

10 Japanese designers in koloro-desk

10 Japanese designers and fashion brands that have received remarkable attention will exhibit their installations at “MOST” National Museum of Science and Technology

[Period: April 9th(Tue) to 14th(Sun), 2013]



During Milano Salone in April of 2013, “TOKYO BUSSANTEN”, a design direction company based in Tokyo, will held the exhibition “10 Japanese designers in koloro-desk” through the installation of these Japanese designers and fashion brands with koloro-desk.

In the installation, the creators of TORAFU ARCHITECTS designs “koloro-desk” to be used as a campus in which 10 designers and fashion brands can express each of their unique world through their work, source of inspiration, books, and freely placing things like pictures. At the same time, the presentation and exhibition of new products created by 10 designers from the project “The style of smoke-free cigarette for future generations” will also take place.

The space design is handled by TORAFU ARCHITECTS, which is also one of the participant designers. This space design interprets a fantastical place influenced by their most outstanding work, which are the “koloro-desk” and “airvase”.

koloro-desk

koloro-desk is a desk in which you can create your own space by turning the lights on, having a potted plant or placing a small object in it. When the windows are opened it can be used expansively and as a small room where nobody can bother you when closed. It can be used in father’s study room, in the kid’s room, or for your hobby space. It has a hook to place bags as well as a cord manager to use for your personal computer.



airvase

airvase is a magic product that transforms into a vase by spreading a piece of paper. It converts into an air filled vase when the mesh stretches by slowly pulling a circular piece of paper with fine slits. Depending on how it is spread, the vase can flexibly become a small dish, a small bowl, or a flower vase and so on along the intended purpose. Although its form is fixed when in use, it is fascinating how compact it becomes when in storage, while it can be spread for use again. There are so many options on how to use the “airvase”. Enjoy and find your own sensitive and unique form.



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Details of the exhibition

[Title] 10 Japanese Designers in koloro-desk

[Participating designers and fashion brands]

Tadahito Ishibashi/EDIFICE/Yota Kakuda/Akihiro Kumagaya/Jin Kuramoto/Journal Standard Furniture/Makoto Tanijiri/TORAFU ARCHITECTS/Shigeiki Fujishiro/minna (*In alphabetical order · Honorifics omitted)

[Period] April 9th(Tue) to 14th(Sun), 2013

-OPENING TIMES-

4/9th (Tue)	10:00-12:00
4/10th (Wed)	10:00-18:00
4/11th (Thu)-13th (Sat)	10:00-21:00
4/14th (Sun)	10:00-18:00

-PRESS PREVIEW-

April 8th, 2013 (Mon) 15.00-19.00

*For those to wish to participate, please contact HOWs INC.

Contact Person:
Miki Koike or Mie Aizawa



[Venue] MOST- Museo Nazionale della Scienza e della Tecnologia
AIR&WATER PAVILLION, Level 1 The Underground
(*Lower floor of SALA BIANCAMANO)

[Address] Museo Nazionale della Scienza e della Tecnologia, Via Olona 6B, 20123 Milano, Italy.
*A five minute walk from Rossana Orlandi

[Sponsor] TOKYO BUSSANTEN

[Direction] Koichi Yanagimoto

[Space Design] Torafu Architects

[Collaboration]
ICHIRO Inc. / KAMI NO KOUSAKUJO

[Graphics] Takaiyama inc.



Photo by Hiroyuki Matsubara

About TOKYO BUSSANTEN

TOKYO BUSSANTEN is a design direction company based in Tokyo. It contributes to introduce new lifestyle in Tokyo combining many categories such as design, fashion, food and music.

Web: <http://tokyobussanten.jp>

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