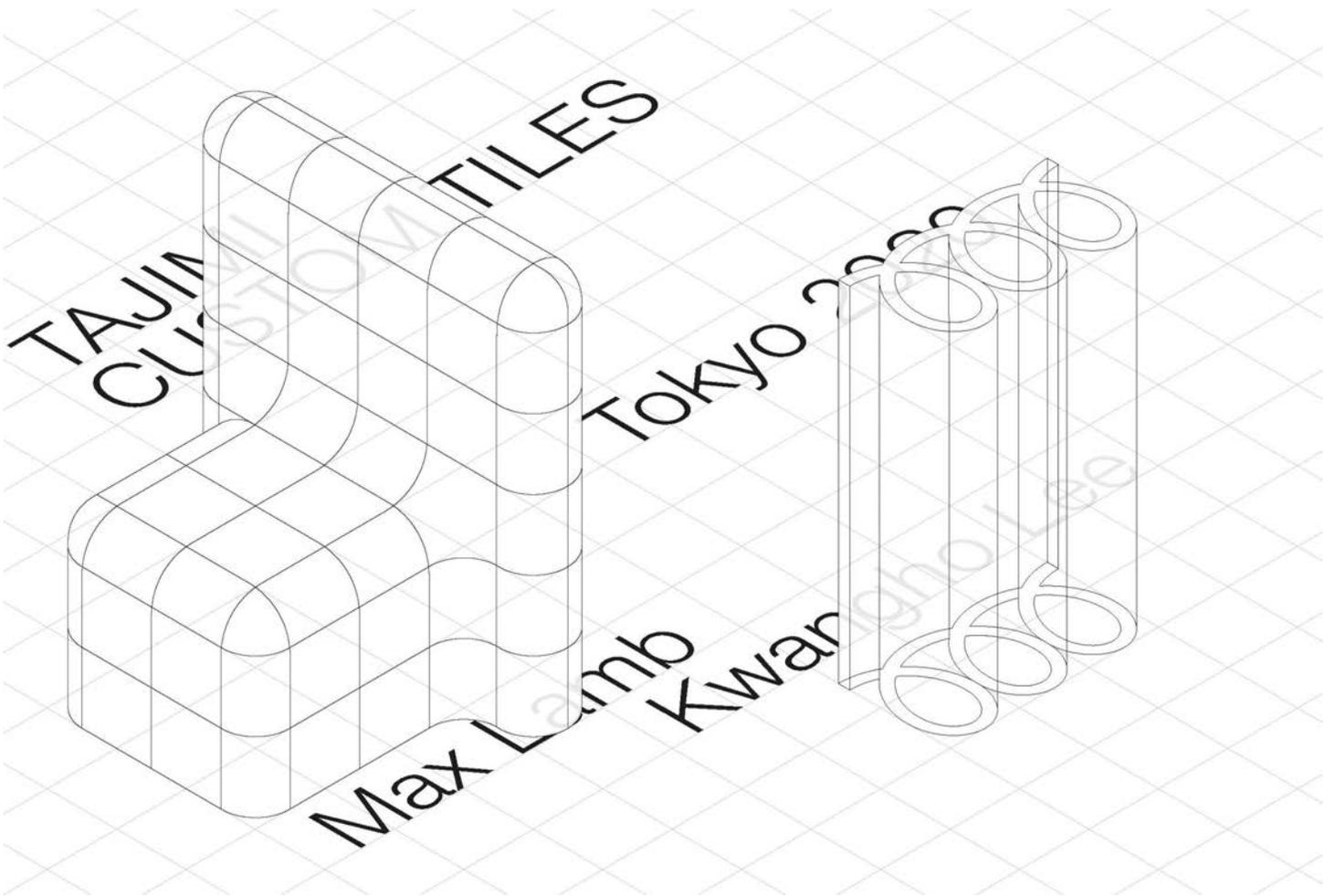


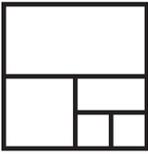
TAJIMI
CUSTOM
TILES

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TAJIMI CUSTOM TILES TOKYO 2020 Installations by Max Lamb and Kwangho Lee



tajimicustomtiles.jp
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**TAJIMI
CUSTOM
TILES**

Tajimi Custom Tiles, the new brand based in Tajimi, the historic center of the Japanese tile industry, creates custom-tailored tiles catering to architects and designers globally. On the occasion of the brand's global launch in October 2020 in Tokyo, Tajimi Custom Tiles will present two experimental installations based on the notion of tiles, by renowned designers and modern-day craftspersons Max Lamb (UK) and Kwangho Lee (KR).

Tajimi is home to more than 1300 years of ceramic history and tradition. The variety of skills and techniques passed down through generations, which has become the local industries defining strength, led to the concept of "bespoke" tiles: In the same way that a bespoke tailor draws on considered dialogue, quality materials and technical expertise, Tajimi Custom Tiles creates unique custom-tailored tiles in any size, shape, color or texture for architects and designers, combining careful consultation with innovation and the highest quality.

