



DESIGN

STUDIO

MAEZM



## MAEZM

*Designersblock London  
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Earls Court, London, UK*

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*The studio consisting of two persons tells of 'communication' which is based on the assumption, 'difference' across limited expression range.*

*The four colors means 'difference', the 'uniqueness' provided on the basis of 'communication'. Arbitrary colors, unlike saturation, purity and brightness, articulates its own attribute with its own hue, and prepares for communication. Communication is done not via 'addition' but with 'harmony'. It is not that the four colors are simply mixed into one but it is that each and every one of them exists simultaneously and yet they render one new feeling. Colors render completely new feeling through tension and blending among one another without any process of addition or subtraction. That is what 'MAEZM' is all about.*

*The expressions of 'MAEZM' is presented in the same time frame as the dialog among actual members. Through the outcomes of design expressed in various types like space, furniture, vision, image and lighting etc, it seeks to vividly present the process of understanding the design studio.*

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reddot design award  
best of the best 2008

## TABLE-DISH-COVER

Product  
505 x 415 x 57 (mm)

2008

reddot design award / design concept / best of the best

*Spread the dish on the table. The flexible table cloth that looks just like a dish makes it possible to prepare food anywhere just by spreading it. The meal is over when the 'table-dish-cover' is removed and washed. A sheet of a flexible 'dish' that is folded or crushed brings a new way of life that is not affected by space or time limitations.*

*'Meal tray' is a 'formality-free' object used at places where they need to minimize leftover food, and make meal hour fast and simple such as prison or school etc. We experimented on plan so that such efficient method may be more often used as more 'well organized' yet convenient tool.*

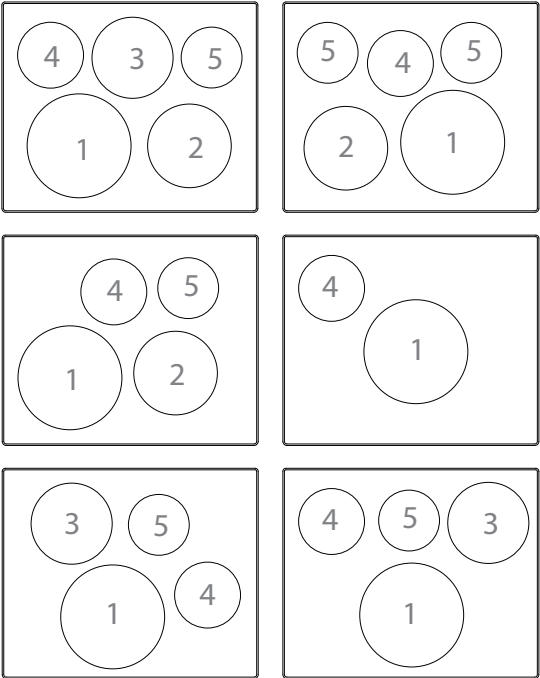




Material : Platinum Silicon

This design was created by considering the use of 'platinum silicon' that is suitable to foods and high temperatures.

Moreover, it has considered the possibilities of various associations for the flexible application to the Eastern and Western food cultures.







## RE-LOVE LIGHTING

*Furniture , Pendent Lighting*

600 x 700 x 800 (mm) , 900 x 900 x 350 (mm)

2009

'RE\_LOVE' was created in two processes of work under the same title. For these processes, we collected old furniture and clothes etc, which we actually used, and we intend to propose method to love these things again. To love the things again means to add another function to them. To love the things again here needs be distinguished from recycling. Though the old and ragged chair in my room will gradually lose a great deal of its original function, it will hold prevalent value over other new ones through the time and space shared with me. This chair may carry an image of myself on it, stretching leg to the floor, or elaborately cherish a reminiscence of a time when I conversed with someone. Sharing of such time and memory is also a matter of intimacy between me and the thing.

However, regrettably enough, we repeatedly replace the thing for a new 'goods' unconsciously in pursuit of the 'function' it provides. The relationship between a thing and people should be understood as an expression of 'self love' on oneself as a result rather than personifying a thing.

The intention is that the act of loving a thing again is engraved as love of one self about the time and space, and such love be proposed as methodology through 'RE\_LOVE'.

The original function of objects, which have been used for a long time, is reduced as time goes on. However, the objects have a new value as a meaning of more than objects to an individual. We proposed how to love such objects in a different viewpoint and wanted to have a meaning differing from recycling. Chairs, used in reality in 'RE\_LOVE LIGHTING' series, are expanded to space through light. Through such deformation, we intended to have potentiality as products of artwork.





