



Lovable Continuous Design

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For the design of this exhibition at the Axis Gallery in Tokyo, to exhibit the product designs of Shimizu Hisakazu, we first looked to his 'Continuous Design' philosophy for inspiration.

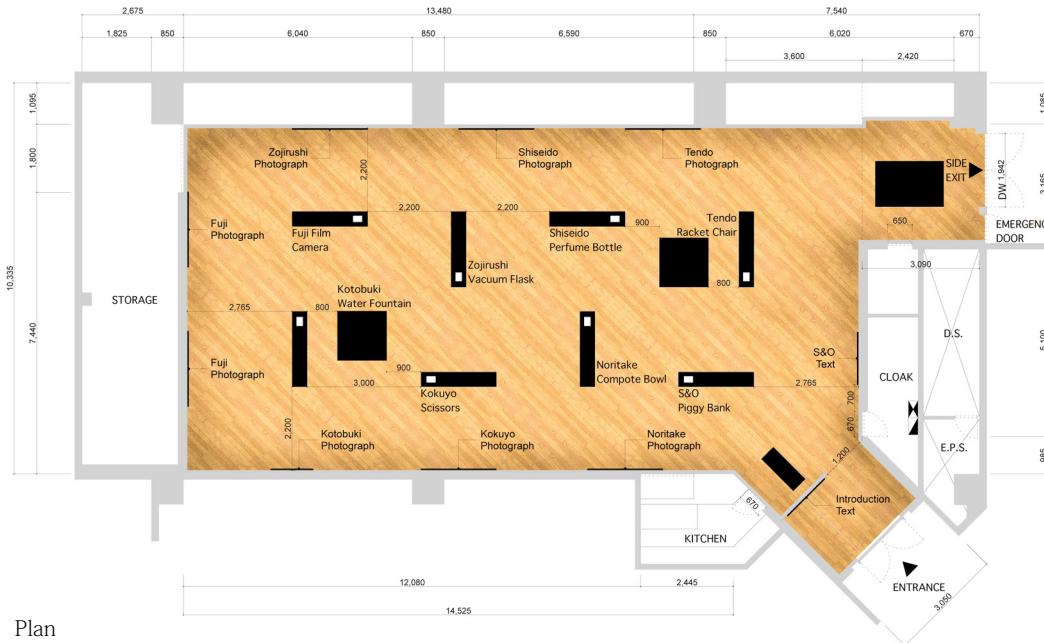
Shimizu Hisakazu, a famed industrial designer of S & O Design, created seven products with seven different Japanese companies, including Shiseido, Zojirushi and Fujifilm, for this exhibition, entitled 'Lovable Continuous Design'. The displayed items range from perfume bottles and cameras to a drinking fountain and racket chair, as well as a series of photographs of the products by Miyahara Muga.

In approaching this exhibition design, we sought to take the idea of 'Continuous Design', and apply it to architecture, to create a continuous space in which to exhibit the items. Smaller products were displayed on a series of long black boxes organized throughout the space. By using a mirrored surface on the lower third of the boxes, the timber floorboards of the gallery appear to disappear into the boxes. To further this sense of ambiguity, a soft gradation between the mirrored and black surfaces is achieved through using a sprayed black paint that gently fades into the mirror. The larger items, such as the drinking fountain and chair, were exhibited on low plinths, with their sides completely covered in the mirrored material.









Elevation of the exhibition island

#### PROJECT DATA

- Project Name: Lovable Continuous Design
- Building type: Exhibition design
- Location: Tokyo, Japan
- Total Floor Area: 183.80m<sup>2</sup>
- Completion: 2015

The walls of the exhibition space were painted black, and lighting was kept to a minimum, using just carefully arranged spotlights to highlight the products and photographs. As a result, the black boxes seem to disappear into the background, while the floor appears to continue right through and below them, into the mirrors. The items and photographs themselves thus seem almost impossibly suspended in the air. It was this feeling of one continuous space, punctuated only by the exhibited items, that we were aiming for.

