

TOKYO



 ABLE PARTNERS

TOKYO DESIGN WEEK

in MILANO 2015

Dispatch TOKYO Creativity from MILANO to the World

Design Association NPO Tokyo (Chairman: Kenji Kawasaki) and TOKYO DESIGN WEEK Co., Ltd. announce the second consecutive participation of ABLE & PARTNERS TOKYO DESIGN WEEK in Milano Salone. Last year's exhibition gathered a record number of over 90,000 visitors by presenting Tokyo Creativity in Design, Art, Fashion, Music, Technology and Food. This year we welcome visitors with *kansei* (sensibility) contents beyond cultural eras and generations.

This year's main theme is **TOKYO (Edo x Harajuku)**

Expressing the constant jumbling Tokyo nowadays through a mixture of - Kawaii (Japanese Cute) & Cool; Creative & Technology - in both Edo and Contemporary Tokyo. TOKYO DESIGN WEEK (TDW) presents more than 10 main contents including 'TOKYO Girls Room by CHINTAI' art Installation produced by Kawaii culture proponent, Sebastian Masuda; JAPANESE SAKE BAR by Hidetoshi Nakata; 'Homage to UKIYOE by SEIBU SOGO' with world top creators including Ross Lovegrove; 'HOKUSAI MANGA INSPIRED EXHIBITION in Milano by SEIBU SOGO' with the participation of renown artists Nicholas Gwenaël and Katsumi Asaba; Japanese cutting-edge media-art technology and many more. We await everybody with Japanese Sake and Japanese Food at the reception party to be held on April 13th.

Date & Time : 14th(Tue) ~ 19th (Sun) April, 2015 10:00-20:00
Press Preview : 13th (Mon) April 15:00-21:00
Opening Party : 13th (Mon) April 17:00-21:00 (invitation only)
Venue : Padiglione Visconti (Via Tortona 58, Milan, Italy)
Name : ABLE & PARTNERS TOKYO DESIGN WEEK in MILANO 2015
Theme : TOKYO (Edo x Harajuku)

<TOKYO DESIGN WEEK in MILANO 2015 CONTENTS>

- TOKYO GIRL'S ROOM by CHINTAI
- TOKYO MONSTER
- HARAJUKU THEATER
- Zipper x HARAJUKU Fashion
- Homage TO UKIYOE by SEIBU SOGO
- HOKUSAI MANGA INSPIRED EXHIBITION in Milano by SEIBU SOGO
- Yukimi-Shunga HOKUSAI x Seiichi HISHIKAWA x Kenji KAWASAKI
- Sakenomy by Hidetoshi NAKATA (Japanese Sake Bar)
- TOKYO CREATIVE & CREATORS
- TOKYO MEDIA ART
- TOKYO DESIGN WEEK ASIA AWARDS
- TOKYO STUDENTS ASIA AWARDS Nominees
- TOKYO STUDENTS GRAD Ex.



TOKYO DESIGN WEEK in MILANO

Creative Director : Kenji KAWASAKI
Venue Design : Kimi HASEGAWA (VELVETA DESIGN OFFICE TOKYO)
Producer: Akihiro TSUE
Organized by: TOKYO DESIGN WEEK Co., Ltd.
Supported by: Design Association NPO

*This project is subsidized by The Ministry of Economy, Trade and Industry, Localization & Promotion of Japanese Visual Media Department (J-LOP).

<Press Inquiries>

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KEY VISUAL

This year's key visual, based on the theme of **TOKYO (Edo × Harajuku)** and combining tradition with innovation, expresses Japan energy and the rise of a new generation.

