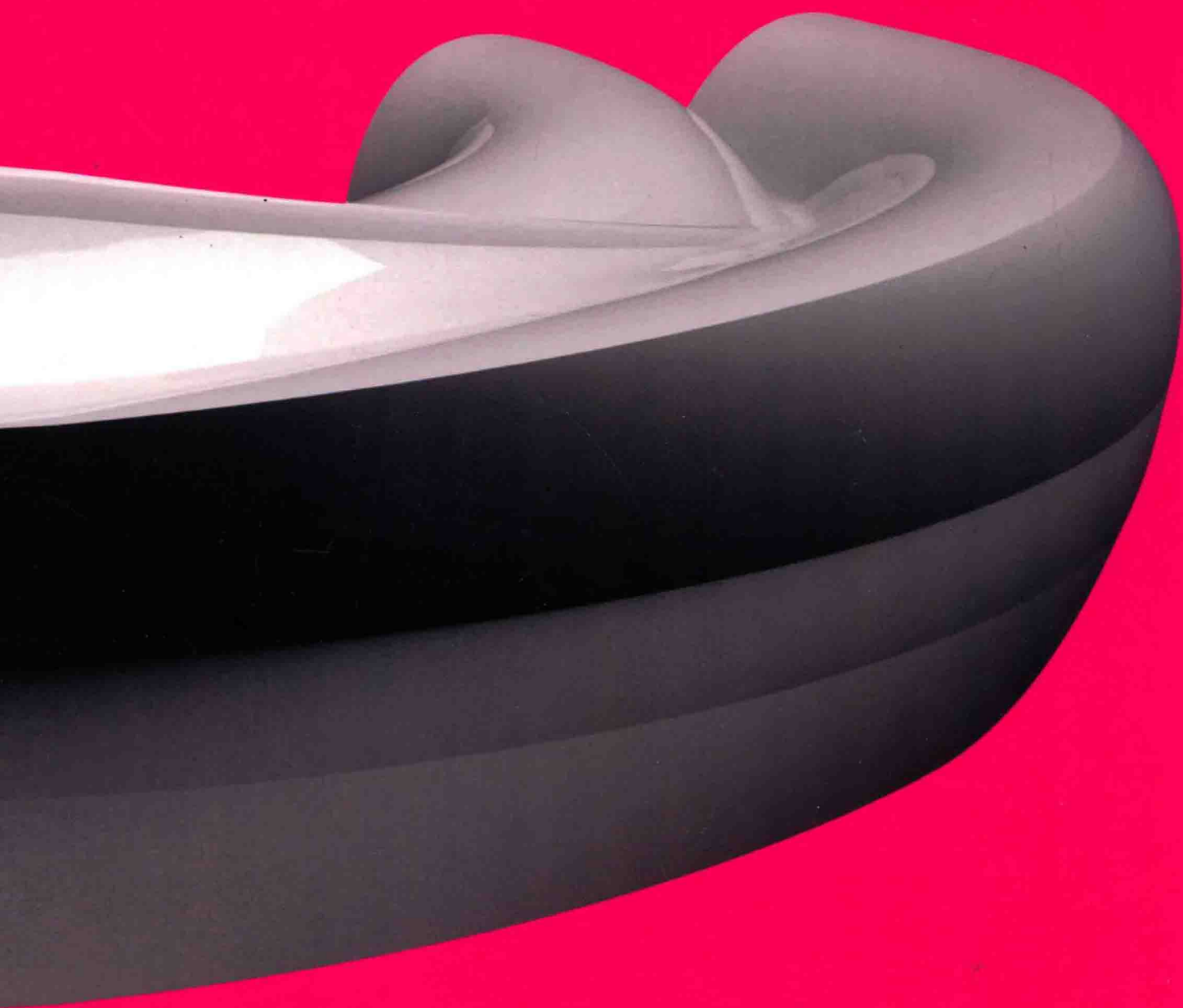


CLAUDIO COLUCCI

TOKYO • PARIS • GENEVA • BEIJING • SHANGHAI

Kaleidoscope



NORMA
ÉDITIONS

CLAUDIO COLUCCI

PARIS • TOKYO • GENEVA • BEIJING • SHANGHAI

Kaleidoscope

Edited by
Sarah Carrière-Chardon

Kagurazaka Chika

Christine Colin

Tom Dixon

Astrid Klein and Mark Dytham

Kozu Fujimoto
Sébastien Gaudard

Chen Jian Gong
Hasegawa

Takaya Iwasaki

Marie-Laure Jousset

Teruo Kurosaki

Gérard Laizé

