

CITIZEN[®]

BETTER STARTS NOW

Expansion Time

The concept of CITIZEN's installation for BASELWORLD 2015 started from thinking "how was the state of the Universe right after it began".

At "the beginning of the Universe", light, time, space and matter were all undifferentiated and everything was just "One". I imagined there might have been a moment when it would have been possible to presage the beginning of the "Universe". The state right after the "beginning of the Universe" means that light, time, space and matter just started to have their own behaviour. We tried to create that action, the direction that the Universe and Time would take as "Expansion Time", CITIZEN's new installation.

Since this project started, we researched about "Time" deeply further. We think we know about "Time" however we realised that we know only a little about it and the biggest discovery was that "The Universe never stops". In this lies the mystery and the potentiality of "Time" to us. "Expansion Time" is an installation which projects the time that may expand or get distorted. The movement of light and shadow between 10,000 main-plates and the blank space that surrounds them creates a "Time Experience" that is still unknown to humankind.

A gallery space to experience one of CITIZEN's proprietary technologies, "Super Titanium™", was created. It is an exhibition to show the distinctive texture and strength of "Super Titanium™", made from CITIZEN's state-of-the-art titanium processing technology and surface-hardening technology, and also an exhibition about the history and potential of "Super Titanium™", a material created from CITIZEN's pioneering experiments on titanium.

After "Frozen Time" in 2013 and "Compressed Time" in 2014, "Expansion Time" was born in 2015 to create an emotional experience to show the visitors the as-yet-unknown "Potentiality of Time".

Tsuyoshi Tane (DGT)



DGT (DORELL.GHOTMEH.TANE / ARCHITECTS)

DGT is an international architecture practice founded in Paris in 2006, and is directed by Dan Dorell, Lina Ghotmeh and Tsuyoshi Tane. The winner of the international competition to design the Estonian National Museum, (to be completed in 2016), DGT has numerous ongoing projects globally, gaining the practice much attention worldwide. In 2008 U.K.-based ICON Magazine selected DGT among the "20 essential young architects." In 2012 DGT was a shortlisted finalist for the competition to design the New National Stadium of Japan. DGT has won numerous other prizes including the young architects prize from the French Ministry of Culture (2008), and the Red Dot Award (2013) and double Awards in Milan Design Week (2014).



Yutaka Endo

(Representative of LUFTZUG, Art Director, Producer and Technical Director)

Yutaka Endo produces unique creations involving music, video, design and computer technology, with a focus on performance art. Since 2002 he has been involved in various fields of planning, working as an art director, producer and technical coordinator. In 2005 he founded LUFTZUG Co., LTD. out of a desire to do cross boarder artistic expression and engage in creative directing. Recently, Endo has been actively working both at home and abroad, and established LUFTZUG EUROPE in Amsterdam in 2012. Endo's work as a technical director has included Canon MILAN DESIGN WEEK (2010-2012), Panasonic MILAN DESIGN WEEK (2013-2014), CITIZEN MILAN DESIGN WEEK (2014), CITIZEN BASELWORLD (2013-2015) and Hokusai Exhibition in Paris (2014).