(The top stands for the Courtesan Hair Style and the bottom represents Harajuku)



Creative Producer: Kenji KAWASAKI
Art Director : Sebastian MASUDA
Designer : Narumi HAYASHI
Photographer: Leslie KEE
Hair & Make up : Noboru TOMIZAWA
Stylist : Ryoko KISHIMOTO
Model : Saya ICHIKAWA



Leslie KEE/Photographer

Leslie Kee was born in Singapore. After graduating from photography school in Tokyo, Kee spent five years working in New York City before returning to Tokyo in 2006. His work as both a fashion and art photographer has been widely published in magazines and ads. His published "Super Stars" photo collection showcases approximately 300 top Asian artists in support of survivors of the tsunami in Sumatra; Kee held a related exhibit at Omotesando Hills. For his Great Eastern Japan Earthquake charity photo collection, Tiffany Supports Love & Hope, Kee received the 40th APA METI Minister's

Award; and for his cover of AKB48's single Koisuru Fortune Cookie he received the 42nd APA Beautiful Japan Award. He is gaining attention nationally and internationally not only for his cross-genre works of art but also for his thought leadership. Twitter, Facebook, Instagram accounts : lesliekeesuper)

TOKYO GIRL'S Room by CHINTAI

Sebastian Masuda, known as one of the top proponents of Harajuku's Kawaii culture, presents 'Colorful Rebellion -Seventh Nightmare' bedroom installation especially redesigned for Milano Salone 2015. This single room space exhibition type was also presented and very well received in NYC, 2014.



Sebastian MASUDA/Artist



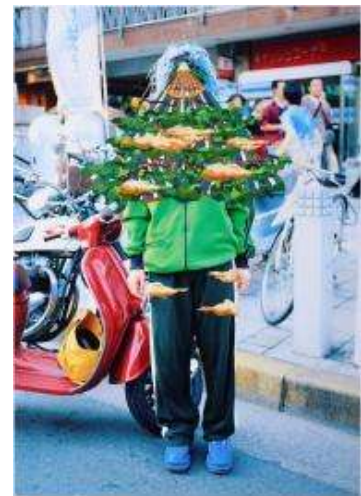
Born in 1970. After being part of a theater and avant-garde art group in the early 1990s, Masuda opened "6%DOKIDOKI" in Harajuku, a store that prides itself in being the forerunner of the "Sensational Kawaii" movement. Through their world tours titled "Harajuku Kawaii Experience" which started in 2009, the store and brand has also succeeded on spreading its own unique fashion style and Japanese "kawaii" culture on a global scale. In 2011, Masuda made his debut as an art director for Japanese pop icon "Kyary Pamyu Pamyu" 's debut single, "PONPONPON". Recent solo exhibitions and projects include Kianga Ellis Projects, New York (2014); Young At Art Museum, Fort Lauderdale (2014).

TOKYO MONSTER

Harajuku street fashion, which has fans all over the world, it's a subculture created in 90's by the kids hanging out in Harajuku. Japanese contemporary artist, Asami Kiyokawa presents her Harajuku avant-garde exhibition world inspired by the photos of this Harajuku street fashion.



Asami KIYOKAWA/Artist



Born in Awaji Island, Japan.

Works both as an artists and art director for various advertisements.

Held her first solo exhibition in 2001 and since 2003 has started to create art works using the embroidery technique. In 2011 became the youngest artist to hold a solo exhibition at Mito Art Tower. The following year held the "Bijo Saishu" (Female Beauty Collection) exhibition at Tokyo Omotesando Hills and numerous other exhibitions with a record number of visitors. Her representative works include "Bijo Saishu" and "Complex Series". Collaborated with Shuntaro Tanigawa on the "Is there God or not?" picture book, which also became a representative at the Japanese Board on Books for Young People Congress held every two years. Her numerous awards include the 'Best Debut Award', the 'VOCA' exhibition prize, 'VOGUE JAPAN Women of the Year', 'ASIAGRAPH Creator's (Tsumuki) Award'.

2014 marked her international debut at Milan Design Week and the collaboration with the renown product & furniture brand 'moooli', on their first shop in Japan.

Zipper×HARAJUKU Fashion

Harajuku Street Fashion Magazine Zipper, which has been issued since 1993, will introduce 4 typical styles that represent Harajuku. Works made by 3 fashion vocational school students will also be showcased. Harajuku KAWAII fashion can be grasped at a glance.



Zipper

HARAJUKU THEATER

Introducing Japanese POP culture and HARAJUKU POWER through music. In the 'VISION' corner we will be showing music promotional videos and live show recordings of cutting edge Japanese artists.



m-flo/Producer Debut

Japan's most innovative producer duo, m-flo consists of VERBAL and ☆Taku Takahashi. Over the years and 8 full albums, m-flo has reached the number 1 spot numerous times in Japan. Their ambition has lead them to start their own solo careers as well.

