



SHU TO /

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2024

Explore “spatial self-expression”

SHU TO / is a creative studio established by Japanese interior designer Yuki Iwatake in 2012, based in Tokyo and Kyoto. We started as an interior design office, working on a variety of projects including stores, showrooms, offices, restaurants, residences, events, show windows, furniture, and products. The article about our works was published in FLAUNT MAGAZINE, a fashion and culture magazine based in Los Angeles (2021).

From 2024, SHU TO / became a newly creative studio which explores "Spatial" self-expression. This unique hunger for "self-expression" is strongly influenced by fashion culture.

We create pieces of art by fusing multiple elements from interior design, fashion, art, digital, sometimes nature, chemistry, and various traditional culture, while reconstructing beautiful leftover materials from our daily design activities.

Through the experimental destruction and harmony of these elements, we create a spatial accent with an intense presence enough to determine the atmosphere.

Especially recent years, opportunities we share our space through a screen are skyrocketing. We expect this concept will be a new style, culture to express ourselves.

In our interior design projects, we additionally propose to put the accent on the space which reconstructs the leftover materials in the project or the client owns beforehand.

We started a project “Hungry Scissors” which explores "Spatial self-expression".

Its first works ‘24 1 25 were launched in January 2024. We attempted to create them at a live style in order to reflect our sensibility into it at the time.

空間的自己表現を思考するクリエイティブスタジオ

SHU TO / は 2012 年 インテリアデザイナー岩竹勇樹 が設立した、東京と京都に拠点を置くクリエイティブスタジオ。インテリアデザイン事務所としてスタートし、イベント、ショールーム、ショーウィンドウ、店舗、オフィス、住宅、家具、店舗什器、プロダクトと様々な領域のプロジェクトを手掛けている。ALFA ROMEO、ALPHATAURI、BMW JAPAN、DECORTE、FUMITO GANRYU、ON TOKYO SHOWROOM、POLA 他。

ロサンゼルスを拠点とするファッション・カルチャーマガジン FLAUNT MAGAZINE 掲載 (2021)

2024年、SHU TO / は新たに、世界に影響を与える「空間的自己表現」を思考するクリエイティブスタジオへ。

この個性的で他にはない自己表現への渴望は、ファッションに強く影響を受ける。

日々のデザイン活動に於いて発生する美しい残材を再生しながら、

インテリア・ファッション・アート・デジタル、時に自然や化学、伝統文化と、多様な要素を融合しそれを再構築、

それらの実験的調和と破壊を通して、空気感を決定づけるだけの強烈に存在感のある空間的アクセント創りを思考する。

画面越しの空間共有・コミュニケーション機会が加速する今日に於いて、それはこれからの新たな自己表現のかたちとなる。

デザインプロジェクトでは クライアントの持つ、又はプロジェクトで発生する残材を再生、空間のシンボルを提案する。

2024年 SHU TO / による「空間的自己表現」を思考するプロジェクト「Hungry Scissors」をスタート。

同年1月 '24 1 25 発表。発表時の自身の感性を作品に反映するため、展示期間中を含めライブ形式にて制作。

STUDIO SHU TO /

Company name SHU TO / Inc.

Foundation Aug 2013

Business content

Interior, furniture and product design, Design supervision, Interior styling,
Art work

