

TOKYO MODERNISM・2024・ Furniture, Architecture and Design



"Life in Art - TOKYO MODERNISM 2024"

Dates: Friday 22 March - Sunday 12 May, 2024

Venue: MUJI HOTEL GINZA, IDÉE TOKYO, ATELIER MUJI GINZA (MUJI Ginza 6F)

Ryohin Keikaku, Co., Ltd (Bunkyo-ku, Tokyo / President: Nobuo Domae), which operates IDÉE and MUJI, will hold "Life in Art - TOKYO MODERNISM 2024" for the third time. Event period will be from Friday 22nd March to Sunday 12th May 2024, at MUJI Ginza. This event was first held in 2022 and is a part of the IDEE - MUJI project "Life in Art" which aims to expand art(=culture) into daily life.

The event introduces works of outstanding designers, mainly from Europe, Scandinavia, the USA and Japan. Each piece has the beauty of form and function and can be enjoyed together with its unique background.

The exhibition is divided into three parts. The 'MODERNISM SHOW' brings together 30 galleries and vintage shops, in and out of Japan, to exhibit and sell vintage furniture and products. The 'MODERNISM AUCTION' will be an event where chairs and objects from people with a deep knowledge of modernism design will be auctioned.

The 'Mid-Century MUJI Exhibition' will feature examinations of modern design through MUJI products. During the period, there will also be a series of hands-on events to experience mid-century modern design itself.

The "Life in Art - TOKYO MODERNISM 2024" aims to convey not only the formative beauty of the mid-century modern design and stories designers have behind it, but also the possibility of each product being a valuable art piece depending on how they are interpreted and viewed on.



MODERNISM SHOW Thursday 18 April – Sunday 21 April 2024

Venue: MUJI HOTEL GINZA, 7-8F guest rooms

This event is the main part of "Life in Art - TOKYO MODERNISM 2024", where mid-century modern designs come together and can be actually seen, touched and purchased. Held in the rooms of MUJI HOTEL GINZA, each of the participating galleries and vintage shops will have a room set up exhibiting and selling masterpieces of mid-century modern design from around the world.



MODERNISM AUCTION #Chairs & Objects

Friday 22 March – Tuesday 9 April 2024 / Friday 12 April – Tuesday 23 April 2024

Venue: IDÉE TOKYO

The gallery and shop owners participating in the "Life in Art - TOKYO MODERNISM 2024" will present items they have cherished. Creators and artists who have worked with MUJI and IDÉE will also be participating in this auction.



Mid-Century MUJI Exhibition Friday 29 March – Sunday 12 May 2024

Venue: ATELIER MUJI GINZA (MUJI Ginza 6F)

The exhibition focuses on design styles from the mid-century period (1940s-1960s). A space has been configured with modified MUJI products and ideas to create a mid-century modern style atmosphere.

<Details of each event.>



MODERNISM SHOW

Date: 18 April (Thu) - 21 April (Sun), 2024

Venue: MUJI HOTEL GINZA 7, 8F guest rooms

Admission (incl. tax):

18 April - four-day pass 8,000 yen

19 April - three-day pass 6,000 yen

20 April - two-day pass 4,000 yen

21 April - one-day ticket 3,000 yen

Opening hours

18 April 17:00 - 20:00

19 April 11:00 - 20:00

20 April 11:00 - 20:00

21 April 11:00 - 17:00

Planning cooperation: Shinichiro Nakahara, Takahiro Goko

Preferential tickets for overseas visitors will also be available.

One-day ticket: 5,000 yen

Applicable dates: Thursday 18 April and Friday 19 April only.

Preferential tickets can be purchased only at the venue and will be valid for the day of purchase.

Tickets can be purchased through the URL below. (available from 8 February.)

<https://idee-lifeinart.peatix.com/>



MUJI HOTEL GINZA's guest rooms will be turned into shops for a limited time, where around 30 galleries and vintage shops in and out of Japan will specially exhibit and sell products. The main event of "Life in Art - TOKYO MODERNISM 2024" where owners of the exhibiting stores will display and sell mid-century modern design vintage items from all over the world, which they have discovered through their own aesthetic sense.

Masterpieces created by designers and makers from a variety of countries, USA, Brazil, Europe including Scandinavian regions, and Japan, each having a historical background, will find their way to meet with their next owner. From there, the masterpieces will continue their journey of being passed on into the future.

There are regions outside of Japan where exhibitions and markets of mid-century modern design are held every year. Famous ones will be "Design Miami" held in Miami, USA, and "Downtown Modernism" held in Los Angeles, USA, to which collectors will gather from around the world.