EDO CONTENTS

Homage to UKIYOE by **SEIBU SOGO**

Ukiyoe - unique Japanese woodcut prints which inspired great masters in western art such as Vincent van Gogh, Edouard Manet, Paul Gauguin, Émile Gall. In response to the recent increasing popularity of ukiyoe, Tokyo Design Week presents the ukiyoe exhibition held in collaboration with 6 international top creators and Japanese woodcut carvers -- Niinomi Morichika and Kishi Chikura together with printers Kyoso Yoshio and Yamamoto Shun -- from a group of artisans who inherited the traditional carving techniques, Adachi Foundation.

Creators

Alan Chan, Alex Puvilland, Dan Schlesinger, James Jean, Michael Nicoll Yahgulanaas, Ross Lovegrove



Adachi Foundation

The woodcut printing is a composite art of that takes combined efforts of artist, wood carver, printer and the publisher who serves as a producer. The art works created by the well known method to produce Ukiyoe requires material such as old cherry blossom wood as blocks, water pigment and hand crafted Japanese washi papers. The Japanese original material as such brings out the warmth that can only be expressed by woodcut printing. The completed products are well respected by the overseas artist starting from the impressionists. However, it is becoming extremely difficult to find the heir who can help maintain and pass on this method due to the modernization in printing. To preserve these unique Japanese cultural resources, the Adachi Institute of Woodcut Prints was established in 1994 and devotes itself in preservation and research of traditional skills of woodcut print as well as implementation of training for craftsmen.

HOKUSAI MANGA INSPIRED EXHIBITION in Milano by **SEIBU SOGO**

Year 2014 marked the 200 anniversary of Edo Period Ukiyoe Artist, Katsushika Hokusai. On this occasion a Hokusai Exhibition was held in October last year at The Grand Palais des Champs-Élysées, France. TOKYO DESIGN WEEK 2014 also organized a Hokusai Manga Inspired Exhibition with the participation of more than 50 creators from among which 20 have been chosen to present their work in Milan 2015.

Creators

Gwenael Nicolas/Hideki Inaba//Hiroaki Nagai/Kaoru KASAI/Katsumi ASABA/Katsunori Aoki,Tomohiro Yasui/Kazufumi Nagai/Kazuhiko Okushita/Keiko Sootome/Kenjiro Sano/Kosuke Tsumura/matohu/Moyoco Anno/NISHINO AKIHIRO/OHGUSHI/Seiichi Hishikawa/Shin Matsunaga/SU (RIP SLYME)/Suitou Nakatsuka/Yukio Hashimoto



Yukimi Shunga

HOKUSAI × Seiichi HISHIKAWA (DRAWING AND MANUAL) × Kenji KAWASAKI (TDW)

Inspired from Katsushika Hokusai's Shunga (a former taboo art form), Japanese renown visual artist, Hishikawa Seiichi presents the world's first animated ukiyoe. Ukiyoe represents one of the most iconic art forms of Edo Culture. Combining both the old and new, Hishikawa brings the ukiyoe to the contemporary through creativity and technology, but still anchors it in the traditional by highlighting the inner attitude of the peeking ladies and gentleman.



Title - Yukimi-Shunga



Seiichi HISHIKAWA/Visual Artist, Photographer, Scriptwriter, Songwriter, Lyricist

Hishikawa began his career in the music industry and made a transition to the film industry when he moved to NY in 1991. After having worked on various kinds of production such as TV programs and films, he began working as a freelance film director, set director, and web designer. Hishikawa also participated in the launch of DRAWING AND MANUAL. In 2009, he was appointed professor of Visual Communication Design at Musashino Art University. In 2011, his first solo photo exhibition "Found stories from a movie that doesn't exist" travelled around the nation. And in 2013, he wrote and directed his first short film, "Suzu".

OTHER CONTENTS

Sakenomy by Hidetoshi NAKATA (Japanese Sake Bar)

The Sake Bar is one of the projects Nakata has been producing to promote traditional Japanese culture and technology. With more than 10 sake breweries participating, Sake will be served to design related guests at the reception party and will also be sold to visitors. Through Sake and Liquor, we will introduce and promote traditional Japanese culture abroad.

