Press Release 2019.5

KYOTO Design Lab

CHANEL NEXUS HALL

Exhibition by KYOTO Design Lab and CHANEL
STEP IN CHANEL-When I meet CHANEL,

-When I encounter CHANEL,students in KIT and CHANEL collaborated based on the theme “your first encounter with CHANEL”, we created new CHANEL experience.

KIT, the practical education platform of design and engineering, and CHANEL will hold the exhibition “STEP IN CHANEL -When I meet CHANEL ” in CHANEL NEXUS HALL in Ginza from 6/22 June 2019. Please look forward to the new experience created by collaboration between the students and worldwide fashion brand.

The background of this exhibition

Based on the theme INNOVATION BY DESIGN, D-lab has been working on the proposal of the new society blending different fields. D-lab’s location makes it the natural incubator for innovation across disciplines. The ancient capital’s deeply rooted networks of traditional makers with their centuries-old knowledge and skills base sit alongside those focussed on Kyoto’s more contemporary aspect as the home to new technology-based industries and start-ups.

Richard Collasse, the CHANEL Japanese subsidiary, now he the chairman, found the D-lab’s effort and asked to collaborate, and then this project started.

For the students who applied to the offering in KIT,CHANEL was the worldwide brand they admire. But at the same time, it was high prestige and too far away. When such a generation see CHANEL, how its possibilities expand? And how can we design the first encounter with CHANEL? These questions triggered the concept of this exhibition, “encounter”

The content of this exhibition

For one year, students have been researching Chanel’ s spirit through discussions with Chanel personnel and observation of their endeavors at the Ginza Boutique. While CHANEL is the creator of beautiful fashion garments, students have come to know that it is also the producer of captivating experiences. Aiming to ignite an engaging encounter between visitors and this world made by Chanel, the students created the exhibition ‘Step In Chanel’. Visitors will first encounter Chanel’ s essence, by embodying their own self-transformation as they step within Chanel’ s alluring space (CHANEL Spaces of Transformation); visitors will then encounter Chanel’ s products born from this essence, by stepping into Chanel’ s stories in an experience encompassing the physical and the digital (SHADOW CHANEL). ‘Step In Chanel’ is a full scale realization of the students’ first encounter with CHANEL. The students wish to trigger among visitors of all ages, nationalities and genders the unique sensation of an encounter with CHANEL.

Outline of the exhibition

Exhibition name :	STEP IN CHANEL -When I meet CHANEL,
Adress :	CHANEL NEXUS HALL
	(CHANEL GINZA building F4,3-5-3,Ginza,Chuo-ku,Tokyo,Japan)
Term :	Sat. 22 June - Thu. 4 July,2019 12:00～19:30
Sponsored :	CHANEL
Planning :	CHANEL　KYOTO Design Lab,Kyoto Institute of Technology
Work production :	「CHANEL Spaces of Transformation」
	Marine Zorea,Takumi Uchiyama,Takayuki Kitakata
	「SHADOW CHANEL」
	Soh Okano,Norika Matsusaka,Suzuha Yamato
Hall composition :	Haruko Arai,Kento Yokose
Advertisement design :	Ota Ayaka,Kayo Kaneko,Mayuko Hisaki
Visual :	Kanta Nakano,Yui Miyamoto
Produce :	Richard Collasse
Direction :	Nobuhiro Ando, Mayu Endo,Chie Okumura,Thomas Antonietti (CHANEL)
	Kazue Akamatsu,Kaoru Iwamoto,Eizo Okada,Yoshiro Ono
	(Kyoto Institute of Technology)
Cooperation :	Osamu Ouchi

Contact

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Reference image

「CHANEL Spaces of Transformation」

「SHADOW CHANEL」