



July 7, 2016

# TORAFU ARCHITECTS Inside Out

**Exhibition: Saturday, October 15 – Sunday, December 11, 2016**

Venue: TOTO GALLERY·MA

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

Closed on Mondays and National Holidays except 11/3 (Thu/ National Holiday)

Hours: 11:00 – 18:00

Admission: Free

**Lecture: Thursday, October 27, 2016 at 18:30**

Venue: Iino Hall (2-1-1 Uchisaiwaicho, Chiyoda-ku, Tokyo)

Prior registration required



**For inquiries regarding this release, please contact:**

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

PR Representatives: Keiko Ono (keiko.ono@jp.toto.com), Mitsuko Morikawa (mitsuko.morikawa @jp.toto.com)

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

Tel=+81-(0)3-3402-2541 URL=www.toto.co.jp/gallerma/

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## About the Exhibition

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TOTO GALLERY·MA is pleased to announce the exhibition *TORAFU ARCHITECTS: Inside Out*. This is a solo exhibition of TORAFU ARCHITECTS, the design studio of Koichi Suzuno and Shinya Kamuro that has produced a broad range of work including buildings, interiors, and furniture.

TORAFU's roots go back to a project called *TEMPLATE IN CLASKA* (2004), in which they remodeled guest rooms of a 35-year-old hotel in Meguro, Tokyo. The spaces created by what initially was intended as a one-time project team featured a single wall designed to house and display the room's various utilities and appliances and guests' belongings in picture-frame-like openings. After earning a high reputation for their novel idea, the pair went on to produce more than 200 designs for houses, shop and showroom interiors, exhibitions, theatre sets, furniture, and even jewelry. The "airvase", a product that was originally born out of the *Tokushokushikou Exhibition* held at the AXIS Building in Roppongi, Tokyo, in 2010, has become one of their most internationally sought-after designs. They have produced numerous versions of the product in collaboration with various artists.

TORAFU designs their work consistently through the same eyes without drawing a distinction between the realms of product, interior, and architecture. With this approach they are able to bring out the maximum potential and appeal of sites, spaces, and materials. At times, it even gives them the power to transform the movements and behaviors of people and the character of entire cityscapes.

*Inside Out* lays out the full spectrum of TORAFU's work, from their earliest designs to their exhibition designs, product designs, and latest residential design, called "Big T" (2016). By showing not only the final designs but also the materials from which they drew their inspiration during the design process, the exhibition aims to provide visitors with the opportunity to look into the minds of the designers who find joy even in the creative process itself and to trace their unique thought processes. We would be most pleased if visitors exposed to TORAFU's way of thinking are inspired to explore the possibilities of tomorrow's architecture and cities themselves.

The works featured in this exhibition will spill out from TOTO GALLERY·MA's exhibition spaces (3F+4F) and into CERA TRADING's showroom (B1+1F) and Bookshop TOTO (2F). Additionally, TORAFU will give lectures in Tokyo (Iino Hall) and Kanazawa (Kanazawa Institute of Technology) and hold gallery talks with four guests they have worked with on various projects. Furthermore, an original TOTO GALLERY·MA version of the "airvase" designed specially for this exhibition will be released for sale.

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## Exhibition Information

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Hours: 11:00 – 18:00

Closed on Mondays and National Holidays except 11/3 (Thu/ National Holiday)

Admission: Free

Venue: TOTO GALLERY·MA

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

Tel: +81-(0)3-3402-1010

URL: [www.toto.co.jp/gallerma](http://www.toto.co.jp/gallerma)

Directions: 1-min. walk from Nogizaka Station (Exit No. 3) on the Chiyoda subway line

6-min. walk from Roppongi Station (Exit No. 7) on the Oedo subway line

7-min. walk from Roppongi Station (Exit No. 4a) on the Hibiya subway line

7-min. walk from Aoyama 1-Chome Station (Exit No. 4) on the Ginza, Hanzomon, and Oedo subway line

Organized by TOTO GALLERY·MA

Planned by TOTO GALLERY·MA Planning and Management Committee

(Special Advisor: Tadao Ando; Members: Kazuhiro Kojima, Kazuyo Sejima, Yoshiharu Tsukamoto, 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.

