

29 APRIL - 17 MAY
NAFA GALLERY



Beauty born not made: Sori Yanagi

PRESS PREVIEW
28 APRIL 2015
3.00 - 6.00PM

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ORGANISED BY:

THE SORI YANAGI
EXHIBITION COMMITTEE

Centennial of Sori Yanagi is celebrated with a retrospective in 3 Asian cities

FOR IMMEDIATE RELEASE

The retrospective 'Beauty born, not made: Sori Yanagi', is a showcase of the life, works, and philosophy of Sori Yanagi.

Sori Yanagi (1915–2011) is one of the most famous product designers in Japan, the designer of many products: furniture, drinking fountains, man-hole covers, Olympic cauldrons, pedestrian overpasses, and more. He was born in 1915 in Tokyo, Japan, as the son of Soetsu Yanagi, who founded the "mingei" movement, which celebrated Japanese folk crafts and the beauty of everyday objects.

Yanagi is both a representative of the wholly Japanese modern designer and a full-blown modernist who merged simplicity and practicality with elements of traditional Japanese crafts. Sori Yanagi's works reconcile the two worlds of craft and industry by adapting the benefits of the handmade with the advantages of industrial production. His designs reflect an exemplary understanding of industrial production without losing the lightness and delicacy that is a characteristic of Japanese traditional design. Yanagi's poetic approach to design is reflected in the butterfly stool, whose clever design is made up of two identical pieces of moulded plywood, held together with a simple brass fitting. The result is a shape reminiscent of the gates of Shinto shrines and is thus Asian in expression; on the other hand, it resembles the wings of a butterfly, from which it derives its name.



Sori Yanagi, 'Butterfly stool' 1954, bent plywood, brass, 41.5 x 47.5 x 34; seat height 35 cms
photo credit: Yanagi Design Office & Tendo Co., Ltd



'Sori Yanagi: Design in Everyday Life', National Museum of Modern Art, Tokyo. Photo credit: Yanagi Design Office



Sori Yanagi with elephant stool prototype 1950s, Japan.

Yanagi was known for approaching every idea by creating or sculpting it by hand, before committing to paper. Yanagi reshaped and revised his design considering usefulness, or balance of shape and weight. His 'think by hand' method has been passed down to designers over 5 decades.

Photo credit: Yanagi Design Office



Tokyo Olympics: The Olympic torch holder, 1964

Sori Yanagi designed the Tokyo Olympic Torch holder in 1964 and Sapporo Winter Olympic Torch holder in 1972. Both of them were made of a light alloy, comprising mainly of aluminium.

The original specimen of the Tokyo Olympic torch holder, rarely available to public, will be showcased at the Singapore exhibition.

Photo credit: Yanagi Design Office

The exhibition also marks the launch of 'Essays by Sori Yanagi', a highly anticipated account of his design philosophies, as one of the few texts on designer which is available in English.

This retrospective's narrative will unfold through a series of Yanagi's products and graphic works, dotted throughout with rarely seen archival photography of the designer and his life.

The exhibition will feature a reading corner, furnished with various texts written by Yanagi, as well as some of the material that he kept in his studio as a constant reference for his work. Also displayed will be highly prized prototypes, giving a rare and valuable insight into Yanagi's creative process.

A guided tour of the retrospective will be held by Wendy Chua and Gustavo Maggio of Outofstock design, who also designed the showcase of the Singapore exhibition. There will also be a lecture and Q&A session with the chief designer of Yanagi Design Office, Mr. Koichi Fujita, who is expected to share valuable insight on the design methods of Sori Yanagi, as well as personal anecdotes on the design process behind some of Yanagi's celebrated designs.