An event of the same scale has not been held in Japan before. The IDEE - MUJI project "Life in Art" continues communication to expand art(=culture) into daily life, and through this, aims to convey not only the formative beauty of products, but also the possibility of each product being a valuable art piece depending on how they are interpreted and viewed on.

Exhibitors

PPP / *FEM TRE NOLL / GARAGE / *GALLERY NEO / BELLBET / Hokuokagu tanuki / BUILDING / CONTOUR / DEALERSHIP / *Ditty Tools / ELEPHANT / Graphio/büro-stil / MICHIO OKAMOTO WAREHOUSE / Playmountain / Pocket Park / stoop / Swimsuit Department / *IDÉE / LULLABY / SNORK MODERN AND CONTEMPORARY / NOW / Ph.D. / NO AGE / STILL LIFE / dieci / northwood / Stool / TRAM / *FOUND OBJECT / and more... *Newly exhibiting shops



'MODERNISM AUCTION #Chairs & Objects'

Dates: #1 Friday 22 March – Tuesday 9 April 2024

#2 Friday 12 April – Tuesday 23 April 2024

Venue: IDÉE TOKYO

(Gransta Tokyo B1F, 1-9-1 Marunouchi, Chiyoda-ku, Tokyo)

Admission: Free (*A train ticket or an admission ticket (140 yen) is required to visit the shop.)



The gallery and shop owners participating in the "TOKYO MODERNISM 2024" and creators and artists who have worked with MUJI and IDÉE will auction items which they have long used.

The theme of this year's auction is "Chairs" & "Objects". Focusing on mid-century modern design items, the auction will feature vintage chairs and objects that have been used and cherished by each of the participants. The auction will be held on two separate occasions during the event period.

The items will be displayed in the gallery at IDÉE TOKYO and can actually be seen. The highest bidder will be the winner and only the successful bidders will be notified.

Participants (listed in random order):

Shoichi Tamaru / Kojiro Nagumo / Yu Yamada / Mitsutoshi Takesue / Masato Tsukiji / Miyoko Okao / Shinichiro Nakahara / Yasuyuki Oyama / Katsuya Kubokawa / Tsuyoshi Matsuzawa / Yoshihito Tsutsui / Kazuma Mori / Takashi Kobayashi, Mana Kobayashi / Kimiko Hiyamizu / Yasunari Yoshida / Takahiro Goko / Kenji Arai / Shunsuke Tani / Tatsuya Maruyama / Taro Yamaguchi / Masaki Nashino / Taro Tsukamoto / Shigeru Umezawa / Akiko Mori / Yusuke Takeuchi / Masato Kawai / Makiko Iwasaki / Tatsuro Sato / Masayuki Yamashiro / Shigeki Hattori / Yuichi Murakami / Shinya Endo / Tetsumasa Suda / Yuta Ikawa / Shuichi Yoshikawa and more...





Mid-Century MUJI Exhibition

Dates: Friday 29 March – Sunday 12 May 2024

Venue: ATELIER MUJI GINZA (MUJI Ginza 6F)

Admission: free

Planning cooperation and furniture production: Tetsumasa Suda

Graphic design: Yuko Higashikawa



ATELIER MUJI GINZA will hold the exhibition "Mid-Century MUJI" on the theme of mid-century modern designs and styles from the mid-20th century (1940s - 1960s).

For over 40 years, MUJI products have been made without excessive decoration, in search of a simplicity that matches the era and the lifestyles of the time. The products have been created with a variety of messages, including antithesis of the time and ways to enrich people's daily lives. In this exhibition, MUJI uses existing MUJI products as a basis to create and propose products for mid-century modern style spaces.

The planning and the modification of furniture was done through the cooperation of Tetsumasa Suda, Japan's leading expert in this field. He witnessed the big mid-century modern movement that began in the USA in the mid-1990s and was one of the first pioneers to introduce this style to Japan. In this exhibition, Suda's playful ideas created a space in the image of an "architect's room" composed of MUJI products transformed into a mid-century modern style.

We hope to expand the possibilities of MUJI furniture and products by stepping out of the taken-for-granted images and propose ways to freely interact and enjoy the products according to the tastes of each individual, becoming a catalyst for creative opportunities.

Talk events, hands-on events are scheduled during the exhibition period.

Details will be announced through the Life in Art website and Instagram.

Vintage furniture can also be purchased at all IDEA shops and MUJI shops(Ginza / Tokyo Ariake / iias Kasugai / Hiroshima ALPARK / Itabashi Minamimachi 22 / GRAND FRONT OSAKA / KICHIJOJI MARUI).

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Organised by: Ryohin Keikaku Co Ltd (IDÉE Life in Art Project Secretariat)

Cooperation: UDS Ltd.

Life in Art Website: <https://www.ideo-lifeinart.com/>

Instagram: ideelifeinart
