

# ATELIER MUJI

GINZA

Press Release

September 2019

“Designed to go out of business” exhibition  
Friday, 27th September — Sunday, 15th December 2019 ATELIER MUJI GINZA Gallery2



“Designed to go out of business” exhibition will be opened from Friday, 27th September — Sunday, 15th December 2019 at ATELIER MUJI GINZA Gallery2 (Chuo-ku Tokyo/MUJI GINZA)

The twenty-first century. In other words, the century of the environment. After having achieved economic development here on earth at an accelerated rate, we human beings must now face a common task to solve a deepening wastage problem. It is we humans that create and must solve this issue: progressing minute by minute everywhere, from our everyday lives to energy manufacturing, it is affecting not only the present but also our future.

What can we do at this moment?

There are varied efforts all over the world to respond to this question.

This exhibition focuses on a creative challenge in the Netherlands looking at the world through spectacles called “Design”.

Collecting waste from waterways worldwide to create new value from it until their “resource” eventually runs out, the world’s first professional plastic fishing company is “aiming to go out of business” like this. They are based in Amsterdam, the Netherlands, which has a deep historical relationship with Japan. Their boat tours explore the canals of Amsterdam offering locals, tourists and companies a physical plastic fishing experience with a fishing net. A local resident came up with an idea to turn canal-caught PET bottles into tour boats. This fun, enjoyable process is designed to let anybody participate in solving the abstract question of plastic waste. This meaningful activity is already loved and supported by many, and is becoming more and more popular over time.

A possibility in design to face a social challenge will give us an opportunity to cultivate our own future while connecting minds to things.

ATELIER MUJI GINZA

## **【General information】**

“Designed to go out of business” exhibition

Date | Friday, 27th September — Sunday, 15th December 2019 \*Same as MUJI GINZA store opening

Opening times | 10:00—21:00

Venue | ATELIER MUJI GINZA Gallery 2 (6F MUJI GINZA), Admission free

Organiser | MUJI

Planning collaboration | Plastic Whale B.V., MONOFACTORY Co., Ltd

Cooperation | Embassy of the Kingdom of the Netherlands in Japan

Graphic / Site design | Powerplace Inc.

Site construction | HIGURE 17-15 cas

Planning and Management | Household Division / Household Design, Ryohin Keikaku Co., Ltd. and

ATELIER MUJI GINZA (MUJI GINZA)

Venue Address | 3-3-5 Ginza, Chuo-ku, Tokyo, 104-0061

## **Plastic Whale**

Plastic Whale is an Amsterdam-based social enterprise with a special mission: plastic-free waters, worldwide. In 2011 Marius Smit started the organization with a challenge to build a boat from plastic waste. Today, Plastic Whale is a fast-growing company involving companies, citizens and governments. Plastic Whale’s organization is based upon three pillars: We Collect, We Create and We Educate. So far, they have organised plastic fishing with over 500 companies and many thousands of people to “collect” plastic waste, “create” products from recycled plastic, and “educate” to raise awareness of the problem and to start taking action through presentations and workshops both at home and abroad.

## **Marius Smit**

Marius Smit is the founder of Plastic Whale, of Plastic Whale Circular Furniture and co-founder of WasteBoards. During a one-year sabbatical, after studying International Management and working in positions of Marketing and Strategy, Marius was confronted with the growing worldwide problem of plastic soup. He started in 2011 with a challenge to build a boat made of plastic waste. Today Plastic Whale is a fast-growing social enterprise involving hundreds of companies and many thousands of people across the world. Marius inspires audiences worldwide with the story of his belief in “the power of doing” and about turning a challenge into a sustainable business.

## **【Event information】**

### **■Opening Talk “Designed to go out of business”**

Date | Saturday, 28th September 2019 10:30—12:00

Speaker | Marius Smit (Founder of Plastic Whale/Circular Furniture)

Venue | ATELIER MUJI GINZA Lounge, MUJI GINZA 6F

\*Japanese consecutive interpretation provided

### **■Session for Students “Let’s think about the future of our society with Plastic Whale”**

Date | Sunday, 29th September 2019 10:30—12:00

Speaker | Marius Smit (Founder of Plastic Whale/Circular Furniture)

Venue | ATELIER MUJI GINZA Lounge, MUJI GINZA 6F

\*Japanese consecutive interpretation provided

### **■Talk & Reception “Let’s talk about Plastic Whale”**

Date | Monday, 30th September 2019 18:30—21:00

Speaker | Marius Smit (Founder of Plastic Whale/Circular Furniture)

Venue | Dejima Lounge, Embassy of the Kingdom of the Netherlands in Japan

\*Japanese consecutive interpretation provided

### **■Talk “Create a way of using, Design a way of disposing”**

Date | Friday, 4th October 2019, 18:30—19:40

Speaker | Sumiyuki Nakadai (CEO of Nakadai Co.,Ltd.)

Venue | ATELIER MUJI GINZA Lounge, MUJI GINZA 6F

We are planning several events during the exhibition period.  
Please check our official website and SNS accounts for more information.

Official website <https://atelier.muji.com/jp/>

Twitter <https://twitter.com/ateliermuji/>

Instagram [https://www.instagram.com/ateliermuji\\_ginza/](https://www.instagram.com/ateliermuji_ginza/)

Facebook <https://www.facebook.com/ateliermuji/ginza/>

\* In the event of unforeseen circumstances, there may be some changes or cancellations of these events. In that case, we will announce the details on the ATELIER MUJI GINZA official website and SNS accounts.

Press contact

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