Thanks to Yoko Ando Design/ Ishinomaki Laboratory/ Ishimaru/ Ichiro/ kaminokousakujo/ Gendai-koubou/ SOLSO /HIDA SANGYO /TAIJI FUJIMORI ATELIER /MIHOYA GLASS /LUFTZUG /WOW inc./ CERA TRADING Ltd.

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## Exhibition Concept

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### Inside Out

TORAFU first became active after working on the interior design of a small hotel guest room. Our work has since been wide-ranging, from small products such as rings, to interiors, stage designs, and architecture. We have been active across a diverse range of fields by taking an interest in, and working constructively on, every type of project put before us.

Architectural planning begins only after having analyzed the conditions particular to the site and its environment. While on the one hand products enjoy the freedom of having no fixed user or location, this caused some uncertainty for us as architects. In the same way that architecture must be closely related to the surrounding environment, we have come to realize that no matter how small the product, we could assign the site ourselves and set its boundaries beyond its actual scale. TORAFU also participates in projects by Ishinomaki Laboratory, which is becoming established as an industry in Ishinomaki by creating local employment and pieces of furniture that act as a small contact point for the community. They continuously experiment with how they can enrich city life through the design of furniture.

"Inside Out", the title of this exhibition, reveals the thought process behind TORAFU. It also embodies our approach, which is not beholden to the hierarchy of Cities > Architecture > Interiors > Furniture > Objects. By presenting fragments from our creative process, whether from past creations or projects currently under development, and arranging them into a coherent tapestry, our aim is to enable the public to have a realistic experience of TORAFU's space of creation.

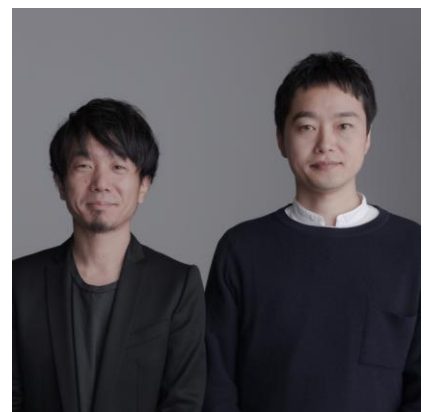
Koichi Suzuno, Shinya Kamuro

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## TORAFU ARCHTECTS Profile

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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, exhibition space design, product design and spatial installations. Amongst some of their main works are "TEMPLATE IN CLASKA", "HOUSE IN KOHOKU", "airvase", "Gulliver Table" and "Big T". In 2011, "Light Loom (Canon Milano Salone)" was awarded the Grand Prize of the Elita Design Award. In 2015, "airvase" became part of the permanent collection of the Montreal Museum of Fine Arts.



©Yoshiaki Tsutsui

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## Related Program: Lecture I

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### **TORAFU ARCHTECS Lecture "Inside Out"**

Date: Thursday, October 27, 2016 at 18:30 (doors open at 17:30; event scheduled to end at 20:30)

Venue: Iino Hall (2-1-1 Uchisaiwaicho, Chiyoda-ku, Tokyo)

Capacity: 500 people

Admission: Free

Online pre-registration required. Visit [www.toto.co.jp/gallerma](http://www.toto.co.jp/gallerma) for details.

Registration period is from Tuesday, August 16 to Sunday, October 2 2016.

Selected registrants will be notified by Thursday, October 20.

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## Related Program: Lecture II

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### **TORAFU ARCHTECS Kanazawa Lecture "Inside Out"**

Date: Saturday, October 22, 2016 at 15:00 (doors open at 14:30; event scheduled to end at 17:00)

Venue: Room330, Bldg. #23, Kanazawa Institute of Technology (7-1 Ohgigaoka, Nonoichi, Ishikawa)

Capacity: 240 people

Admission: Free

Online pre-registration required. Visit [www.toto.co.jp/gallerma](http://www.toto.co.jp/gallerma) for details.

