

CITIZEN®

BETTER STARTS NOW

“Horizontal Time”

What if we have two parallel time that existed in chronological progressions? What would it look like? Time relentlessly marches forward, but what if two parallel time actually overlapped, contested with each other in a simultaneous existence? Perhaps we would have a chance to perceive time in a new way.

“Horizontal Time” in The CITIZEN Baselworld 2016 installation represents the flattened, horizontal properties of time. Around 60,000 constellating CITIZEN main plates fill a space at the venue in Basel. It is an attempt to give physical form to two dimensions existing in time: its front and back, strength and weakness, strictness and ambiguity, memory and prediction, past and future, consciousness and unconsciousness.

CITIZEN's new ‘Eco-Drive One’ is a bold demonstration of the watchmaker's quest to instrument the thinnest timepiece possible. The face on top that tells the time and the base inside which time is measured have been compressed to the utmost limit, thus achieving the creation of the world's thinnest watch. One idea behind this instrument that seems utterly lacking in breadth was for time to transcend the physical properties of the watch and vanish into a flattened state in which only light remains to exist.

When one senses the light emanating from the horizontality of time, it is an experience that shows how much we have yet to learn about the new dimension of time.

Tsuyoshi Tane (DGT.)



DGT. (DORELL.GHOTMEH.TANE / ARCHITECTS)

DGT, based in Paris, is a partnership formed by Dan Dorell, Lina Ghotmeh and Tsuyoshi Tane in 2006. Their practice works on urban, architectural and spatial design. DGT has garnered international attention: they won the top prize in the 2006 international competition to design the Estonian National Museum (scheduled for completion in September 2016), and their Kofun Stadium proposal was selected as a finalist in the international design competition for the New National Stadium of Japan. Other notable projects include “A House for OISO,” “LIGHT is TIME - CITIZEN” and “Re-Alimenter Massena.” DGT currently has projects underway in France, Switzerland, Lebanon and Japan. Their partnership has won a number of prizes, including the young architects prize from the French Ministry of Culture, an award from the Architects Association of Milan and two prizes at Milan Design Award 2014. DGT have also been selected as some of Europe's “visionary architects for a new decade.”

www.dgtarchitects.com



Yutaka Endo Art Director & Producer at LUFTZUG

Born in Niigata in 1977, Endo produces unique creations involving music, video, design and computer technology, with a focus on contemporary dance. 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 engage in creative directing. LUFTZUG began its work with the intent of “establishing a role as a media intermediary.” As a bridge between people, technology and ideas, Endo endeavors to bring productions into being that play a social role. LUFTZUG EUROPE was established in Amsterdam in 2012. Endo aims for heightened sensual exchanges and ubiquity by removing borders around where he works. Endo's work as a technical director has included installation project for MILAN DESIGN WEEK (Canon 2010-2012, Panasonic 2013-2014, CITIZEN 2014), CITIZEN Baselworld (2013-2015), Ginza Sony Building Installation (2011-2013), Akihisa Hirata “Tangling” Exhibition in London (2012) “Room of Objects, Sounds and Video” for the Design Ah! Exhibition(Tokyo 2013), The Hokusai exhibition(Paris 2014) and Exhibition “Architect Frank Gehry ‘I Have an Idea’” (Tokyo 2015).

<http://www.luftzug.net/>