

**CRUSHMETRIC Group × Toyo Seikan Group Holdings Special Exhibition  
"HOSOTEN Destruction & Creation: The World of Aluminum Can Art"  
-March 25 ~ April 30, 2025, at the Museum OF Package Culture-**

The Museum of Package Culture (Address: 2-18-1 Higashi Gotanda, Shinagawa-ku, Tokyo), operated by Toyo Seikan Group, will hold a special exhibition entitled "HOSOTEN Destruction & Creation: The World of Aluminum Can Art" in collaboration with CRUSHMETRIC Group Limited ("CRUSHMETRIC Group"; Head office: Hong Kong; CEO: Michael Ong) from March 25 to April 30, 2025.



This exhibition will showcase aluminum can art, including unpublished works by Noah Deledda, who created the empty can art that inspired the SwitchPen ballpoint pen released by CRUSHMETRIC Group. The SwitchPen and other products from the company, including stools and tumblers, will also be displayed. Visitors can appreciate the art while also being able to handle and try the products.



### ■ Background to the Exhibition

This special exhibition was inspired by the coincidental shapes of the diamond-cut cans manufactured by the Toyo Seikan Group and the SwitchPen from CRUSHMETRIC Group. The Diamond-cut can, which uses aerospace engineering, and the SwitchPen, born from an artist's imagination, arrived at the same shape through completely different approaches. However, even in this accidental encounter, the artist's concept of giving new value to empty cans and Toyo Seikan Group's goal of resource conservation demonstrate a shared commitment to the environment.



**Diamond-Cut Cans**



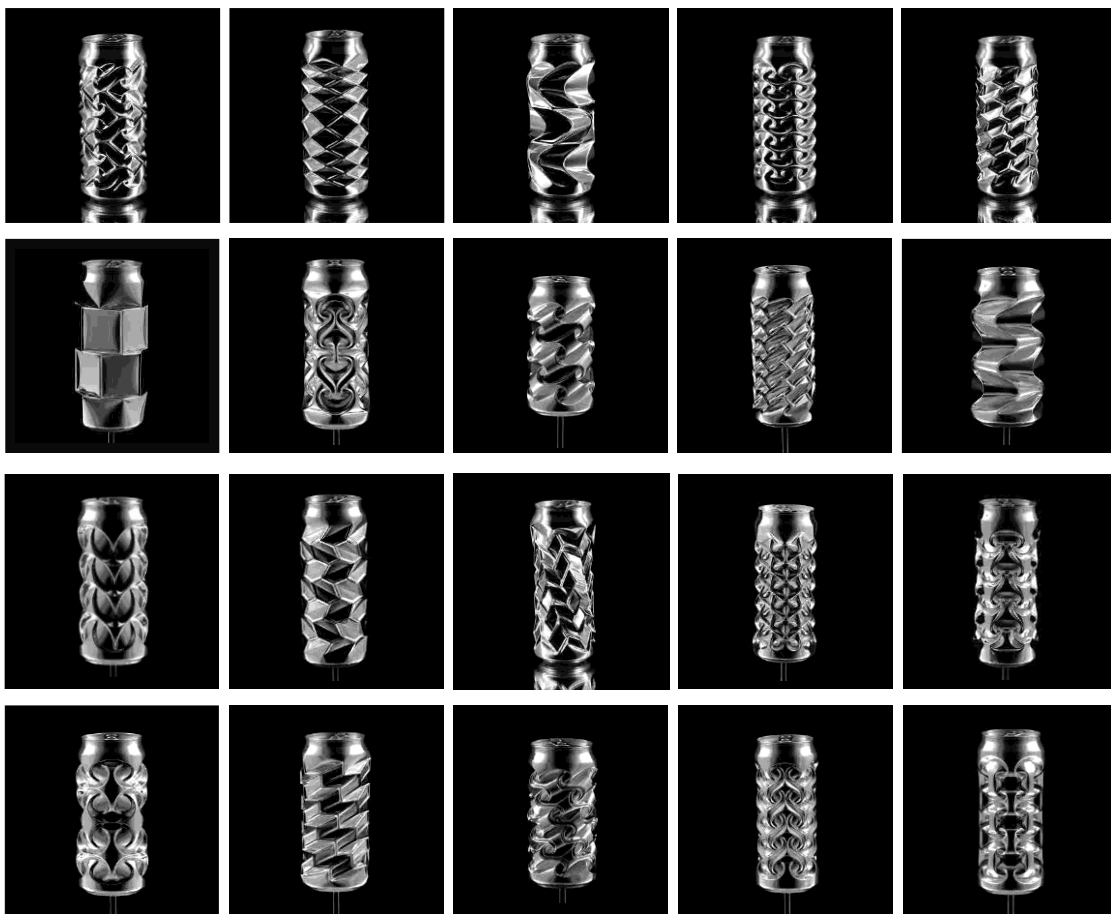
**SwitchPen**

### ■ About CRUSHMETRIC and the SwitchPen

CRUSHMETRIC is a product brand born in 2018 from the artwork of American artist Noah Deledda. Originally, he would use his hands to partially dent and transform empty cans as a way to kill time while traveling. As he continued to experiment with various transformations, he became fascinated by the creative potential for cans to become beautiful art, leading him to begin creating artistically expressive works in 2004. He has since created more than 50 unique designs while confronting the limitations of deformation, using metal cans as his medium.



