



October 04, 2013

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## ARCHITECTURE FOR DOGS

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**Friday, October 25 – Saturday, December 21, 2013**

Venue: TOTO GALLERY·MA

(TOTO Nogizaka Bldg., 3F, 1-24-3 Minami-Aoyama, Minato-ku, Tokyo)

Hours: 11:00 – 18:00 (19:00 on Fridays)

Closed on Sunday, Monday, National Holidays

\* Open on Oct 27 (Sun), Oct 28 (Mon), Nov 3 (Sun), Nov 4 (Mon)

Admission: Free

**Symposium: Saturday, November 2, 2013 at 12:00**

Venue: Tokyo Midtown Hall B

(B1F, Tokyo Midtown East, 9-7-1 Akasaka, Minato-ku, Tokyo)



Main visual for *ARCHITECTURE FOR DOGS*

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**For press enquiries, please contact:**

TOTO GALLERY·MA (TOTO LTD. Cultural Promotion Department)

PR Staff: Keiko Ono (keiko.ono@jp.toto.com)

TOTO Nogizaka Bldg., 2F, 1-24-3 Minami-Aoyama, Minato-ku, Tokyo, 107-0062

Tel: +81(3)-3402-2541 URL: [www.toto.co.jp/gallerma/](http://www.toto.co.jp/gallerma/)

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## Exhibition Overview

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Organized under the direction of designer Kenya Hara, *ARCHITECTURE FOR DOGS* is a project that sincerely aims for the happiness of dogs and humans by exploring the new possibilities of an architecture perceived freshly at the scale of dogs.

In November 2012, the project's official website ([architecturefordogs.com](http://architecturefordogs.com)) was launched and thirteen works of "Architecture for Dogs" designed by world-leading architects and designers were unveiled to the public together with their plans that are available for free download. The website is set up as an interactive social platform where users can upload images of their own works of "Architecture for Dogs" that they have constructed based on the downloadable plans. The project was first exhibited at Design Miami/ in December 2012 and the Long Beach Museum of Art in Los Angeles in June 2013 before finally making its way to TOTO GALLERY·MA.

The thirteen works of "Architecture for Dogs" will all be displayed together in TOTO GALLERY·MA's Exhibition Space I (third floor gallery) and Courtyard. Visitors will be able to view the various pieces that have been designed for specific dog breeds such as the Shiba, Spitz, and Pug and enjoy observing how the unique character of each of the architects and designers has been reflected in their work.

Exhibition Space II (fourth floor gallery) will feature one-to-one constructions and scaled models of over ten variations of the "D-TUNNEL" that were designed by Kenya Hara based on the idea to make "a device that mediates between the scale of the human and the scale of the dog".

Please look forward to this exhibition with its canine theme that promises to broaden the realm of architecture.

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## Exhibition Information

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- Title: ARCHITECTURE FOR DOGS
- Duration: Friday, October 25 – Saturday, December 21, 2013
- Director: Kenya Hara
- Participants: Atelier Bow-Wow / Toyo Ito / MVRDV / Kengo Kuma / Konstantin Grcic / Kazuyo Sejima / TORAFU ARCHITECTS / Hiroshi Naito / Shigeru Ban / Sou Fujimoto / Reiser + Umemoto / HARA DESIGN INSTITUTE / Kenya Hara
- Hours: 11:00 – 18:00 (19:00 on Fridays)  
Closed on Sundays, Mondays, and National Holidays except October 27 & 28 and November 3 & 4
- Admission: Free
- Venue: TOTO GALLERY·MA  
TOTO Nogizaka Bldg., 3F, 1-24-3 Minami-Aoyama, Minato-ku, Tokyo, 107-0062  
Tel: +81(3)-3402-1010 URL: [www.toto.co.jp/gallerma](http://www.toto.co.jp/gallerma)  
\* Please refrain from bringing pets to the gallery.
- Directions: 1-min. walk from Nogizaka Station (Exit 3) on the Chiyoda subway line  
6-min. walk from Roppongi Station (Exit 7) on the Toei Oedo subway line  
7-min. walk from Roppongi Station (Exit 4a) on the Hibiya subway line  
7-min. walk from Aoyama 1-Chome Station (Exit 4) on the Ginza, Hanzomon, or Toei Oedo subway lines
- Organized by: TOTO GALLERY·MA
- Planned by: TOTO GALLERY·MA Planning and Management Committee  
(Special Advisor: Tadao Ando; Members: Waro Kishi, Hiroshi Naito, Kenya Hara, Erwin Viray)
- Co-Planned by: Imprint Venture Lab
- Supported by: The Tokyo Society of Architects and Building Engineers / Tokyo Association of Architectural Firms / The Japan Institute of Architects Kanto-Koshinetsu Chapter / Kanto Chapter, Architectural Institute of Japan

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## Exhibition Concept

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### ARCHITECTURE FOR DOGS

Kenya Hara (Exhibition Director)

*ARCHITECTURE FOR DOGS* is not about architecture for the purpose of “animals”. The “dog” represents a universal platform because practically everybody living on Earth is familiar with dogs and many hold some degree of interest in them.

