

For Immediate Release

Hidden – Unveiling Japanese Design
A showcase of Japanese design, curated by acclaimed designer
Oki Sato

12 August 2014, Singapore – Japanese designers have always been at the forefront of design, with their creative, extraordinary and, sometimes, quirky ideas. They have significantly advanced the country’s “Cool Japan” drive which aims to boost the country’s cultural influence globally. To support this effort by showcasing the ingenuity of Japanese designers, the Japan External Trade Organization (JETRO) is working with the DesignSingapore Council to hold a design exhibition, titled **Hidden – Unveiling Japanese Design**, in Singapore from 3 to 24 October 2014.

Curating this exhibition is world-renowned Japanese designer, Mr Oki Sato (a profile of Mr Sato may be found in [Annexe A](#)). The chief designer of nendo – a highly sought-after design studio with offices in Tokyo and Milan – is known to be a designer who likes to transform the way people interact with everyday objects. His objective for this exhibition is to showcase the perspectives of product design – the bases, backs or insides of products – that are usually hidden from view, and designs that anticipate users’ needs.

Hidden – Unveiling Japanese Design will feature more than 40 products – from electrical appliances, tableware and furniture, to stationery, fashion apparel and precision instruments. Each exhibit will be an object of inspiration to fuel the creativity of budding designers, and show consumers how smart designs shape daily experiences.

Japan will also be the first country partner to hold an exhibition at the newly-opened National Design Centre. The showcase is a result of the Memorandum for Cooperation (MFC) on design collaboration and exchange, signed between Japan and Singapore in 2012. The MFC aims to encourage and promote closer cooperation, and strengthen business ties, between the creative industries of both countries, starting with the design sector.

The exhibition is open to the public. Attendees will have the opportunity to view a hand-picked collection of Japanese designs, and learn from several Japanese designers who will be present at the exhibition to share the inspirations behind their designs. There will also be trade sessions and seminars, the details of which will be shared at a later date.

Hidden – Unveiling Japanese Design

Dates: 3-24 October, 2014
Venue: National Design Centre, Singapore
111 Middle Road, Singapore 188969
Exhibition hours: 11am to 8pm, daily
Admission: Free

Organised by



In partnership with



Host venue

**NATIONAL
DESIGN
CENTRE**

For media enquiries, please contact:

Frankie Chee

E: frankie@bolt.sg

M: +65 9765 5520

Hideki Akiyoshi

E: hideki@wonder-asia.com

M: +65 9138 4484

Attachment

Annex A – Biography of Mr Oki Sato

About JETRO

JETRO, or the Japan External Trade Organization, is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st Century has shifted toward promoting foreign direct investment into Japan, and helping small to medium sized Japanese firms maximize their global potential.

About the DesignSingapore Council

The vision of the DesignSingapore Council is for design to differentiate Singapore from global competition. As the national agency for design, the Council's mission is to develop the design sector, and to help Singapore use design for innovation and growth, as well as to make life better. The DesignSingapore Council is part of the Ministry of Communications and Information.

More information about the DesignSingapore Council and the National Design Centre is available at www.designsingapore.org.

About the National Design Centre

The National Design Centre (NDC) is the nexus for all things design. This is where designers and businesses congregate to exchange ideas, conduct business, use its facilities and obtain assistance from the national agency for design, the DesignSingapore Council. Centrally located in the arts, cultural, learning and entertainment district in the Bras Basah-Bugis area, it is well placed to invite the public to learn about design through its exhibitions and programmes.

###

Oki Sato

Biography

- 1977 Born in Toronto, Canada
- 2002 M.A. in Architecture, Waseda University, Tokyo
Established “nendo” Tokyo office
- 2005 Established “nendo” Milan office
- 2006 Lecturer for Showa Women’s University, Tokyo
“The 100 Most Respected Japanese” (Newsweek magazine)
- 2007 “The Top 100 Small Japanese Companies” (Newsweek magazine)
- 2008 Published “nendo” (daab)
- 2009 Lecturer for Kuwasawa Design School, Tokyo
- 2010 Published “nendo ghost stories” (Art Design Publishing)
A jury member of iF award
- 2011 Published “kaminendo” (Art Design Publishing)
“Famous for 15 Years: The Wallpaper* 150” (Wallpaper* magazine)
- 2012 Established “nendo” Singapore office
Lecturer for Waseda University, Tokyo
“Designer of the Year” (Wallpaper* magazine)
“Designer of the Year” (Elle Deco International Design Award)
- 2013 “Guest of honor” (Stockholm Furniture & Light Fair)



Awards

Good Design Award (Japan)
Japan Commercial Environmental Design Association (JCD) Award Gold Prize
Japan Interior Architects / Designer’s Association (JID) Award Grand Prize
I.D. Annual Design Review Best Product (USA)
red dot design award (Germany)
iF products design award (Germany)
Furniture Design Award Grand Prize (Singapore)
Wallpaper Best Domestic Design (UK)
Compasso d’Oro Honorable Mention (Italy)
Elle Deco International Design Award “Bath and Materials”

