

Monozukuri Hands-On Workshop Held as a Summer Vacation Event at Isuzu Plaza

During the children's summer vacation period in July and August 2017, we held a total of seven "Isuzu Monozukuri Hands-On Workshops" at the Isuzu Plaza Studio. (Breakdown: 2 casting classes, 2 design classes, and 3 plastic-molding classes).

Monozukuri Hands-On Workshops have previously been held in various locations as social contribution initiatives for the Fujisawa area and to support areas affected by disasters, but this was the first time that we held them to enable children to learn by experience during their summer vacation. This time, we publicized the event on the official Isuzu Facebook page and on pamphlets at the Isuzu Plaza, enabling not only children from the Fujisawa area but also from a wider region (a total of 108 children) to experience the joys of Monozukuri.



At the casting class held on July 28.



Pouring the materials into a mold at the plastic-molding class.



Isuzu designers teaching children the basics directly.



Children listening carefully to the explanation on how to make casts.