

Fuorisalone, Milano Design Week 2016

April, 12–17
2016

CASA GIFU

Via Lovanio 6
Brera, Milano

The Heartland of Japan

by atelier oi

Special Guest

HARU
stuck-on
design;



Casa Gifu

April, 12-17 / 2016
c/o Amy-d Arte Spazio
Via Loviano 6
Brera, Milano

Opening:

April 12
by invitation
6pm to 9pm

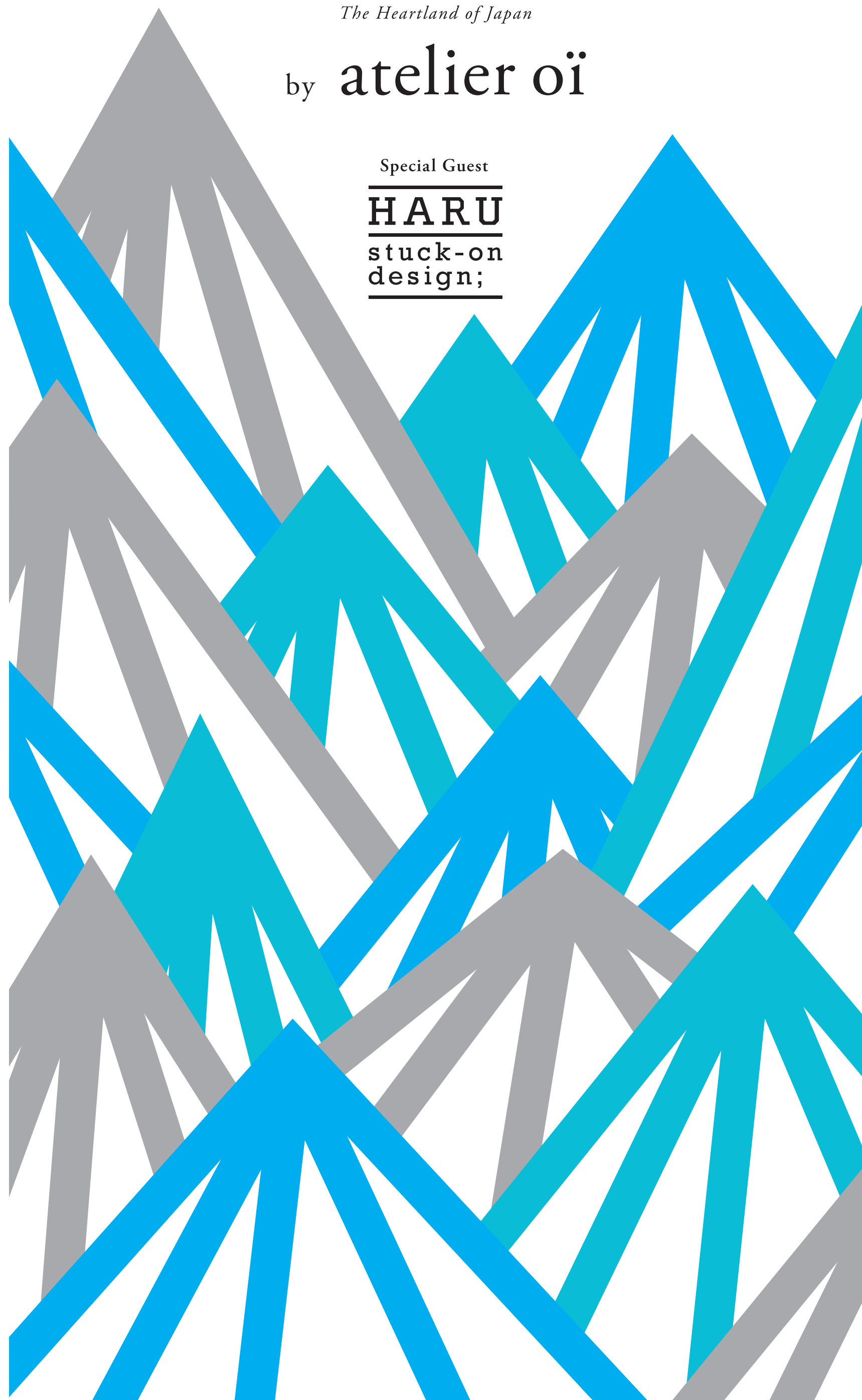
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Green Line

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CASA GIFU

1300 years of tradition and craftsmanship

The exhibition CASA GIFU has been specially set up for Fuorisalone – Milano Design Week 2016. It is the ephemeral Italian home of Gifu, one of Japan's most important regions, transposed to the heart of the Brera District. Gifu is remarkable for the way it has drawn on its natural environment for over 1300 years, developing unique skills in its manufactures.

