



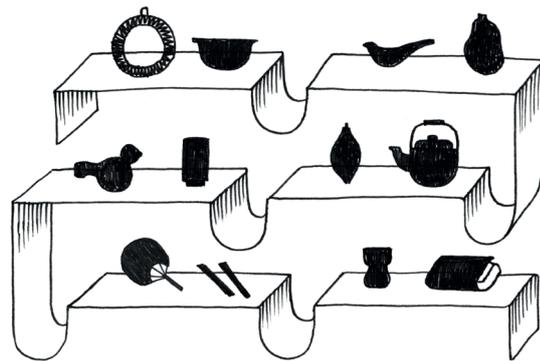
Nanban presents:

# EXTRA ORDINARY JAPAN

April 4-9, 2017  
hours: 10.00 - 18.00  
Milan Design Week

c/o Otto Zoo  
via Vigevano 8, 20144 Milano

Cocktail party by invitation  
Thursday, April 6, h. 18-22



## PRESS KIT

On the occasion of Milan Design Week 2017 Nanban is born, a new ecommerce and distribution platform destined to introduce in Italy and in Europe the best out of Japanese production, ranging from classic design to skilled craftsmanship.

With an installation conceived by Piovenefabi Studio at Otto Zoo Gallery, via Vigevano 8, with the kind support of Meiji THE Chocolate.

### Introduction to Nanban

Nanban is the bridge between two worlds, an attempt to bring in Europe a different idea of Japan, closer to the vitality and beauty of everyday Japan, made out of timeless and essential objects, not only durable, but and above all destined to acquire an emotional dimension in time. From design maestros Sori Yanagi and Keisuke Serizawa's masterpieces, to anonymous craftsmen's inventions, telling the story that lies behind every object, Nanban purpose is to represent the great richness of Japanese culture throughout its own creations.

### The cooperation between Nanban and Meiji

To complement the exhibition, the cooperation will be launched between Nanban - as a distributor - and Meiji, primary Japanese confectionery company established in 1916 and manufacturer of the awarded Meiji THE Chocolate, which will be introduced for the first time on Italian and European markets in its two dark chocolate variants Comfort Bitter and Elegant Bitter, respectively produced from the best selections of Brazilian and Venezuelan cocoa beans.

### The display

PIOVENEFABI conceived, exclusively for Nanban, an evocative and essential display, which, through an accurate use of materials, subtly recalls the atmospheres and the minimal aesthetics of Japanese houses and shops.

Inside the space, different tables, custom made for the event, are kept together by one tissue twenty meters long, traditionally used to manufacture *tenuguis*, multifunction tissues, often



decorated, which represent just one of the countless Japanese traditional items that survived to modern times unaltered, combining effortlessly with contemporary customs and practices: a perfect example of an “extra-ordinary” object, that exceeds its essential function, to become a key component of every Japanese household, not only a simple object, but a vital element of a culture. In a separated table is presented Meiji THE chocolate, a chocolate bar which is the result of elaborated researches made by Meiji not only in the nutrition field, but also in food design, aimed at guaranteeing the best gustative experience at 360 degrees.

#### **Practical informations on products available online**

Starting from April 2017, it will be possible to find for sale on the website [www.nan-ban.com](http://www.nan-ban.com) a selection of the items displayed in the exhibition, including house and kitchen furniture, stationery, tools, accessories and other interior design items.

Besides distributing exclusively in Italy and Europe the dark chocolate Meiji THE Chocolate, Nanban will also distribute exclusively in Italy and Europe the following brands: Akao, Kimura Glass and Hana Ichimatsu.

#### **Additional informations**

At the same time as the exhibition EXTRA ORDINARY JAPAN, held at Otto Zoo Gallery, during the Milano Design Week it will be possible to visit the art exhibition by artist Jacin Giordano.