The two installations including several-large scale objects, that will be presented in this exhibition, were born out of fruitful collaborations with Max Lamb and Kwangho Lee. During their time in Tajimi, the designers conducted research into materials and visited a number of local clay, glaze and tile manufacturers to gain understanding and appreciation for their skills and techniques. Moving beyond existing conventions, they developed new ideas around the concept of tiles that were brought to life through the techniques and imagination unique to the artisans of Tajimi.

To anyone who can not visit the exhibition due to travel restrictions or health concerns, TCT will offer a virtual, walkable 3D tour of the exhibition online. The access information will be published on the TCT website and instagram account from 3 November

TAJIMI CUSTOM TILES TOKYO 2020

Installation by Max Lamb and Kwangho Lee

Date : 2020.10.31 Sat – 2020.11.03 Tue

Open : 11:00 – 20:00 (Tuesday until 17:00)

Venue : Mahal / 5-12-1 Jingu-mae, Shibuya-ku, Tokyo

Happy hour : 2020.10.31 Sat - 11.02 Mon 18:00 – 20:00

Press preview : 2020.10.30 Fri 15:00 – 20:00 (by appointment)



WORKING TILE by Max Lamb

With this project, Max showcases what makes Tajimi a unique manufacturing location and what TCT hopes to achieve. He designed a set of modular, 3-dimensional tiles that can create countless shapes, with the resulting objects performing as vases, sofas, tables, benches or partition walls. He used typical clays with characteristic earthy attributes, and special glazes with ambiguous colours harkening to classic Japanese with tiles. His production method is pressure moulding which allows highly-precise 3-dimensional shapes and patterns.



Max Lamb:

A modern-day craftsman, Max Lamb is a furniture designer with a design sensibility informed by extensive knowledge of manufacturing techniques, respect for materials and skills as a maker. A native of Cornwall, Max has been tinkering with objects and engaging with physical landscapes since he was a small boy. After earning a degree in three-dimensional design from Northumbria University in 2003, he went on to obtain a Master's degree in product design from the Royal College of Art. By 2008 he had started his own practice. Max explores both traditional and unconventional materials and processes, blending experimentation and reasoning to create furniture and products that are both honest and accessible. His work has earned him the Hettich International Design Award (2004) and the Peter Walker Award for Innovation in Furniture Design (2003), as well as collaborations with companies such as Deadgood and Sight Unseen. Max's designs are exhibited in museums and galleries worldwide, such as the Design Museum and Gallery FUMI in London, the Johnson Trading Gallery in New York, the Wolfsonian Museum in Miami, and Broached Commissions in Melbourne, Australia. Max teaches Design Products at the Royal College of Art and runs regular design workshops for companies and institutions around the world.

maxlamb.org



TIDE by Kwangho Lee

For this project, Kwangho was inspired by one of the typical production methods in Tajimi – the clay extrusion. He created a module with a section in the form of a looped line, that can be extruded to different lengths in order to assume different functions. The modules can be stacked horizontally or vertically to form various basic objects, like walls or benches.

When the modules are aligned, the repeated loop has an almost hand-drawn quality, creating patterns reminiscent of knitted fabric. “Knitting” has been an important theme in Kwangho’s work, and he has explored it often in different materials and on diverse scales. In his work with tiles, Kwangho’s knitting theme creates references to the varying states of clay, from initially soft and malleable to ultimately hard and fixed.



Kwangho Lee

Kwangho Lee (born, 1981) completed his studies in Metal Art & Design in 2007, before establishing his own design studio in Seoul. Since childhood Kwangho has greatly enjoyed making things by hand, a passion he inherited from his grandfather. His grandfather was a farmer who crafted daily household goods from the natural materials he found nearby. His grandfather’s influence formed Kwangho’s perspective and way of working. In his work, Kwangho is always trying to discover, revise and reinterpret the ordinary to give new meaning and function to everyday objects. He does this with a particular interest in the physicality of materials and the joints uniting them, working with artificial as well as natural materials, such as styrofoam, PVC, marble, copper, enamel, steel and ceramic Kwangho was nominated for Jury’s Selection of Designer at the Future at Design Miami/Basel, 2009, was selected as Artist of The Year in 2011 by the Korean Ministry of Culture, and Young Craftsperson of The Year by Yeol-a Society for Korean Cultural Heritage, 2013. His works have been shown at Commissaires, Johnson Trading Gallery, Victor Hunt, Karena Schuessler, Clear Gallery & Edition and Gallery Seomi, as well as with group and international exhibitions such as Design Miami/Basel, and Design Days Dubai. Kwangho’s work is in the permanent collection of the Montreal Museum of Fine Arts and the San Francisco Museum of Modern Art, while a number of features of his work have been released in major design publications worldwide.

kwangholee.com



Blue Bottle Coffee (2020) / Hong Kong
Design : Jo Nagasaka / Schemata Architects
Extrusion
Quantity 190m2

[works]

