



August 2021

Exhibition - Dai Fujiwara: The Road of My Cyber Physical Hands

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Recommended Citation

(2021) "Exhibition - Dai Fujiwara: The Road of My Cyber Physical Hands," *SIGNED: The Magazine of The Hong Kong Design Institute*: , 10-13.

Available at: <https://repository.vtc.edu.hk/ive-de-signed/vol25/iss25/6>

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Exhibition noitidirlx3



Dai Fujiwara The Road of My Cyber Physical Hands

《手尋未來・藤原大設計展》

The Hong Kong Design Institute (HKDI) and Hong Kong Institute of Vocational Education (IVE) (Lee Wai Lee) present designer Dai Fujiwara's first solo exhibition in Hong Kong. Titled "Dai Fujiwara The Road of My Cyber Physical Hands", the exhibition brings visitors on a journey into the renowned Japanese designer's decades-long creative career.

日本多元設計師藤原大在香港的首個個人展覽，《手尋未來・藤原大設計展》，於今年2月在香港知專設計學院 HKDI Gallery 舉辦。近年任職 MUJI to GO 總監，一向在多領域和多重身分之間切換自如的藤原大親自策展這個人展覽。「此次展覽的標題對未來進行設想，是虛擬與現實的結合。兩者在我們的日常生活中不斷交疊並衍生出一種新的生活方式。」藤原大說：「我想知道在接下來的兩世紀中，有哪些事物會繼續存在，哪些事物不會改變。」

A Tama Art graduate, former vice president of the Miyake Design Studio, and recently served as director of the MUJI to GO project, Fujiwara's work continues to transcend creative borders. From textiles to product design, his highly impressive body of work comprises innovative multidisciplinary projects for prominent international brands, as well as for various educational organisations and communities.

The recurring concept of "hands" navigates audience through the entire exhibition. Curated by Fujiwara himself, the viewing experience starts out with the designer's early design practice of creating objects by hand, then gradually expands into design engineering. Audience can experience Fujiwara's fascination with human hands as well as his continuous research and exploration of the "future hands": technology. "The exhibition title envisions our future, the fusion of cyber and physical. The two intermingles in our daily lives and create a new lifestyle." says Fujiwara, "I wanted to know what would exist and what wouldn't change over the next century or two."



The exhibition includes three distinctive sections, with a total of 34 exhibited pieces and multimedia elements, all drawn from Fujiwara's dynamic projects in a wide range of genres over the years. The first area of the exhibition puts 24 of Fujiwara's past and recent works together, forming a conversation between the present and the future. It allows visitors to view the designer's earliest works as a student and his most recent, never-before-seen creations side by side. Also on view in this section are some of Fujiwara's most iconic works, including "Poincaré Odyssey".

1. Dai Fujiwara Exhibition Environment 藤原大個人展覽場景
2. "Lion Shoes" for a footwear brand 與鞋履品牌合作設計的作品《Lion Shoes》
3. "Iron and Fabric" 《鐵與布》展品
4. "Skin Color Glasses" 與眼鏡及化妝品牌合作的《膚色眼鏡》



The second section of the exhibition focuses on Fujiwara's exquisite design methods and unique perspectives. It captures Fujiwara's creative journey through different realms, from nature and technology, to design, art, community and society. Here, visitors find the designer's "colour-hunting" projects, where design adopts colours derived from real life scenarios found in nature and cities. The exhibition includes "Skin Color Glasses" and "Baby Skin Earphones", in which the designer created eyeglasses and earphones with colours sampled from adults' and babies' skin colours. "Enoshima Electric Railways, Information Train" presents a moving installation illustrating how colours hunted from countless leaves in Enoshima came together and were made into a stripe pattern of 17 colours worn by the local tram.



of traditional handmade garments, Fujiwara breathed new life into garbage using a handheld vacuum cleaner as his new pair of hand. He gathered animal hair in Magnolia and debirs from the streets of New York and Tokyo, and spun them into yarn which in turn became eight sweaters. Fujiwara also employs drones as an extension of the hands in the creations of the namesake "Cyber Physical Hands". Fujiwara controls programmed drones with his brainwave to apply mediums onto fabric, demonstrating the future design trend of incorporating technology.

"We are honoured to have Dai Fujiwara to present his first solo exhibition in

Hong Kong at HKDI," says Dr Lay Lian ONG, Principal of HKDI and IVE (Lee Wai Lee), "We hope that this exhibition will offer students and the public a rare opportunity to appreciate Mr. Fujiwara's creative journey through his inspiringly diverse projects and will provide plenty of food for thought on the limitless application of design thinking in multidisciplinary design fields."

Closing the exhibition is an inspiring video interview of the designer himself, where he recounts his own journey through different realms of design, and his quest to blur the boundaries between the past, present and future. At a time when the world continues to face mounting challenges, Fujiwara aims to bring forth unique perspectives and values through the exhibition despite difficulties, at a scale as limitless as the sky.



展覽共分為三個部分。第一部分通過展出自創作以來設計師的大量作品，討論了藤原大自身多年來的創作歷程。觀眾得以在觀摩他學生時代作品的同時也欣賞其職業生涯最具代表性的作品之一，《龐加萊探險記》。

展覽的第二部分深入設計師的獨特創作與思考模式。展出的作品運用「色彩狩獵」從生活中汲取色彩的創作方法製作而成。觀眾得以在展覽中領略與自然結合的產品設計。捕捉了不同人身上的《膚色眼鏡》、《嬰兒肌膚耳機》和擁有當地落葉色彩的《江之島電鐵資訊傳播列車》皆體現出了設計師的細緻與別出心裁。

整場展覽點題壓軸的第三部分，展現了藤原大對創作之「手」的見解。在作品《Cyber Physical Hands》中，無人機成為了設計師的手。由腦電波操控的無人機將顏料精準灑向布料，展現出未來科技與設計領域緊密結合的趨勢。而在作品《垃圾變毛線—草原毛衣，城市毛衣》中，藤原大則拿起吸塵機充當雙手，在蒙古收集動物毛髮，也在紐約和東京街頭揀拾垃圾碎片。之後，這些收集來的毛髮碎片被製成紗線，創作出八件極具創意的毛衣作品。

1. Colour Hunting in Hong Kong
在香港色彩狩獵
2. Dai Fujiwara
藤原大
3. Interview video with Dai Fujiwara
藤原大錄影訪問
4. "Cyber Physical Hands"
《Cyber Physical Hands》展品
5. "Garbage Turned Yarn - Grassland Sweater, Urban Sweater"
《垃圾變毛線—草原毛衣，城市毛衣》展品

