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New York Flagship Opening Event

"MUJI is enough"



Ryohin Keikaku Co., Ltd. (Tokyo, Japan; Satoru Matsuzaki, president and representative director) has announced an October talk event and art exhibit to raise awareness of the opening of the MUJI Fifth Avenue store in New York City at autumn 2015. On October 15, MUJI USA will host "MUJI is enough" talk show with MUJI advisory board member Naoto Fukasawa and discussing the MUJI design philosophy. The Talk Show will also be available for viewing through MUJI's online media channels. The company will also sponsor an exhibit of original stencils and stencil-dyed works by famed stencil dye artist Samiro Yunoki. This "MUJI is enough" art exhibit will take place from October 15 at MUJI Cooper Square.

"MUJI is enough," from New York City, the Forefront of Global Trends

Mr. Naoto Fukasawa joined the MUJI advisory board in 2002, providing services as a product designer and design supervisor. Since then, Mr. Fukasawa has continued to have a significant impact on MUJI products. Last July, MUJI USA hosted the "Objective Thinking" talk show with Mr. Fukasawa at San Francisco in conjunction with the opening of the MUJI Stanford Shopping Center store. Mr. Tim Brown, CEO of influential design company IDEO, gave an opening remark for Mr. Fukasawa. The event was attended by more than 600 people, including Stanford University d.school founder David Kelley. Another 1,300 individuals around the world attended the July talk event via Internet live stream.

In New York, MUJI will share with the world its three global concepts. These concepts are reflected in MUJI design as "MUJI is enough," embodied in products that come in just the right size, made from just the right materials, and offering the just right functionality.

Overview of the "MUJI is enough" Talk Event

Location: The TimesCenter

242 W 41st St, New York, NY 10036 (between 7th and 8th avenue)

Date: October 15, 7:00pm to 9:00pm (6:00pm doors open)

URL: <http://www.muji.com/jp/feature/muji-is-enough/>

Global Content

MUJI Furniture for Narita Airport Terminal 3: <http://www.muji.com/jp/narita-terminal3/>MUJI to GO 2015: <http://www.muji.com/jp/mujitogo/>Compact Life: <http://www.muji.com/jp/compactlife/>

What is MUJI: Open October 30 (scheduled)

"MUJI is enough:" Communicating the Japan Aesthetic beyond Words

MUJI was founded in Japan in 1980. One of MUJI's founders, Ikko Tanaka, was already a well-known graphic designer who also had a deep knowledge and appreciation of Japan's traditional tea ceremony culture. Mr. Tanaka was a major influence on Japanese design and sense of cultural aesthetic. In addressing the roots of the MUJI brand concept, Mr. Tanaka famously said, "MUJI brings happiness and can spread beauty through its activities." MUJI's intent with the "MUJI is enough" exhibit is to communicate the sense of Japanese beauty that cannot be fully expressed in words alone.

This year marks the eight years of MUJI operations in New York. However, MUJI is still a well-kept secret, known mainly to insiders and enthusiasts.

With the opening of the MUJI Fifth Avenue flagship store, MUJI is taking an opportunity to reiterate the concept of MUJI, enlisting the aid of an artist of the stature of Samiro Yunoki, the world's leading figure in the unique Japanese art of stencil-dyeing.

Mr. Yunoki was born in 1922. His path toward becoming a stencil dye artist began as he discovered the "beauty in utility" of the everyday objects used for manual labor. This led to Yunoki's involvement in Japan's folk art movement. At 92 years of age, Mr. Yunoki is still active and energetic. His works have received high acclaim both in Japan and around the world.



Mr. Yunoki will incorporate the concept of "MUJI is enough" as the inspiration behind for new designs, producing a number of stencil dyed works from original stencils that will serve as visual counterpoints for the MUJI Fifth Avenue store opening.

The original stencils and stencil-dyed works produced by Mr. Yunoki, as well as the artist's biography, will be on display from October 15 in the "MUJI is enough by Samiro Yunoki Exhibit" at MUJI Cooper Square in New York.

Overview of the "MUJI is enough" Exhibit by Samiro Yunoki

Location: MUJI Cooper Square
52 Cooper Square, New York, NY 10003, U.S.A.

Date: October 15

Overview of MUJI Fifth Avenue

Store Name: MUJI Fifth Avenue

Location: 475 Fifth Avenue, New York, NY 10017

Floor Space: approximately 1,082m²

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