Ryu Niimi

Pierre Romanet

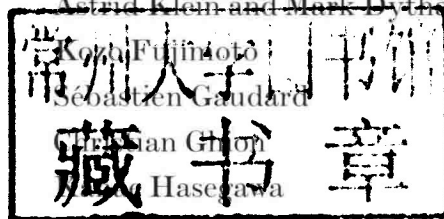
Dominique Serrell

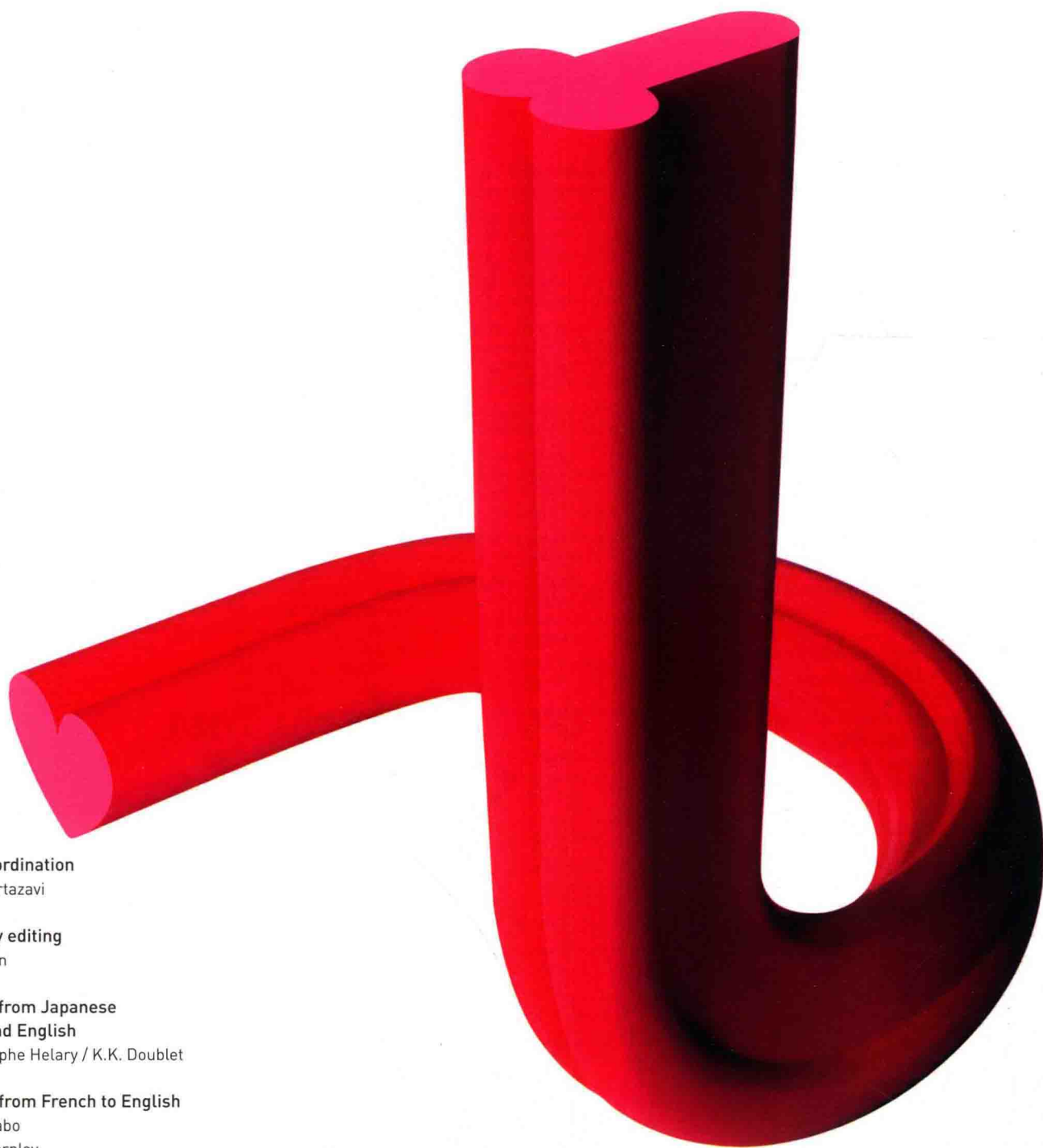
Paul Smith

Pierre Staudenmeyer

Michel Temman

Tsé & Tsé





Editorial coordination

Mandana Mortazavi

English copy editing

Rina Sherman

**Translation from Japanese
to French and English**

Jean-Christophe Helary / K.K. Doublet

Translation from French to English

Zsuzsana Szabo

Gammon Sharples

(Michel Temman's text)

