



JAPANESE STORIES BY NANBAN @ALCOVA - FUORISALONE 2019

On the occasion of Fuorisalone 2019 Nanban returns to Alcova Popoli Uniti with its **Japanese Stories** project

After *The Japanese Kiosk*, an explicit tribute to the legendary Japanese kiosk, in the minimalist interpretation of which a refined selection of Made in Japan products was proposed at the Fuorisalone 2018, on the occasion of Fuorisalone 2019 Nanban presents **Japanese Stories**, introducing for the second consecutive year at the Alcova space – in the installation designed by Piovenefabi studio – an even richer selection of items from all over Japan, together with two new products, specifically created for the event and part of its *East meets West* series.

The title of the exhibition encompasses its purpose: telling the story of today's Japan, one item at a time, adding more elements and recomposing a new image of it, step by step, far from stereotypes.

In its geographical but also voluntary isolation, which is slowly opening up to the curiosity of the West, Japan still today represents an unexplored universe, to tell and to discover.

Although the passion for Japan is clearly spreading all over the world, also through its gastronomy and the innumerable but fascinating manifestations of its peculiar culture - from martial arts to the refined disciplines of ikebana - concerning the design and the items for everyday use, very little of what Japan has to offer its admirers has arrived in Italy and Europe.

Following the purposes for which it was founded, which are not limited to commercial ones, but are mainly cultural, Nanban intends this year to add new elements to this endless narrative, with new amazing items, each of which contains the genius, dedication and continuous desire to experiment - often with a close eye to their own tradition - of the Japanese people.

At the same time, after last year's projects by Kensuke Koike and Rose Blake, Nanban presents two new projects belonging to its *East meets West* series, created with the aim of putting Japanese and foreign creatives and designers in touch with manufactures from the opposite hemisphere (and vice versa), searching for the spark that this collaboration can create: Nanban addressed this year, first of all, to the Italian artist **Olimpia Zagnoli**, known for her imaginative and witty illustrations, who presents a new tenugui (the classic Japanese jack-of all trades cloth) made in Japan according to traditional techniques; secondly, to the Japanese designer **Tsukasa Goto**, who, in collaboration with his Italian counterpart, **Marco Guazzini**, created an extraordinary product halfway between a sculpture and the functional object par excellence, a marble spaghetti measure, made in Carrara, Italy.



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.

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.

SPONSOR

This year also, Asahi Super Dry, the Japanese beer that revolutionized the international beer scene thanks to its characteristic "dry", in Japanese "Karakuchi" 辛口, will join Nanban for its Japanese Stories event. Produced for the first time in 1987, it has introduced new production standards designed specifically to create the Super Dry taste, a clean, dry and refreshing taste that goes perfectly with Japanese food and with the most refined international cuisine. This particular feature has made it a success in Japan and the rest of the world.

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BIO

OLIMPIA ZAGNOLI

Olimpia is a creative female-type person born into an artistic family in Reggio Emilia, then moved to Milano. She drives a Vespa and has large round glasses, but the main thing is that she can, and does, draw like an ambidextrous octopus. One with prodigious skills, and a doppio espresso.

Although she will admit to being influenced by Bruno Munari, Paul Rand and the other usual suspects, she creates super fresh shapely shapes, completely new voluptuous forms, in her own clean palette of brights and darks, flat as a pancake, baby.

After graduating from some kind of design school in Italy, OZ burst upon the New York media scene in a colorful cloud of charm, humor, and easy-to-work-withiness (an essential new adjective when describing young people) in 2008. She then proceeded to take The New York Times, The New Yorker, and the New York subway system by talented storm. OZ's bright visions pop up -and sometimes out- in all the best places, including Fendi, Apartamento Magazine, The Guggenheim Museum, and the G train. She thinks fast, draws faster, and eats spaghetti like a lady.

www.olimpiazagnoli.com

TSUKASA GOTO

Tsukasa Goto was born in Tokyo 1981.

He studied at the Salesian Politecnico of Tokyo and subsequently graduated from the University of Art and Design in Nagoya. In 2004 he moved to Milan.

In 2006-2007 he collaborated with artist Luca Pancrazzi and in 2007 with designer Donata Paruccini.

Since 2007 he has been working with David Chipperfield Architects in Milan.

Since 2011 he began to develop personal projects.

In 2013 he presented the "Facendo/doing" concept during the Milan Design Week.

In 2014 he presented new products at the Salone Satellite at Fiera di Milano Rho.

He collaborates with international companies and clients, including, EO Denmark, Carrara Design Factory, Hands on design.

www.tsukasagoto.com

MARCO GUAZZINI

Marco Guazzini was born in Florence in 1973.

After living for six years in New York he moved to Milan and dedicated himself to design.

He graduated in Industrial Design at IED in Milan and started working in different design fields from interior to furniture and later on to decor.

From 2007 until 2011 he taught at NABA, Nuova Accademia di Belle Arti in Milan.

Among his clients there are Officinanove, Ex.t, Pimar, Gallery Lecllettico, Atipico, Gallery S. Bensimon, Living Divani.

www.marcoguazzini.com





Paesaggio verticale, tenugui by Olimpia Zagnoli



The spaghetti measure *Dōso* by Tsukasa Goto and Marco Guazzini
photo: © Alberto Strada