## RE-LOVE CLOTHES

*Furniture / Couch*  
1650 x 500 x 750 (mm)

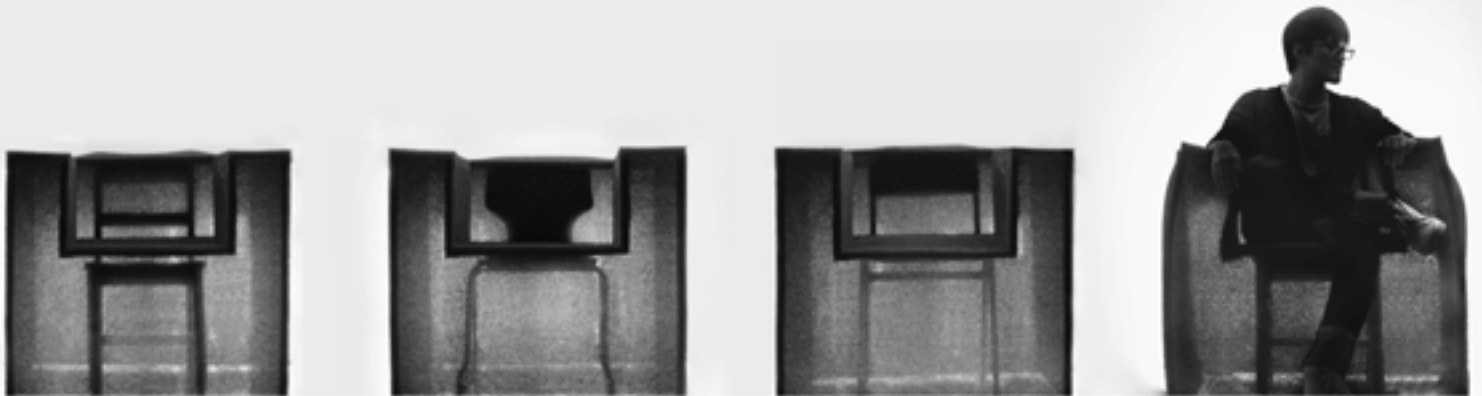
2007

*Most clothes and chairs used in the past were collected by the artists and other relevant parties. It was designed based on a new method using objects in which memories remain and original function gone. The discarded chair once again becomes a comfortable sofa with clothes on top. Clothes are what enable the chair to play its part. This is also understood as one's own past. As clothes are tangled, memories can be tied up to create a new love.*



*re-love clothes*  
Tokyo DesignersWeek Presentation





## SOFA-DRESS

*Furniture or Product*  
700 x 900 x 750 (mm)

2008

*'sofa-dress' is a job of space design and a suggestion of furniture design. The act of putting on the clothes of the "sofa" on the existing chair in itself makes the previous object become a little more cushiony furniture and it also can achieve an intention as a unified space with the same cuticles. The 'sofa-dress' projects the past objects through the rays of space, which makes a new present without removing the past completely. The black and transparent cuticles reveal the past objects in secret. Its material is the special blowing-type urethane foam and plays a role in screening the rays and simultaneously getting rid of a feeling of weight. Simply beyond the cuticles covering the chair, 'sofa-dress' holds an intention of a new-styled design experiment with its own form and mass.*

*sofa-dress*



*Material :*  
*urethan foam (9 pp) , vacuum packing*

*Wrinkles that appear in the material within this design are possible to be ironed using steam like clothing.*





## SHARING WATER

*Product*  
330 x 160 x 160 (mm)

2007

*Sometimes, sharing calls for giving up something voluntarily. However, we know that a true sharing is when the sharing leads to growth through practice of it. 'Saring Water' holds only as much water as necessary for itself, and stores surplus as energy. Ordinary flower pots flow surplus water out purposelessly, however 'Sharing water' feeds back even such surplus water to use them as energy for other living bodies.*



*sharing water*





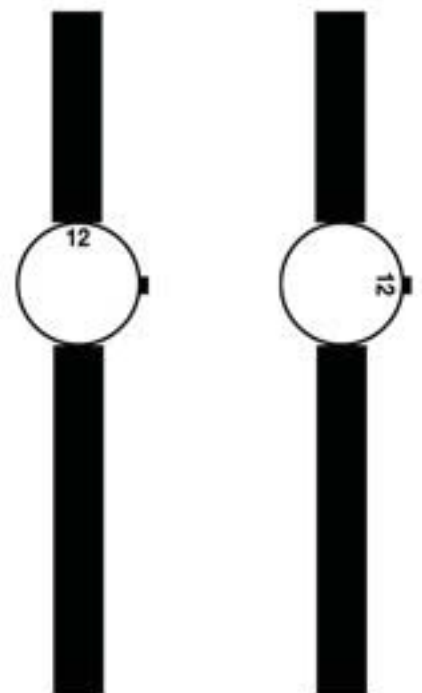
## SHARING WATCH

Product  
38 x 240 x 9 (mm)