Concept, graphic design and layout

Zoé Vayssières assisted by Rose Lecat

Published in

July two thousand and twelve

By Beta, Barcelona Spain

Photoengraving

Les artisans du Regard

ISBN 978-2-9155-4249-3

© 2012 Éditions Norma

149 rue de Rennes 75006 Paris France

www.editions-norma.com

Lov-Sex, project,
3D illustration, Paris, 2003.

Cover

Lov-star, 3D illustration,
sculpture project, back view, 2010.

A graduate in graphic design of the School of Decorative Arts of Geneva (today HEAD) and in industrial design of ENSCI-Les Ateliers in Paris, Claudio Colucci worked with Pascal Mourgue and Philippe Starck before founding Radi Designers in 1992 with Florence Doléac, Laurent Massaloux, Olivier Sidet and Robert Stadler.

Influenced by the cultural blend of an Italian father, an Austrian mother and a childhood growing up in the canton of Ticino in Switzerland, Colucci invented another idea of the world. Like a luxury brand, Tokyo, Paris, Geneva, Beijing and Shanghai form the baseline under his name. "My primary source of inspiration is travel... this back and forth that changes my perception of things."

When he arrived in Japan in 1996, his playful yet simple and sometimes radical creations, as well as his grasp of traditions, had a powerful and intriguing impact that was highly seductive to his Japanese contemporaries. His encounter with Teruo Kurosaki, who asked him to create his first collection for Idée, was a turning point in his career. In 2011, he opened an office in Shanghai where an extravagant whirlwind of projects blew in: a bridal suite on an island, the design for an exceptionally luxurious 75-foot yacht... and, even a Japanese restaurant!

The sensual and humorous objects he designs in his sketchbook that he always has with him, plunge us into a colorful universe of smooth forms, of poetry and dreams. Delving into the hidden stories behind objects, full of pirouettes and paradoxes, he finds the ferment of his creativity in the art of storytelling. "I love fantasizing, telling stories, inventing... true or false... more false, but with a somewhat true beginning... covering my tracks, playing!"

Among his countless noteworthy creations, the *Joly Cœur* sofa illustrates Claudio Colucci's vision of the Japanese *kawaii* spirit both in color and form; his first lamp in Corian, *Squeeze Lamp*; *Mutant Chair*, a homage to Thonet; the *Carafe un Verre* for Sentou; the *Squeeze* collections for Christofle; the *Delicabar*

with the pastry chef Sébastien Gaudard at Le Bon Marché in Paris; the Moph cafe in Tokyo; the Roll Madu restaurants and the interior design of the Paul & Joe, Agnès B. and Cabane de Zucca stores, the French Institute in Tokyo, the Renault and Pirelli stands, all these creations attest to the breadth of his talent. Every season, he designs all the shop windows for Hermès in Japan that are like "windows of art, maybe even like the origin of the art installation."

Between Claudio Colucci's quotes that punctuate the pages of this book edited by Sarah Carrière-Chardon, his fellow travelers portray a magician, a warm person, an avid seeker of pleasure and encounters, who is exceptionally curious and generous and who brings a breath of gaiety to design. These influential personalities have all played a part in his story, in this kaleidoscope where his ideas are formed, become deformed and interact: the designers Tom Dixon, Christian Ghion, the Tsé & Tsé, the pastry chef Sébastien Gaudard, the architects Astrid Klein and Mark Dytham, the designer Paul Smith, the gentle geisha Kagurazaka Chika and Michel Temman, former correspondent in Japan for the news daily *Libération*, who like Claudio has settled in China; from Paris, the agent Dominique Serrell, and the gallery owners Pierre Romanet and Pierre Staudenmeyer who were the first to show and edit his creations; his Japanese *sempai* ("tutors"): the incomparable Teruo Kurosaki, the producer Takaya Iwasaki and the general manager of communications for Hermès Japan, Kozo Fujimoto, who opened the gates to the Orient for him; and finally, Kanae Hasegawa, journalist, Ryu Niimi, professor at the Musashino Art University, Marie-Laure Jousset, curator at the Centre Pompidou, Gérard Laizé, director of VIA, and Christine Colin, from the French Ministry of Culture, all contributed to the recognition of his work.

