



## NOMURA Wins the Grand Award at the Design for Asia Awards, Asia's Most Influential Design Competition

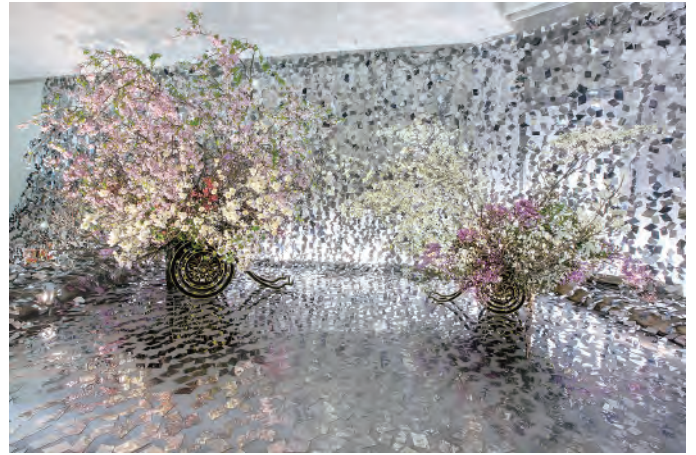
Organised by Hong Kong Design Centre (HKDC), the Design for Asia Awards 2017 honours the most influential and excellent design in Asia. Akane Teshigahara Sole Exhibition HANA SO – In Celebrating 90th Anniversary of Sogetsu won the Grand Award, which was the highest in the Awards. It is already our third time winning the Design for Asia Awards, following 'Palace Hotel Tokyo Chapel' in 2012 and 'Himeji Castle' in 2015 respectively.

This piece of work is used as a venue for a solo exhibition in celebrating the 90th anniversary of Ikebana Sogetsu, where is a tiered stone garden created by a sculptor, Mr Isamu Noguchi. A 0.5mm thick stainless-steel sheet with a mirror finish was cut into pieces, in resemblance to a collection of linked rhombuses, overlaying the stone garden to create an "ivy of mirrors". The ivy reflects the surroundings while also revealing the texture and appearance of the stone garden underneath it. The diffused reflections of the colours and outlines of the exhibited kebana flowers produce a kaleidoscopic visual effect. The addition of an extra layer between the Ikebana flowers and the stone garden creates a new harmony between them, as if the flowers gently enfolded the stone garden. Directed by nendo inc., the design was carried out by design office onndo, a business tie-up between nendo inc. and Nomura Co., Ltd.

On top of that, 'Takayama Jinya Hida Shin Projection Mapping' - a spatial project won the Silver Award and the 'slice of time' (designed by onndo) achieved the Merit Award.

The Design for Asia Awards 2017 reflected the growth of Asian design, as more than 1,000 entries from 23 countries and regions, and 186 projects were selected. The Awards consisted of 16 prizes, namely Grand Award, gold prize, silver prize, and merit prize, etc.

We would like to take this opportunity to thank all the people who made their contributions, including our clients. From now on, through creating the environment with an excellent ability to draw in customers based on life ideas, we will continue to strive to offer the best optimised space with joy and excitement by addressing clients' problems and requests.



Akane Teshigahara Sole Exhibition HANA SO – In Celebrating 90th Anniversary of Sogetsu : Grand Award



(Award ceremony 1 : Grand Award presentation)



(Award ceremony 2 : onndo members awarded with a trophy)



"Takayama Jinya Hidashin Projection Mapping" : Silver Award



"Slice of time" : Merit Award

#### ■About Design for Asia Awards

Organised by Hong Kong Design Centre (HKDC), the Design for Asia Awards is a design award highly appreciated not only in Asia but also by designers and companies around the world. Launched in 2003, it aims to raise the value of "excellent design" as an important element leading to business success as well as a sustainable society. With the criteria of 'Cultural concern', 'Sustainability', 'Tradition and technology' and 'Influence degree on Asian society', it evaluates the design works that will have global impacts and have a potential to become a new design trend, in addition to embodying Asian aesthetics.

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