CEO Yuki Iwatake

Address #711, 6-1-32, Minami-Aoyama, Minato-ku, Tokyo, JAPAN 107-0062

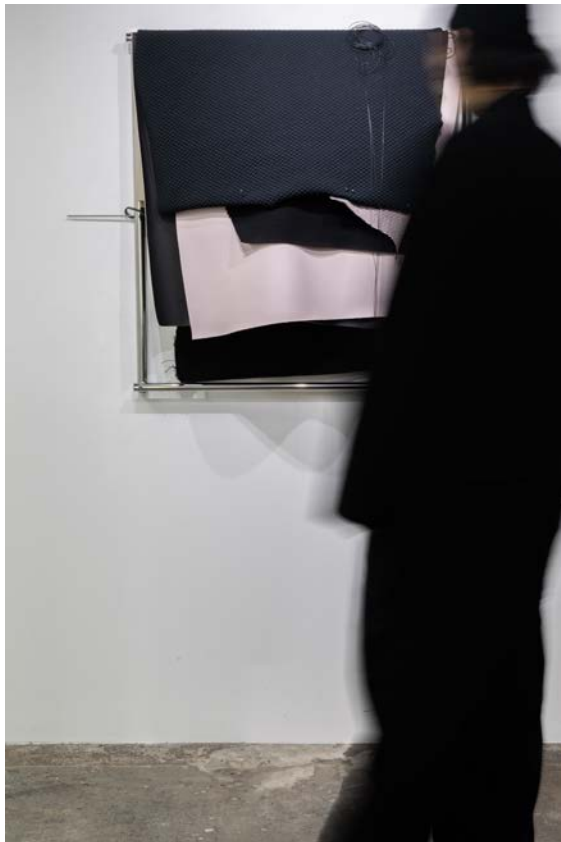
E-mail contact@shu-to.jp

Website www.shu-to.jp

YUKI IWATAKE 1981-

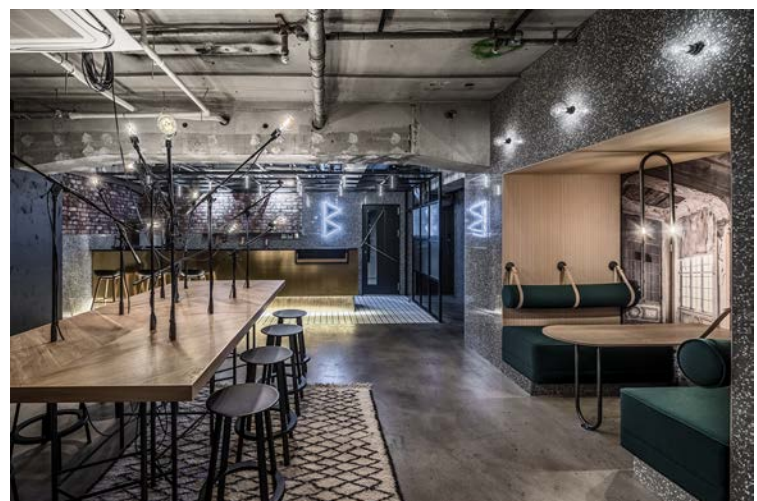
Born in 1981 in Kanagawa, Japan. Graduated from Kyoto Institute of Technology in 2007. After working for HAKUTEN Co., Ltd. from 2007 to 2010, and KATA INC. from 2010 to 2012, became independent in 2012. Creative Studio SHU TO / Inc. CEO from 2013.

Photo by Tadamasa Iguchi (IN FOCUS)

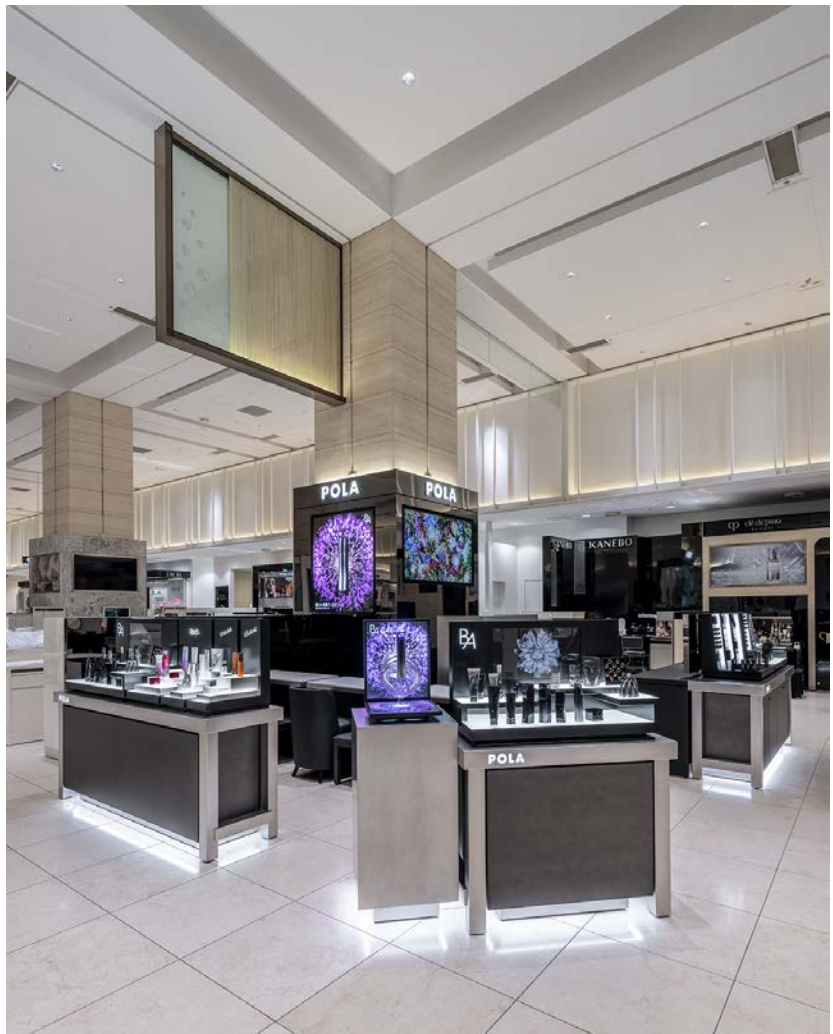
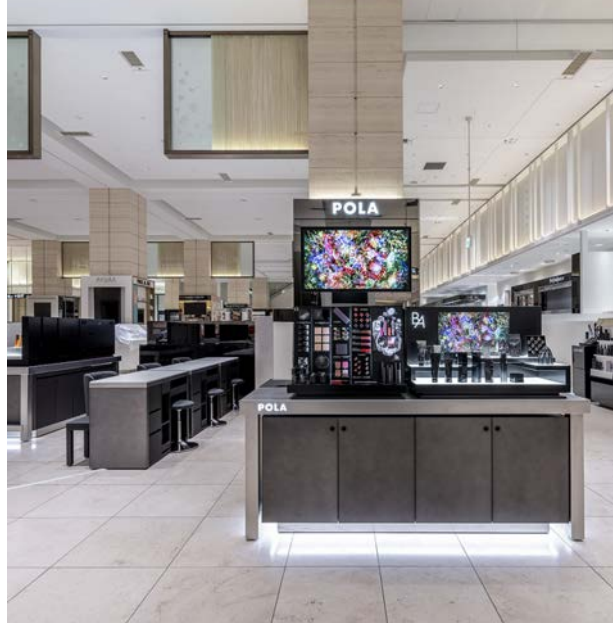



