

# Sony Honda Mobility

NEWS RELEASE

## Sony Honda Mobility Collaborates with Artist Hajime Sorayama

"AFEELA Prototype Tuned Up by Hajime Sorayama" to be Unveiled as an Art Piece at Retrospective Exhibition, with Exclusive Silkscreen T-shirts for Sale

**TOKYO, Japan – March 13, 2026** – Sony Honda Mobility Inc. (SHM) today announced a collaboration with artist Hajime Sorayama. The "AFEELA Prototype Tuned Up by Hajime Sorayama" will be exhibited at "SORAYAMA: Light, Transparency, and Reflection -TOKYO-," Sorayama's largest-ever retrospective, opening on March 14, 2026, at CREATIVE MUSEUM TOKYO in Tokyo.

This special vehicle, inspired by Sorayama's artistic vision and creativity, is based on SHM's first model, "AFEELA 1," and expresses the company's vision for the future of mobility as a work of art. This marks the first time SHM will exhibit the AFEELA 1 as an art piece in Japan.



This vehicle is not for sale. The base model, "AFEELA 1," is the vehicle designed for the U.S. market.

### Embodying the Concepts of "Light," "Transparency," and "Reflection" in Mobility

This work embodies the exhibition's themes of "Light," "Transparency," and "Reflection"—concepts Sorayama has pursued for many years—on the scale of mobility. It transcends its existence as a vehicle, expressing a new form of mobility that engages with people through aesthetics of sensuality, futurity, and a sense of life. The fusion of SHM's concept of "creating new value experiences in mobility" and Sorayama's artistic approach has resulted in a piece that transcends the boundaries between art and

technology, much like Sony's entertainment robot "AIBO" ERS-100, for which Sorayama created the original concept design.

### **AFEELA's First Apparel: Limited-Edition Silkscreen T-shirts Available at the Venue**

During the exhibition, SHM will sell its first-ever collaboration apparel at CREATIVE MUSEUM TOKYO. The exclusive item is a limited-edition silkscreen T-shirt featuring Sorayama's graphics of this collaborative vehicle. To capture the analog texture characteristic of the artist's style, the design is achieved through a multi-layered ink process using 10 plates for the front and 13 for the back, creating both a tactile feel and a strong presence. The T-shirts are produced by AZOTH Inc., a T-shirt design factory based in Sendai, Miyagi, known for its advanced printing techniques. This piece allows you to enjoy the worldview experienced at the exhibition in your daily life. It will be available in limited quantities during the exhibition.



Bring the world of the exhibition into your daily life. Limited quantities available exclusively at the venue

A comment from Mr. Hajime Sorayama on the creation of this work:

"I've always been fascinated by machines, so it was a real pleasure to take part in designing a car. I aimed to give it an analog sensibility that hints at a near-future vision. I'm especially proud of the moiré effect on the wheels."

Hajime Sorayama

Sony Honda Mobility will continue to pursue the creation of new value standards in mobility by collaborating with artists and creators.

### **Exhibition Overview**

- **Exhibition Name:** SORAYAMA: Light, Transparency, and Reflection –TOKYO–
- **Dates:** Saturday, March 14, 2026 – Sunday, May 31, 2026\*
- **Venue:** CREATIVE MUSEUM TOKYO, 6F TODA BUILDING, 1-7-1 Kyobashi, Chuo-ku, Tokyo
- **Official Website:** <https://sorayama2026.jp/>

\*Note: The AFEELA 1 will be displayed on the 1st floor of the TODA BUILDING from Saturday, March 14 to Sunday, May 10, 2026.

### **Silkscreen T-shirt**

- **Product Name:** SORAYAMA x AFEELA T-shirt
- **Color:** Black
- **Sizes:** M, L, XL
- **Price:** JPY 11,000 (tax included)

Note: Due to the nature of the silkscreen printing and garment wash process, slight variations in the print, color, texture, and sizing are to be expected. These characteristics are intentional and make each piece unique.

This information is current as of the time of announcement. Please note that there may be additions or changes without notice due to various conditions.

### **About Hajime Sorayama**

Hajime Sorayama has established himself as a legendary artist, both within Japan and internationally, for his extensive oeuvre centered on the ongoing pursuit of beauty in the human body and the machine. His renowned “Sexy Robot” series, which incorporates the sensual beauty of the female form into robotic figures, has had a profound influence on the visual imagination and subsequent representations of robots. Sorayama’s works are included in the permanent collections of the Museum of Modern Art in New York and M+ in Hong Kong, and have been exhibited in numerous exhibitions around the world.

### **About AFEELA**

“AFEELA” represents the fusion of intelligence and emotion in motion. It’s mobility that senses you—and that you can feel. At its core, AFEELA brings to life a next-generation driving experience built on advanced sensing, interactive technology, and human-centered design. The AFEELA 1 will be the brand’s first production model, scheduled for deliveries in California in 2026.

### **About Sony Honda Mobility**

Sony Honda Mobility Inc. (SHM) is a Japanese joint venture mobility tech company established by Sony Group Corporation and Honda Motor Co., Ltd. in 2022. By combining Sony’s technological prowess and Honda’s automotive expertise, SHM aims to lead innovation in the industry. SHM is not controlled by Sony or Honda and operates independently from both Sony and Honda. For more information, please visit us at <https://www.shm-afeela.com> or follow us on [Facebook](#), [Instagram](#), [X](#) or [LinkedIn](#).