END



Sori Yanagi 'Elephant stool' 1954

Photo credit: Vitra

Beauty born, not made: Sori Yanagi

Exhibition Dates

SINGAPORE

29th April - 17 May, 2015

Lim Hak Tai Gallery, NAFA Campus 1,
80 Bencoolen Street, Singapore

Open: Tues -Sun, 11am - 7pm

Phone: +65 6512 4043

Free Admission

www.nafa.edu.sg

Press Preview: 28th June, 3.00 - 6.30pm

HONG KONG

29 May - 19 June 2015

Gallery Twenty Seven
1901 Harcourt House, 39 Gloucester Road, Wanchai, Hong Kong

Open: Monday to Friday, 11am - 6pm; Sat - Sun, by appointment

Phone: +852-2527-8228

Email: gallery27@alanchandesign.com

Free Admission

www.gallery27hk.com

TAIPEI

30th June - 30th August 2015

Taiwan Design Museum / Concept Design Room
133, Guangfu S. Road, Xinyi District, Taipei City, 10072, Taiwan

Open: Tue-Sun, 9:30am - 5:30pm

Phone: +88627458199

Admission: 70-80 TWD

www.tdm.org.tw

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Contact

SORI YANAGI SINGAPORE EXHIBITION

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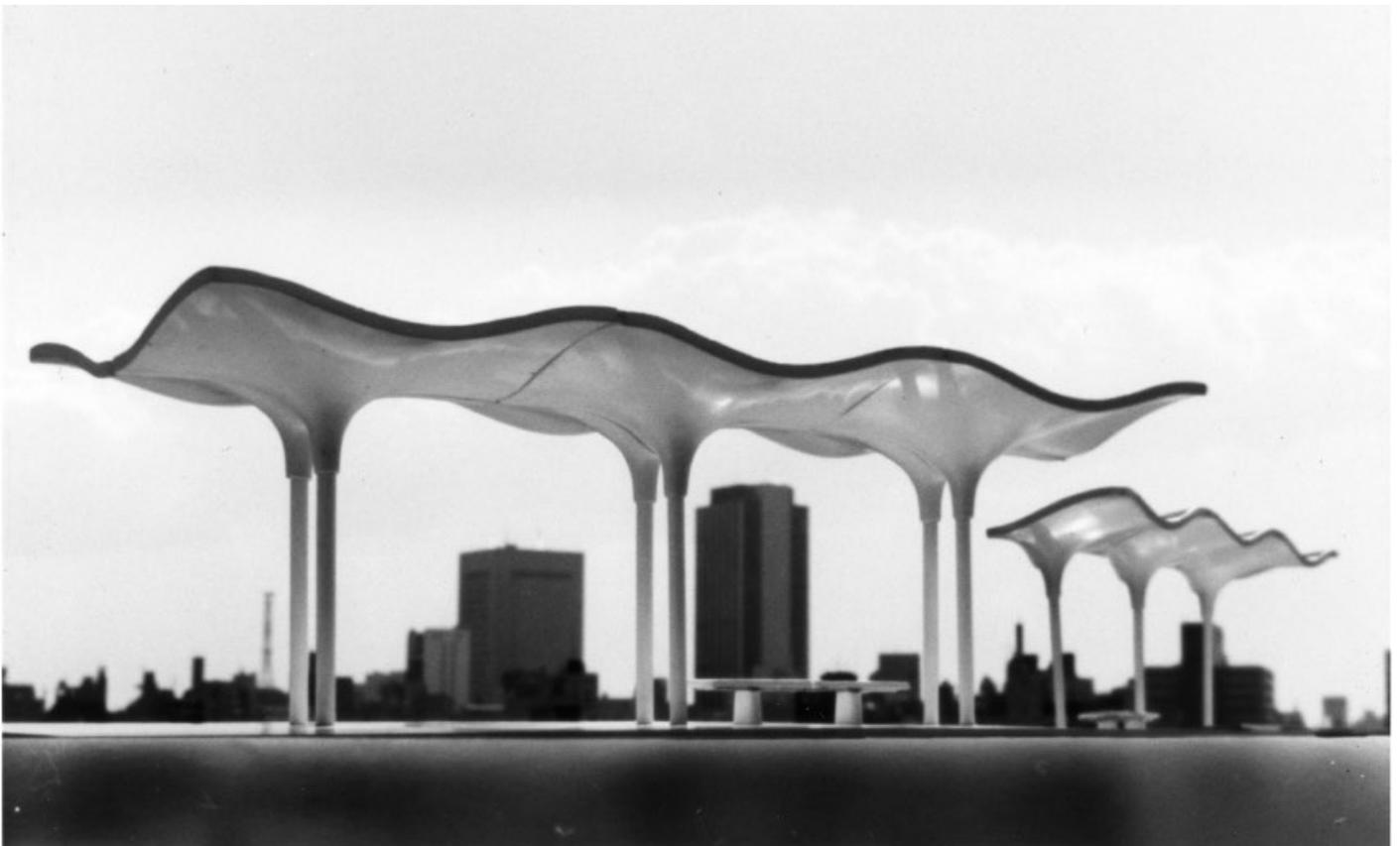
zarani.risjad@gmail.com