CASA GIFU presents objects that were developed as a result of artistic exchanges, combined know-how and new cultural perspectives. The CASA GIFU project started with atelier oï's desire to discover Japan, its manufacturing traditions, its culture, and above all its people. This wish came true through encounters both in Switzerland and in Japan. It was further developed, when Governor Hajime Furuta honored atelier oï with an official invitation to visit the manufactures of his region of Gifu. And what a discovery this was! After the tumultuous megalopolis of Tokyo and its extreme urbanization, it was stunning to contemplate the natural scenery of Gifu with its fields, mountains and rivers; we were suddenly in a familiar pastoral environment, almost evocative of Switzerland, yet completely new.

Gifu Prefecture's resources are a mirror image of its rich and plural region. They span a wide range of craft and industrial traditional know-how historically related to its naturally abundant in water environment and lush mountainous area, by 93% covered in forests. Nature is present in all the products of the region as well as in its traditions. The manufactured products include paper, ceramics, wooden objects, the famous Seki knife blades and lacquers, while the culinary specialties feature Sake and the delicious Hida beef, renowned as one of the best in the country. Finally, nothing heralds the union of nature and culture as

clearly as the mythical cormorant fishing that is typical of the region.

The latter was the inspiration for Isamu Noguchi and his light sculptures made of paper and manufactured to the present day by the Ozeki & Co. manufacture in Gifu.

It is in these surroundings that the wonderful tradition of handcrafted paper (washi – wa meaning Japanese and shi meaning paper) was born. In Mino, generations of masters, who themselves inherited the techniques from their parents, have passed down the precise and exact gesture for this art's mastery, thus safe-keeping this 1300 year-old ancestral tradition. This unique know-how is has been registered as Intangible Cultural Heritage of Humanity by UNESCO since 2014.

It is a hallmark of atelier oï to always renew its approach and to develop new skills; in Gifu, we were inspired to create new products drawn on the unique know-how of the local artisans.

atelier oï is proud to present the diversity and richness of the Gifu manufactures through a selection of products. Specially invited for the occasion, the Nitoms manufacture combines the ancient tradition of Japanese handcrafted paper with state of the art technology producing a collection of adhesive tapes for tapestry and decoration. The graphic design of this collection was developed by SPREAD Studio with which atelier oï previously collaborated and which has designed the present magazine. Last but not least, atelier oï proudly introduces its first creations resulting from its collaboration with the Gifu manufactures.

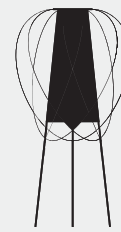
atelier oï



Honminoshi Garden

All the qualities of the finest "Mino Washi" paper revealed in an aerial and elegant installation.
p.05-06