Blue Bottle Coffee does not use the same shop-layout for each branch, but rather uses different designs for each location in each city. Each branch has its own look that reflects the character of its surrounding area. This reflection of place is one of the distinctive qualities of Blue Bottle Coffee, with each shop in each location having a different design composed of different materials. In keeping with that concept, we decided to use tiles that are similar to the ones that can be found throughout the streets of Hong Kong, as a suitable material for the first ever Blue Bottle Coffee in the city. (from Q&A with Jo Nagasaka)

more → <https://tajimicustomtiles.jp/portfolio/>



SKINCARE LOUNGE BY ORBIS (2020) /Tokyo
Design : Momoko Kudo / MMA Inc.
Extrusion
Quantity 100m2
Photo : Takashi Kawashima

The first flagship shop for the skincare and cosmetics brand Orbis. 'Comfort' is a keyword for the brand and so to convey this feeling through the space, I used soil (tiles), light, wind and greenery.
(from Q&A with Momoko Kudo)

more → <https://tajimicustomtiles.jp/portfolio/>



Diverse craftsmanship rooted in history and tradition

Tajimi City spreads along the southern side of Gifu Prefecture in central Japan. Its soil contains clay rich in minerals suitable for ceramic production. A pottery industry emerged as long as 1300 years ago, and out of that history came Mino Ware, regarded as one of Japan's most distinctive and influential types. With that background, large-scale tile manufacturing began in the early twentieth century. Since then Tajimi has grown into the centre of tile-making in Japan, accounting for around 90% of production. The majority of local companies specialise in high-volume production of standard tiles, but there remains a number of smaller, highly-specialised manufacturers using both alternative production methods and traditional Japanese glazing and firing, in a combination rarely seen elsewhere. We work with the most skilled craftspeople allowing us to realise almost any kind of tile, whatever form, size, glaze, texture or colour, using a range of raw materials, production and firing methods.

Variety of Techniques for Tajimi's' tile production

Tajimi tile makers have a variety of techniques for production, glazing and firing. Resulting Tajimi tiles are characterised by a warm, hand-made look. Their slight irregularities in colour and texture are often perceived in keeping with Japanese aesthetics. Firing method strongly influences appearance, as well as nature of tiles. Globally most mass-produced tiles are fired in a so called roller heath kilns, providing a completely uniform output. In Tajimi however, tunnel- and shuttle kilns are used. Their fluctuating firing temperature

and firing times of 20 hours or more, result in variations in colour among the same tiles, giving them their typical, vivid sense. In addition, a method known as reduction firing (as opposed to oxidation firing) can be used in combination with special glazes so as to create unique textures and colour effects like those found in traditional Japanese pottery.

Spreading the fascination of tiles worldwide

TAJIMI CUSTOM TILES was launched by X' S Corporation under the creative direction of David Glaettli to be a platform from which to realise unique, innovative tiles to customer designs and specifications targeting international architects and interior designers. X' S operates globally. Founded in 1994, by its CEO Masashi Kasai, who strongly believes tiles made in Tajimi have huge market potential. Unlike other trading companies, X' S has its own laboratory facilities where tile prototypes can be developed and tested in-house. This allows us to offer competitive pricing, and products in small quantities. In combination with a network of local manufacturers, this creates a unique manufacturing environment with short lead times, stable supplies and high-quality output. X' S has also taken the initiative in enhancing environmental sustainability by developing a system to recycle incineration slag into new tiles, thereby reducing landfill. Creative director, David Glaettli stresses that tiles have a special role in enhancing the quality of architectural spaces. Since 2008 he has been based in Japan. His careful advice and skilful art direction are based on dispassionate questioning of all issues relating to design and manufacturing, to support local crafts and small industries, as well

as securing international design talent to create innovative products.



David Glaettli / Creative director

After interdisciplinary studies in his hometown of Zurich, David Glaettli was trained in industrial design in Milan and Lausanne, where he graduated from ECAL. In 2008 he moved to Japan, where he joined the design studio of Teruhiro Yanagihara as designer. In 2013, he founded Glaettli Design Direction Ltd. (GDD) in Kyoto. Today, he and his company are located in Tokyo and specialises in creative direction, branding, design consulting and design management for Japanese and international manufacturers, brands and institutions. Clients of GDD include Sumida City, Saga Prefecture (2016/ Arita), Karimoku Furniture, A-Net/Issey Miyake (zucca) and the Embassy of Switzerland in Japan. David Glaettli has been teaching at Tama University, Tokyo as a guest tutor. David Glaettli is also the creative director of the furniture brand Karimoku New Standard and the new craft label Sumida Contemporary. www.davidglaettli.jp



X' S Corporation
Operator of Tajimi Custom Tiles

Comprehensive tile maker founded in 1994 in Tajimi, Gifu prefecture. Based on the motto of "With thanks for the Mother Earth", X' S Corporation focuses on natural materials and craftsmanship, manufacturing order-made tiles and importing/exporting tiles and other building materials. The company has established an in-house laboratory to produce samples for a wide range of tiles and also collaborates with Tajimi-based tile makers, allowing it to maintain a stable production environment. It is also developing a method for producing tiles from recycled material, which forms part of an active approach to improving environmental sustainability.

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