

# CITIZEN®

BETTER STARTS NOW

## **“time is TIME”**

CITIZEN MILAN DESIGN WEEK 2016

We wanted to think deeply about the question “what is time?”

Time contains many individual moments, including one we call “Now.” It is impossible to make time stand still. It always keeps moving. Keeps changing. This is an immutable, eternal truth. This ever changing flow of individual moments is what we know as “TIME.”

“time is TIME” is an experimental and experiential installation exploring the idea of time. By using 120,000 main plates, we have created two primary spaces: SPACE A and SPACE B. In these spaces, visitors will have a completely new time experience.

15 years have passed since we have entered the 21st Century. Our society has become much smarter and fast-paced as a result of globalization. In this milieu, we have a chance to pursue the true meanings of both the individual moments we experience as “time” and “TIME,” the collective passage of these moments. In the “time” that is “Now,” all of us on Earth are equally connected to the same “TIME.”

“time is TIME” is our challenge in the 21st century to introduce a new vision of “TIME.”

Tsuyoshi Tane (DGT.)