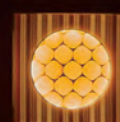


# Beauty from within

Window display for the Tokyo Ginza Shiseido Building

"Beauty from within" is a Christmas window display project showcased at the Shiseido Parlour Ginza Main Store in December. Traditional Japanese umbrellas (WAGASA) were crafted and decorated to represent Christmas tree and wreath.



SHISEIDO

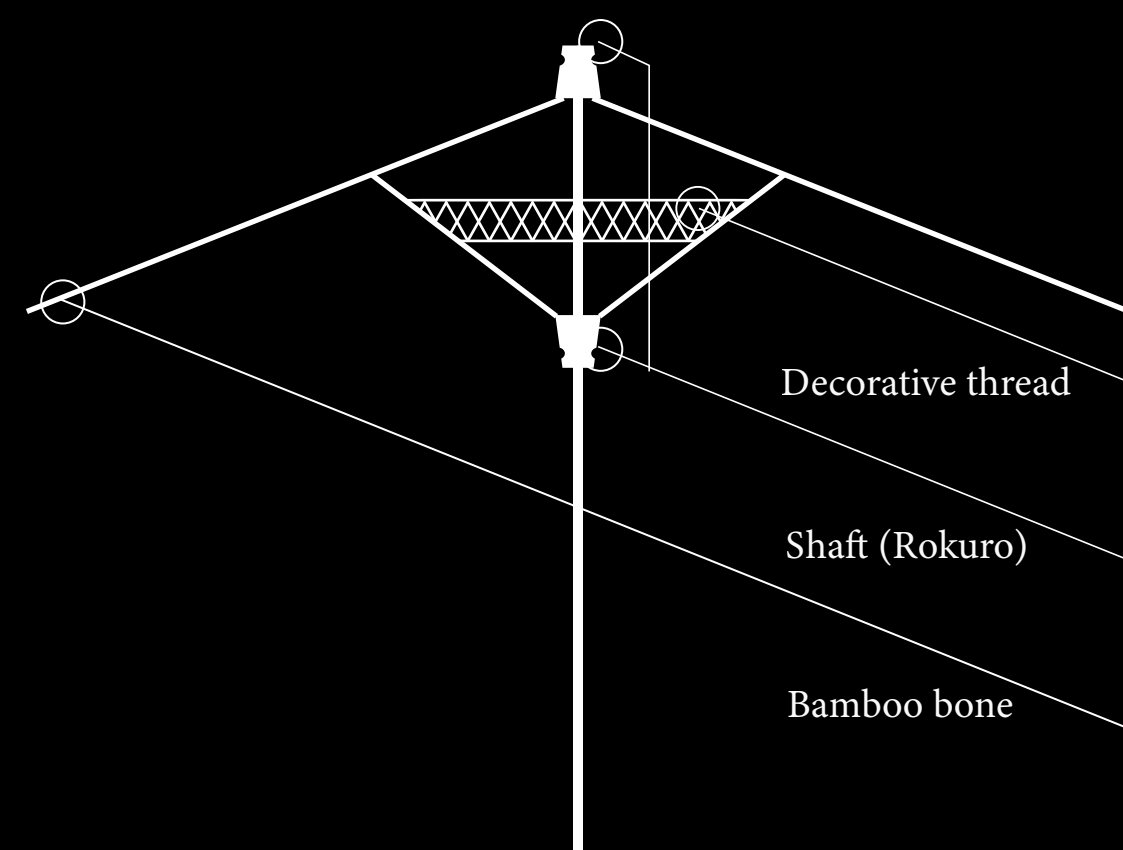




# Structure of WAGASA

WAGASA embodies Japan's aesthetic principles. They are sustainable, utilizing locally sourced materials and crafted by hand. Even if damaged, they are continuously repaired and used for generations.

The beauty of WAGASA lies in the structure of their usually hidden "bamboo ribs" and decorative "ornamental threads". These elements were brought to light to reveal their hidden beauty within.





