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DANTO



ALTERNATIVE ARTEFACTS

ARCHAEOLOGY OF TILES Presented by Alternative Artefacts Danto

New brand by Danto, a long-established manufacturer of modern tiles on Awaji Island

One-day installation ahead of its debut in Milan 2024

Creative Direction: TERUHIRO YANAGIHARA STUDIO

Place: Mariencò Date: 20.04.2023 / 12-7pm

Raw soil material. Historical ceramics. Photographic impressions.

Archaeology of Tiles etches the essence of Alternative Artefacts Danto [A.a.].

The new brand, launching Spring 2024, is a dialogue between tiles and contemporary design.

It is born from Danto, the one of Japan's oldest mass producers of tiles, based for more than a century on an island in the Seto Inland Sea.

Rooted in Minpei-yaki ceramics, its history is layered with avant-garde creativity, experimental soil composition and meticulous production.

Alternative Artefacts Danto is a new brand exploring the potential of tiles. Creatively directed by Teruhiro Yanagihara Studio, it launches Spring 2024.

Every year, an international artist, designer or architect will be invited to collaborate. First is India Mahdavi, the influential France-based creator, who will debut her collection at the brand launch in Milan next year.

This year, we invite you to sample a sensory preview at Salone del Mobile, Milan. Amid the stillness and natural greenery of Mariencò, explore an immersive installation combining taste and craftsmanship, materials and stories.

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EXHIBITION INFORMATION

ARCHAEOLOGY OF TILES

Date 20.04.2023 / 12–7pm

Place Mariencò / Via Ampola, 18, 20139 Milan

Presented by Alternative Artefacts Danto
(DANTO HOLDINGS CORPORATION)

Creative Direction: TERUHIRO YANAGIHARA STUDIO

Food Installation: Mochisho Shizuku by Yoshihiro Ishida

Music supervision: Mido (MENACE/SENSE)

Website: aa-danto.com

(Scheduled for release in early April.)

Instagram: @a.a.danto

(<https://www.instagram.com/a.a.danto/>)

<RSVP>

Please contact the following email to let us know you will be attending.

HOW INC. event@how-pr.co.jp

<About the exhibition>

The exhibition includes a look at Danto's roots, Minpei tiles actively produced in the early 19th century and everyday life products which were not limited to tiles but were also available in various shapes and applications. These objects and historical background of the company is unique and will visually captivate visitors. Also the raw materials of clay, a key technical feature of today's Danto, in its natural, unprocessed state will be presented. The day will also feature a live performance by Osaka-based wagashi artisan Mochisho Shizuku. The idea was inspired by the similarities between the tile-making process, which involves kneading and processing clay, and the Japanese technique of making wagashi. No new designs will be available this year, but we will present an exciting and intriguing one-day-presentation that will be a memorable experience that can only be fully appreciated on-site.

PROJECT CONCEPT

Tiles as objects of possibility. Tiles that leave a sensory imprint. Tiles connecting future and past, design and craftsmanship, Japan and the world. Alternative Artefacts Danto is a dialogue between tiles and contemporary design. The new brand, launching Spring 2024, explores the possibilities of tiles as interior objects, pushing the boundaries of material, form and function. It is the latest creative venture by Danto, one of Japan's oldest mass producers of tiles, based for more than 130 years on the island of Awajishima in the Seto Inland Sea. Alternative Artefacts Danto, creatively directed by Teruhiro Yanagihara Studio, aims to shift ideas behind the meaning of tiles and imagine a new interior paradigm.

Every year, the brand will invite an international designer, architect or artist to Japan to collaborate and create tiles from a fresh, contemporary perspective. The first collaborator is India Mahdavi, the influential France-based architect and designer known for her nuanced innovations of colour and form. Her creations will be showcased at the brand's official launch at Salone del Mobile in Milan next year.

Collaborators will be free to explore the layers of Danto's heritage – its skilled craftsmanship, born from the tradition of Minpei-yaki ceramics; experimental soil compositions that provide a spectrum of clay shades; and flexible variations of form due to its mass production capabilities.