Humans have always built their environments according to their own human scale. The idea of human engineering bases itself on a vision for shaping the environment to fit to the body of the human being. Looking at the small dogs that stand alongside humans, however, I sense that they may be able to offer us with new possibilities for architecture. If we were to imagine an environment based on the scale of dogs, what would it be like? After holding onto the idea for the *ARCHITECTURE FOR DOGS* project with me for over a decade, I became interested in setting it up on the web with the coming of the age of the internet.

I feel that by establishing a place where the interests of fans of architecture and fans of dogs can be brought together on a global scale, the project may be made to develop spontaneously on its own. The project will illustrate a new form of architecture based on the idea of a single plan generating countless replicas across the world.

My idea drew the interest of Imprint Venture Lab, a unique American investment company founded by Julia Huang. Thanks to her, the project was able to move forward. Renowned architects that are the forerunners of the global architectural scene also readily agreed to cooperate in the project. Their mentality to spare no effort in tackling a problem is a virtue of the profession of the architect. It was essential for there to be experienced architects with established architectural philosophies involved in this project in order for it to have an influential power. It goes without saying that their sincere and thoughtful engagement is serving as a great force for the project.

The project has only just begun. Launched at Design Miami/ in late 2012, it has since traveled to the Long Beach Museum of Art in Los Angeles in June 2013 before arriving to TOTO GALLERY·MA in Tokyo. Please keep a close eye on *ARCHITECTURE FOR DOGS* and follow the development of this dynamic project.



### KENYA HARA

Born in 1958. Designer, board member of the Japan Design Center, and professor at Musashino Art University. Hara places importance on “invisible” as well as “visible” design, and is constantly seeking to broaden the horizon and scope of design. He has been the Art Director of MUJI since 2002, and additionally has produced several exhibitions, such as RE DESIGN, HAPTIC, SENSEWARE and HOUSE VISION, which focused on value renovation. His books, *Designing Design* and *White* have been translated into several languages and have been received popularly across the globe.

ARCHITECTURE FOR DOGS Official Website

**[architecturefordogs.com](http://architecturefordogs.com)**

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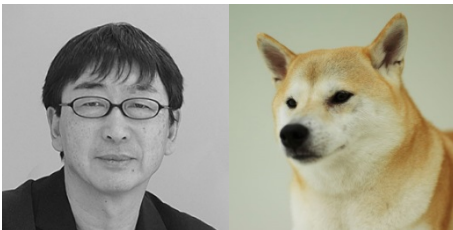
## Exhibiting Architects & Designers (1/4)

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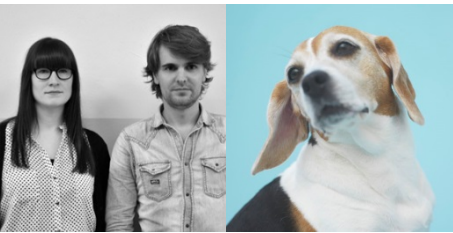
### **ATELIER BOW-WOW × DACHSHUND SMOOTH**

Atelier Bow-Wow is a Tokyo-based firm founded in 1992 by Yoshiharu Tsukamoto and Momoyo Kaijima. The practice has designed and built houses as well as public and commercial buildings in Tokyo, Europe, and the USA. Its urban research studies led to the experimental project “micro-public-space”, a new concept of public space, which has been exhibited around the world.



### **TOYO ITO × SHIBA**

Architect. Born in 1941. Graduating from the University of Tokyo Department of Architecture in 1965. His main works include Sendai Mediatheque, Tama Art University Library (Hachioji campus), etc. He was awarded the Architectural Institute of Japan Prize, Golden Lion at the Venice Biennale, Royal Gold Medal from The Royal Institute of British Architects, The Pritzker Architecture Prize, etc.



### **MVRDV × BEAGLE**

MVRDV was set up in Rotterdam (Netherlands) in 1993 by Winy Maas, Jacob van Rijs, and Nathalie de Vries. In close collaboration, the three principal architect directors produce designs and studies in the fields of architecture, urbanism, and landscape design.



