

Year: 2009

Location: France, United Kingdom

Program: Exhibition

Japan Car Exhibition



This was the first exhibition curated by Design Platform Japan, an organization that presents the work of Japanese design industries worldwide. The site configuration was done by Shigeru Ban, and it was curated by Kenya Hara, a world renowned graphic designer. The exhibition exposed the novel value of Japanese cars in three aspects: smallness, environmental efficiency, and mobile urban cells, introducing the historic and cultural background of Japanese industry. In the main hall are the vehicles, all in white and shown in an environment that has come to define the minimalistic approach. The paper tube columns provide the frame for the vehicles.