Hidetoshi NAKATA/Representative Director of TAKE ACTION FOUNDATION

Played in 3 World Cups - 1998 in France, 2002 in Japan and Korea, 2006 in Germany as a player representing Japan and retired from playing after the German World Cup. After retiring, travelled to over 100 countries and regions and from that experience, established TAKE ACTION! 2008+1 in the year 2008 for the purpose of doing what is possible to solve global problems. In 2009, also established the TAKE ACTION FOUNDATION. During the same year, began travelling Japan's 47 prefectures which led to starting an association to support Japan's traditional culture and crafts. Has also been CBO (Chief Brand Officer) of Tohato Inc. since 2003. Won the Golden Foot Legend Award in 2014. The award is attributed to the football legend, recorded a great achievement and contribution in the football history, and became the first Asian player leave his footprints in the Champions Promenade.

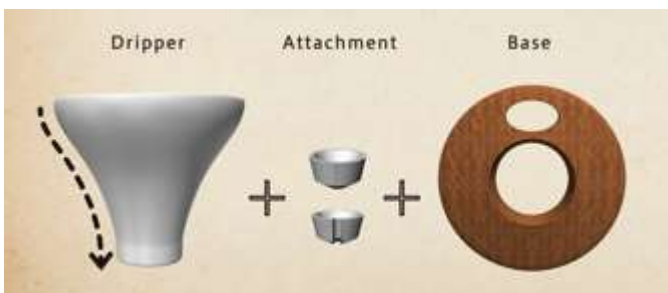


TOKYO CREATIVE & CREATORS (Companies & Creators)

An exhibition by prominent designers who lead Japan's creative industry - From interior design (including chairs and lighting) to product design.

Companies & Creators

ELD INTERIOR PRODUCTS, Furniture design Institute Plus, GAKU TAKASU DESIGN, HAYASHI Shigeki / Ceramic Paradigm Shift supported by TAKASHIMAYA ;the department store, Hayato Yamagishi, HIKARU YAMAGUCHI DESIGN LAB, issue + design, Jun Fujiki & Hiroko Fujiki, KAWAKAMI MOTOMI, KOANDRO, Masahiro Yamauchi , masato fujiwara, Saori Hirayama, Shigeru Kubota, SHINYA YOSHIDA DESIGN, STEPHANIE HONDA, Y



TOKYO MEDIA ART

It presents Japanese creativity and technology in interactive design & art, motion graphics and design technology.

Companies & Creators

Drill, HENKA Inc., Hideyuki Ando, JINS MEME , Junji Watanabe, Hishinuma x Sasaguchi x Rika, MATT jointed Ikko Yoshiba, mitsubachiworks inc., Naoki

Aoyama /Satoshi Kawamata / Chihiro Nazuka / Akinori Hisayuku , SHIFTBRAINxUNIBA, TWOTONE



ASIA AWARDS Special Contents

We present the Grand Prix winning works of the ASIA AWARDS 2nd edition held within TOKYO DESIGN WEEK 2014.

A total of 6 works will be showcased: The School of Asia, The Student of Asia, The Young of Asia Design, Art, Fashion & Music Category.

Creators

cumulo design, Mika SAWAI, Rohan Chhabra, Sho Yoshihama, Tama Art University Department of Environmental Design, Yohei Mizobe



TOKYO STUDENTS ASIA AWARDS Nominees

Showcases 5 nominated works from 4 schools that exhibited at the ASIA AWARDS School Exhibition held within TOKYO DESIGN WEEK 2014.

Schools

Chiba University, Musashino Art University, Musashino University, Nippon Institute of Technology



TOKYO STUDENTS GRAD Ex. (DESIGN ASSOCIATION NPO student support program)

From Graduate Exhibition to the World!

It presents a compilation of 8 graduation works carefully selected among the public entries. A project aimed to support the young students achieves their dreams to assert themselves in the international design industry.

Creators

Hibiki Hatayama, Kensho Miyoshi, Lina Uchida, Mami YUCHI, Su Suzuki, Ungyon Iwamura, Yukusu Aonuma, Yuta Itagaki



OPENING PARTY

Food and drinks will be served at the JAPANESE SAKE BAR produced by Hidetoshi Nakata, with more than 10 sake breweries participating.

