

Nendo: wandering forest

The studio just completed a series of elusive window displays for Hermes at Sogo Yokohama and Takashimaya Tokyo. A news report from Tokyo

Japanese studio Nendo's latest completed project has seen the Hermés boutique windows in Sogo Yokohama and Takashimaya Tokyo undergo a woodland inspired metamorphosis.

The stores' window displays have been transformed by Nendo into a two-tone scene scattered with both solid and cut-out 'trees' on and amidst which Hermés' luxury items are placed.

Figure and ground become indecipherable with the solid and cut-out 'trees' difficult to distinguish from one another without close inspection. The color scheme of white and brown reinforces this

"Nendo: wandering forest", Domus, March 13, 2012

elusiveness.

Products placed within the installation are often only partially revealed, requiring the viewer to explore the perimeter of the display in order for them to be fully exposed, coercing a desire to investigate.

Carefully arranged lighting further adds to the effect, striking shadows in a manner that further adds to the enticing nature of the tableau in which contradictions and depth suddenly appear to passers-by as their angle of vision changes.



Nendo, Hermés window displays at Sogo Yokohama and Takashimaya Tokyo

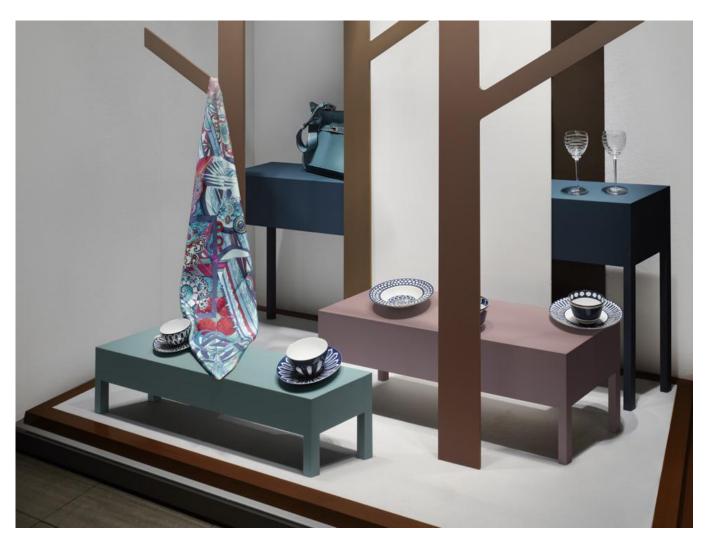
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