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## Related Publication

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### **TORAFU ARCHITECTS Inside Out**

Author: **TORAFU ARCHITECTS**

Publication Date: October, 2016

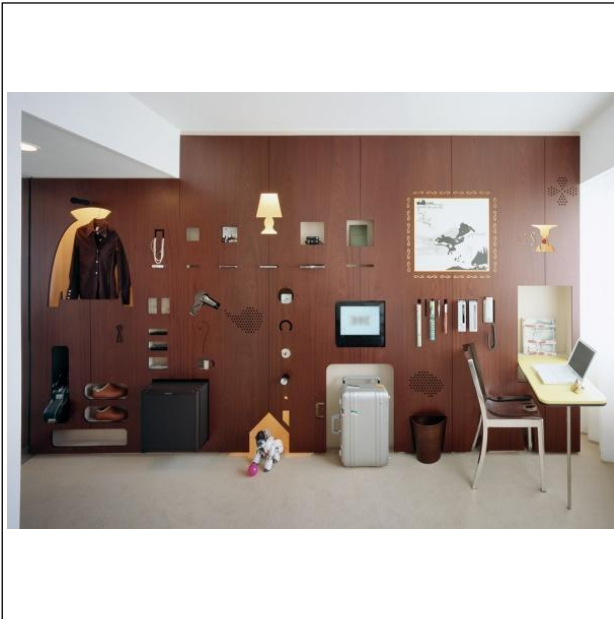
Format: 120mm x 173mm, paperback, 416 pages, texts in both Japanese and English

Publisher: TOTO Publishing (TEL = 03-3402-7138 URL = [www.toto.co.jp/publishing/](http://www.toto.co.jp/publishing/))

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## Images for Media Use 1/2

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[1] TEMPLE IN CLASKA (2004) © Daici Ano



[2] HOUSE IN KOHOKU (2008) © Daici Ano



[3] Airvase (2010) © Satomi Tomita



[4] Light Loom (Canon Milano Salonn) (2011)  
© Daisuke Ohki

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### For press images, please contact:

TOTO GALLERY·MA (TOTO LTD.)

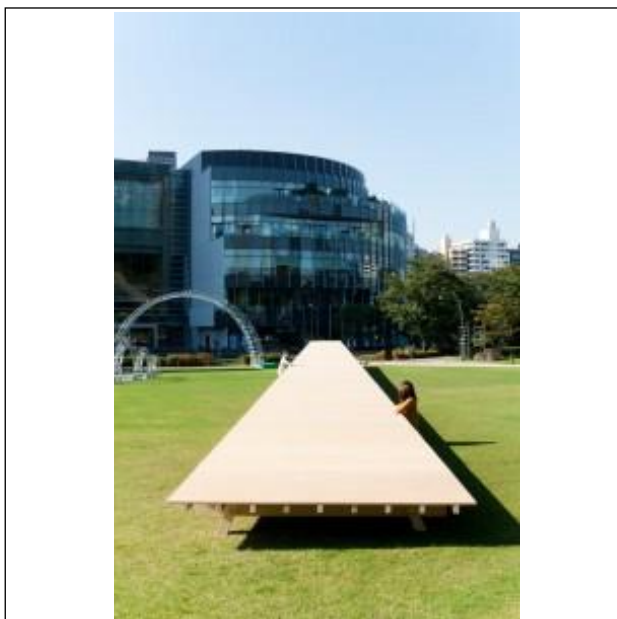
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## Images for Media Use 2/2

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[5] Gulliver Table (2011) © Funimari Yoshitsugu



[6] gold wedding ring(2012) © Kosuke Tamura



[7] AA STOOL (2012) © Funimari Yoshitsugu



[8] HOUSE IN MEGUROHONCHO(2011) © Daici Ano

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