

PRESS RELEASE August 8, 2016

London Design Biennale 2016

Yasuhiro Suzuki “A Journey Around the Neighbourhood Globe”

The Japan Foundation will officially participate in the London Design Biennale 2016, and present artworks of Yasuhiro Suzuki. The biennale will be held at Somerset House September 7 – 27, 2016, bringing together design installations and exhibitions from over 35 countries to the heart of London.

Outline of Japan Official Participation

Title: A Journey Around the Neighbourhood Globe

Participating Artist: Yasuhiro Suzuki

Curatorial Advisor: Noriko Kawakami

Dates : September 7 - 27, 2016

Commissioner : The Japan Foundation



Large-sized Aerial Being ©Yasuhiro Suzuki Installation view at Musashino Art University, 2016

Advisory Committee :

Hiroshi Kashiwagi (Design Critic/Professor, Musashino Art University)

Motomi Kawakami (Designer/Representative, Kawakami Design Room)

Kozo Fujimoto (Artistic Director/Corporate Advisor, JIN CO., LTD.)

Noriko Kawakami (Journalist/Associate Director of 21_21 DESIGN SIGHT)

In cooperation with :

WOW inc.  Mediaturge Inc. 

Research Center for Advanced Science and Technology, The University of Tokyo,
ROCKET Project (Room of Children with Kokorozashi and Extraordinary Talents)

•Contact in Japan: The Japan Foundation, International Operations Section II, Arts and Culture Dept.
Person in charge: Nariyama (Ms.), Harada (Mr.) / Tel: +81-(0)3-5369-6063 / E-mail: london@jpf.go.jp
•Press Contact: Akiko Onishi (Ms.) / E-mail: london@jpf.go.jp

Artist Profile

Yasuhiro Suzuki

Yasuhiro Suzuki was born in 1979 in Shizuoka, Japan. He graduated from Department of Design, Tokyo Zokei University in 2001 and is currently an associate professor at Scenography, Display and Fashion Design of Musashino Art University, and a visiting researcher at the University of Tokyo's Research Center for Advanced Science and Technology (Nakamura Lab). Using unexpected everyday discovery as a motif, he produces works, which remind us of our memories and arouse our empathy. Besides taking part in exhibitions held at Japan and abroad, he tackles actively public space projects and collaborations with companies and university research institutions. His major solo exhibitions include *Neighborhood Globe* (Contemporary Art Center, Art Tower Mito, 2014). He received a Mainichi Design Award in 2014. The collection of his work *Neighborhood Globe*, was published by Seigensha Art Publishing in 2015.



Photo: Masako Nakagawa

【Official Website】 <http://www.mabataki.com>

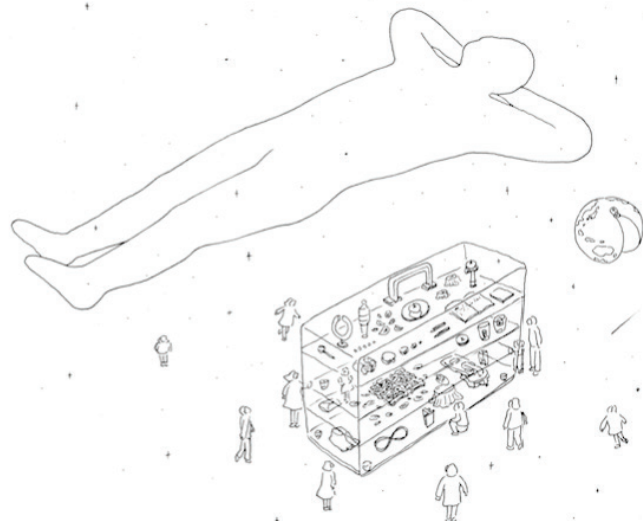
Message from the Artist

Title : A Journey Around the Neighbourhood Globe

I interpreted the “Utopia “ in “Utopia by Design,” the theme of London Design Biennale 2016, to mean “another place that isn’t here.” This theme also suggests taking a journey around the Neighbourhood Globe – a world that exists as an object beneath our feet and an image in our heads.

I see design as something that shows people living in the current age how to move forward like a compass that is continually renewed in each time and place.

