

Milan Design Week 2015

We are pleased to inform you that new and updated works designed by Ryosuke Fukusada will be exhibited by Bonaldo, Cotto, Experimental Creations and industry+ (in Alphabetical order) in 4 places during Milan design week 2015.



Magazine bag by Ryosuke Fukusada for Bonaldo

Magazine Bag is an original magazine rack in the shape of a traditional Japanese flower basket made of metal, the processing of which represents a cornerstone of Bonaldo's expertise. The handle of Magazine Bag stands out for its ergonomic design, which makes it functional for carrying magazines and documents in general. Produced in painted metal, it is available in a range of colors. Magazine Bag fits in with any surroundings of the home, blending in with any interior decor.



Muffin lamp by Ryosuke Fukusada for Bonaldo

Following the success of the coffee table/pouf version, the Japanese designer Ryosuke Fukusada has re-utilised the iconic shape of a muffin – inspired by the simple geometric shape of the famous American cake mould – in the "Muffin Lamp" floor lamp. The lampshade features a beguiling drapery effect that generates a bemusing game of shadows, giving the light more depth. Muffin Lamp is available in matt white.

invitation

14/19.04.2015
*Salone Internazionale
del Mobile, Milan*
Hall 5
Stand F09/G06



BONALDO
www.bonaldo.it



Exhibition

Date : Tuesday 14 - Sunday 19 April 2015, 9:30-18:30

Address : Fiera Milano Bonaldo stand - Hall 5, Stand F09-G06

Web : www.bonaldo.it



Osiloi by Ryosuke Fukusada & Rui Pereira for COTTO

Osiloi, a white powder used by Japanese Maiko to cover their face and neck, has the power to transform the perception of a simple human being into a divine creature.

We wanted to translate this metamorphosis process from physical to spiritual into our contemporary daily beauty routines.

In a society driven by the digital, the beauty process is still very analogue and time consuming (apart from the retouches done with Photoshop).

The fact that beauty takes time was central for the development of this project.

By adopting the Japanese zabuton style (cushion used to seat on the floor) we aim to change the perception of both time and space while taking care of ourselves.

Lowering the seating height and consequently adapting a new posture invites the user to enjoy a new beauty experience, where tools and cosmetics bring you to another dimension.

We played with the contrast between soft and warm colors to excite the senses. The use of Cotto's made in Italy Basalt color Grafite mixed with natural bamboo emphasizes the idea of space meant for natural beauty and balance with yourself, a moment to disconnect.



Exhibition : Another Perspective3 - SPACE OF BEAUTY, curated by COTTO

When the beauty of home decoration is no longer limited only to areas visible to visitors. Instead, beauty invades personal spaces like the bathroom - our personal world, where we spend time beautifying and pampering ourselves freely. How do we turn it into a space of beauty to fulfill these beautifying activities of ours ?

COTTO Another Perspective 3 invites 10 groups of designers and architects from 6 countries to discover fresh perspectives of beauty for the bathroom – your personal world of freedom. With their diverse cultural backgrounds and experience, 10 new designs are conceived and presented in accordance with COTTO' s concept, image, products, and philosophy.

