

ANON PAIROT ORDINARIAN  
ATELIER IKEBUCHI LIN  
MOD MEASURE OF REFLECTION  
DAI SUGASAWA BIPOD  
DESINERE ROK GEN SUZUKI KAMI  
GABBY LICHAUCO SPRING  
JACKSON TAN DREAM  
JUN YASUMOTO EBISU  
KIMU NEW/OLD DIVIDER  
MIRO SILVER NENDO TOKYO TRIBAL  
OLIVIA LEE FLOAT REVERE  
**SINGAPORE OPENING**  
**11 AUGUST 2016 AT 1900 HOURS**  
**1A TYRWHITT ROAD LEVEL 2**  
**SINGAPORE 207522**  
OUTOFSTOCK LUNA  
RYOSUKE & RUI PEREIRA GABBIA  
KAZUNAGA SAKASHITA SHALLOWS  
STUDIO JUJU LUXURY TOWERS  
YUN LI OISEAUX VIEWPORT CLOVER  
**INDUSTRYPLUS NOBOUNDARIES**  
INSTALLATION DO NOT DESIGN  
MUSIC DJ ITCH

industry+

FOR IMMEDIATE RELEASE

## Industry+ Store opens at Tyrwhitt Road

Industry+ opens a new space at Tyrwhitt Road, in the heart of the up-and-coming Jalan Besar. Industry+ works with Asian designers and manufacturers to create a collection of products that use experimental production techniques combined with artisanal craftsmanship. The Industry+ collection includes works by local designers Studio Juju, Olivia Lee, Ministry of Design and international Asian designers such as Anon Pairot from Thailand, KIMU from Taiwan, Nendo and Kazunaga Sakashita from Japan.

The space brings a blend of art and design. Art by local artist Sophia Ong and photography by Jovian Lim are displayed alongside State Property, a label created by jeweller Ruiyin Lin and industrial designer Afzal Imram. Another addition to the space is Anicorn, a watch brand by designer Joe Kwan and entrepreneur Chris Chan. The launch includes an installation by Do Not Design. Playful paper cut-outs that mimic shadows bring surprise to each corner of the showroom.

Address: 1A Tyrwhitt Road, Singapore 207522

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For more information or high-res photos, please contact:

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Top: Industry+ Store showcasing pieces of the Industry+ collection alongside art

Bottom: Shallows by Kazunaga Sakashita

Photos by Daniel Peh



Left: Tokyo Tribal by Nendo, Float by Olivia Lee

Right: Guests at the opening

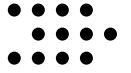
Photos by Daniel Peh



*Photos courtesy of Do Not Design*

## Installation by Do Not Design

A paper cut-outs that mimic shadows—a silhouette of the soul, a revelation of our deepest character that forms part of the our unconscious mind and composition of ideas, impulses, desires, weaknesses, phobias, perversions. All of us are born pure, like blank canvases. The things we see, the people we meet, the knowledge we learn or unlearn, the desires, lust, power, money and ego divides us, separate things into good and evil.



## ABOUT INDUSTRY+

Launched in March 2014, Industry+ is dedicated to producing high quality contemporary design products that are made in Asia.

The name Industry+ refers to progressive design and manufacturing, coupled with high-grade materials and innovative, handcrafted production methods. Through our network of designers, architects and artists, Industry+ wishes to develop original content that supports artistic expression, which reflects the brand's philosophy and it's approach to diversity in culture and disciplines.

Industry+ engages with various forward thinking designers, in a collaborative process that oversees the areas of development and production. Through design curation and product development, Industry+ aims to showcase the contemporary ethos of Asian design.

[industryplus.com.sg](http://industryplus.com.sg)

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## ABOUT DO NOT DESIGN

Yanda is an artist, curator, designer and an occasional design writer. He started out as a blogger for 'theartistandhismodel.com'-a carefully curated portal of all things creative and inspirational started in 2005. He also runs a design agency Do Not Design, a consultancy with a focus in creating experiences and strategically-led campaigns and content to drive consumer engagement and awareness across the areas of medium, print, online or spaces, industries and generations. As a curator, he has curated exhibitions in 'I Have a Room With Everything', curated items for a pop-up store in New York for Tiger Beer, and Temporium, a pop-up retail/gallery and diner. He also does design writing occasionally and is the editor of The Design Society Journal.

[donotdesign.com](http://donotdesign.com) / [instagram.com/do.not.design](https://www.instagram.com/do.not.design)