



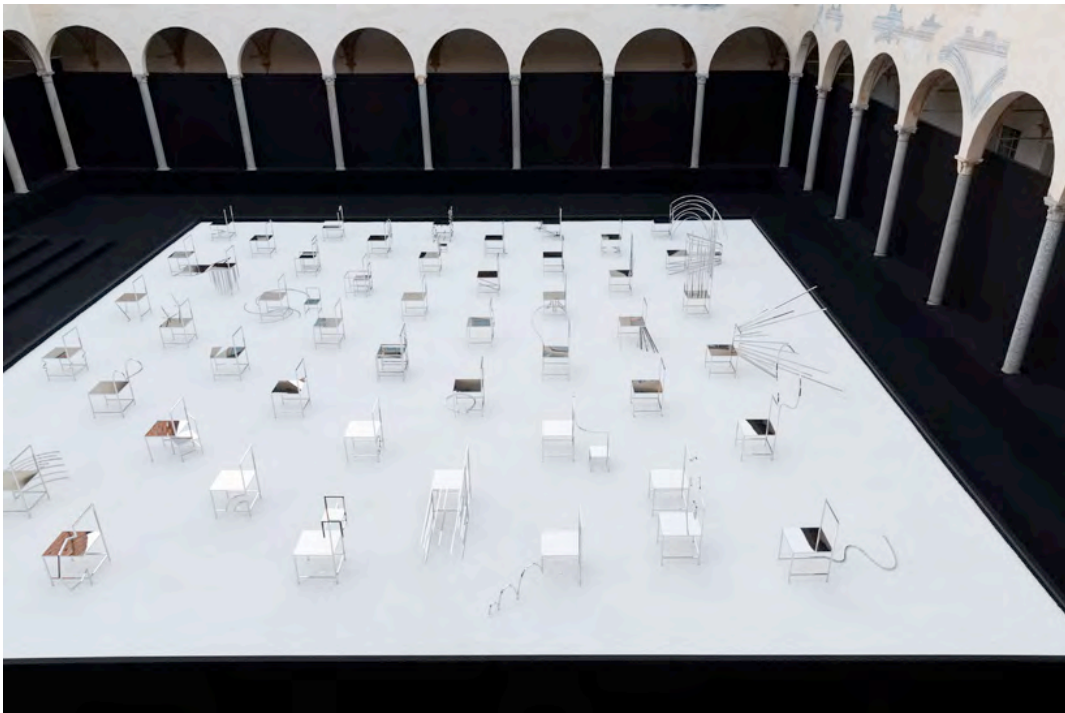
## nendo designs 50 chairs for friedman benda influenced by manga comics

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photo by takumi ota

**nendo's '50 manga chairs' installation for friedman benda draws a comparison between manga comics and furniture design.** a term commonly associated with comics printed in japan, 'manga' consists of a series of frames on a single sheet of paper that create a structured sequence rendered with a high degree of flatness and abstraction. similarly, nendo's designs are lined up in a grid, with each individual chair characterising a specific 'manga' drawing element – so in effect each piece becomes a section within a storyboard. for example, a 'speech bubble' or 'effect line' are added to visualise sound or action; or emotional symbols from manga, like "sweat" or "tears", are formed so that a sense of narrative and character can be felt. with the abstraction of manga comics in mind, physical aspects such as colour and texture are intentionally avoided. instead, a complete mirror finish is opted for, which generates new spatial layers as the chairs' surfaces reflect the real world, just like 'manga' does. nendo presents his '50 manga chairs' installation during milan design week 2016 within the facoltà teologica dell'italia settentrionale (piazza paolo VI, 6 ).

Smith, Hollie. "nendo designs 50 chairs for friedman benda influenced by magna comics,"  
*designboom*, April 13, 2016.

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installation view of '50 manga chairs' within the courtyard of the facoltà teologica dell'italia settentrionale  
photo by takumi ota



nendo has envisioned 50 chairs all influenced by manga comics  
photo by takumi ota

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while sculptural in presence, the chairs' shadows offer a bold and graphic visual  
photo by takumi ota



'50 manga chairs' presented during milan design week 2016  
photo by takumi ota

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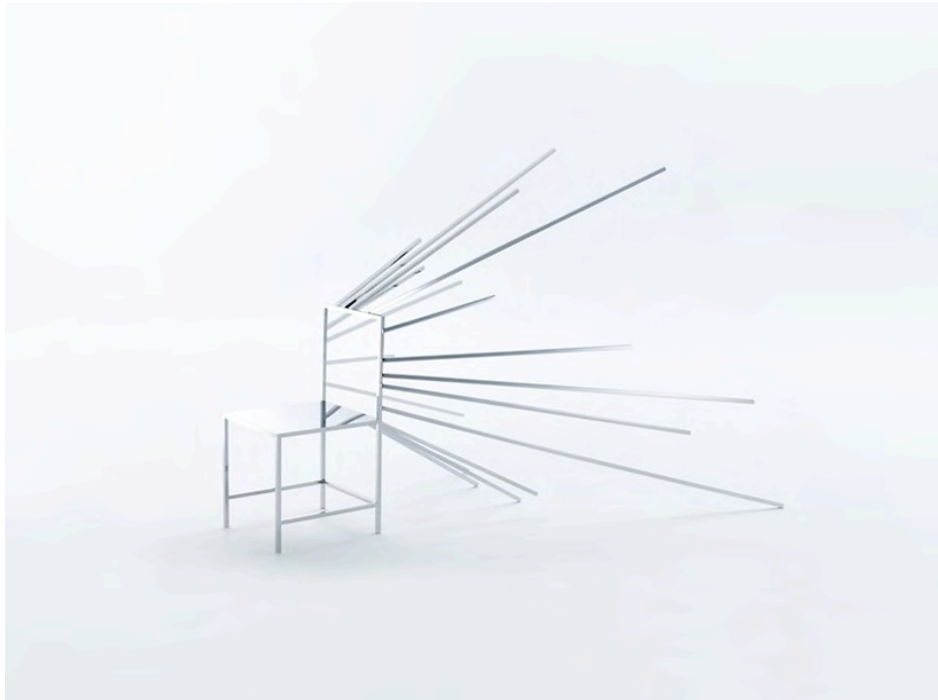
up close view  
photo by takumi ota



installation view of '50 manga chairs' at dusk  
photo by takumi ota

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the chairs draw on design elements seen in manga comics that visualize sound or action  
photo by kenichi sonehara



emotional symbols like 'sweat' or 'tears' also are characterized within the chair designs  
photo by kenichi sonehara

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the full collection of 50 chairs  
photo by kenichi sonehara

**hollie smith | designboom**

**apr 13, 2016**

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