Date : Tuesday 14 - Saturday 18 April 2015, 10:00 – 20:00

Sunday 19 April, 10:00 – 18:00

Open Evening : Wednesday 15 April, 20:00 – 22:00

Address : Via Ventura 15, 20134 Milan Italy

Web : www.cotto-anotherperspective.com

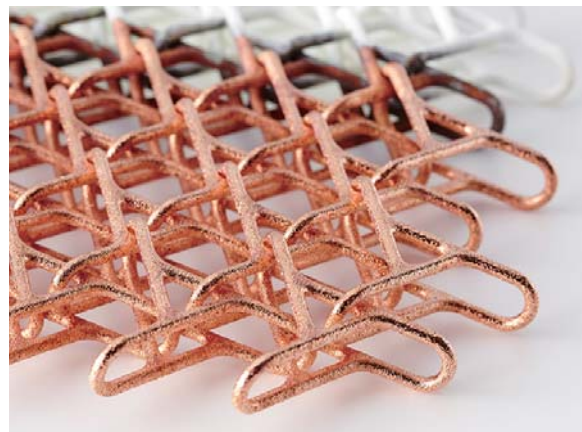


utsusiwa by Ryosuke Fukusada at Experimental Creations

Process: Created reverse molds by pouring in plaster into wooden frames with objects such as styrene foam, bubble wrap and biscuits placed individually at the bottom. Traced the patterns of those objects by pressing a sheet of clay onto the plaster mold and rolled the sheet into the shape of cylinder. After firing them unglazed, they underwent the final process of glost firing.

After observing the material found in our everyday lives from the perspective of surface texture, the designer came to focus on the beauty of artificial surfaces which was not originally intended for its physical aesthetics. The unique surfaces of styren foam, bubble wrap and biscuits becomes more apparent when delivered in a form of ceramics.

The textures generated from the experiment met the traditional Japanese technique of Shuho Gama in Kyoto and became the tableware brand 'utsusiwa' . This is a collection of ceramics that you have never seen before but still retains the feel of ordinary forms. They attract you very distinctively from the products made using ordinary design process and they will allure you into touching them.



Oriental loop by Ryosuke Fukusada at Experimental Creations

Process: Examined the flat patterns and created(3D printed) five types of chained tridimensional structures using Rhinoceros. Applied copper, gold and silver coatings to these structures made of polyamide and polycarbonate-like material in various scales.

The designer searched for surface expressions that fully take advantage of the unique characteristics of 3D printing which enables us to produce repetitive seamless rings. For this project, the designs inspired by the Japanese traditional flat patterns were made into tridimensional structures. More modern and tasteful surface expressions can be fabricated by applying coatings to these structures that can be used as material for various objects such as lamp shades when rolled, partition when hanged or jewelry when scaled-down.



Exhibition : Experimental Creations, curated by Yumi Ueno

“Experimental Creations” is a project that focuses on material experimentations and creative processes. In creating objects, it is important to contemplate extra value such as colors and touch, along with the design of physical aesthetics and functionality. Moreover, the design capabilities expand in midst of creative processes involving innovative experimentations of materials, rather than during the design process of physical appearances using existing materials.

The presentation of Experimental Creations in Milan this spring is going to be a joint exhibition. The exhibition called “Material Experiments” is for the works generated from the handicraft processes. On the other hand, “Digital Experiments” is where the fruit of additive manufacturing derived from the combination of digital fabrication and fabrication technologies meets. Together, they will showcase the promising works by eight young Japanese designers who explored the maximum possibilities of materials and their usage.

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Web : www.experimental-creations.com



Gabbia Lamp by Ryosuke Fukusada & Rui Pereira for industry+

For this lamp collection our focus was on mixing both traditional and industrial techniques. We wanted to create a unique combination of shadows and colors by using materials from different sources. The shapes are inspired by inverted baskets.

For the table lamp version we kept the handle which allows the user to carry it easily.

This pieces were produced in a bamboo weaving atelier in Kyoto, which is specialized in small scale objects. Since this artisan only works with bamboo, we thought that could be interesting to introduce a new material in there daily work. The choice of colored acetate is not banal, its properties of transparency, strong colors and lightweight were the perfect fit for this project.



Exhibition : industry+ at Designersblock Milan 2015

Designersblock return to Milan for the Milan Design Week in Ex-Ansaldo a former industrial space in Tortona the heart of the Milan Design Week.

