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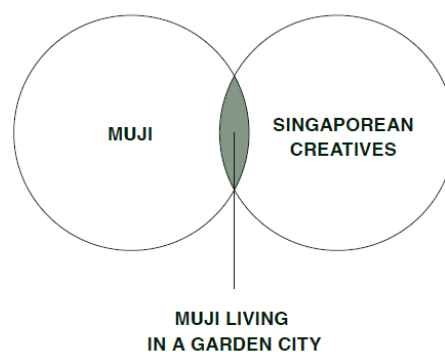
MUJI LIVING in a Garden City

22 September – 1 October 2016

ION Orchard, B4 ION Station

18 Singaporean Creatives meet MUJI Products

To mark the re-opening and expansion of MUJI ION Singapore, MUJI collaborated with Underscore to curate the exhibition – MUJI Living in a Garden City. 18 local designers and artists have come together to re-interpret a series of existing MUJI products. These products fall under four broad categories—Working, Resting, Eating and Living—and showcase the diverse ways of incorporating MUJI's items into the lifestyles here in Singapore.



Jerry Goh (Left) and Justin Long (Right),
exhibition organiser

Cotton stalks are suspended in the centre of the exhibition, which symbolise the relationship we share with nature as a Garden City, and highlights the use of organic cotton in MUJI's products.



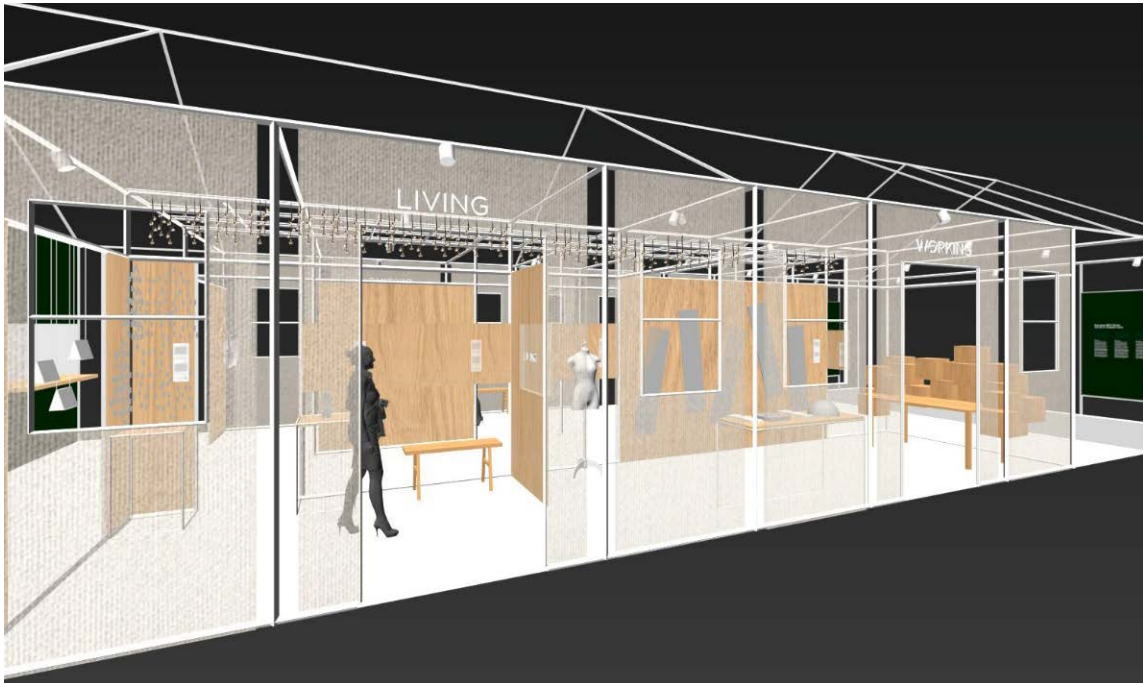
About Organic Cotton



Since 1999, MUJI began initiating organic cotton in the production of babies' undergarments. The move towards organic cotton stems from the belief that products should not only be gentle on those who use them, but on the environment and the people who work to produce those items.

Organic cotton plants are cultivated on land that has been free of pesticides and chemical fertilisers for a minimum of three years. To ward off pests, plants like sunflowers and okra are grown in neighbouring fields to lure insects away. When they are ready to be harvested, the cotton is plucked by hand only after their leaves have fallen off naturally. Compared to regular cotton, organic cotton yarn is twisted more tightly, reducing the surface area in contact with the wearer's skin and making for a cooler piece of clothing.

How does MUJI fit into our life in a Garden City?



