

# 「2008年目玉商品」展

「にせんはちねんめだましようひんてん」+ Bulls Eye Special 2008\*

## 21\_21 DESIGN SIGHT + パートナー企業

2008.1.26 [Sat] ~ 3.16 [Sun]

●「2008年目玉商品」展  
 参加パートナー企業：  
 株式会社アルフレックスジャパン、  
 コクヨオフィスシステム株式会社、  
 セイコーインスツル株式会社、株式会社タカラトミー、  
 株式会社竹中工務店、株式会社東急百貨店、  
 東レ株式会社、凸版印刷株式会社、  
 日本精工株式会社、マックスレイ株式会社、  
 三井不動産株式会社、株式会社アッシュ・ア・ドゥ、  
 株式会社三宅デザイン事務所、  
 キヤノンマーケティングジャパン株式会社、  
 日産自動車株式会社、株式会社ゾールアソシエイツ、  
 セーレン株式会社、株式会社竹尾

●特別参加企業：  
 KDDI株式会社、ヤマギワ株式会社、  
 リーバイ・ストラウス ジャパン株式会社、  
 ATOPOS Cultural Organisation、  
 プラマイゼロ株式会社、レンゴー株式会社 (順不同)

●主催：21\_21 DESIGN SIGHT、  
 財団法人 三宅一生デザイン文化財団

●本展企画ディレクターズ：北村みどり、日比野克彦、小黒一三

●入場料 (税込)：一般 1,000円、大学生 800円、中学生 500円、  
 小学生以下無料、※15名以上は各料金÷500円割引

●休館日：火曜日 ●開館時間：11:00~20:00 (入場は19:30まで)

●Bulls Eye Special 2008  
 Participating corporate partners:  
 Alfrex Japan Ltd./Polar Office System Co.Ltd./Seko Instruments Inc./  
 Tomy Company Ltd./Takanaka Corporation/Takyo Department Store Co.Ltd./  
 Teijin Industries Inc./Toshiba Printing Co.Ltd./NKK Ltd./MAJRAY INC./  
 Mitsui Bussan Kaisha Ltd./Mitsui O.S.K. Line Ltd./Mitsui Design Studio/Canon Marketing Japan Inc./  
 Nissan Motor Co.Ltd./Zear Associate Corporation/SEREN Co.Ltd./TANED CO.LTD.  
 Special participating companies:  
 KDDI CORPORATION/Yamaguchi Corporation/Leo Burnett Japan K.K./  
 ATOPOS Cultural Organisation/PLUS MINUS ZERO CO.LTD./RENDO Co.Ltd.

●Organized by: 21\_21 DESIGN SIGHT/THE MIYAKE DESIGN FOUNDATION  
 The Exhibition directed by:  
 Michi Kitahara, Kazuhiko Ishino, Kazumi Ogino

●Admission: General ¥1,000/University Students ¥800/  
 High and Junior high school students ¥500/  
 Ages 10 and under may enter for free.  
 A ¥500 discount for groups of over 15 people

●Closed on Tuesdays  
 ●Open hours: 11:00~20:00 (Entrance until 19:30)

**21\_21 DESIGN SIGHT (東京ミッドタウン・ガーデン内)**  
 Tel:03-3475-2121 <http://www.2121designsight.jp>

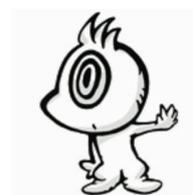
●〒107-0052 東京都港区赤坂9-7-6 / Tokyo Midtown Garden, 9-7-6 Akasaka Minato-ku, Tokyo 107-0052 JAPAN ●アクセス：(都営地下鉄大江戸線)「東京メトロ日比谷線」六本木駅、(東京メトロ千代田線)乃木坂駅より徒歩5分

**21\_21**

## 21\_21 DESIGN SIGHT + Corporate Partners "Bulls Eye Special 2008"

Press Conference

2008. 1. 25



## **21\_21 DESIGN SIGHT + Corporate Partners "Bulls Eye Special 2008"**

21\_21 DESIGN SIGHT is a venue that opened in March 2007 as a "place to view the world through design." The expression 20/20 vision refers to perfect sight, hence the name 21\_21 DESIGN SIGHT signifies insight indispensable to good design; and reflects the goal to serve as a design hub with a vision for the future.

At 21\_21 DESIGN SIGHT, we believe that the role of business in design is as important as that of designers, artists and engineers. We are honored to work with approximately 50 companies as our corporate partners.

The *Bulls Eye Special 2008* exhibition focuses on two key themes: "eyes" and "excellent eyesight", inspired by the facility's philosophy and approach to design.