A woman with her hair pulled back, wearing a white scarf, looks upwards with a gentle expression. She is positioned in front of a large, intricate golden mesh structure that resembles a traditional Japanese parasol or a decorative screen. The background is dark, with soft, out-of-focus blue and white lights creating a bokeh effect. The overall mood is serene and contemplative.

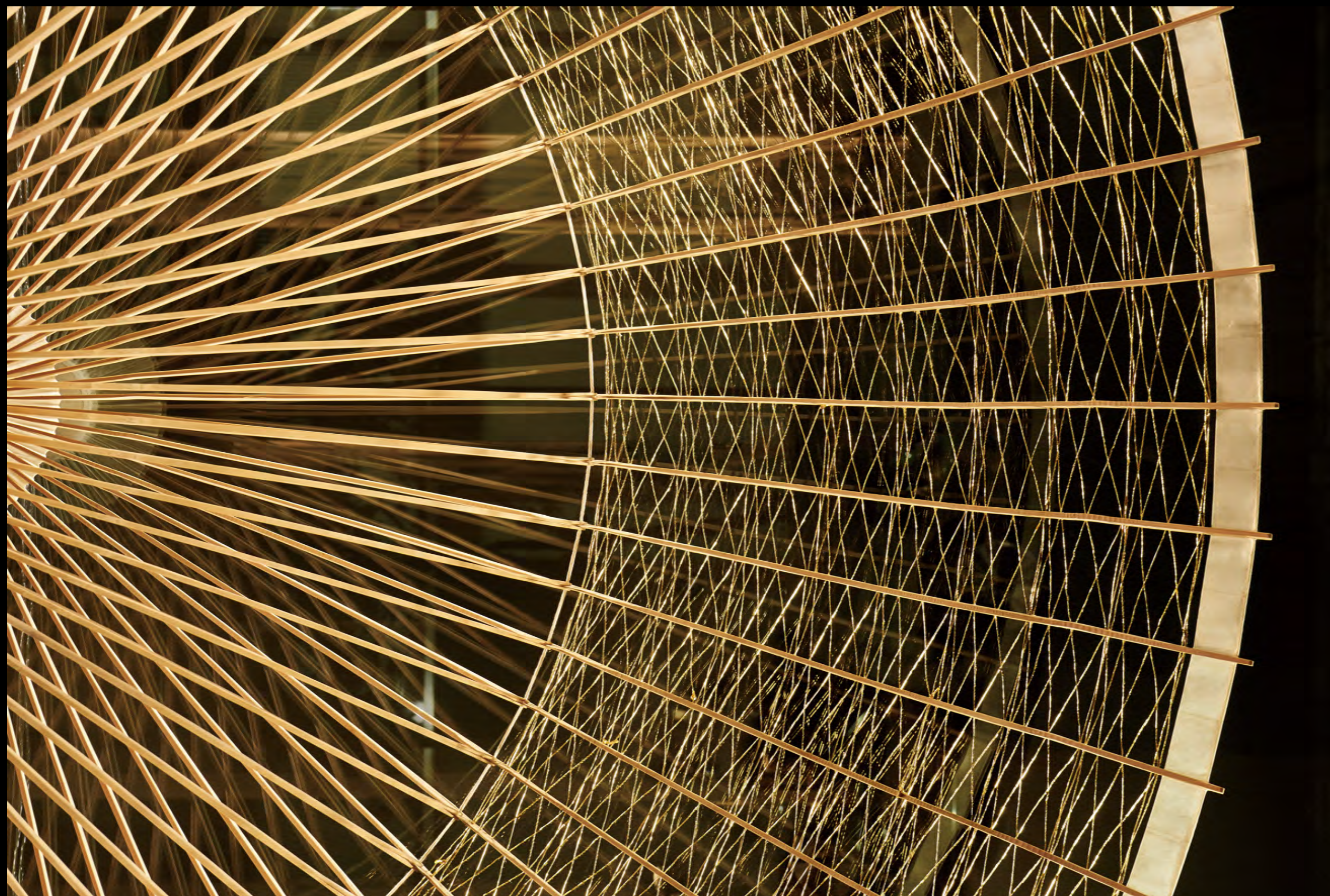
## Potential beauty

Shiseido is known for valuing "bringing out people's inherent beauty". For this project, we directed this concept towards traditional craftsmanship, aiming to highlight the inherent beauty of traditional crafts.