[Eating] Food is an inherent part of many cultures, but especially so in Singapore, where eating has become something of a national pastime. This section of the exhibition sees artists bringing familiar imagery from our surroundings into dining utensils, and even extend our food culture to include the local wildlife.

Artists & Designers:

•Edwin Loh, Supermama •Tan Zixi, MessyMsxi •Jerry Goh, Hggher •Fleecircus •Holycrap

[Resting] Given the hectic pace of life that Singapore is known for, it comes as little surprise that many of us do what we can to seek respite from the daily bustle. To help us along, this section showcases novel ways of using everyday items to create quiet spaces, whether for sleeping, meditating, or to house our pets.

Artists & Designers:

•John Fan, Desinere •Larry Peh, Faculty •Priscilla & Timo, Studio Juju •Kelly Lmrck

[Working] As a new generation of entrepreneurs emerge, the office environment has begun moving away from the traditional cubicle setting and adopting alternative forms. This has prompted artists to consider the needs of a modern day workspace, and how conventional office instruments may now be adapted for use in innovative ways.

Artists & Designers:

•Melvin Ong, Desinere •Jonathan Yuen, Roots •Theseus Chan, WORK •Esther Goh

[Living] Modern living has introduced new perspectives and ways of thought to Singaporeans, challenging us to evolve and progress with the changing times. In this area of the exhibition, we are asked to question what we have grown familiar with in our Garden City, and to contemplate various aspects of our lifestyles in a new light.

Artists & Designers:

•Jackson Tan, Phunk Studio •Nathan Yong, Nathan Yong Design •Tiffany Loy, ParasolBag •Letitia Phay, Time Taken to Make a Dress •Kaiyee Tay

18 Exclusively Designed MUJI Organic Cotton myBags



With the hope that life in our Garden City continues to be a compassionate and environmentally-conscious one, the 18 local creatives was also invited to create a print for a MUJI Organic Cotton My Bag, which will be presented the adjacent exhibition space. Each design is an interpretation of the

various aspects of our daily lives, and encourages us to reconsider our approach to working, resting, eating and living in Singapore.

Made using organic cotton, these My Bags are created with less stress on the environment, and are gentler on those who produce and use them. This echoes the idea of green living—the basis upon which our Garden City was built. It is hoped that as shoppers make the switch from using plastic bags to reusable tote bags, they will begin to appreciate the role that they play in saving the Earth.

While we look towards a sustainable future for Singapore, we also seek to encourage shoppers in playing their part to save the Earth through the use of these bags, which will be on sale at \$10/bag throughout the duration of the exhibition. 100% nett proceeds from the sale will be donated to Children's Cancer Foundation.

Collaborating with Children's Cancer Foundation allows us to help raise childhood cancer awareness, and to encourage more people in stepping forward in supporting children with cancer and their families. We are very fortunate to be living and healthy, and we believe that future is in the next generation. Being healthy, normal children have the chance to chase after their dreams. However, children with cancer have to face tremendous challenges, and requires attention and help from society for a chance to pursue their future. With the help from Children's Cancer Foundation, the quality of life of children with cancer and their families can be improved, through enhancing their emotional, social and medical well-being. Acknowledging this noble good cause, we hope the proceeds from the bags sale would be able to form a small contribution to Children's Cancer Foundation.

Workshop & Music Showcase

The exhibition area hold a stage for the opening ceremony, music performances, and will also be converted into a workshop corner.



Workshop

Open to MUJI Members only. Members can get crafty with patchwork workshop that encourage sustainability by making use of fabric remnants to personalize a MUJI item.



Hanging Up The Moon (Left), Bennett Bay (Right)

Music Showcase

Local musicians and bands would be presenting music showcase that can enhance visitors' sensory experience. We have invited Hanging Up The Moon, one of Singapore's pioneer indie bands, and Bennett Bay, a composer/musician from Singapore.

Schedule:

	Thursday	Friday	Saturday	Sunday
	22 Sep	23 Sep	24 Sep	25 Sep
Afternoon	-	-	2 – 4 pm Workshop (2hours)	2 – 4 pm Workshop (2hours)
Evening	6.30 – 7pm Hanging Up The Moon (30mins)	6.30 – 7pm Bennett Bay (30mins)	6.30 – 7pm Hanging Up The Moon (30mins)	6.30 – 7 pm Bennett Bay (30mins)
	Thursday	Friday	Saturday	
	29 Sep	30 Sep	01 Oct	
Afternoon	-	3 – 3.30pm Hanging Up The Moon (30mins)	3 – 3.30pm Bennett Bay (30mins)	
Evening	-	7 – 9pm Workshop (2hours)	7 – 9pm Workshop (2hours)	