2009

*Normal wrist watch is worn so that the numbers are visible at the front when arm is folded toward the trunk of body. However, if through a slight change of turning the display board 90 degree, the intrinsic meaning of the watch changes. The information of time that I read is the same as those of others just as they are mine. The subject of sharing is elevated from physical dimension to behavioral dimension.*

*The small change of numeric board which is turned 90 degree is intended to be the considerateness to others along with user convenience. Such a small change of idea enabled sharing of time with others nearby or others standing opposite site. Through this sharing in this unfamiliar change, we can newly experience the relationship with others by way of time, and that is how Maezm wanted this watch to serve.*







## SKIN OF SKIN

at 'communication for difference'  
solo exhibition

*Digital Image , Print*

2006

*"Blowing a piece of skin of skin, what is the real part of me?"*



## PLYWOOD TOMB

at 'forcing a sale' exhibition

*Tombstone, Furniture*

2007

*How long should your gravestone exist*

*This chair-shaped tombstone is made of plywood. The people remembering the owner of the gravestone will be able to remember the person who passed away sitting on the gravestone. Also, about the time they depart this life, this grave will also be dispelled by the wind.*



## COMMUNICATION FOR DIFFERENCE

Solo Exhibition BMH gallery  
2006

*"Communication for difference", which is the first project exhibition of MAEZM is also the characteristic expression of the studio. This exhibition roots from the 200 letters exchanged by the two members from 2003 to 2005.*

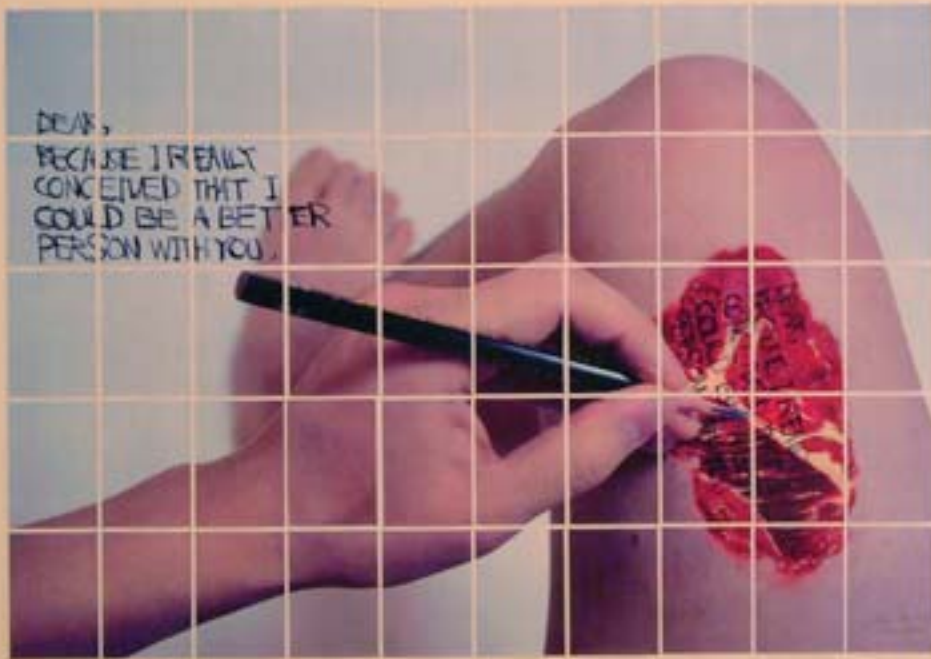
*The communication we are talking about is not about gigantic messages, rather it is about very small communication which always stays around us. We simply wanted the communication among ourselves, our daily lives, our existing locations, and small objects.*

*One thing we focused before the communication is the difference between each member. The common communication method is the same with the subject, and it is an easy theory that the more similar they are the more perfect the communication is. However the communication method and expression we tried to show was from the acknowledgement of the difference of the members.*

*By understanding difference between the members and sharing the different experiences, their differences are more emphasized and we can seek for a harmonious method of communication while preserving each member's unique character. Harmony gains bigger meaning when the difference of the member is well defined, and the essence can be drawn as the amount of the conversation increases for the understanding the difference. This idea roots from the relationship between the two members who executed this project.*

*The communication with oneself is easy but unfamiliar process. From the conversation with oneself, our point of view naturally shifts to external environment from our own space of self. This curiosity, rather than the interests in other things, is the natural instinct to realize oneself through things that surround us. The reason is that all the things that surround us such as objects, people, nature, etc are the shadows of ourselves.*

*External things such as objects, people, nature, etc can be newly realized through this process and the repetitions of the conversation with each subject make us realize the differences. These conversations and communications are the process of connection.*



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