Date : Tuesday 14 - Sunday 19 April 2015, 10:00 – 22:00

Press preview : Monday 13 April, 15:00 – 19:00

Address : Ex-Ansaldo Via Tortona 54, 20144 Milan Italy

Web : www.verydesignersblock.com

industry+



DESIGNER BIOGRAPHIES



Ryosuke Fukusada was born in 1979 in Osaka, Japan. He studied product design at the Kanazawa College of Art from 1998 to 2002. He then worked for Sharp Corporation in Japan as a designer for consumer electronic products until August 2007. After moving to Italy in October 2007, he graduated from the Domus Academy, Master in Interior and Living Design course in 2008. From November 2008, he started working for the Studio Urquiola in Milan, being involved in product design projects. From October 2012 he started his own design studio in Kyoto, Japan. He currently works with some international clients.

Contact

web : www.ryosukefukusada.com

mail : info@ryosukefukusada.com



Rui Pereira is an Industrial/Interior designer from Portugal who currently lives and works in Milan, Italy. He is fascinated by contemporary objects and archetypes. He seeks to create an instant connection between the user and his design by using comprehensible language with clever and humorous twist. He is not particularly interested in finding the perfect shape or form rather he looks for new perspectives, experiences and typologies.

Contact

web : www.rui-pereira.com

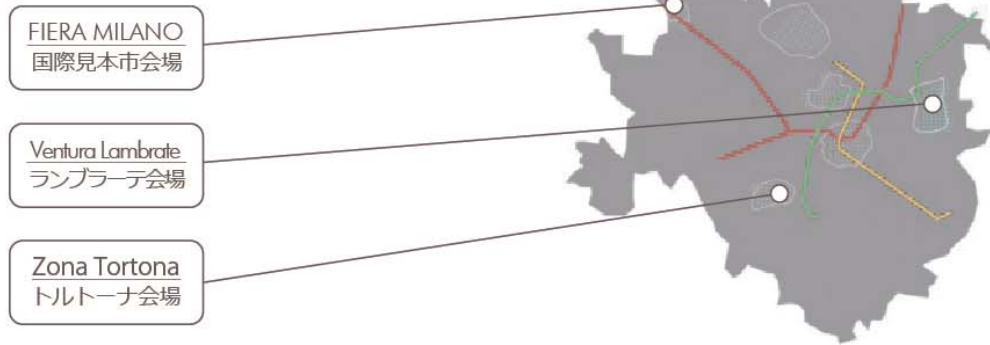
mail : info@rui-pereira.com

Press enquiry

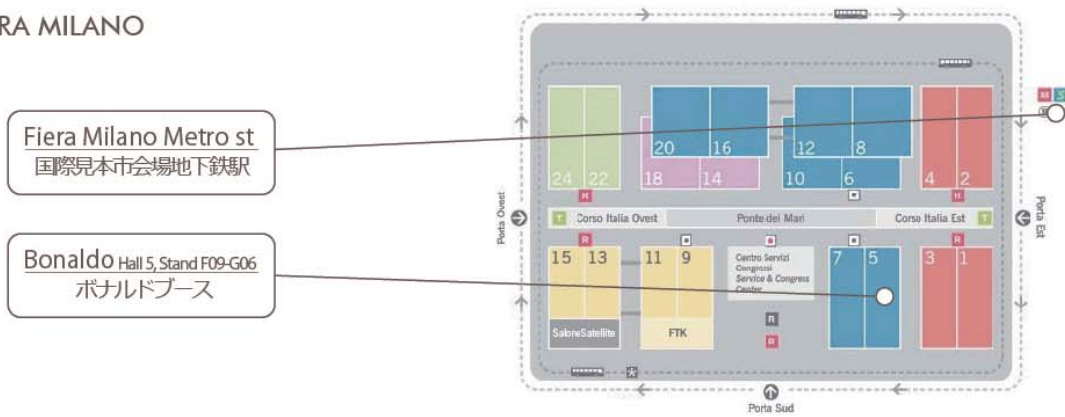
Please contact to the address below for any press enquiry.

info@ryosukefukusada.com

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