

THR Series part 2

“THR” originated the desktop amp category. In Part 2, we’ll share some little-known stories behind the design—one of the standout features of the current THR-II series. Enjoy the origin story and the clever design embedded in the iconic grill.

THR II Design Development Story

Sentimental Value

"Unforgettable at first glance — a product that enriches your life through use."

The THR-II was designed with the concept of appealing to human emotion.

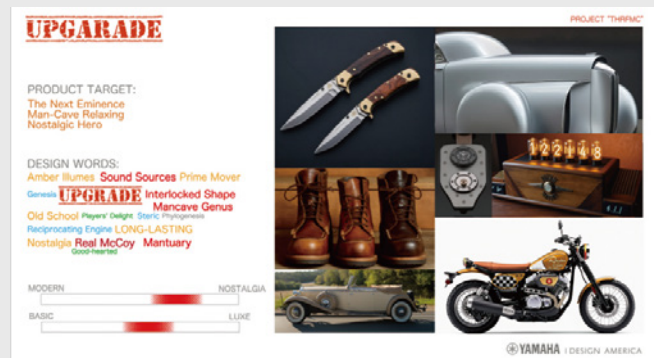
YOSHIHISA SUGIURA Yamaha Corporation, Yamaha Design Lab Yamaha Fine Technologies Co., Ltd. Electric Devices Division



THR II's Beginning

World Product Mapping

A custom tool developed by designer Mr. Sugiura of YCJ Design Laboratory. It maps out the evolution of products from 1960 to 2035—tracing how various products emerged, how their "genes" were passed down, and how they continue to evolve into the future. Everything is categorized, zoned, and systematically classified. Through this process, the identity of the THR-II is shaped.



Creative Direction

In design, imagery is essential. Key visuals are added one by one and combined together. The THR's design image was built through this composition of key visuals, with the word "Upgrade" serving as a central theme. It conveys a desire to deliver something better—something beyond just an "Update."

The Untold Story Behind the Eye-Catching Grill Design

The most distinctive feature of the THR-II is its grill. The design of the grill is inspired by the Bishamon **Kikkō pattern**—a traditional Japanese motif that developed within Japan's unique design culture. This pattern carries auspicious meanings, symbolizing lasting memories, treasure, and good fortune, leaving a deep impression on the subconscious of the user. The Bishamon Kikkō pattern is combined with Yamaha's "Y" to create a unique design trick—each element fitting seamlessly into a uniform hexagonal grid. This clever design was inspired by the **Karakuri puzzle boxes** of Hakone, aiming to evoke a sense of wonder and excitement when viewed. The hexagon itself also carries symbolic meaning in the philosophy of Yin-Yang and the Five Elements, representing protection, guardianship, and wealth.