## **BIOGRAPHIES**

### **Nanban**

Nanban was born in 2016 with the meeting and of the idea of its three founders (Francesca Pellicciari, Giacomo Donati, Ayaki Itoh), determined to bring a new point of view on what's produced in Japan, both with regard to contemporary design and craftsmanship, with a special accent not only on items that are already recognised as benchmarks in Japanese design, but also on all those anonymous but indispensable items, which can be considered the Japanese equivalent of the “Compasso d'oro a ignoti” (Golden compass award to unknown) awarded by Bruno Munari to Italian objects for everyday use of unknown yet skilled designers.

The passion for Japan also led Nanban and its members toward other fields of Japanese excellence, such as food products.

Together with them, Lorenzo Rebediani is involved in the development of the cooperation with Meiji.

[www.nan-ban.com](http://www.nan-ban.com)

### **PIOVENEFABI**

PIOVENEFABI is an architectural office. Founded in Milan, it is led by two partners: Ambra Fabi and Giovanni Piovene. The office works in national and international environments in the fields of architecture, urban research, territorial visions and design.

Among other projects, the office is currently working on a urban vision for the railway yards around Milano (IT), the restoration of a villa in Ticino (CH), a temporary summer pavilion in Brussels (BE) and the development of a prefab housing system for an Italian company.

The office has designed the following exhibitions: Paulo Mendes da Rocha, *Tecnica e immaginazione* (Triennale di Milano 2014), *Techne N.* (Den Frie, Copenhagen, 2014) and *Imagine Europe* (Bozar, Bruxelles, 2016).

Ambra Fabi and Giovanni Piovene teach at École d'architecture de la ville & des territoires à Marne-la-Vallée, Paris.

[www.piovenefabi.it](http://www.piovenefabi.it)



### **Meiji THE Chocolate**

Meiji Group, established in Tokyo a century ago, in 1916, is now a major food and pharmaceutical company. Its food company, Meiji Co., Ltd., provides a wide range of customers from infants to the elderly with an extensive selection of products and services featuring differentiated tastiness and nutritional value, such as milk, beverages, desserts, cheese, ice cream, confectioneries, and nutritional products.

### **pupilla grafik**

pupilla grafik, who is responsible for Nanban's logo and graphic identity, was founded in 2006 and it is made up of Francesca Pellicciari, together with Valentina Bigaran. The office is specialized in editorial projects, exhibitions, and crafting visual identities for public and private companies, especially in the architectural field. Since 2006 the studio has curated the graphic design of the European Federation for Medicinal Chemistry. From 2010 to 2014 the office was responsible for the graphic design of the festival Pergine Spettacolo Aperto. The office designed the travel series Humboldt Books (Humboldt/Quodlibet) and the architectural series Essays on Architecture (Sagep editori). Since 2010 is the graphic designer and part of the editorial board of the magazine San Rocco. pupilla grafik recently won the Fedrigoni Top Award for Book of Copies' five volumes.

[www.pupilla.eu](http://www.pupilla.eu)

### **Display**

Display is the office who curated the design and coding of the website [www.nan-ban.com](http://www.nan-ban.com).

Display is a multidisciplinary design studio born in Milano in 2016 from the collaboration of Michele Marchetti, Andrea Bergamini, Francis Needham and Giuseppe Salvo.

Its skills range from the creation of corporate identities, digital experiences, art direction and environmental design. Among the studio projects, San Rocco (web design), Belligerent Eyes for Fondazione Prada (web design), Cibic Workshop (corporate identity and web design), Offmat (corporate identity, art direction and installation design), Caleidoscopio InGalleria (web design, installation design).

[www.display.xxx](http://www.display.xxx)

### **Giulio Boem**

Giulio Boem curated all Nanban's project images.

Giulio Boem is a photographer and visual author. Since 2004 he works with institutions, art galleries and design studios to develop editorial projects and display on assignment the activities of architects and designers. Since 2013 he is the photo editor of San Rocco Magazine.

[www.giulioboem.com](http://www.giulioboem.com)

### **Press kit**

Press kit and images in high resolution are available at:

<http://tinyurl.com/nanban-MDW2017>

### **Press office**

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