### **KENGO KUMA × PUG**

Architect, Professor at the University of Tokyo. Born in 1954. Recent works include FRAC Marseilles, Besançon Art Center, Kabuki Theatre, Nagaoka City Hall, Asakusa Culture and Tourism Center, Nezu Museum, and Suntory Museum. New projects are underway both in Japan and abroad. His latest writings include: Chisana Kenchiku and Kenchikuka, Hashiru.

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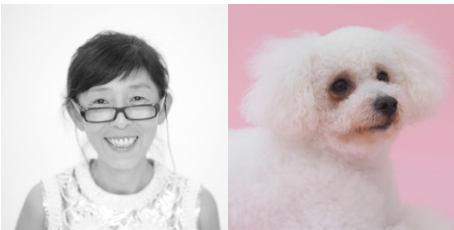
## Exhibiting Architects & Designers (2/4)

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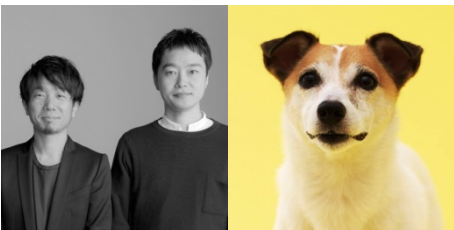
### **KONSTANTIN GRIC × TOY POODLE**

Konstantin Grcic, born 1965, was trained as a cabinetmaker at the John Makepeace School for Craftsmen in Wood (Dorset, England) before studying design at the Royal College of Art in London. He established his own office, Konstantin Grcic Industrial Design (KGID) in Munich in 1991. Since then he has developed furniture, products, and lighting for some of the leading companies in the design field.



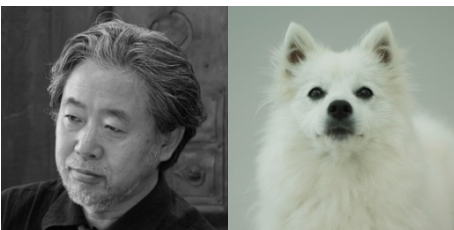
### **KAZUYO SEJIMA × BICHON FRISE**

Architect. Kazuyo Sejima studied architecture at the Japan Women's University before going to work for Toyo Ito. She launched her own practice in 1987. In 1995, she established SANAA with Ryue Nishizawa. Her own works include, House in a Plum Grove, Inujima Art House Project. SANAA's main works include: the 21st Century Museum of Contemporary Art in Kanazawa, the EPFL Rolex Learning Center, and the Louvre-Lens.



### **TORAFU ARCHITECTS × JACK RUSSELL TERRIER**

Founded in 2004 by Koichi Suzuno and Shinya Kamuro, Torafu Architects employs a working approach based on architectural thinking. Works by the duo include a diverse range of products from architectural design to interior design for shops, exhibition space design, product design, spatial installations, and film making.



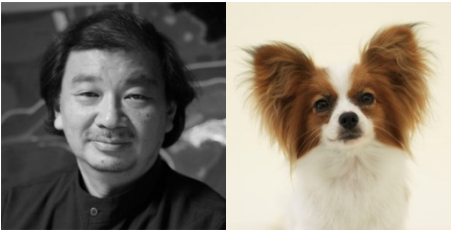
### **HIROSHI NAITO × SPITZ**

Architect, Professor emeritus, University of Tokyo. Born in 1950 in Kanagawa, Japan. Received M.Arch from Graduate School of Waseda University. After working as chief architect at the architectural office of Fernand Higuera (Madrid, Spain, 1976-1978), and as staff at Kikutake Architects (Tokyo, Japan, 1979-1981), he established Naito Architect&Associates in 1981.

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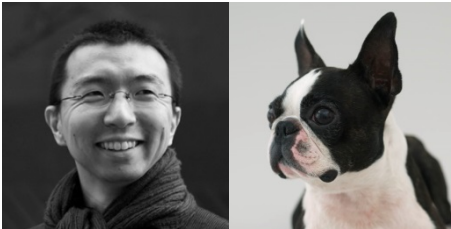
## Exhibiting Architects & Designers (3/4)

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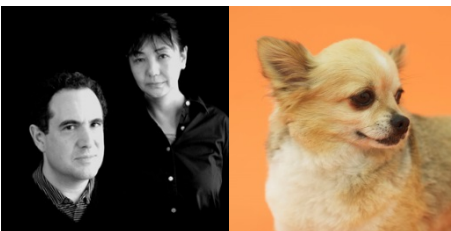
### SHIGERU BAN × PAPILLON

Architect. Shigeru Ban, who was born in Tokyo in 1957, attended the Southern California Institute of Architecture and graduated from the Cooper Union School of Architecture in 1984. In 1985, he established Shigeru Ban Architects, a private practice in Tokyo. In 1995, He started working as a consultant for the United Nations High Commissioner for Refugees and at the same time established an NGO, Voluntary Architects' Network(VAN). Renowned for his works such as Nicolas G. Hayek Center and Centre Pompidou-Metz, he is today based in his three offices in Tokyo, Paris, and New York.