We hope that this exhibition will encourage you to look at 21\_21 DESIGN SIGHT from a new perspective.

### **A message from exhibition directors;**

**Midori Kitamura, Katsuhiko Hibino, Kazumi Oguro**

The *Bulls Eye Special 2008* exhibition was conceived as an opportunity not only to re-enforce the 21\_21 DESIGN SIGHT concept, but also to focus upon our partnerships with the corporate sector. A total of 24 companies are represented, including many of our corporate partners, plus 11 groups of designers, artists and creators from Japan and overseas.

The exhibition's themes: "excellent eyesight" and "eyes," have different interpretations. The former can refer not only to scientifically quantifiable values, but also, for example, to the ability to "see through" things. As to the latter, one has only to survey the wealth of related idioms, folklore and proverbs worldwide to realize that the eyes are linked directly to the brain, not to mention the soul.

For the *Bulls Eye Special 2008* exhibition, companies and designers embarked upon what turned out to be some highly stimulating exchanges of knowledge and opinions. This symbiotic exchange, a complex interaction between artists and designers, businesspeople and technicians, resulted in the discovery of new possibilities for all. The intersection of so many perspectives, born from strikingly different career paths and viewpoints, brought some unexpected exhibits.

This exhibition crammed with "bulls eye specials" showcases pieces born as a result of synergy involving eyes, companies and creators. It is a lively and amusing presentation of work developed using different concepts, technologies and designs that range from interactive, participatory pieces to huge photographic works; from actual-size buildings to interiors and art objects. We hope that together, they will open up new possibilities for the future of corporate design.

**21\_21 DESIGN SIGHT Press Release**  
2008.1.25



TITLE: 21\_21 DESIGN SIGHT + Corporate Partners: "Bulls Eye Special 2008"  
DATE: 2008.1.26 (Sat)~3.16 (Sun)  
CLOSED: Tuesdays  
TIME: 11:00~20:00 (Entrance until 19:30)  
LOCATION: 21\_21 DESIGN SIGHT (Tokyo Midtown Garden)  
9-7-6 Akasaka, Minato-ku, Tokyo, 107-0052 Tel. 03-3475-2121  
ADMISSION: General ¥1,000/ University student ¥800/ High and Junior high school  
student ¥500/ Ages 12 and under may enter for free  
\*¥200 discount for a group of over 15 people

Participating corporate partners:

Arflex Japan Ltd., Kokuyo Office System Co., Ltd., Seiko Instruments Inc.  
Tomy Company Ltd., Takenaka Corporation, Tokyu Department Store Co., Ltd.  
Toray Industries, Inc., Toppan Printing Co., Ltd., NSK Ltd., MAXRAY INC.,  
Misui Fudosan Co., Ltd., H.A.Deux Inc., Miyake Design Studio,  
Canon Marketing Japan Inc., Nissan Motor Co., Ltd., Zeal Associate Corporation  
SEIREN Co., Ltd., TAKEO CO., LTD. (in no particular order)

Special participating companies:

KDDI CORPORATION, Yamagiwa Corporation, Levi Strauss Japan K.K.,  
ATOPOS Cultural Organization, PLUS MINUS ZERO CO., LTD., RENGO Co., LTD.  
(in no particular order)

Participating creators:

James Auger (Designer/ U.K.)  
Francis Giacobetti (Photographer/ France)  
Tim Hawkinson (Artist/ U.S.)  
Katsuhiko Hibino (Artist/ Japan)  
Kazumi Oguro (Edotpr/ Japan)  
Tony Oursler (Artist/ U.S.)  
PLAPLAX (Media art unit/ Japan)  
Pascal Roulin (Film director/ France)  
Katsuhito Yamamoto (Japan)  
Tokujin Yoshioka (Designer/ Japan)  
Vassilis Zidianakis (Artist, curator/ Greece) (in alphabetical order)

Organizers : 21\_21 DESIGN SIGHT, THE MIYAKE ISSEY FOUNDATION

The Exhibition Directed by: Midori Kitamura, Katsuhiko Hibino, Kazumi Oguro

**\*We have a selection of photos available for press use.**

For Further information, please contact Ms. Miryon Ko, 21\_21 DESIGN SIGHT PR  
Tel : 03-3481-6402 Fax : 03-3481-6422 E-mail : [press@2121designsight.jp](mailto:press@2121designsight.jp)  
Website: [www.2121designsight.jp](http://www.2121designsight.jp)



## **Exhibit Details**

### **INNER SIGHT**

Katsuhito Yamamoto, H.A.Deux Inc., Zeal Associate Corporation, TAKEO CO., LTD., MAXRAY INC., MIYAKE DESIGN STUDIO

The scraps of paper with their vibrant colors express the thoughts and emotions of the artist. He used "TAKEO's" cotton, 100% professional use watercolor paper "MOREAU": a solid, firm colored paper that is, long-lasting and resistant to UV rays. MAXRAY's special lighting fixtures and the spectacles produced by the MIYAKE DESIGN STUDIO for the ISSEY MIYAKE Paris collections are part of the work.