–Yasuhiro Suzuki



Drawing for "A Journey Around the Neighbourhood Globe"
Napping Traveller ©Yasuhiro Suzuki

Message from the Curatorial Advisor

In works that approach existing things and familiar phenomena from a fresh perspective, Yasuhiro Suzuki raises questions about everyday life and our way of perceiving the world. Based on the idea of “looking at one thing as if it was another,” which has parallels with *mitate*, a traditional allusive method found in Japanese garden and tea ceremony, Suzuki connects “here and now” with “somewhere and sometime” in countless works and projects in which he discovers new relationships between things that would normally never encounter each other.

Widely hailed for his unprecedented work in the Japanese design world, Suzuki conceived of this installation for the London Design Biennale after reading about this year’s theme. He plans to create a spatial structure made up of objects of various sizes, drawings, and animation. Transcending dichotomies such as inside and outside, before and after, and part and whole, and systemic barriers such as the past, present, and future, the work suggests the importance of shifting our focus from our own place (everyday life) and considering the wider world. This reminds us how important it is to examine, imagine, and consider what lies between familiar and unfamiliar societies while also suggesting how important it is to experience a world that we were not previously aware of.

This exhibition will present various possibilities to open up the world with installations that exist at the intersection between familiar phenomena and the imagination.

—Noriko Kawakami

Installation View (reference images)



Research Center for Advanced Science and Technology, The University of Tokyo,
Building I Gallery Photo: aokiharuka



Tokyo Midtown Design Hub 49th Exhibition IROHA Exhibition, 2014
Photo: aokiharuka

Outline of the London Design Biennale 2016

LONDON DESIGN BIENNALE 2016

The London Design Biennale will provide a stage for over thirty countries to bring the best of their national design talent to London to discuss, debate and celebrate the possibilities of future design innovation.

The theme for 2016 is 'Utopia by Design', celebrating the 500th anniversary of the publication of Thomas More's classic, and to reflect on the rich, contentious history of the modernist design it inspired.

The London Design Biennale is founded by the team behind the London Design Festival. It will overlap with the Festival, bringing a new international element to London, complementing its citywide programme of commissions and partner events every two years, reinforcing London's reputation as the design capital of the world.

Dates : Wednesday, September 7 - Tuesday, September 27, 2016

Press Preview : Tuesday, September 6, 2016 10:00 – 13:00

Opening Ceremony : Thursday, September 8, 2016

Venue : Somerset House

President : John Sorrell

Director : Christopher Turner

International Advisor :

**Paola Antonelli, Adelia Borges, Victor Lo Chung-Wing, Ana Elena Mallet,
James Lingwood, Kayoko Ota, Jonathan Reekie,
Richard Rogers, Jeremy Myerson, Martin Roth, Paula Scher**

Official Website : <http://www.londondesignbiennale.com>

Twitter/ instagram: @londonbiennale

Hashtag: #LDB16

**Online registration for the press preview available on www.londondesignbiennale.com/press
Any queries regarding the press preview please contact ldb@brunswickgroup.com**

【Related Program】

Talk by Yasuhiro Suzuki and Noriko Kawakami (TBD)

Date: Saturday, September 10, 2016

Time: 18:00 – 19:00

Venue: Somerset House Screening Room

Language: Japanese-English interpretation available

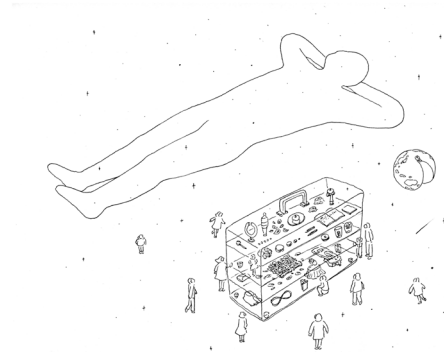
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Napping Traveller ©Yasuhiro Suzuki

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Large-sized Aerial Being ©Yasuhiro Suzuki

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Compass of Japanese Islands ©Yasuhiro Suzuki

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Untitled ©Yasuhiro Suzuki

●Contact in Japan: The Japan Foundation, International Operations Section II, Arts and Culture Dept.
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