Details

Opening Party : 13th (Mon) April 17:00-21:00 (Invitation Only)
Place : JAPANESE SAKE BAR by Hidetoshi Nakata

VENUE DESIGN



Kimi HASEGAWA/Space Designer

Kimi graduated from Kuwasawa Design School. After working for a construction company and a design firm, she established "VELVETA DESIGN OFFICE TOKYO" in 2004. Kimi works in various fields designing the "atmosphere" which is her main theme. One of her latest work is the "OMOTESANDO Illumination"/"IKSPIARI Christmas"/"OMOTESANDO HILLS FAÇADE RENEWAL"/"Ginza Christmas (KIBOU-NO-TUBASA)"/"NISSAN Design Center Board Room"/ etc. She also was one of the three leading female designers/artists of the next generation at Mazda Demio New Target EXPO. Kimi has received Display Design Awards and many others. www.velveta.jp

■About TOKYO DESIGN WEEK

TOKYO DESIGN WEEK, celebrating its 30th anniversary this year, has developed into an international design event that gathers excellent architecture, interior, product design, graphic design and art from all over the world. Since 2005, the event has been taking place at Meiji Jingu Gaien Mae, Tokyo attracting more than 100,000 visitors every year. This year, TOKYO DESIGN WEEK 2015 is held under 4 main genres --Design, Art, Fashion, Music-- and offers brands, companies, creators, schools the possibility to present their creative projects.

TOKYO DESIGN WEEK 2015 Outline

【First Half】 24 (Sat) -28 (Wed) Oct.

【Second Half】 30 (Fri) Oct -3 (Tue, Holiday) Nov. * Closed on 29 Oct (Thu) for construction

【Hours】 11:00-21:00 (Last day: 20:00)

【Venue】 2-3 Kasumigaoka , Tokyo 160-0013

Meiji-Jingu Gaien Mae (Central Venue), Shops around the Metropolitan areas

【Ticket Price】 1 Adult 3,000 JPY at door

【Expected Visitors】 115,000 (2014 data)

【Organized by】 TOKYO DESIGN WEEK Co., Ltd.

【Supported by】 DESIGN ASSOCIATION NPO

WORLD DESIGN WEEK Summit in Milano

TOKYO DESIGN WEEK open its doors 30 years ago and started a trend among design week event which are currently being held in more than 90 cities around the world.



WDW
WORLD DESIGN WEEK NETWORK



The first gathering which launched the WORLD DESIGN WEEK Network was held last April during Milan Design Week 2014 with more than 20 design events' representatives in attendance, leading to the organization of 1st WORLD DESIGN WEEK Network Summit in October 2014 in Tokyo. As a result 18 design weeks have expressed interest to become members of this initiative.

We are pleased to announce the 2nd WORLD DESIGN WEEK Summit to be held during Milan Design Week 2015.

- Date: April 16th (Thu), 2015
- Hours: PART I 09:00 – 12:00 WDW Summit
PART II 12:00 – 13:00 Reception (Ristorante Da Giacomo inside Museo Del Novecento)
- Venue: Museum of Twentieth Century (*Museo del Novecento*)
(supported by the City of Milan)
Address: Palazzo dell'Arengario, Via Marconi, 1 (Piazza Duomo), 20100 Milano
Metro Station: Duomo (Yellow Line)
- Steering Core
- Committee: Founder & Chairman, Kenji Kawasaki (Tokyo Design Week)
Europe Representative, Kari Korkman (Helsinki Design Week)
Asia Representative, Beatrice Leanza (Beijing Design Week)
America Representative, Dawn Zidonis (San Francisco Design Week)
- Participants : World Design Week Network Members (18)
Prospect World Design Week Network Members
Prospect sponsoring companies and organizations
Media (Press Reception)

WORLD DESIGN WEEK NETWORK Initiatives

1. Launch a global event database with design weeks around the world (Worlddesignweek.net)
2. Launch a global network with creators around the world (Thinktank.academy)
3. Establish the WORLD DESIGN WEEK AWARD GRAND PRIX

<Press Inquiries>

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