### SOU FUJIMOTO × BOSTON TERRIER

Architect. Born in Hokkaido in 1971. After graduating from the University of Tokyo, he established Sou Fujimoto Architects in 2000. "Serpentine Gallery Summer Pavilion 2013" is his latest work. In 2012, the Japan Pavilion in La Biennale di Venezia, in which Fujimoto also participated, was awarded the Golden Lion.



### REISER+UMEMOTO × CHIHUAHUA

Reiser +Umemoto RUR Architecture PC is an internationally recognized multidisciplinary architectural design firm that has built projects at a wide range of scales: from furniture, residential, and commercial structures, up to landscape, urban, and infrastructure design. The firm provides a full scope of involvements with the relationship of architecture, structure, and landscape, approaching each project as the continuation of an ongoing inquiry, delving into relationships among architecture, territory, and infrastructure.



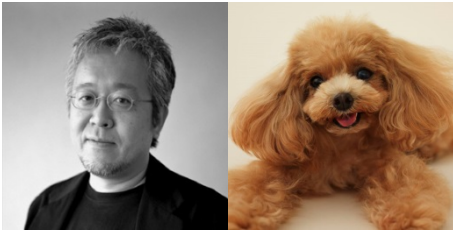
### HARA DESIGN INSTITUTE × JAPANESE TERRIER

The Hara Design Institute, founded in 1991, is a design section within the Nippon Design Center that is supervised by Kenya Hara. Its specialty is communication design. It is involved in multiple projects that delve into the actual issues of the day from the standpoint of design.

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## Exhibiting Architects & Designers (4/4)

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### KENYA HARA × TEA CUP POODLE

\* Profile on Page 3

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## Related Event

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### Symposium: On the ARCHITECTURE FOR DOGS Project

Date: Saturday, November 2, 2013 at 12:00 (doors open at 11:00; scheduled finish at 14:00)

Speakers: Kengo Kuma × Julia Huang (Imprint Venture Lab) × Kenya Hara

Venue: Tokyo Midtown Hall B (B1F, Tokyo Midtown East, 9-7-1 Akasaka, Minato-ku, Tokyo)

\* The symposium will be held in connection with the Good Design Exhibition 2013

\* Please refrain from bringing pets to the gallery.

Registration: 140 applicants selected through a lottery will be invited to attend the symposium for free.

Please register online from the TOTO GALLERY·MA website: [www.toto.co.jp/gallerma](http://www.toto.co.jp/gallerma)

Registration period is from Friday, September 13 to Monday, October 14.

\* Applicants will be notified of lottery results by Thursday, October 24, 2013.

\* Selected applicants: Please present your notification email at reception from 11:00 to 12:00 on the day of the symposium to obtain a free entry ticket to the Good Design Exhibition.

\* Seating will be on a first-come first-served basis.

Co-Organized by: TOTO GALLERY·MA

Japan Institute of Design Promotion "Good Design Exhibition 2013"

Planned by: TOTO GALLERY·MA Planning and Management Committee

(Special Advisor: Tadao Ando; Members: Waro Kishi / Hiroshi Naito / Kenya Hara / Erwin Viray)

Supported by: The Tokyo Society of Architects and Building Engineers / Tokyo Association of Architectural Firms / The Japan Institute of Architects Kanto-Koshinetsu Chapter / Kanto Chapter, Architectural Institute of Japan.

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## Related Publication

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### ARCHITECTURE FOR DOGS

Edited by: ARCHITECTURE FOR DOGS, INC.