# The Beauty of WAGASA

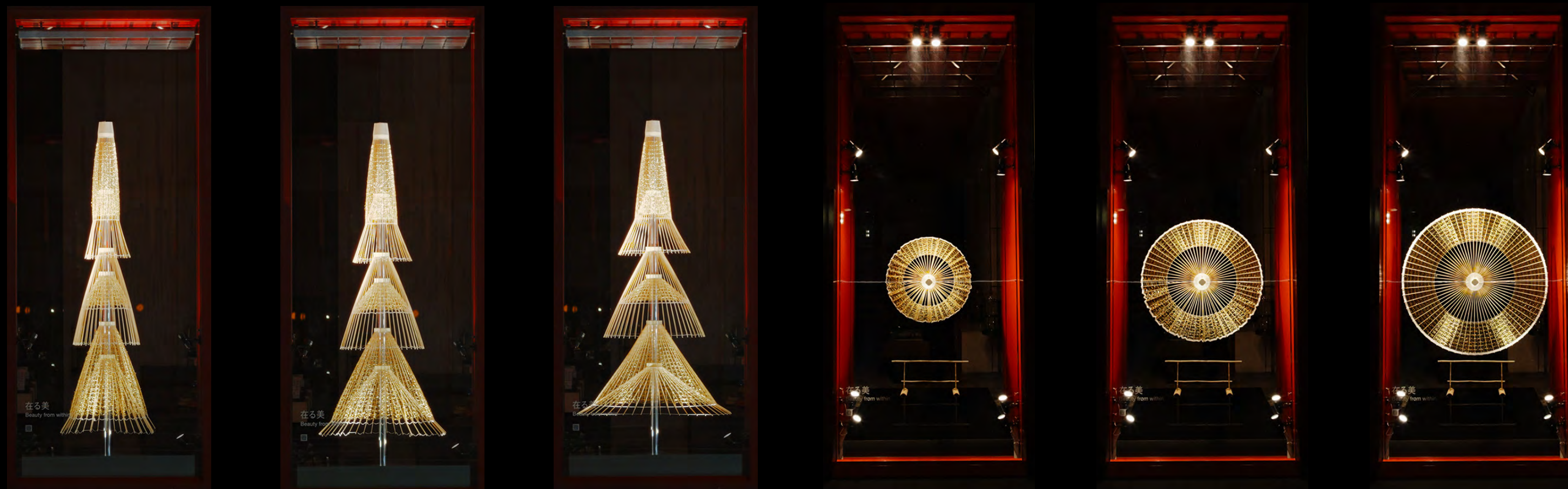
The slender and flexible bamboo ribs, arranged neatly and systematically, showcase the unique beauty of traditional Japanese craftsmanship. The golden thread decorations shimmer like Christmas lights, illuminating the streets of Ginza.