"A tile can completely shift the atmosphere of a space," says Teruhiro Yanagihara. "Danto use natural materials that are fired, so have a similar feeling to ceramics. They're soft, warm, crafted. We want to explore the potential for these tiles as an interior material."

Alternative Artefacts Danto will also breathe fresh life into the island of Awajishima, which has been home to Danto since it was established in 1885. An expanse of coastal land where Danto's original factory still stands – and the birthplace of Minpei-yaki ceramics – will be transformed into a creative hub, with a series of Alternative Artefact spaces, including artist residencies, shops, a restaurant and a hotel.

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DANTO HOLDINGS CORPORATION

dan - Awajishima
to – pottery

Innovative. Experimental. Crafted. Open. Timeless. These are all qualities that underpin Danto – one of the companies in Japan to mass-produce tiles.

Danto came to life more than 130 years ago on the southern shores of Awajishima, a mountainous island steeped in nature and mythology, encircled by the blue waters of the Seto Inland Sea.

Its tiles are rooted in a richly layered history, threaded with innovative craftsmanship, experimental soil composition, contemporary design and meticulous production.

TERUHIRO YANAGIHARA STUDIO (TYS)

Teruhiro Yanagihara Studio (TYS) is an inter-disciplinary collective, based in Kobe (Japan) and Arles (France).

Japanese designer Teruhiro Yanagihara founded the studio in 2002. Dedicated to borderless design, it seamlessly integrates creative spheres, from products, interiors, textiles and graphic design to art direction and brand identity. Emotional narratives and experimental innovation are balanced with meticulous material research and a timeless modern aesthetic – whether crafting a tea cup, a scent or a restaurant.

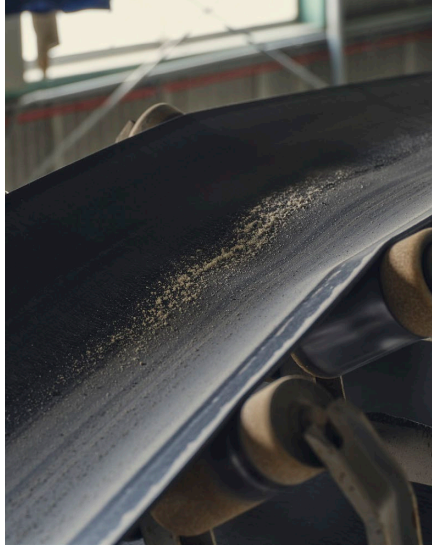
TYS is open geographically as well as conceptually, with team members based in Japan, France, UK and The Netherlands. Craftsmanship viewed through a contemporary prism is another important ingredient, providing an elemental foundation for reimagining design in daily life.

TYS clients include Kvadrat, 1616 / arita japan, Karimoku New Standard, Skagerak, Offecct, Mame Kurogouchi and Kimura Glass, among others. It also runs VAGUE, experimental creative spaces, in both Kobe and Arles.

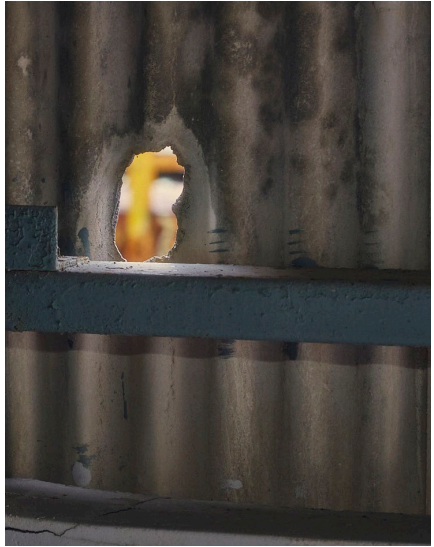
Press Contact: HOW INC.
pressrelease@how-pr.co.jp

Customer Inquiries: Alternative Artefacts Danto
contact@aa-danto.com

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All Photos by Ichiro Mishima