



'HEADS OR TAILS'

Company name: NENDO. Founded: September 2, 1997. Headquarter: Tokyo. Founder and Chief Designer: OKI SATO. Born in 1977 in Toronto, Canada, he received M.Arch from Waseda University, Tokyo in 2002. In the same year, he founded the design studio 'Nendo'. Chosen by Newsweek magazine as one of 'The 100 Most Respected Japanese', he has won major numerous awards as 'Designer of the Year' including those of *Wallpaper magazine* and *Elle Deco magazine*. Activity in the design field has not been limited to a specific area but is rather multifaceted, ranging from graphic and product design to furniture installations, windows and interiors, and even extends into the realm of architecture. Nendo's designs can be found at the Museum of Modern Art in New York, as well as the Museedes Arts Decoratifs and the Centre Pompidou in Paris.

Concept: Giving people a small '!' moment. There are so many small '!' moments hidden in our everyday. But we don't recognize them. And even when we do recognize them, we tend to unconsciously reset our minds and forget what we've seen. But we believe these small '!' moments are what make our days so interesting, so rich. That's why we want to reconstitute the everyday by collecting and reshaping them into something that's easy to understand. We'd like the people who've encountered nendo's designs to feel these small '!' moments intuitively. That's nendo's job. 'Heads or Tails': a three-piece dog accessory collection, consisting of a dog bed, dishes and toys. The artificial leather bed becomes a little hut when dogs burrow inside it, and a cushion when they lie on top. The ceramic dishes are reversible, with a shallow dish for food on one side and a deeper dish for water on the other, and the silicone rubber 'bone' can be reshaped into a ball by tucking in the two ends. As a result of looking for a form that could be stable in two different shapes, the collection is constructed of triangular panels connected in polygon mesh. It comes in two colours – white and black – to harmonise with home interiors. (nendohouse.co.jp)



Oki Sato's „Heads or Tails“ sketch and portrait. Courtesy nendo - Tokyo

GRAND TOUR

'OLTRE LO SGUARDO' + HANA-ARASHI BY NENDO

1) PAOLA LENTI, renowned worldwide for the innovative twist she gives to design products and for her unmistakable interpretation of colour, founded her self-named brand in 1994. In the 30 years of activity, the company has created a collection of exclusive fabrics and technical materials, eco-friendly and available in hundreds of hues. Paola Lenti's indoor and outdoor collections and complements for architecture are displayed in the most important international showrooms.

2) In the year marking the company's thirtieth anniversary, the company has chosen Milan as the location for the opening of its first fully owned flagship store. This space, in terms of size, function, and purpose, represents an innovative approach to business in a city internationally recognised as the capital of design.

At the heart of the project lies an extraordinary presence of greenery, embodying the company's commitment to research and ethical responsibility. Paola Lenti has partnered with PNAT (Project Nature), a multidisciplinary design studio comprising architects, botanists, and researchers, led by Professor STEFANO MANCUSO, to create a synergistic relationship between the natural and artificial environment within the complex. This initiative aims to enhance the quality of urban spaces, the environment, and the well-being of its inhabitants.

This unconventional choice reflects a desire to recentre nature in human life, bridging the realms of culture and business. Like a living organism, Paola Lenti Milano comprises integrated areas that serve different functions: a showroom, a lounge, offices, gardens, greenhouses, an exhibition gallery for contemporary art, with plans for a bistro and a boutique hotel in the near future.

3) Paola Lenti, following the 'Metamorfosi' collection designed by Estúdio Campana in 2022, now unveils the second chapter of the 'Mottainai' project. This virtuous production philosophy interprets the significance of the Japanese term *Mottainai* – do not waste, use the resources you have available – by restoring function and aesthetic value to production remnants that would otherwise be discarded and disposed of.

The internationally renowned design studio called upon to interpret this new narrative of the 'Mottainai' project is NENDO, invited to infuse new life into fabric leftovers and create the 'Hana-arashi' series of furnishings and complements.

Starting from the quality and variety of colours of the Maris cutoffs, recovered daily and carefully combined according to a coherent chromatic criterion, petals with a new and unpredictable beauty are generated.



The green project distinguishes and makes the concept of Paola Lenti Milano in via Giovanni Bovio 28 unique. Courtesy Paola Lenti - Meda