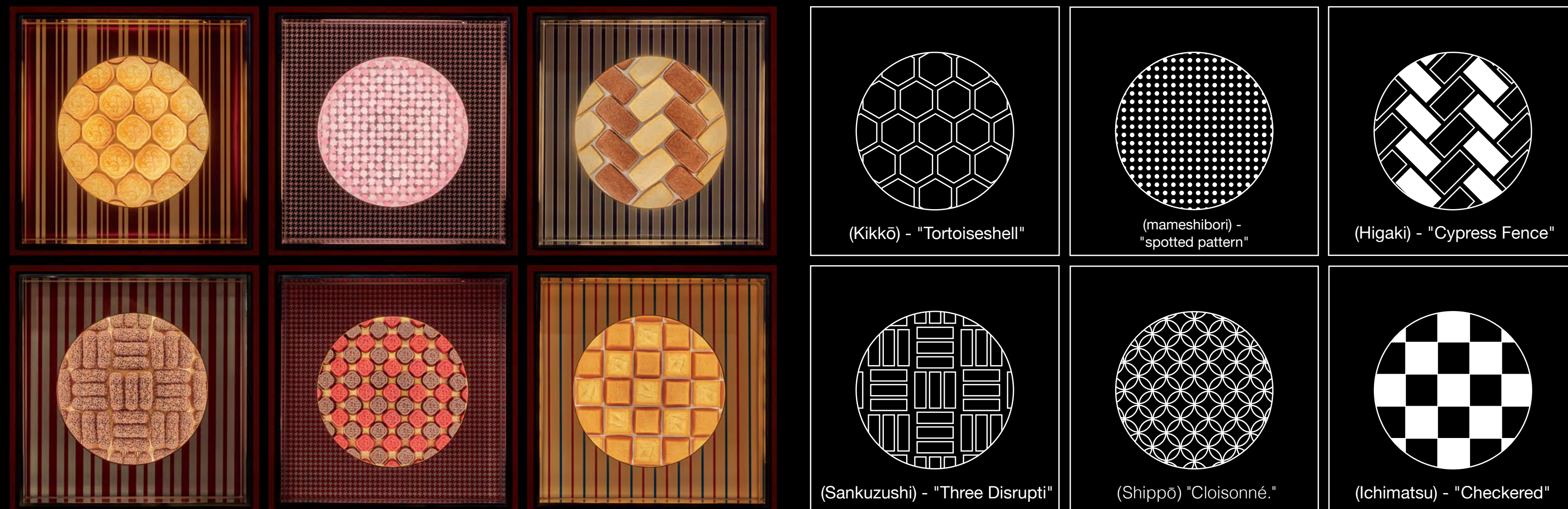
# WAGASA Tree & Wreath dances elegantly

We have translated the dynamic intensity of movements from 'Noh', the traditional Japanese dance, into the opening and closing of the WAGASA, expressing traditional beauty.



## Christmas ornaments

The motif of the small window display is "beautiful traditional Japanese patterns." It was composed of sweets sold at Shiseido Parlor.





# The show window display returns to the WAGASA

Additionally, the culture surrounding Japanese umbrellas has been declining due to the spread of Western-style umbrellas. By conveying the beauty of the WAGASA in the show window, it also serves to pass on the culture of the WAGASA. After the exhibition ended, the umbrellas were returned to the

umbrella craftsmen, while the trees and wreaths reverted to new umbrellas and parts and tools for repairs. They will continue to be used as umbrellas in the future, representing a Christmas window display that brought out a part of the potential beauty and sustainability of traditional craftsmanship.

