

Exhibition “Umeda and Memphis, sensory dialogues” Made in Design Gallery

For more than 20 years, Made In Design has supported and promoted design creation with eagerness and passion. In keeping with this strong commitment, Made In Design opens its Gallery and presents “Umeda and Memphis, sensory dialogues”.

Born under the sign of emotion, this exhibition at the confluence of the senses is a true **tribute to Masanori Umeda and the Memphis movement**. Just 40 years ago, Ettore Sottsass and his entourage made design history with the first collection signed Memphis. Presented in Milan in September 1981, it surprises and touches the public with strength and intensity. This joyful, uninhibited movement, full of humor and mockery, will bring color, extravagance, joie de vivre and madness to an era that was seriously lacking in these elements.

The discovery of “*Night Tales*”, the latest collection of Masanori Umeda, one of the star designers of Memphis who is inspired here by his iconic boxing ring Tawaraya, the ultimate symbol of the movement, was a real shock. A strong emotion echoing the one expressed in 1981.

The exhibition “**Umeda and Memphis, sensory dialogues**” was born from the need to share it and to establish a dialogue between the designer's new works and the movement's historical pieces. The “*Night Tales*” collection designed by the Japanese designer at the age of 80 is an important testimony. It includes pieces edited in very limited series and is presented for the first time in France, exclusively at the Made In Design Gallery.

Night Tales from Masanori Umeda

The “*Night Tales*” collection includes two different series: Utamaro and the 1980s.

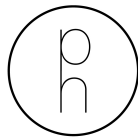
Utamaro, whose limited edition pieces were designed in 2020, brings together a backlit double bed, a sofa and an armchair inspired by the erotic rituals, imagery and interiors of the Edo period (1600-1868), as immortalized by Japanese painter Kitagawa Utamaro (1753-1806). All three pieces of furniture share the same aesthetic with their tatami mats and black and white stripes, Memphis' signature pattern, which evokes the iconic Tawaraya boxing ring. What makes them unique: their silk cushions with bright shades, made according to ancestral methods of dyeing kimonos.

The 1980s is a collection of Umeda's work for various Japanese editors, pieces that have remained in the shadows and have recently been reissued by Post Design. It includes the zoomorphic Medusa table, the Animal armchair standing on its four legs, the Gelato lighting fixtures, whose shape varies between an ice cream cone and a clown's hat, and the The Star aluminum tray with its many colourful handles.

Masanori Umeda is one of the most recognized Japanese designers, notably for his creations that have become emblematic of the Memphis movement: the Tawaraya boxing ring or the Ginza robot.

As soon as he graduated from the Kuwasawa Design School, he left the archipelago to go to Milan and take inspiration from the masters he discovered in the magazine Domus, directed at the time by Gio Ponti. He first found a position with the brothers Achille and Pier Giacomo Castiglioni, before meeting Ettore Sottsass at the technological company Olivetti, where the latter ran the design office. Nearly a decade later, while back in Japan, Umeda was called back by Sottsass who asked him to participate in a new avant-garde movement: Memphis. An experience that will have a lasting impact on his career. He then turned to a more figurative design in the 90s with his flower-inspired seats for the Italian company EDRA. He became a teacher and consultant, but kept on designing exceptional objects, as shown by the “*Night Tales*” collection, developed on the eve of his 80th birthday. The exhibition “**Umeda and Memphis, sensory dialogues**” provides access to his work. It is a true homage to his creativity and his unique sensory expression that allows us to approach the sensitivity of traditional Japanese culture as well as the modernity of our Western worlds that he often approaches with an ironic language.

Tribute to Memphis: intersecting perspectives



This rich and immersive exhibition, with intersecting perspectives, takes us back into the history of this mythical movement.

The public will have the opportunity to discover emblematic pieces that have become icons as well as lesser-known or even unknown designs that are nonetheless major and remarkable works.

It unveils exceptional pieces rarely exhibited to the public such as the Tartar console and the Mandarin table by Ettore Sottsass, the Pierre table and the Antibes cabinet by Georges J. Sowden as well as joyful and playful pieces such as the Roma armchair by Marco Zanini.

Special attention is given to the women designers of the movement. Prominent in the life of Memphis, women were welcomed with open arms at a time when the female gender was not well represented in the design world, which was a very male domain... Essential players in the anti-conformist movement, some of their creations are among the masterpieces, like the Super lamp by Martine Bedin, the Squash Ashtray by Maria Sanchez or the magnificent artistic designs by Nathalie Du Pasquier. By including all these women, Memphis proved that it was not only a forward-thinking movement from a creative point of view but also a societal one.

The designers of Memphis were also big kids... Humor and mockery are presented through pieces of designers who did not want to take themselves seriously. Around the delirious Carlton library of Sottsass, have been gathered pieces inspired by the toy, both Japanese and American universe of robots and pop culture that echo the American comics of the 1980s signed Matteo Thun, Peter Shire, Marco Zanini, Masanori Umeda...

The scenography is carried by fabrics with vibrant and explosive graphics, with bright and striking colors, Textiles, not widely used, have been a real medium of creative expression for Nathalie Du Pasquier, George J. Sowden and Ettore Sottsass. The most beautiful samples with emblematic graphics and colors dress the walls of the gallery and invite the visitor to dive into the immersive scenography of the exhibition.

From October 21, 2021 to January 8, 2022, the general public, enthusiasts and, of course, collectors are invited to immerse themselves in this creative atmosphere that initiates numerous dialogues between the designs and with the public. This exhibition at the Made In Design Gallery invites you to (re)discover Masanori Umeda's work, which is presented here as a strong testimony, and to explore different sensitive approaches to the Memphis movement, and to what it has transmitted to contemporary design, which has never ceased to be inspired by it.

Printemps Haussmann is pleased to host this exhibition and shows its interest in art and design.

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From October 21, 2021 to January 8, 2022
Made In Design Gallery
Printemps Haussmann
6th floor Printemps Women
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