by atelier oï



Minoï

Bringing to light Hiroko Takahashi's precious "3120 Watermark paper"
p.07

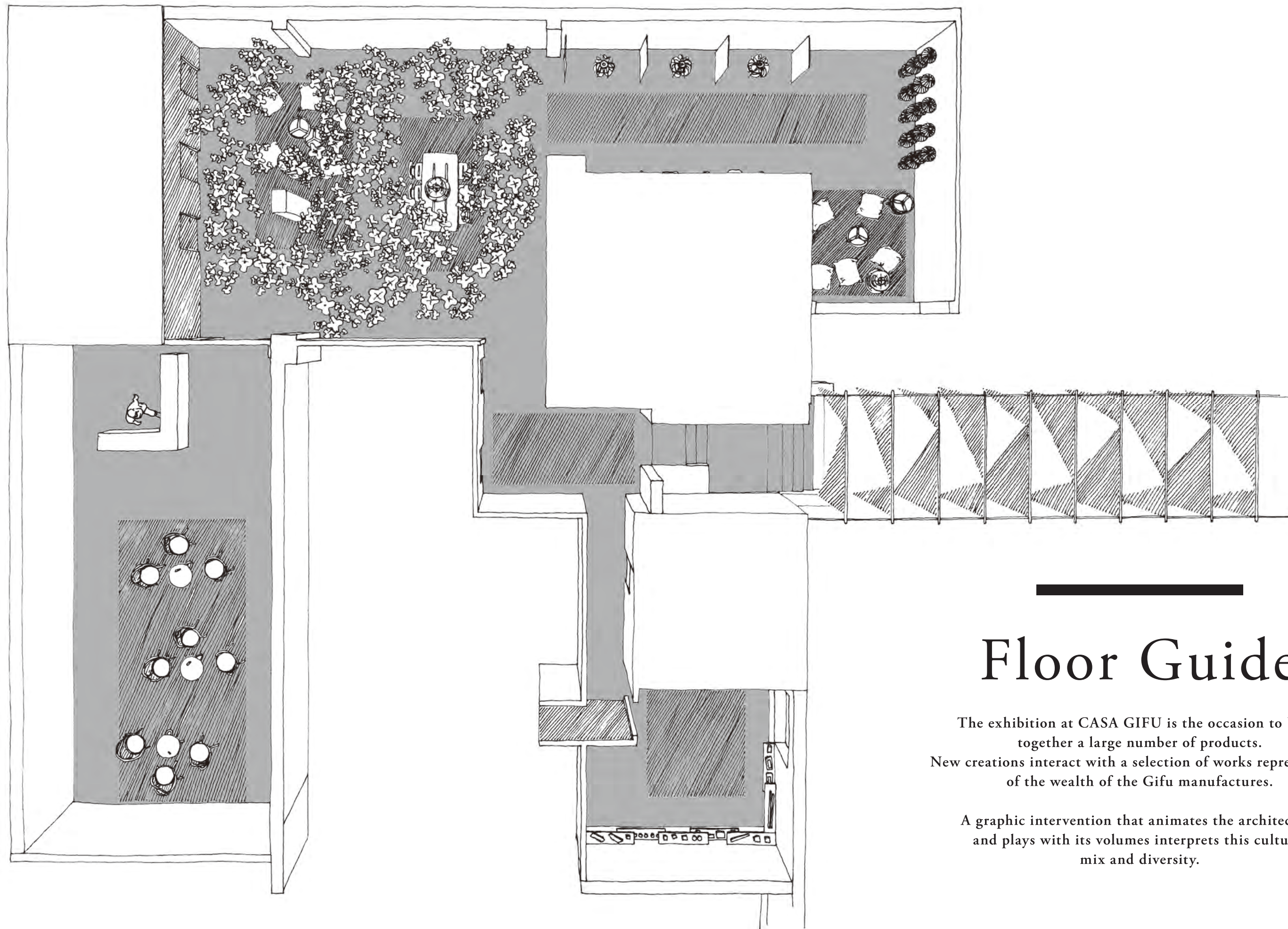
by atelier oï
for Asano Shoten



Gifoï

Furniture collection combining advanced technologies and fine handcrafted finish.
p.08

by atelier oï
for Hida Sangyo



Floor Guide

The exhibition at CASA GIFU is the occasion to bring together a large number of products.
New creations interact with a selection of works representative of the wealth of the Gifu manufactures.

A graphic intervention that animates the architecture and plays with its volumes interprets this cultural mix and diversity.

Fusion

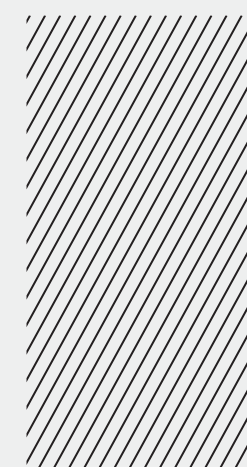


Lamp collection born from the encounter of famous paper lantern manufacture Ozeki & Co. and renowned Italian company Artemide / Danese.
p.07

by atelier oï
with Ozeki & Co.
for Artemide / Danese

Gifu

An overview of Gifu's riches.
The 25 best products of Gifu as selected by atelier oï.
p.11-12



HARU stuck-on design

Based on 8 conceptual color families, a combination of different patterns and textures offer new possibilities for professionals and creative individuals.
HARU - Design with color that sticks.
p.09-10

by SPREAD
for Nitoms.