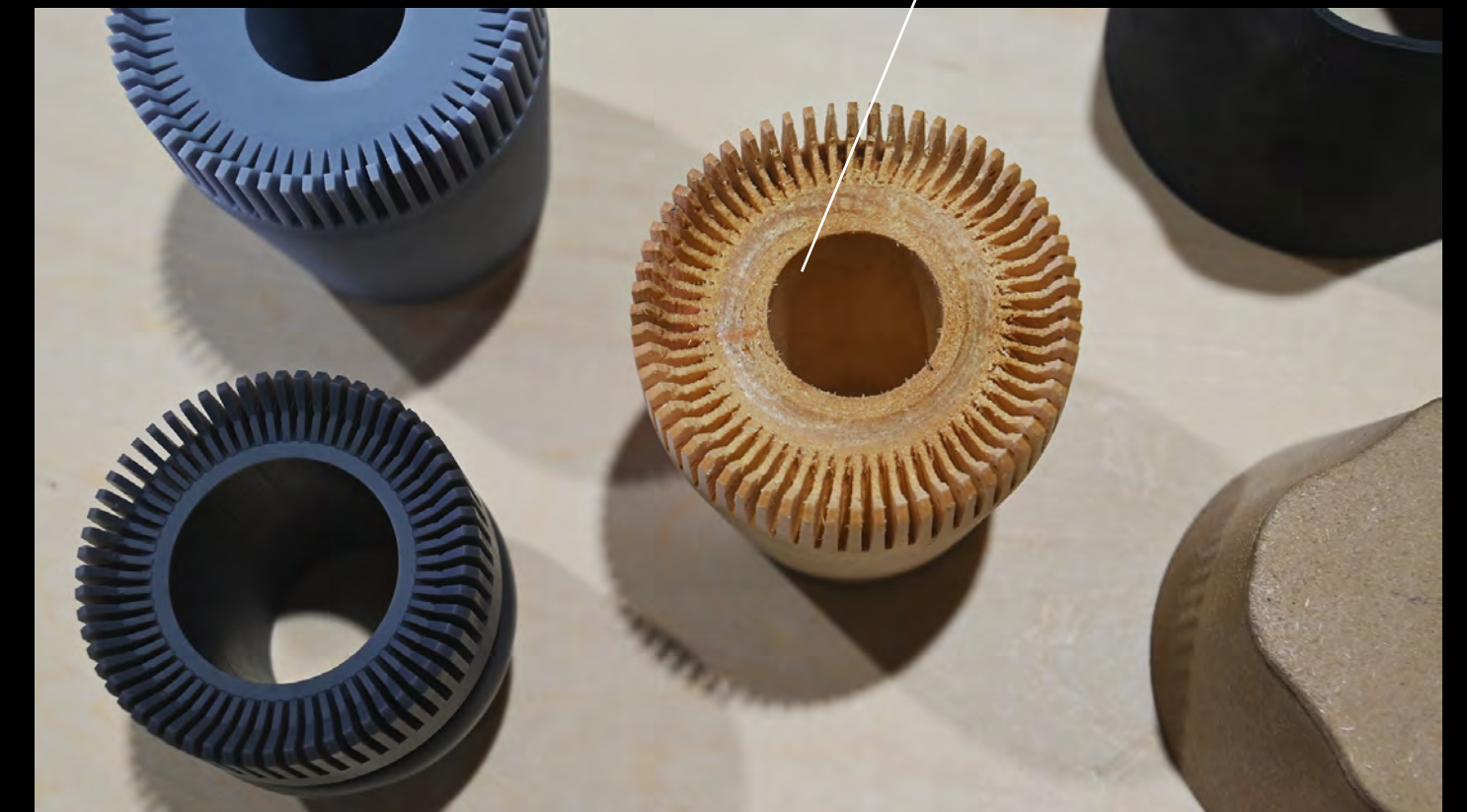


## Project development

We continue our efforts to protect WAGASA even after the exhibition ends. 'Egonoki' is an important part, but it is an endangered species.

We have started researching alternative materials. Our goal is to promote the sustainability and evolution of beautiful traditional crafts like the WAGASA."