SELECTED PROJECTS

2011	BMW JAPAN 30th (JP)
2012	Alfa Romeo "Mito innovative fashion drive" (JP) Tokyo Designers week 2012 Pro Exh. (JP)
2013	POLA Grandluxe display (JP) POLA BA Hankyu pop-up store (JP) POLA BA The Ritz-carlton event (JP) Fiat event (JP)
2014	Daiwa house Eco products 2014 booth (JP)
2015	POLA Grandluxe pop-up store Isetan Shinjuku (JP) In focus office (JP) Audio technica Inter BEE 2015 event booth (JP) Daiwa house eco products 2015 booth (JP) Daiwa house office Entrance (JP)
2016	On Tokyo Showroom (JP) POLA Wrinkle shot display (JP) Audio technica Inter BEE 2016 event booth (JP)
2017	Clarins office (JP)
2018	Studio BPM (JP) Yamaha event booth (US)
2019	Fumito Ganryu press room (JP) Bellrock media office (JP)
2020	Crosswarp office (JP) Cfcl press room entrance (JP) POLA Whiteshot pop-up store Isetan Shinjuku (JP) POLA Duty-free store manual
2021	Multi Cuff Code (JP) Flaunt Magazine (US) POLA Newoman Yokohama (JP) Pobo Lab (JP) Shisei pop-up store (JP) POLA pop-up store Korea (KR) Google Pixel event (JP) Kddi office entrance (JP)
2022	On Tokyo Showroom (JP) Decorte Perfumerie Sukiya (JP) Alfatauri Isetan Shinjuku pop-up store (JP) Alfatauri Isetan Shinjuku show-window (JP) On tokyo showroom satellite showroom (JP) Net one systems office (JP) Hyundai cxc Yokohama display (JP)
2023	Centuryauto showroom (JP) POLA Utsunomiya (JP) POLA Shinjuku takashimaya (JP) UiPath office (JP)
2024	Hungry Scissors Exhibition "24 1 25 " (JP) Salomon Pop up store fixture (JP)



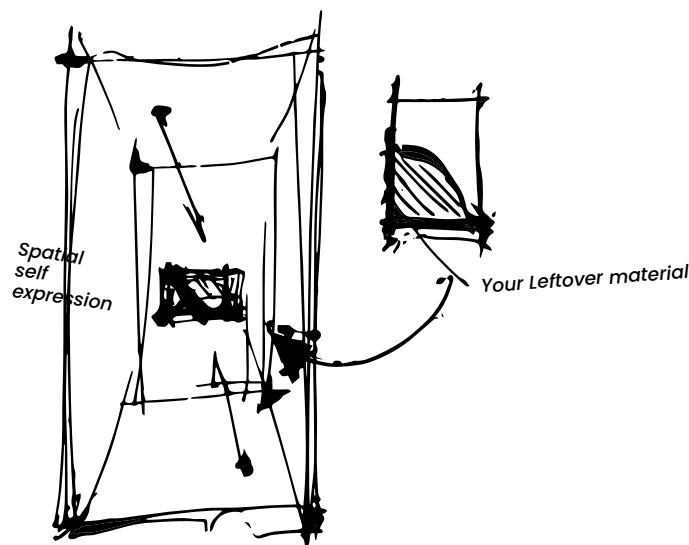






SHU TO /

Explores spatial self-expression.



Why don't we create "Spatial" yourself-expression with your leftover material?