Planned/Organized by: Kenya Hara + HARA DESIGN INSTITUTE

Co-Planned by: Imprint Venture Lab

Publication Date: late October 2013 (tentative)

Format: Non-standard B5, hardbound, 240 pages (projected)

Published by: TOTO Publishing (Tel: +81(3)-3402-7138 URL: [www.toto.co.jp/publishing](http://www.toto.co.jp/publishing))

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## Press Images (1/4)

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[1] **Main visual for ARCHITECTURE FOR DOGS**  
©Hiroshi Yoda



[2] **ARCHITECTURE FOR LONG-BODIED-SHORT-LEGGED DOG**  
Atelier Bow-Wow × Dachshund Smooth  
©Hiroshi Yoda



[3] **MOBILE HOME for SHIBA**  
Toyo Ito × Shiba  
©Hiroshi Yoda



[4] **BEAGLE HOUSE INTERACTIVE DOG HOUSE**  
MVRDV × Beagle  
©Hiroshi Yoda

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Press Images (2/4)

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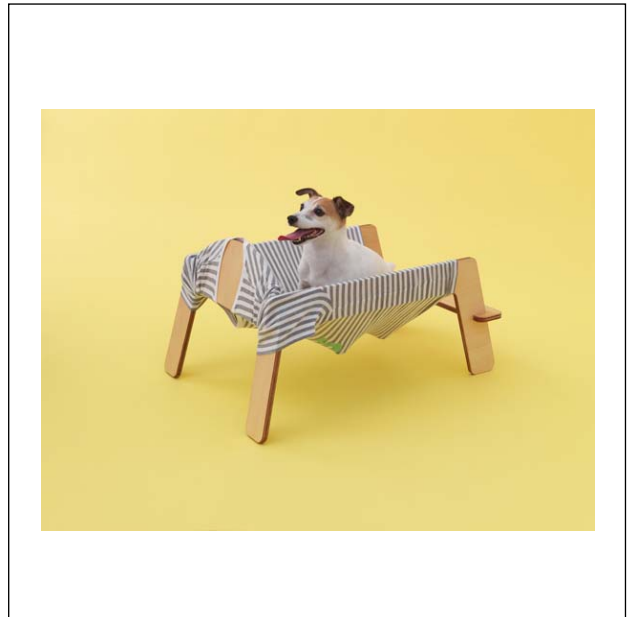
[5] **MOUNT PUG**  
Kengo Kuma × Pug  
©Hiroshi Yoda



[6] **PARAMOUNT**  
Konstantin Grcic × Toy Poodle  
©Hiroshi Yoda



[7] **ARCHITECTURE FOR THE BICHON FRISE**  
Kazuyo Sejima × Bichon Frise  
©Hiroshi Yoda



[8] **WANMOCK**  
TORAFU ARCHITECTS × Jack Russell Terrier  
©Hiroshi Yoda

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## Press Images (3/4)

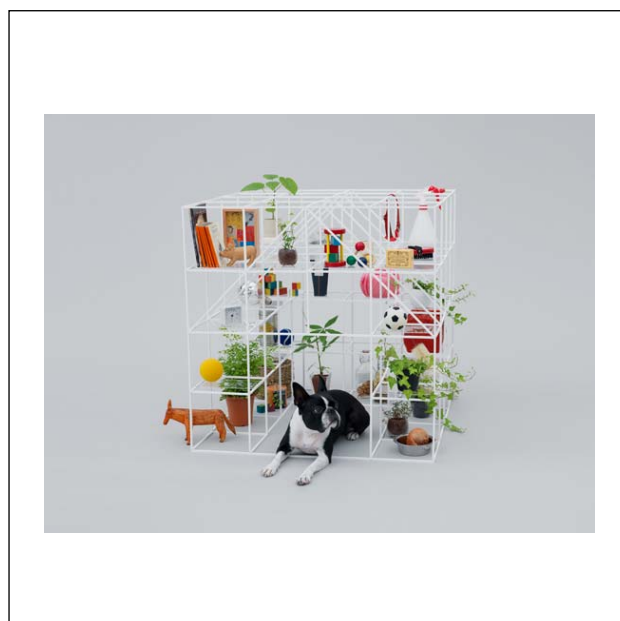
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[9] **DOG COOLER**  
Hiroshi Naito × Spitz  
©Hiroshi Yoda



[10] **PAPIER PAPILION**  
Shigeru Ban × Papillon  
©Hiroshi Yoda



[11] **NO DOG, NO LIFE!**  
Sou Fujimoto × Boston Terrier  
©Hiroshi Yoda



[12] **CHIHUAHUA CLOUD**  
Reiser + Umemoto × Chihuahua  
©Hiroshi Yoda

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## Press Images (4/4)

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[13] **POINTED T**  
Hara Design Institute × Japanese Terrier  
©Hiroshi Yoda



[14] **D-TUNNEL**  
Kenya Hara × Tea Cup Poodle  
©Hiroshi Yoda

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