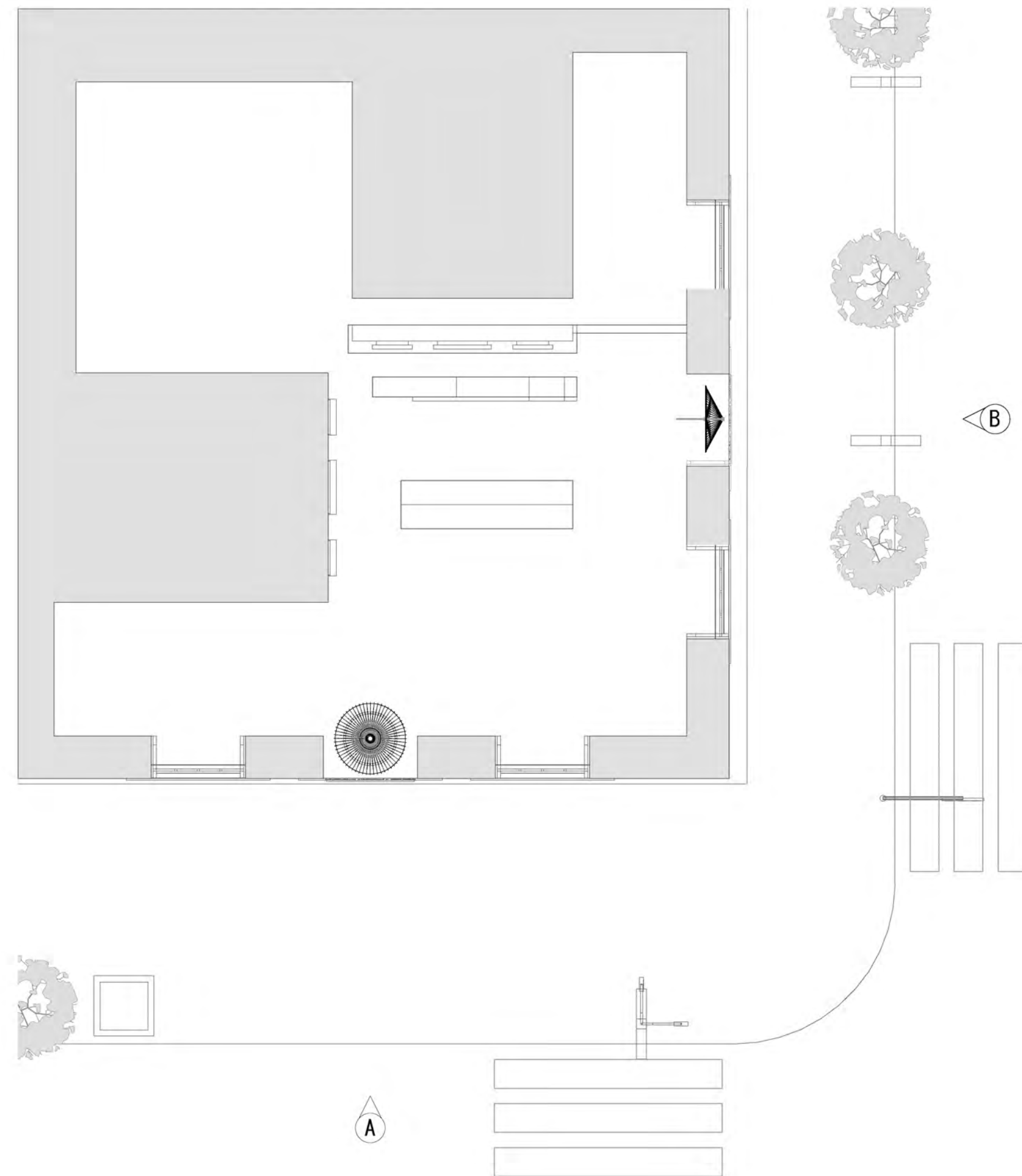
Shaft (EGONOKI)