Honminoshi Garden

“

A stolen moment
in Japanese nature.

”

In the context of a series of different projects realized with Japanese manufactures, atelier oï, in collaboration with Gifu Prefecture and the Gifu Federation of Paper Industries, presents a poetic scenography created with one of the oldest Japanese papers.

“Honminoshi”, the most precious, refined and delicate quality of all Japanese handmade papers, is also a mark of excellence, internationally recognised by connoisseurs and proudly worn by only 10% of the artisanal “Washi” productions of Mino, Japan.

Pristine white, soft, silky and strong, “Honminoshi”

paper owes its superior qualities to the pure river water used to wash the long mulberry fibres, to its carefully selected raw material and to its high-end manufacturing performed according to the book ever since its origins.

Exploring the art of folding throughout the world and in particular that of the Japanese origami which certainly finds its origins in ceremonies, HONMINOSHI GARDEN is an interpretation of stolen moments that represent and capture the mysterious spirit of Japanese landscapes – an ode to an ancient art of papermaking which dates 1300

years back and continues to be safeguarded and passed down by masters from generation to generation. The paper folding, recalling a flower or star, develops



around the geometric figure of the square, universally used in symbolics. It represents the Earth, the four seasons, the four elements and stems from

the division of a circle. In a game of light and shadow, in a similar way to the screens and sliding doors of Japanese houses where light rays enter in transparency in an unalterable serenity, HONMINOSHI GARDEN plays these

opposites in a composition of equilibrium.

Scenographic installation of a day, HONMINOSHI GARDEN, has also been interpreted as a suspended mobile for the home.

Special Thanks to Mr Makoto Kurata, Mr Takeshi Kano, Mr Shigefumi Sumi, Mr Haruya Sawamura, Ms Nahoko Furuta
In association with: Gifu Prefectural Government and Gifu Federation of Paper Industries

atelier oï portrait



Louis Armand, 1966, Aebi Aurel, 1966, Reymond Patrick, 1962. Photography: Joël von Allmen

atelier oï was founded in 1991 in La Neuveville, Switzerland, by Aurel Aebi, Armand Louis and Patrick Reymond.

atelier oï has been striving to dissolve barriers between genres and foster cross disci-

plinary creativity for 25 years. Over the course of their achievements, architecture, design and set design have intertwined on an international scale. Multidisciplinary, team spirit and an intimate rapport with the material are their

watchwords. Born of an intuitive and emotional affinity with the act of shaping different materials, their projects have been recognised the world over. Between experimentation, cultural exchanges and events devoted to their

creations, they design for Artemide/Danese, B&B Italia, Bulgari, Foscarini, Moroso, Parachilna, Lasvit, Röthlisberger, USM Modular Furniture, Zanotta, Louis Vuitton, and more others.

“ FUSION Collection ”

by atelier oï with
Ozeki & Co. for Artemide/Danese

The FUSION lamp collection results of cultural encounters and old-established know-how.

All started when atelier oï met Japanese manufacture Ozeki & Co., producer of traditional paper lanterns for more than a century. Guardian of a unique millenary know-how, the manufacture plays the role of an ambassador for the Gifu region on an international scale as of 1951 thanks to the exclusive production of the iconic AKARI paper light sculptures designed by Isamu Noguchi.

The safe-guarding of manufacture Ozeki & Co.'s traditional skills is the common thread of the FUSION light collection that comes in three different shapes; floor lamp, suspension lamp, and necklace lamp.

atelier oï associates the paper lantern with a gemstone; a unique and remarkable handcrafted cultural pearl of perfect appearance. Reminiscent of a jewel, the lampshade

is either threaded on to the metallic structure or crimped at its base.

The FUSION collection plays with transparency and contrasts; with the light itself, only revealing the lampshade's sophistication when turned on, and with its transparency, enhancing the refinement and delicacy of the hand-made paper.