The shape of the SwitchPen, which serves as the inspiration for this collaboration, is based on one of his creations. Its design allows its shape to change smoothly when extending and retracting the pen tip (the surface crumples with a click to reveal the pen tip), resembling the shape of the Diamond-Cut Cans manufactured by Toyo Seikan Group. CRUSHMETRIC and Toyo are actively exploring potential partnerships in the near future.



## ■ About the Diamond-Cut Cans from Toyo Seikan Group

The Diamond-Cut Cans manufactured by Toyo Seikan Group were developed based on the PCCP (pseudo-cylindrical concave polyhedral) shell presented by Emeritus Professor Koryo Miura of the University of Tokyo in 1969, with production starting in 1996. The PCCP shell is based on shapes created by destructive deformation during aerospace engineering research (specifically, a destruction model of supersonic aircraft bodies) that had very stable structures. This deformation, referred to as isometric transformation, maintains an object's shape without stretching or contracting the material and produces minimal change in vertical strength while increasing lateral strength, leading to a stable structure.

Applying this robust shape, the Diamond-Cut Can was developed to reduce materials through its lighter weight while maintaining its strength. Steel Diamond-Cut Cans use approximately 30% less materials than traditional designs but with the same strength, while the diamond-cut shape on the aluminum Diamond-Cut Cans is only revealed when the pressure is released upon opening the can, providing a pleasant surprise for consumers. The quality of the reflected light also adds a luster that conveys the refreshing nature of the product.

By exploring interactions between the aluminum Diamond-Cut Can, which displays its diamond shape when opened; Noah Deledda's art, with diamond-like shapes made using only his thumb on aluminum cans; and the SwitchPen, which transforms into a diamond shape by applying pressure through its click mechanism, Toyo Seikan seeks to learn from alternative approaches and continue working toward sustainable container development.

## ■ Official novelties of the Toyo Seikan Group

To commemorate the opening of the special exhibition, the Toyo Seikan Group has decided to use the CRUSHMETRIC SwitchPen, presented in a special box featuring the Toyo Seikan Group Logo, as an official novelty to be used in future sales activities and other purposes.



## ■ Overview of the Exhibition

- The Museum of Package Culture, 22nd Small Exhibition of Containers  
HOSOTEN Destruction & Creation: The World of Aluminum Can Art
- Date: March 25 (Tuesday) to April 30 (Wednesday), 2025. Closed on Saturdays, Sundays, and public holidays
- Opening Hours: 9:00 AM to 5:00 PM
- Location: 2-18-1 Higashi Gotanda, Shinagawa-ku, Tokyo, 1st floor, Osaki Forest Building, The Museum of Package Culture
- Admission Fee: Free



### ■ About the Museum of Package Culture

The Museum of Package Culture opens up the secrets hidden within packaging containers. Its goal is to disseminate the cultural information that is embedded in packaging containers and to foster understanding and familiarity with containers among a broad audience, including local residents and the general public. The museum exhibits the history, technology, and innovations of containers and society's relationship with them, from the birth of civilization to the latest in packaging.



### ■ About Toyo Seikan Group

The Toyo Seikan Group is a comprehensive packaging container manufacturer that provides a variety of containers globally, taking advantage of the characteristics of each material, such as metal, plastic, paper, and glass. In addition to the packaging container business, the Group has five businesses: engineering, filling, and logistics, steel sheet-related, functional materials-related, and real estate-related.

The Group considers society and the global environment from a long-term perspective and formulated the "Long-term Management Vision 2050: Wrapping the Future" in May 2021, looking ahead to 2050, in order to maximize the value it provides to all stakeholders. The Group's vision and vision for the future is positioned as "a platform for life that wraps people around the world in safety, security, and abundance," and it will promote its business activities with the aim of "realizing a society where diversity is accepted and everyone can live more true to themselves" and "realizing a society where people's happy

lives can be passed down to the future without putting a burden on the global environment."

Founded in 1917, the company has 45 group companies in Japan (including Toyo Seikan Group Holdings) and 47 overseas, employing approximately 20,000 people. Its consolidated sales for the fiscal year ending March 2024 are expected to be 950.6 billion yen.

<https://www.tskg-hd.com/>

### ■ About CRUSHMETRIC Group Limited

"The Future is Taking Shape – CRUSHMETRIC Group Limited ("CRUSHMETRIC") is listed on London based AQSE Exchange and was co-founded by artist/ inventor Noah Deledda. CRUSHMETRIC is a design and production company that integrates shape changing technology ("CRUSH") into catalog of products. Designed and invented by artist and co-founder Noah Deledda and the team. This technology is built on his own series of dented aluminum can sculptures. Noah Deledda is an American artist known for painting, sculpture, printmaking and design with an inclination to divergent approach. His most recent acclaim being sculptures that re-contextualize the ordinary, dented aluminum can with a method that embraces the incidental gestures of disposal.

The products of CRUSHMETRIC consists of three lines: the CRUSHMETRIC SwitchPens; the CRUSHMETRIC Tumblers and the Autohedron Chair. The company will continue to release new products with the CRUSHING technology.

<https://www.crushmetric.com/>

The End