selected by a licensed interior coordinator who specializes in painting aesthetics to ensure an elegant timepiece that is a good match in any living space.

#### 3) A clock designed from a mother's standpoint and based on the Montessori method

For adolescent children who have their own room for the first time, the most stressful thing is others telling them to do what they already know they have to do. It can become a vicious circle of frustration in which they are unable to manage their time while slowly becoming reluctant to look at the clock to avoid a panic due to the pressure of time. Wouldn't it be helpful if a clock that helped them decorate their room with their favorite color could also assist them in learning how to manage their time?

With that in mind, this clock was developed by a female designer who has an experience to raise children from her mother's standpoint and by Ms. Misa Sakurai, a senior research fellow at the Japan Montessori Research Institute with her professional advice.

---

*"I'll go to school at eight." "I'll be ready to go in 15 minutes." "I'll practice for 30 minutes." – Being conscious of time in their lives is the key to children developing the attitude to control their own actions. But it's easier said than done. It's quite difficult for children who have little experience of life to understand an amount of invisible time, even when they can tell the time. Instead of saying, "There's only 15 minutes left! Hurry up!" or "Finish your homework in 30 minutes!", help them to grasp the length of time in a visible manner using color. You can say, "Let's finish getting ready to go in 15 minutes, when the minute hand is in this part of the clock." Or "Let's practice for 30 minutes, for half of the clock." It is important to guide children step by step to practice reading time, understanding the concepts of time, and managing their own schedule. Analog clocks can also help kids improve their understanding of fractions. If asked "How many minutes are equal to a quarter of an hour?" your kids will remember "It's 15 minutes!" by imagining an analog clock and without making any calculations. Additionally, analog clocks can help us develop an understanding of angles, such as "15 minutes is 90 degrees." Kids can gain important knowledge by learning how to use items related to everyday life.*

## [ The significance of design ]

### 1) The use of a sweeping movement and the fractional number concept

Assuming that children with their own rooms understand that clocks use the sexagesimal system, elements considered unnecessary from the viewpoint of Montessori education were removed. One of the elements is the second hand. It doesn't tick in a stepping movement but moves in a sweeping motion to visually represent the passing of time. Moreover, the identifying feature of our fun pun clock helps you keep track of time easily, with every 15 minutes clearly shaded as 1 quarter and markers for every 5 and 10 minutes.

### 2) Effects of your favorite color

We developed the clock in a range of different colors by imagining it hanging in your child's or your own room, which means you can find one that's just right for you. The clock's thick white lines resemble frames within it to make the interior work as a "functional graphic." Each color has its own name, which helps you find your favorite.

### 3) The spacing between the numbers is from "a child's point of view," the margin within the clock is from a "color psychology point of view"

Two-digit numbers (10, 11, 12) are positioned carefully so that children are not confused by the numbers placed next to each other. One quarter = 15 minutes is a section of time, so the end of each segment ("0" "15" "30" "45") has thick white lines. It symbolizes the beginning, like a white canvas to start over again.

## fun pun clock with color !



YD15-01 RE  
φ248×d44mm / 660g  
ABS resin, glass  
sweep second



YD15-01 LBL  
φ248×d44mm / 660g  
ABS resin, glass  
sweep second



YD15-01 YE  
φ248×d44mm / 660g  
ABS resin, glass  
sweep second



YD15-01 GN  
φ248×d44mm / 660g  
ABS resin, glass  
sweep second

### Designer Profile



### Yoko Dobashi

Yoko Dobashi spent five years working at Idee co. Ltd. (1997-2002). She was involved in the development of standard furniture and in the launch of the "SPUTNIK" brand, which was introduced in London, Milan, and New York. Since 2012 she has hosted the "Design life with kids interior workshop." She is active independently as a freelance designer and interior writer, working in collaboration with various companies and media. In 2017 she provided design to TAKATA Lemnos and the "fun pun clock" won the GOOD DESIGN AWARD. Her article "Interior for a 156-cm-tall" is serialized at Precious.jp. <http://yokodobashi.com/>



TAKATA Lemnos Inc. [www.lemnos.jp](http://www.lemnos.jp) / [info@lemnos.jp](mailto:info@lemnos.jp)

Made in JAPAN

Tokyo Showroom & Office

1F Chat Noir Bunkyo,3-7-14,Otsuka,Bunkyo-ku,Tokyo,112-0012 JAPAN

TEL : +81-3-5981-8120 FAX : +81-3-5981-8365

Headquarters

511,Hayakawa,Takaoka,Toyama,933-0957 JAPAN

TEL : +81-766-24-5731 FAX : +81-766-22-8071