Today, atelier oï's everlasting commitment and work based on a



multidisciplinary approach opens the field to a transdisciplinary collaboration between Japanese manufacture Ozeki & Co.'s ancestral know-how and



the prestigious Italian editor Danese.

These encounters and exchanges initiated the FUSION collection that plays on these different influences. It is the association of know-how, materials and structures that thus gave birth to a new lamp where tradition, modernity, Japanese skills and Italian design culture become one.

“ Minoi Lamp ”

by atelier oï
for Asano Shoten

The Minoi lamp, made out of washi paper from Mino, city located alongside the beautiful Itadori River, is an inverted reinterpretation of the traditional Japanese lantern.

Manufactured by Asano Shoten who took on the challenge of a new product development, the lamp shows an interlaced metal rod structure that wraps and protects the delicate paper lampshade.

When switched on, the lamp becomes a light sculpture, emphasizing

and revealing the pattern and different thicknesses of the “3120 Watermark paper” collection designed by Hiroko Takahashi.



“ GIFOÏ Collection ”

by atelier oï
for Hida Sangyo

Inspired by pebbles installed as an extension of nature in Japanese Onsen; natural hot springs of volcanic origin abundant in Gifu Prefecture; the GIFOÏ collection reinterprets the tactile properties of natural polished stone throughout Japanese cedar wood.

In the case of the pebbles, it is the result of the erosion by sand and water that will give them their intense color and smooth texture. Instead, it is the application of Hida Sangyo manufacture's compression technique to the cedar wood that will reveal its sensory properties.

At the heart of a lush forest environment, rich

in history and known for being the woodworking Mecca in which highly skilled craftsmen have been training for over 1300 years, the Hida Sangyo manufacture, located north of Takayama Hida Province, managed to give a new life to Japanese cedar thanks to this stiffening process.

Indeed, “Cryptomeria Japonica” is usually considered as undesirable in the construction of furniture due to its many nodes and malleable character. First planted for its fast growth during a reforestation program, it covers 20% of the forests today. By combining the industrial compression

technique and fine handcrafted finish, the field of formal possibilities was opened and the material acquired an unique silky touch.

It is in continuity with its work on materials, guideline of its creations, and in enhancement of specific know-hows, that atelier oï was inspired by the indigenous essence for the realization of the GIFOÏ Collection, which consists of a chair, a table and a side table that can be combined to form a shelf.

Imagined as a crimped gemstone, the graphic signature of the GIFOÏ collection develops around the bichromic assembly of two woods; cedar and beech.

The colour contrast of the two structures highlights the delicate and refined character of the Japanese cedar wood in a Japanese style aesthetic.

Its sensual lines are thought to harmoniously accompany the human body and create a sensory relationship with its materials.

The GIFOÏ Collection is the first of a series of collaborations between atelier oï and Hida Sangyo manufacture and will be materialized by the furnishing and opening of a restaurant in Switzerland this coming June.

For Gifu Prefecture, these projects seek to emphasize Japanese skills, and reinterpret products from a new perspective, in order to adapt them to a non Japanese market.



Also find GIFOÏ and the others collections of Hida Sangyo on the fair: **Rho Fiera Hall 6 stand D33**

Photography: Masayuki Hayashi

Special Guest

HARU stuck-on design; by SPREAD for Nitoms

“ Design your world with color that sticks ”

Colors. We live in a world of colors. Squinting at the bright sun passing through tree leaves. City lights twinkling in star-studded skies. The gradation of shadows in the still of the night. How fun would it be if you could just grasp the color around you

and express it your own way? Well, we happen to have the answer. It's called "HARU stuck-on design". Design your world with colors that stick!

Sticking, stretching, taping freely. Applying colorful adhesive tapes is

so much fun. Name any surface, from walls to furniture, shelves and shop floors, and even artistic installations in 3D. Draw colorful lines to overlay and overlap, sharing and following your senses and feelings, and then removing them without a trace. You can then start over again to create an infinite number of new designs.

A new design tool is born! Over 100 years ago, Goethe experimented with colors and how

they could influence our emotions and psyche. And today, we have come up with colorful tapes to create emotionally infused spaces by reinventing the technologies of Nitto that has long been used for industrial purposes including medical and electrical environments.