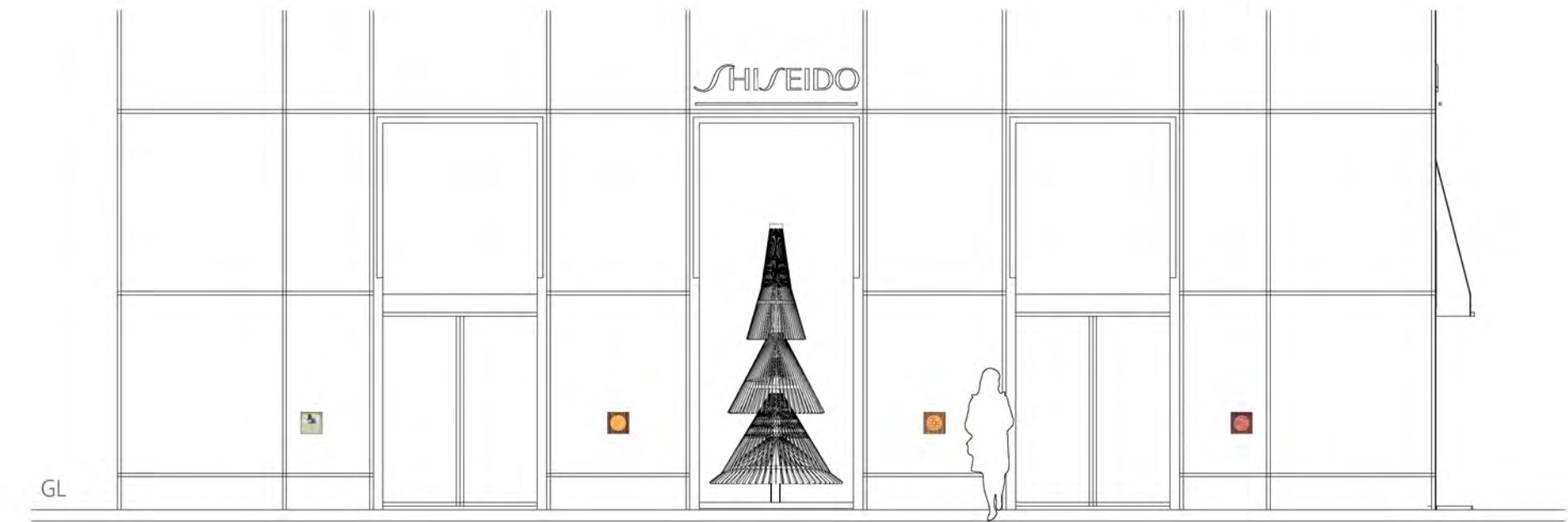


# Plan

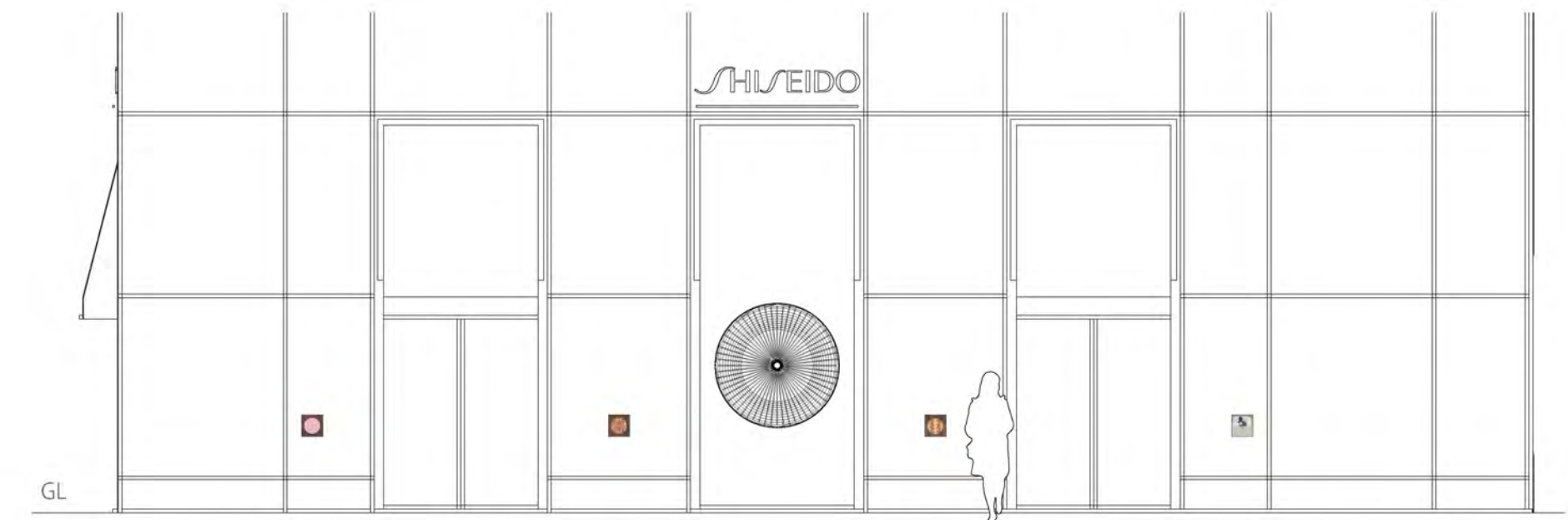
## Floor plan



Elevation\_A



Elevation\_B





# Inheritance of WAGASA Culture

The Wagasa is a product that is both sustainable and embodies the traditional Japanese sense of beauty, a product that deserves attention now more than ever. With this project, we have attempted to both pass on and innovate the culture of the wagasa.

We hope that visitors to Ginza, the center of shopping in Japan, will be inspired to reconsider the beauty of traditional craftsmanship and sustainability.









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