

デザインあ展

Exhibition "Design Ah!"

Notice about the exhibition



You are free to take photos in the facility.

- Please do not use flash.
- Please be considerate of others when you take a photo.



Displays or exhibits with this mark are ones in which you can join and play.



Please do not touch displays or exhibits with this mark.

"Design Ah!" in TOYAMA

March 21 – May 20, 2018

Opening Hours: 9:30a.m.–6:00p.m. (Last admission is 5:30p.m.)

Exhibition Closed: March 28, April 4, 11, 18, 25, May 16, 2018

Organizer: Toyama Prefectural Museum of Art and Design, NHK Toyama Station, NHK Educational Corporation, NHK PlanNet Chubu INC., THE KITANIPPON SHIMBUN / Cooperation: NHK Promotions Inc. /

Equipment Cooperation: JAPAN MATERIAL Co.,Ltd., Fostex Company / Video Cooperation: TYO/MONSTER /

Exhibition Director: Taku Satoh, Yugo Nakamura, Keigo Oyamada / Exhibit Composition: Tomohiro Okazaki,

Perfektron, plaplax / Venue Composition: Lui Igarashi / Participating Artists: Yousuke Abe, Daihei Shibata,

Mizuhiro, Noritake, Koutaro Takano, Dainippon. Type. Org., Noramoji Project, Ritsuko Nomura, Takuya Hosogane,

Pantograph, Yukiya Okuda, Yoshimasa Matsuo, stand stones, Yusuke Saitoh / Technical Director: Hiroshi Kanechiku /

Lighting Director: Mariko Hayashi (Modulex, inc.) / Graphic Design: Taku Satoh Design Office Inc.

Exhibition events, reports and other information can be seen at the official website.

www.tad-toyama.jp



27 Near "Ah!", Far "Ah!"

plaplax+Yusuke Saito

If you peek into the box, you can see several "Ah!" characters. At a glance, the "Ah!" characters may all look the same size, but try finding each of them around the exhibition room.

28 Various Brightnesses あそべる Play!

plaplax+Yusuke Saito
+Tomohiro Akagawa

Bright, dark, warm, cold. Manipulate the amount of light and shades of color (color temperature) and experience the changes in the space's image.

Photographs: Yusuke Tsuchida

29 People People People あそべる Play!

plaplax+Yusuke Saito

About how big is the distance between people when they sit side-by-side or opposite each other that feels "just right"? This exhibit visualizes the distances that people unconsciously measure in various everyday situations.

30 Space Parameters あそべる Play!

plaplax+Yusuke Saito
+Tomohiro Akagawa+ Ryuya Ogusu

Control a virtual space by manipulating its parameters to change its scale!

31 Fast "Ah!"

Tomohiro Okazaki

Animate the character "Ah!" by switching between 10 cameras projecting "Ah!" at a speed of one-tenth of a second.

Technical support: aircord /
Equipment Cooperation: JAPAN MATERIAL Co.,Ltd.

32 Time Model

Tomohiro Okazaki+ Mizuhiro

How do we compartmentalize the flow of time and differentiate how time is used? Observe various different interpretations of "time".

Equipment Cooperation: JAPAN MATERIAL Co.,Ltd.

33 Slow "Ah!"

Tomohiro Okazaki

In this exhibit, live camera images of the character "Ah!", which is moving so slowly it appears to be stopped, are played at high speed with you in the picture!

Technical support: aircord / Equipment Cooperation: JAPAN MATERIAL Co.,Ltd.

34 The Shape of Time

Tomohiro Okazaki

This exhibit shows various shapes that express time.

Technical support: JAPAN ART CRAFT CO.,LTD

35 Time is Coming

Takuya Hosogane

Through words, people use the concept of "shapeless" time to express and use time relationships and meanings. This exhibit enables you to experience various expressions of time through language, sound, and movement.

Equipment Cooperation: JAPAN MATERIAL Co.,Ltd.

36 Observing Parts

Perfektron

From familiar objects to large structures, this exhibit visually captures common parts and structures in various scenarios.

Photographic support: TYO/monster / Photographs: Soichiro Hiramoto
Equipment Cooperation: JAPAN MATERIAL Co.,Ltd., Fostex Company

37 Sushi Parts

Perfektron+Daihei Shibata

Parts that work well in certain scenarios do not work well in scenarios where the objectives and conditions do not match. This exhibit considers worlds in which parts do not fit using sushi-go-round motifs.

CG production support: MORIE Inc.

38 Become a Cogwheel あそべる Play!

Perfektron

Become a cogwheel and try fitting parts together. If you can use your capabilities to effectively move the parts provided, today you have become a proper cogwheel.

Technical support: O-BAN CO.,LTD.

39 Everyone's "Ah!" あそべる Play!

Posted Works

Design and contribute a new "Ah!" while at the exhibition! The exhibition director and participating artists will choose designs they think are "fascinating!", and these will be exhibited in order. Designs that are deemed to be "especially fascinating!" may be broadcast on the "Design Ah!" TV program!

Material cooperation: STAEDTLER NIPPON KABUSHIKIKAISHA

40 Let's Become "Ah!" あそべる Play!

Taku Satoh Design Office Inc.

Become part of the "Ah!" character and take a commemorative photograph!

Production support: cinq-art. co.,ltd.

A The Observation Room

The five everyday themes are: **bento lunchboxes, icon, container, body, and name. How does design connect us to them? Explore by looking, thinking, and creating!**

Photographs: Akihiro Yoshida /
Production support: Canon Production Printing Systems Inc.