HARU stuck-on design The HARU philosophy is based on 8 color families that allow for new methods of expression. A combination



of different colors, patterns and textures never seen before in such conceptual variety offers many new possibilities for creative individuals and professionals. "HARU stuck-on design" hopes to inspire a new way of designing & styling spaces.

SPREAD

SPREAD is a creative unit founded by Hirokazu Kobayashi and Haruna Yamada in 2004. By mixing the concept of landscape design and graphic design, and by dismantling and rebuilding memory, we spread multidisciplinary creations to the future. Since 2004, "Life Stripe" is an on-going art project that records patterns of life in colors.



Nitoms

With a wide range of technologies nurtured over the years from electrical insulation material and adhesive tape-related businesses, the Nitto group has invented numerous high-functional sheets and films based on ingenious combinations of those technologies. As a consumer products division of the group, Nitoms is manufacturing many products which apply those technologies of the Nitto group.



“kotohogi”
ARTEC



“paper moon”
ASANO SHOTEN



“french bag”
CENTRAL TRADING



“diamond dish”
International Ceramics
Festival Mino,
Japan Executive Committee Office



“memo block 5x50”
FURUKAWASHIKO



“omnioutil”
HACHIMAN KASEI



“emo”
HASEGAWA CUTLERY



Gifu Products

“ The 25 best Gifu Products
as selected by atelier oï ”
<http://gifuproduct.jp/>

25 of the finest pieces that accent the European living space have been selected by atelier oï out of a number of locally made products that Gifu proudly offers. The manufacturing in Gifu is backed by the exceptional skill of Japanese traditional

artisans, and the majority of these crafts are now being introduced to Europe for the first time. Please take some time and have a close look at each of our products, while visualizing how they would fit into your home.

“nature”
IEDA PAPER CRAFT, INC.



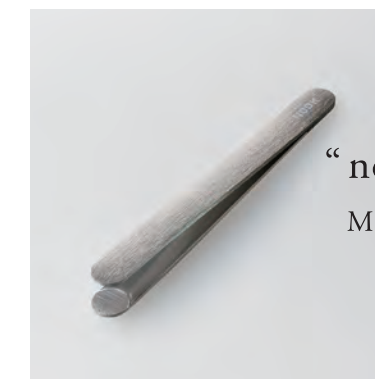
“ikkonhai set”
KANEKO KOHYO
POTTERY
MANUFACTURING



“mosaic glass”
MISA MIZUNO



“nook pro”
MISATO INDUSTRY



“piatto”
MIYAMA



“metaphys savone”
MIYAMA



“suuun”
MIYAMA



“f-base”
MOLZA
CORPORATION



“tanto: pen case”
OAK VILLAGE



“intro: card case”
OAK VILLAGE



“hakomasu”
OHASHI



“in karma —wine glass—”
PANTARHEI



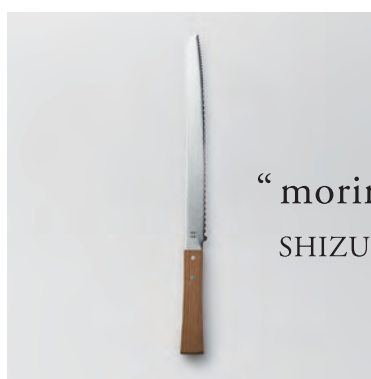
“paper ball”
SHI-ING



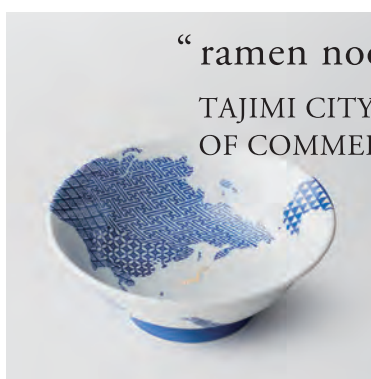
“nude+”
SHIZU HAMONO



“morinoki”
SHIZU HAMONO



“ramen noodle bowl of Mino”
TAJIMI CITY CHAMBER
OF COMMERCE



“gingko cutting board”
WOODPECKER



“lucky12”
YAMARYO YOKOI
POTTERY STUDIO



Message from the sponsor

“

Gifts from Gifu, the Land of Clear Waters

”

It is delightful for Gifu Prefecture of Japan to participate in the trend-setting event for design and art of furnishing at Fuorisalone — Milano Design Week 2016 as the gallery CASA GIFU.