- 1 You provide your beautiful leftover materials.**
 - 2 We create Spatial self-expression with it for your space, or to launch onto the market.**
 - 3 We split the profits of the works.**
-

One day, I was driven by an urge to make like fashion space wear which expresses our individuality even through the screen of our laptop, as if people expressed themselves by wearing fashion. I decided to attempt making spatial accents for self-expression by fusing multiple elements including fashion, architecture, digital, nature, traditional culture, while reconstructing leftover materials from my daily design activities. I name those works the date of completion like a diary to record my ideas to explore "spatial" self-expression.

ここ最近の画面越しに人と会う機会の多い日常に於いて、私は人々が自己表現のためファッションを身に纏うように、空間が身に纏うファッションのようなものを創りたいと思うようになり、日々のデザイン活動で発生する残材と、ファッション、建築、伝統文化など様々な要素とを組合せ、壊し、再構築しながら、新たな自己表現のための空間的アクセントを思考してみることにした。それらの作品に「完成日」を冠することで、その日々の思考を日記のように記録する。

"Hungry Scissors"



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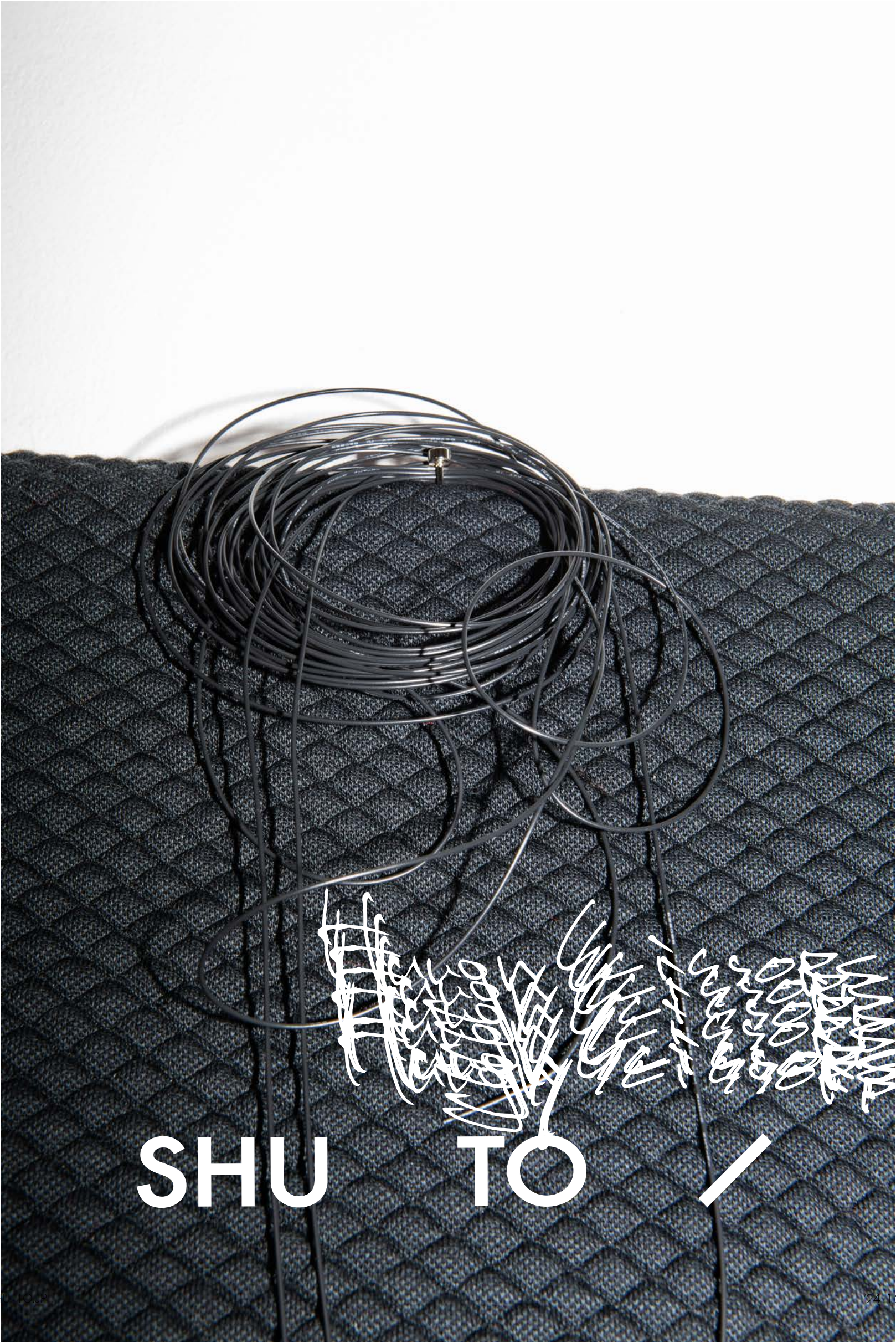
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