Private Exhibitions

- 2003 “streeterior” / Milan Design Week / Milan
“streeterior” / Tokyo Design Center / Tokyo
“streeterior” / Living Design Center OZONE / Tokyo
- 2004 “furniture” / Tokyo Design Center / Tokyo
- 2006 “bloomroom” / Milan Design Week / Milan
“bloomroom” / Istituto Europeo di Design / Madrid

- 2008 “elastic diamond” / Milan Design Week / Milan
“kuuki” / Le Bain gallery / Tokyo
- 2009 “ghost stories” / Friedman Benda gallery / New York
“ghost stories” / Museum of Arts and Design / New York
- 2010 “chair garden” / Antonia Jannone gallery / Milan
“thin black lines” / Phillips de Pury at Saatchi gallery / London
“blurry white surfaces” / Phillips de Pury / London
- 2011 “dancing squares” Art Stage / Singapore
“textured transparencies” Agathe Helion & Clear gallery / Paris
“textured transparencies” / Agathe Helion & Clear gallery / Paris
“thin black lines + dancing squares” / National Taiwan Craft Research and Development Institute / Taichung
“visible structures” / High museum of Art / Atlanta
“10 days 10 shelves” / Carpenters Workshop gallery / London
“scatter shelf” / Friedman Benda gallery / New York
“50 projects _ 25objects + 25spaces” / AXIS gallery / Tokyo
- 2012 “static bubbles” / Carpenters Workshop gallery / Paris
“object dependencies” / Pierre-Alain Challier gallery / Paris
“trial & error” / Visconti Palace / Milan
“still & sparkling” / Superstudio / Milan
“black & black” / Carrozzeria / Milan
“mimicry chairs” / Victoria And Albert Museum / London
“still & sparkling” / Prague House / Brussels
- 2013 “80 sheets of mountains” / Stockholm International Furniture Fair / Sweden
“Nichetto=Nendo” / Milan Design Week / Milan
“Glassworks” / Dilmos gallery / Milan

Group Exhibitions

- 2003 “monom factory” / Living Design Center OZONE / Tokyo
- 2005 “Shanghai Cool” / Shanghai Duolun Museum of Modern Art / Shanghai
- 2006 “ArchiLab” / Site des Subsistances Militaires / Orleans
“DuoHandles” / Stilwerk / Berlin
- 2007 “Power of Expression, Japan” / National Art Center / Tokyo
“All light, All right” / Hangaram Design Museum / Seoul
“Space for your future” / Museum of Contemporary Art Tokyo / Tokyo
- 2008 “Design and the Elastic Mind” / Museum of Modern Art / New York
“XXIst Century Man” / 21_21 DESIGN SIGHT / Tokyo
“Foodesign” / Triennale di Milano / Milan
- 2009 “Extra Much” / imm cologne / Cologne
“Hand of the Architect” / Triennale di Milano / Milan
“Tokyo Fiber, SENESWARE” / Triennale di Milano / Milan
“Second Nature” / Rundetaarn / Copenhagen
“Delight” / Maison & Objet / Paris
“Detour” / MoMA Design Store / Tokyo
- 2010 “13,798 grams of design” / Lambretto Art Project / Milan
“International Kogei Triennale” / 21st Century Museum of Contemporary Art, Kanazawa / Kanazawa
“KANSEI DESIGN SHOWCASE” / 21st Century Museum of Contemporary Art, Kanazawa / Kanazawa
“KANSEI DESIGN SHOWCASE” / Hong Kong Convention & Exhibition Centre / Hong Kong

- 2011 “HAUTE TENSION” / Maison & Objet / Paris
“Modern By Design” / High Museum of Art / Atlanta
“Beijing International Design Triennial, REASON DESIGN EMOTION” / National Museum of China / Beijing
“Can you imagine?” / MAXXI Museo Nazionale Delle Arti del XXI Secolo / Rome
- 2012 “Future Primitives” / Biennale Interieur / Kortrijk
“Sex & Design Exhibition” / Triennale Design Museum / Milan
- 2013 “colored-pencil table” / Saint-Etienne Design Biennial / Saint-Etienne

Collections

Museum of Modern Art / New York
Musée des Arts décoratifs / Paris
Museum of Arts and Design / New York
Cooper-Hewitt, National Design Museum / New York
Montreal Museum of Fine Arts / Montreal
Design Museum Holon / Holon
Israel Museum / Jerusalem
High Museum of Art / Atlanta
Victoria and Albert Museum / London
Centre Pompidou / Paris
Art Institute of Chicago
Triennale Design Museum / Milan
Los Angeles County Museum of Art / Los Angeles
Denver Museum of Art / Denver