With a wealth of over 340 color illustrations, the book *Claudio Colucci Kaleidoscope* features objects, furniture, installations, interiors and projects highlighting the prolific inventiveness of this internationally renowned designer, nourished by European and Asian culture, and drawing his inspiration from daily life that he imagines as fantastic.

SARAH CARRIÈRE-CHARDON

A graduate of the Institute of Art History of the University of Paris IV-Sorbonne, Sarah Carrière-Chardon first worked in Paris as a curator and an author, mainly with the Musée des Arts Décoratifs, Amnesty International and the designer Jean-Marie Massaud, before settling in Tokyo for a stay of almost five years. Creative director for the Time & Style furniture editor and gallery, she was appointed by the French embassy to coproduce the Esprit Design France festival in conjunction with the Tokyo Designers Week. She conceived and coproduced the group exhibition "Fresh Touch" that won the prize of best installation awarded by the Japanese committee Design Tide and the British magazine *Icon*. Also, during her Tokyo period, she organized the group exhibition "The Taste of my Skin", presented at the Louis Vuitton Hall in Tokyo. She associates teaching with her work in research, organizing lectures and workshops with students and professionals in both France and Japan. It was in this context that she created the history of design courses at the French Institute in Tokyo. Now based in France, Sarah Carrière-Chardon continues her work on the blending of French and Japanese cultures and on design. She creates events for advertising agencies and global brands. Finally, as one of the official curators of the international organization PechaKucha Tokyo, she contributes to the development of this independent network of designers, graphic artists and architects.

Published Titles

Françoise Jollant Kneebone and
Chloé Braunstein, *Atelier 4*, 2003.

Collective, *Explosion, François
Confino scénographe*, 2005.

Jacques Barsac, Charlotte
Perriand, *Un art d'habiter*, 2005.

Jean-Louis Gaillemain, André
Dubreuil, *Poet of Iron*, 2006.

Yvonne Brunhammer,
Sylvain Dubuisson,
la face cachée de l'utile, 2006.

Jacques Barsac, Charlotte
Perriand et le Japon, 2008.

Chloé Braunstein (dir.),
*Les Années Staudenmeyer,
25 ans de design en France*, 2009.

Éric Germain, Marc Held,
Du design à l'architecture, 2009.

Esther Henwood, *Design &
Littérature, une liaison inspirée*, 2009.

Gilles de Bure, *What Has Become
of My Friends: 40 Creators
from the École nationale
des arts décoratifs*, 2010.

Didier Teissonnière,
La Lampe Gras, 2012.

Alexandra Midal, Zoë Ryan,
Emmanuelle Lallement,
Matali Crasset Works, 2012.

TABLE OF CONTENTS

Introduction	11
Freeze Frame, the Art of the Kaleidoscope Sarah Carrière-Chardon, Independent curator, editorial director	11
Wide Angle	19
1 Humorous Body or Futuristic Japanese Biedermeier Ryu Niimi, Professor of Arts Policy and Management, Musashino Art University, Tokyo	22
2 An Example... to Follow Gérard Laizé, Managing Director of VIA (Valorization of Innovation in Furnishing), Member of the Scientific and Cultural Committee of the National Institute of the Art Trade Council, President of the Circle "Design & Marque"	34
3 Beyond Form, an Enchanted Universe Dominique Serrell, Design expert, founder of Terres Nuages, design consulting agency, and Terres Nuages Editions, representative of Claudio Colucci in Europe from 2000 to 2011	46
Fellow Traveler	59
4 An Elegant Heart Catherine Lévy and Sigolène Prébois, Tsé & Tsé Associates, designers	62
5 My Friend who Succeeded Paul Smith, fashion designer	74
6 Colucciorama Tom Dixon, designer	88
7 Let the Show Begin! Pierre Romanet, Director of Sentou Gallery	100
8 Chinese Portrait Sébastien Gaudard, pastry chef	112
9 Claudio by Night Christian Ghion, designer	122