### **The Pneumatic Quilt**

Tim Hawkinson, Toray Industries, Inc.

A 1997 piece by Tim Hawkinson from his collaboration: "PLEATS PLEASE ISSEY MIYAKE GUEST ARTIST SERIES NO. 3". The fabric was a joint collaboration between Toray and the MIYAKE DESIGN STUDIO for PLEATS PLEASE.

CG animation "PLEATS PLEASE ISSEY MIYAKE outfits with Tim Hawkinson's artwork" by film director Pascal Roulin is also on display.

### **BRIDGING VIEWS**

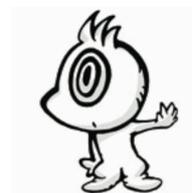
Pascal Roulin, Mitsui Fudosan Co. Ltd.

A piece that expresses the passing of time, from the past to the present. Pascal Roulin has re-created Nihonbashi – the base of Mitsui Fudosan - in the Edo period and modern Nihonbashi using computer graphics. The idea stemmed from "The Memories of Land" part of a town-planning project being conducted by Mitsui Fudosan.

### **JAMBO! AFRICA!!**

Kazumi Oguro, KDDI CORPORATION, Takenaka Corporation, Toppan Printing Co., Ltd.

An installation generated as a result of an interchange between the Masai people in Kenya and Kazumi Oguro. The Masai house is reproduced together with Takenaka Corporation. Thanks to new technology such as the Toppan Printing's "E-POP (Media Player)+FeliCa Reader/Writer System" – in-store promotion solution with Osaifu-Keitai, and the 7<sup>th</sup> model of "au design project", "INFOBAR 2" with a 2.6 inch wide QVGA organic EL display, and "Osaifu-Keitai", this installation is able to present an interactive display of the Masai and their life.



### **Op the Cyclops**

Vassilis Zidianakis, SEIREN Co., Ltd.

The character "Op" created by Vassilis Zidianakis, was inspired by the "eyeball" talisman, indigenous to Mediterranean coastal areas. The screen projection uses SEIREN's original printing technology, Viscotecs. Viscotecs is "a digital production system for fabrics." It is capable of creating a beautiful print on fabric, faithful to the original design; it is also an environmentally conscious process that uses a fifth to a twentieth less water and energy than other methods.

### **Tear Drop**

Tokujiin Yoshioka, Yamagiwa Corporation

Illuminations developed by Tokujiin Yoshioka and Yamagiwa. "Tear Drop" illustrates Yoshioka's idea that "light provides warmth to people; I wanted to design light itself."

### **HYMN**

Francis Giacobetti, Canon Marketing Japan Inc.

Francis Giacobetti Launched the "HYMN" project in collaboration with Fabienne Conte-Séviigné in 1982. The project presents prominent figures of our time, regardless as to gender or profession; people who have contributed to the advancement of humankind. In this exhibit, 15 portraits were selected. The final piece is comprised of two parts: that of each person's portrait and a photograph of their iris, and printed using the high-definition printing capability of Canon Marketing Japan's state-of-the-art CANON image PROGRAF iPF8100 12-color inkjet printer.

### **21\_21 DESIGN SIGHT T-shirt Project/ Levi's® jeans, the witness of history**

Tony Oursler, Tim Hawkinson, James Auger, Levi Straus Japan K. K.

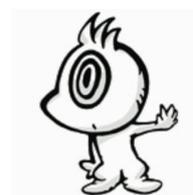
This exhibit presents a partial history of Levi's® jeans from the late 19th century using eight pairs of vintage jeans. The T-Shirts shown with them are those created as part of the 21\_21 DESIGN SIGHT T-shirt project that included work from artists from Japan and the rest of the world.

Character design & cartoon drawing: Ayako Okubo

### **Augmented Animals**

James Auger, Tomy Company, Ltd.

A project by James Auger that began in 2001 and which looks at a new way of to harness technology to look at animals or help them using a design perspective.. Inspired by the "Augmented Animals" project "Night-vision Survival Goggles", TOMY Company developed "The world of hamsters" as a fun interactive device. Let's see how the hamsters see the world with the survival goggles, which represent a mirror on the exciting world that is the night.