1 Packed Items Perfektron

At the end of each row of foods is a tightly packed lunchbox. Looking at four boxed lunch types, observe how the foods have been arranged in each lunchbox.

Technical support: Iwasaki Be-I / Cooking support: Yuki Takehara

2 Egg Transformation Perfektron

Eggs may start out the same, but through different cooking methods and processes, they have transformed into completely different forms by the time they reach their goal in the lunchbox. Observe the various ways in which the eggs transform.

Technical support: Iwasaki Be-I / Cooking support: Yuki Takehara

3 A Pickled Plum's Perspective Perfektron

Try putting your head up through the holes in the large box. You may discover how it feels to be a pickled plum!

Technical support: Iwasaki Be-I

4 Group of only Symbols Tomohiro Okazaki

You are surrounded by many symbols. Observe where and how various symbols are being used.

Technical support: JAPAN ART CRAFT CO.,LTD

5 Abstract-level Objets d'Art Tomohiro Okazaki +stand stones

Symbols comprise simple colors and shapes. Observe how the interpretation of symbols changes depending on their level of abstraction.

6 Creating Symbols Tomohiro Okazaki

Superimpose cards with shapes drawn on them to create your very own symbols!

Technical support: aircord

7 Containers with Twenty Faces plaplax + PANTOGRAPH

Using Zoetrope animation, observe similarities and differences in shape between containers used for the same purpose.

8 Content Shapes plaplax

Also observe the shapes of the "content" inside each container.

Technical support: JAPAN ART CRAFT CO.,LTD

9 Container Montage plaplax

Put different parts together to make your own container!

Production support: Makers' Base

10 This Hand, That Hand Ritsuko Nomura

We use tools and our hands to perform various tasks. Observe the relationship between the shape of each tool and the hand movement generated by that shape.

Image production: TYO/monster / Photographs: Alexandre Bartholo

11 Un-Deux-Trois plaplax+Noritake+Yoshimasa Matsuo

Casual actions that we perform in everyday life are shown in three moments.

12 Actions X Times plaplax +Tomohiro Akagawa +Yoshito Nakanishi

If you clap your hands in front of the monitor, actions will be shown on the screen a fixed number of times. Observe manners and actions expressing emotions that we seem to have always performed.

Performance: CAVA / Technical support: TYO/monster
Equipment Cooperation: Fostex Company

13 Comparing Surname Numbers Nationwide Perfektron

Approx. 80,000 surnames from throughout Japan are laid out in rows. The various sizes of the squares (large and small) are proportional to the number of people with that surname. Can you find your surname?

Technical support: Scott Allen

14 An eye for an eye, and a tooth for a tooth Perfektron

"Names" distinguish all kinds of things from one another and separate meanings. Observe the relationship between things and their names by replacing the world we see with words.

Photographic support: TYO/monster /
Printing support: Canon Production Printing Systems Inc. /
Source data: Myoji-yurai.net/Recstu Inc.2017

15 Sign "Ah!" Noramoji Project

Around town there are letters (characters) everywhere. Characters on various signs have been gathered together to form the character "Ah!". Can you tell what kind of store the signs come from just by looking at the shape of the characters?

Equipment Cooperation: Fostex Company

16 Names Express Faces Dainippon.Type.Org. + Yukiya Okuda

Just as everyone's face is different, your "name" is an individual characteristic unique to you. Does a face made with your name resemble the actual you?

Type design: Yukiko Uno

17 Dessin Ah! Yousuke Abe

Look carefully at the motifs and create a design! Hand the design you have drawn to exhibition staff for scanning and your design will be displayed on a monitor along with the designs of other people. The exhibition website will display a collection of all the designs created by visitors during the exhibition! Dessin Ah! website: <https://dessin-ah.jp>

Technical support: Yoshiaki Fujimori, Takanobu Inafuku
Material cooperation: STAEDTLER NIPPON KABUSHIKIKAISHA

18 From the 2013 "Design Ah!" Exhibition

Work exhibited at the 21_21 Design Sight Exhibition "Design Ah!" held in 2013.

19 Place of Crests Taku Satoh Design Office Inc. +NHK Educational Corporation

This is the "Place of Crests", a place where you can draw crests. Choose a "crest" that you like and try your hand at the traditional way of drawing crests that has been passed down since ancient times.

• Ocean • Plum • Gourd
• Mitsudomoe (three swirl design) • Barnacle goose

Crest production: Shoryu Hatoba
Material cooperation: STAEDTLER NIPPON KABUSHIKIKAISHA

20 From the "Design Ah!" Program

Various videos broadcast on the "Design Ah!" TV program are shown on screens.

B The Immersion Room

Step into an audio-visual world composed specially for the exhibition, covering all four walls of the exhibition hall. Experience being enveloped in the sounds and visions of design.

Technical support: LUFTZUG /
Equipment Cooperation: JAPAN MATERIAL Co.,Ltd., Fostex Company

21 "Ah!" Theme Yugo Nakamura

22 Split Up! Tomohiro Okazaki

Photographs, Lighting, Dispersal: Design Ah!

23 Entirety of Creation Koutaro Takano

Crest production: Shoryu Hatoba

24 Limits of Patience Daihei Shibata

Image production: TYO/monster / Song: EX NOVO Chamber Choir

C The Imagination Room

How do we sense place, the flow of time and human motion through design?
Explore through Space, Time, and Structure!

25 Entrances to Spaces plaplax +Yusuke Saito

Various heights, various widths. Enter the room through the "entrance" that is perfect for you!

26 Toi--let plaplax +Yusuke Saito

By changing that "usual" place you use alone into an "unusual length", you can see how the spaces around us are designed in accordance with purposes and actions.