Japanese Zoom

- | | | |
|----|---|-----|
| 10 | A Spirited Judoka Designer
Teruo Kurosaki, Chairman of Flowstone, former Chairman of Idée | 135 |
| 11 | Kawaii!
Takaya Iwasaki, Producer | 138 |
| 12 | Dedicated to Claudio
Kagurazaka Chika, Geisha | 148 |
| 13 | The Chika Bar - A Meeting of Europe and Japan?
Kanae Hasegawa, journalist | 160 |
| 14 | A Real “Tokyojin”
Kozo Fujimoto, General Manager of communications, Hermès Japan | 162 |

Future Prospects

- | | | |
|----|--|-----|
| 15 | The Laws of Physics According to Claudio Colucci
Astrid Klein and Mark Dytham, architects | 189 |
| 16 | Claudio, the Pirouette!
Marie-Laure Jousset, Former curator and head of the design department at Centre Pompidou Museum of Modern Art | 192 |
| 17 | The Claudio Colucci Generation
Pierre Staudenmeyer, Design theorist, producer, author and critic, exhibition curator, founder of the galleries Néotû and Mouvements Modernes | 204 |
| 18 | The Origin of Things
Christine Colin, Design expert at the Directorate General for Artistic Creation of the Ministry of Culture and Communication (France) | 214 |
| 19 | Mandarin of the Angles
Michel Temman, journalist, foreign correspondent for <i>Libération</i> since 2002 | 222 |