'beauty born, not made', press preview will take place on the 28th of April, at 3:00pm - 6:00pm.

Venue: Lim Hak Tai Gallery, NAFA Campus 1, 80 Bencoolen Street, Singapore

Mr. Shinichi Yanagi (son of Mr. Sori Yanagi) or Outofstock will be available for interviews.

Please RSVP to schedule your attendance.



Sori Yanagi, Shelter for bus stop or bicycle shed. 1975, KOTOBUKI

Photo credit: Yanagi Design Office

DESIGN PRINCIPLES OF SORI YANAGI

Lecture and Q&A with Mr. Fujita, Chief Designer, Yanagi Design Office

29 APRIL, 2015, 12pm - 1pm

Please join us for a discussion and Q&A session on the 29th of April, at 12:00 noon - 1pm. Giving the lecture will be Mr. Koichi Fujita, chief designer of Yanagi Design, who worked alongside Sori Yanagi for many years.

Mr. Fujita is expected to share valuable and rare insight into the design process of design master Sori Yanagi, who created the iconic Butterfly stool and many other celebrated designs.

To register for the tour, please email:

zarani.risjad@gmail.com

BEAUTY BORN NOT MADE: SORI YANAGI

Exhibition tour with Outofstock

9 MAY, 2015, 14:00 - 16:30pm

Co-curators and exhibition designers Outofstock will lead a tour of the retrospective, open to public on Saturday May 9, 2015 at 2pm - 4.30pm.

To register for the tour, please email:

zarani.risjad@gmail.com

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**ESSAYS BY SORI YANAGI
BOOK LAUNCH**

Available at the exhibition opening on the 28th of April, 2015.

Essays by Sori Yanagi offer an insight into the philosophies of Sori Yanagi, whose thinking 'true beauty is not made, it is born naturally' is a strong character in all of his work.

This 300 page book is the first English language text available on the design philosophy of Sori Yanagi. The original book was edited in 2003.

An important resource for designers, as the book reveals Yanagi's methods for design which transcend generations.

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SORI YANAGI POP UP SHOP

Selected items by Sori Yanagi will be available for sale at Kapok at NDC, Singapore.
Pop up dates are: 29 April - 17 May, 2015.

kapok at ndc
111 Middle Road
#01-05, National Design Centre
Singapore 188969

T: +65 6339 7987
Open daily: 11am - 9pm

For further information on products or hi-res images, please contact:

Sandra Cameron sandra@pardonmyfrenchpr.com
Sharon Wong sharon.w.wong@gmail.com

Sori Yanagi's *10 Design Principles*

- Creating design is not just a variation of outward appearance.
It is a reformation of the interior structure done with originality and ingenuity.
- True beauty is “born”, not created.
- The composition of design is inspired by the act of design itself
- Design cannot be achieved alone.
- It is vital that business leaders possess the spirit of “productsmanship”, as in craftsmanship.
- What sells well does not mean it is good design.
Vice versa, good design does not always sell well.
- Good design is not attained only by talented designers.
- True design lies in a realm counter to trends.
- Traditional style exists for the cause of creation. Design without tradition and creation is inconceivable.
- Design depends on society. (*Good designs are found in a wholesome society.)