### **Me-Boshi**

plapax, NISSAN MOTOR CO., LTD

As a way of dealing with the blind spots we encounter as we park, NISSAN MOTOR has developed the "Around View Monitor." The aim of the "Me-Boshi" ("eye-stars") was to give drivers a bird's-eye-view of their surroundings.

When you look through the eyepieces that are installed in this room, you can see it from the same perspective as might a bird. Looking down on the people walking across the room each wearing a "star" pin is just like looking at the night sky, twinkling with stars. Attach a star to someone.

When you look through the eyepiece, a reflection of your eyes is projected upon the ceiling. Those who are not looking through the eyepieces see the reflected eyes and experience the installation as though they were being watched.

### **Seeds, Waiting to Capture the Time to Sprout**

Katsuhiko Hibino, Arflex Japan Ltd.

Morning glory plant seeds form the motif for cushions developed and manufactured by Arflex Japan with Katsuhiko Hibino. The installation uses morning glory vines that were collected as part of the "asatte asagao project" that Hibino has been working on, throughout Japan. The seeds wait patiently for their next encounter, on the vines that have offered them support. The vines used here were collected from the base of the Art Tower Mito and on the grounds of the 21st Century Museum of Contemporary Art, Kanazawa.

### **Musical Chair**

Katsuhiko Hibino, KOKUYO OFFICE SYSTEM Co., Ltd.

An installation using KOKUYO's "marimba" office chairs which utilize light but strong Monocoque structure\*. The chairs dictate their users line of sight.

### **Time Suspended**

Katsuhiko Hibino, Seiko Instruments Inc.

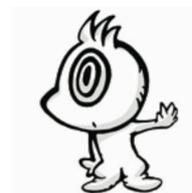
An installation whose goal is to express the idea of "time" and "scale" by creating an old-fashioned wall clock that tick tocks with its two pendulums, using "OVO" watches and their packages. The OVO was designed by Shunji Yamanaka as part of the ISSEY MIYAKE watch project with Seiko Instruments.

### **Full of Beans**

Katsuhiko Hibino, NSK Ltd.

An installation using about 300,000 ball bearings from NSK Ltd. Bearings - decrease friction while rolling in machines. We use them in most everyday objects from automobiles and washing machines to satellites. Bearing balls are said the most spherical of all the man made spheres upon the earth.

The sphere is the most elemental organic shape on earth.



### Exhibition catalogue

The exhibition image character "TAMASHO" introduces participating companies and creators, and navigates the exhibition explaining the exhibits.

Supervising: Midori Kitamura                      Art direction: Katsuhiko Hibino  
Text Contribution: Vassilis Zidianakis, Shin-Ichi Fukuoka, Taizo Shima  
Character design & cartoon drawing: Ayako Okubo  
Produced and published by: Kyuryudo Art Publishing Co., Ltd.

Price: 2,000Yen    Details: 316 pages, bilingual (Japanese/ English)

\*Will be on sale at 21\_21 DESIGN SIGHT and bookstores from 26 January 2008

### Related Events

#### ■ Workshop for children "Look me in the eye – I am Op the Cyclops"

Instructor: **Vassilis Zidianakis** (Language: French and Japanese)

Date: January 27 (SUN) 14:00-15:00

Venue: 21\_21 DESIGN SIGHT

Intended for children from six to 12 years old

price for participation: 500 yen

#### ■ Gallery Talks

Venue: 21\_21 DESIGN SIGHT

Price for participation: free (entrance ticket to the exhibition required)

Speaker: **James Auger** (Language: English and Japanese)

Date: February 8 (FRI) 18:00-

Speaker: **Kazumi Oguro** (Language: Japanese)

Date: February 9 (SAT) 16:00-

Speaker: **Katsuhiko Hibino + Naoto Fukasawa** (Language: Japanese)

Date: February 29 (FRI) 18:00-

#### ■ Gallery Tour by 21\_21 DESIGN SIGHT staff (Language: Japanese)

Date: Sundays February 3, 17, 24    14:00-14:30

Venue: 21\_21 DESIGN SIGHT

Price for participation: free (entrance ticket to the exhibition required)

#### ■ 21\_21 DESIGN SIGHT X TOKYU HONTEN Workshop with Katsuhiko Hibino

Instructor: **Katsuhiko Hibino** (Language: Japanese)

Dates: March 1 (SAT) 13:00-15:00

Venue: TOKYU HONTEN

Intended for elementary school students

Capacity: 50