Appendixes

Associates, Chronology of Works,
Exhibitions and Awards, Biography, Bibliography

236



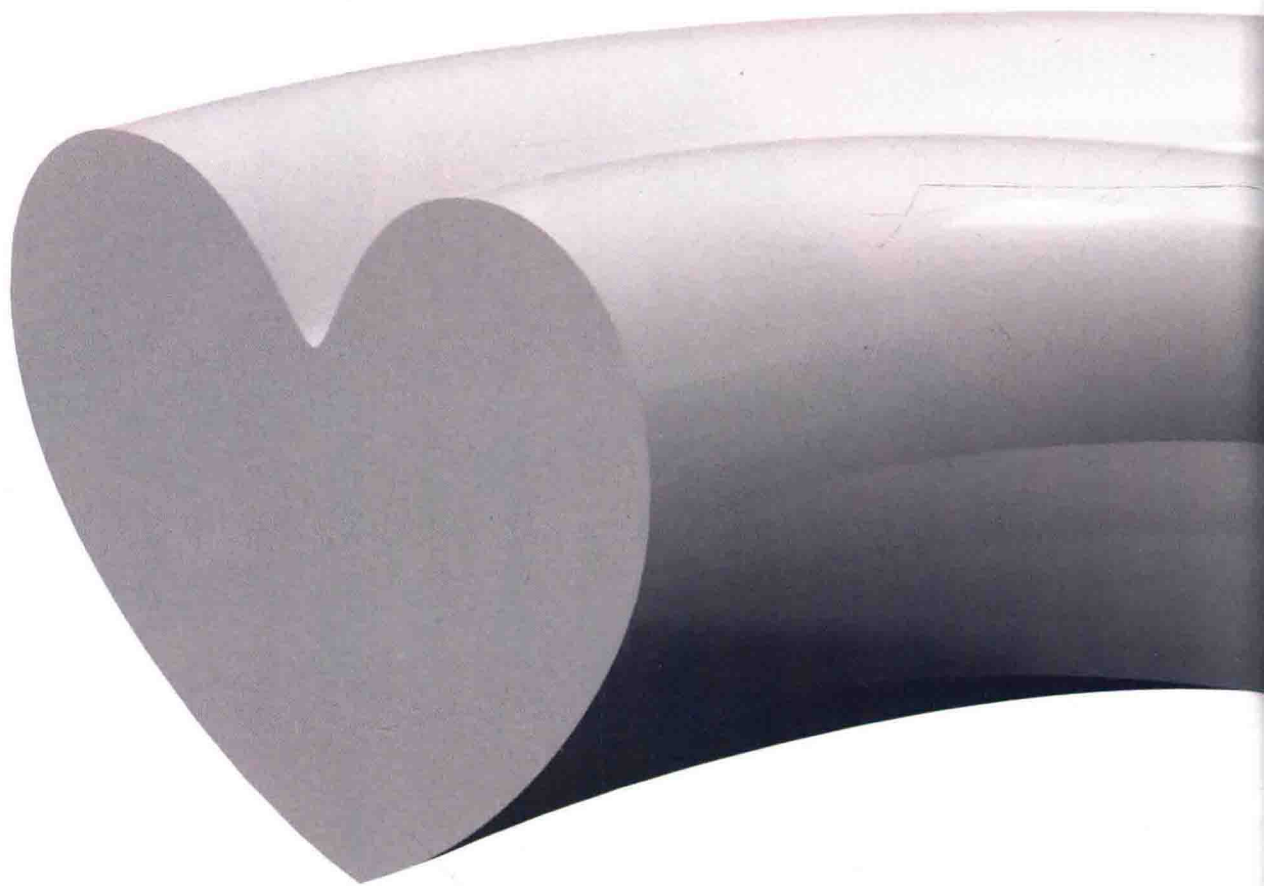
CLAUDIO COLUCCI

PARIS • TOKYO • GENEVA • BEIJING • SHANGHAI

kaleidoscope

Edited by
Sarah Carrière-Chardon

Kagurazaka Chika
Christine Colin
Tom Dixon
Astrid Klein and Mark Dytham
Kozo Fujimoto
Sébastien Gaudard
Christian Ghion
Kanae Hasegawa
Takaya Iwasaki
Marie-Laure Jousset
Teruo Kurosaki
Gérard Laizé
Ryu Niimi
Pierre Romanet
Dominique Serrell
Paul Smith
Pierre Staudenmeyer
Michel Temman
Tsé & Tsé



“ Convulsive beauty will be
erotic-veiled, exploding-frozen
and magical-circumstantial or
it will not be at all. André Breton

Lov-star, 3D illustration,
sculpture project, front view, 2010.

Previous page
Photograph of Claudio Colucci
by Davolo Steiner.

