

LIGHT is TIME

Time is Light, Light is Time

"Time is light and light is time." We found inspiration from CITIZEN 's watch-making and finally hit on this simplest of concepts: "LIGHT is TIME." Light was born at the instant of the Big Bang, the universe's beginning. From beyond the horizon, the rising sun slowly covers the earth in light, shadows transform into a different shapes, the seasons to transmit colour in nature and the waxing and waning of the Moon changes. When humans noticed these things, we unknowingly created the concept of time.

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CITIZEN came to take on the challenge of making watches that show how "time changes by light" in accordance with the company's philosophy of "watches for all citizens."

"LIGHT is TIME" is an installation of light and time at the Triennale di Milano exhibition hall, where we will present a magnificent space made from a palette of unique materials, including our main element of 80,000 'main plates' – the most basic part of a watch. There, we envision a space-orchestration where light will fill the room, composing – through the senses of sound and vision – a sense of light and time as yet not experienced by humankind. In addition to exhibiting everything from pocket watches as origin (where CITIZEN first started) to the latest satellite-synchronized watch at the venue, we hope that the audience will experience CITIZEN's mission to search and discover 'What makes a watch'.

21st Century Light for Time

Time is light. If there were no light, then there would be no time. In the 20th century, mankind digitized time, measured it and continued to economize our time, until eventually we forgot about its relationship with the essence of light. Without light we never would have had the wonders of the universe, the richness of our planet or the joy and pleasure of our lives.

"LIGHT is TIME" – the manifestation of light's return to time – is our great challenge of the 21st-century.

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), the Architects Association of Milan (2008), and the Red Dot Award (2013).

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