Gifu Prefecture is blessed with rich nature of lush forests and beautiful rivers flowing throughout the region. The handicrafts of Gifu represent the innate part of our culture fostered by this topography and pristine waters, making them truly the gifts from “the Land of Clear Waters.”

In addition to new products developed through collaboration between atelier oï and local manufacturers, various masterpieces of woodwork, ceramics, “Mino Washi” paper and cutlery are also showcased. I hope this provides an excellent opportunity for many people to actually see and appreciate the exceptional quality of Gifu craftsmanship.

Through CASA GIFU, I hope the skillful expertise of Gifu crafts will be internationally recognized to further revitalize the manufacturing industry in Gifu. Gifu Prefecture is not only the place for “great products”, but also the place to be for numerous tourist attractions and a variety of good sake and delectable food, including the famous Hida Beef. If you are enticed by Gifu, please come visit us.

Finally, I would like to express my deepest gratitude to atelier oï, who has directed and organized CASA GIFU, as well as the special guest Nitoms along with Thomas Merlo & Partners AG and many others for their kind cooperation and support.

Hajime Furuta
Governor of Gifu Prefecture



Gifu Prefecture

Located precisely in the center of Japan, Gifu Prefecture has been an important crossroads of east and west Japan. Its area is approximately half of Lombardy region in Italy and it has a population of 2 million.

The mountains rise 3,000 meters above sea level in the Hida region in the north and pristine rivers flow through the plains of the Mino region in the south. With diverse topography and climates, a large variety of agricultural,

fishery and livestock products has been produced including Hida Beef known as one of Japan's top-grade beef and the Ayu sweetfish of the Nagara River which was added to GIAHS, the Globally Important Agricultural Heritage Systems by FAO.

Blessed with abundant natural resources including pristine water, soil and forests, manufacturing has been thriving for over 1,300 years. Ceramics, furniture, woodwork, cutlery,

paper, plastics and food products are among the distinct local industries found in Gifu Prefecture, and remarkable craftsmanship nurtured over a course of many years came to be highly regarded. Products such as beautiful, durable “Mino Washi” paper, “Hida Furniture” designed for ultimate comfort, “Seki Cutlery” well-known for sharp kitchen knives, and a wide variety of “Mino Ware” which is accounted for more than 50% of Japan's tableware market

share have gained international recognition in recent years.

Gifu is home to many distinctly “Japanese” locations and customs, ranging from the old streets and Historic District of Takayama, UNESCO World Heritage Site Shirakawa-go, and numerous hot springs including Okuhida Hot Spring Villages and Gero Hot Spring.

Gifu Prefecture is truly a place that brings together the greatness of Japan.

Credits

CASA GIFU would not have been possible without the support and engagement of many people.

Sponsor:

Gifu Prefectural Government

Co-sponsor:

Nitoms

Organisation and realisation:

atelier oï

Creative direction and design/illustration:

atelier oï

Art direction, graphic design and scenography:

SPREAD

Collaboration with Gifu manufacturers:

Asano Shoten
Hida Sangyo
Ozeki & Co.

Artemide/Danese

Gifu exhibitors:

Artec, Central Trading, Furukawa Shiko, Hachiman kasei, Hasegawa cutlery, Ieda paper craft Inc., International Ceramics Festival Mino Japan Executive Committee Office, Kaneko kohyo pottery manufacturing, Misa Mizuno, Misato industry, Miyama, Molza corporation, Oak Village, Ohashi, Panta Rhei, Shi-ing, Shizu hamono, Tajimi City Chamber of Commerce, Woodpecker, Yamaryo Yokoi pottery studio.

Thanks to Thomas Merlo & Partner AG for their support as an intermediary in various collaborations.

Thanks to Hiroko Takahashi, Ms Kyoko Higuma, Parachilna, Moroso, Ms Mari Yamada and all the people that followed the development of this project from near and far and made this dream possible.

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