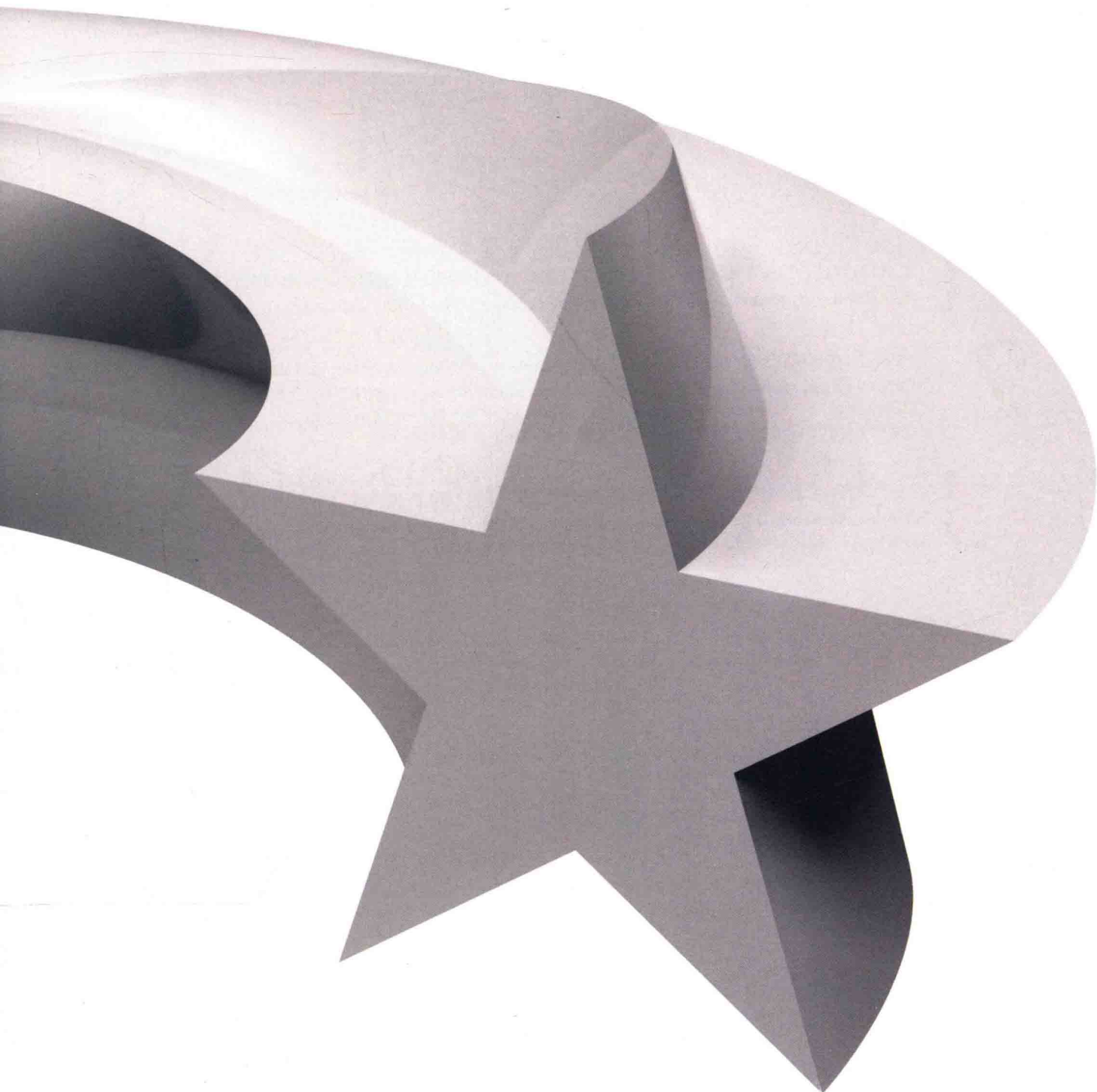


TABLE OF CONTENTS

Introduction	11
Freeze Frame, the Art of the Kaleidoscope Sarah Carrière-Chardon, Independent curator, editorial director	11
Wide Angle	19
1 Humorous Body or Futuristic Japanese Biedermeier Ryu Niimi, Professor of Arts Policy and Management, Musashino Art University, Tokyo	22
2 An Example... to Follow Gérard Laizé, Managing Director of VIA (Valorization of Innovation in Furnishing), Member of the Scientific and Cultural Committee of the National Institute of the Art Trade Council, President of the Circle "Design & Marque"	34
3 Beyond Form, an Enchanted Universe Dominique Serrell, Design expert, founder of Terres Nuages, design consulting agency, and Terres Nuages Editions, representative of Claudio Colucci in Europe from 2000 to 2011	46
Fellow Traveler	59
4 An Elegant Heart Catherine Lévy and Sigolène Prébois, Tsé & Tsé Associates, designers	62
5 My Friend who Succeeded Paul Smith, fashion designer	74
6 Colucciorama Tom Dixon, designer	88
7 Let the Show Begin! Pierre Romanet, Director of Sentou Gallery	100
8 Chinese Portrait Sébastien Gaudard, pastry chef	112
9 Claudio by Night Christian Ghion, designer	122

Japanese Zoom

- | | | |
|----|--|-----|
| 10 | A Spirited Judoka Designer | 135 |
| | Teruo Kurosaki , Chairman of Flowstone, former Chairman of Idée | |
| 11 | Kawaii! | 138 |
| | Takaya Iwasaki , Producer | |
| 12 | Dedicated to Claudio | 148 |
| | Kagurazaka Chika , Geisha | |
| 13 | The Chika Bar - A Meeting of Europe and Japan? | 160 |
| | Kanae Hasegawa , journalist | |
| 14 | A Real "Tokyojin" | 162 |
| | Kozo Fujimoto , General Manager of communications, Hermès Japan | |

Future Prospects

- | | | |
|----|---|-----|
| 15 | The Laws of Physics According to Claudio Colucci | 189 |
| | Astrid Klein and Mark Dytham , architects | |
| 16 | Claudio, the Pirouette! | 192 |
| | Marie-Laure Jousset , Former curator and head of the design department at Centre Pompidou Museum of Modern Art | |
| 17 | The Claudio Colucci Generation | 204 |
| | Pierre Staudenmeyer , Design theorist, producer, author and critic, exhibition curator, founder of the galleries Néotû and Mouvements Modernes | |
| 18 | The Origin of Things | 214 |
| | Christine Colin , Design expert at the Directorate General for Artistic Creation of the Ministry of Culture and Communication (France) | |
| 19 | Mandarin of the Angles | 222 |
| | Michel Temman , journalist, foreign correspondent for <i>Libération</i> since 2002 | |

Appendixes

Associates, Chronology of Works,
Exhibitions and Awards, Biography, Bibliography

236

“ What I am most passionate about as a designer, is the possibility of placing myself in the shoes of all the professions and to find creative leaps with each client.

Florence Schmidt, *L'Hebdo*, November 11, 2004.





