



## Nendo: wandering forest

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

Japanese studio Nendo's latest completed project has seen the Hermès 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 Hermès' 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

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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, Hermès window displays at Sogo Yokohama and Takashimaya Tokyo

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