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**PRESS RELEASE

“Night Tales” by Masanori Umeda – Post Design Collection 2020**

**Memphis | Post Design Gallery**

**Largo Treves 5, 20121 Milan**

On the occasion of the **Fuorisalone Design City Edition 2021** (12-18 April 2021), **Memphis presents** **“Night Tales”, a Post Design collection by Masanori Umeda**.

The “Night Tales” collection can be viewed online on the **Fuorisalone.**it **platform**, and at **memphis-milano.com,** as of 12 April. It will be available for viewing at the same time at the **Post Design Gallery,** Largo Treves 5, in the centre of the Brera Design District.

Forty years after the creation of the Memphis Group and the presentation of the famous *Tawaraya* boxing ring, a new family of **products designed by Masanori Umeda, some of them dating from the early eighties – fully in line with the spirit of Memphis** – now takes its place in the family of Post Design collections.

**The *Utamaro* series consists of a double bed, sofa and armchair**, inspired by the erotic rituals of the Edo period, women and the interiors of traditional homes, as represented in the works of the Japanese painter Kitagawa Utamaro.

These three coordinated furnishing objects, with their massive aesthetic impact, have a blue and fuchsia metal tubular structure, with iconic, black and white chessboard pattern laminate borders, tatami mats, trays with lacquered surfaces and flamboyant coloured silk pillows.

Just as he did with his *Tawaraya* boxing ring, Umeda combines traditional Japanese domestic aesthetics with contemporary Nippon accents and the western taste in furnishings in a remarkable juxtaposition.

The other works designed by Umeda in the early eighties which are now presented in the “Night Tales” collection are the ***Medusa* table and the *Animal Chair*, the *Gelato* lamp and the *Star* aluminium tray.**

**The *Medusa* table**, made to a 1982 design, is a domestic animal with zigzag legs, reminiscent of the arms of the *Murmansk* fruit dish by Sottsass. The iridescent, dichroic glass top changes colour with the changing of the light conditions and the angle of viewing, while projecting coloured shadows around the room.

The ***Animal Chair***, which was also designed in 1982, forms part of one of the Umeda design projects which bring nature and design together to create likable objects which exude instant empathy and emotional involvement.

**The *Gelato* table, wall and ceiling lamp** is an object with personality, halfway between an ice cream cone and a clown's hat.

**The *Star* tray** is a complex centrepiece for the table or fruit bowl with small coloured handles and a perforated decorative motif in the centre.

In addition to the new “Night Tales” collection by Masanori Umeda, the Post Design Gallery also presents a number of works from the Memphis-Milano collection, which have recently been made available once again, including the *Negresco* wall-mounted lamp by Martine Bedin (1981), the pair of *Fuji* cabinets by Arata Isozaki (1981), and the *Atlas* table by Aldo Cibic (1983).

**Masanori Umeda (Kanagawa, Japan, 1941)**

Masanori Umeda obtained a diploma at Tokyo's Kuwasawa Design School in 1962.

He moved to Milan in 1967, where he worked at the studio of Achille and Pier Giacomo Castiglioni. It was while he was working as a consultant at the Olivetti design and furnishing system studio from 1970 to 1979 that he met Ettore Sottsass.

In 1981, Umeda designed his most famous object for Memphis, the *Tawaraya* boxing ring, in which the founding members of the group were photographed by Studio Azzurro to create one of the most iconic of Memphis images. A blend of East and West, Tawaraya, a kind of metaphor for a conversation piece, is a boxing ring surfaced with the tatami mats typical of Japanese traditional interiors. Umeda continued to work with the Memphis Group in the two years which followed, during which he produced the *Ginza* robot cabinet and two ceramic objects, the *Orinoco* vase and *Parana* bowl.

Umeda returned to Japan in 1986, where he opened his U-MetaDesign studio in Tokyo, which changed its name to Umeda Design Studio Inc in 2001. In the years which followed, he continued to design many postmodern, poetic and ironic items of furniture.

Masanori Umeda has taken part in a number of international exhibitions and received several awards, including the Braun Prize in 1968, the Grand Prix of Japan Display Design Award in 1981, the Japan Commercial Space Design Award in 1984 and the Grand Prix of Good Design Award, Japan, in 1990. His designs are on display in many museums throughout the world. In 2015, more than 180 works by Umeda were purchased by the M+ Museum, West Kowloon Cultural District, Hong Kong.

**Memphis srl**

Memphis srl is the holder of the Memphis-Milano, Meta Memphis and Post Design trademarks, which belong to three different periods in the company history.

Memphis-Milano has its origins in the cultural movement founded in 1981 by Ettore Sottsass and a group of designers who worked with him. It quickly took on popularity with the public and critics throughout the world, to the point where it became a planet-wide phenomenon, and is still a force to be reckoned with today.

**Post Design**

The Post Design trademark dates back to 1997. With its new logo designed by Sottsass, it includes collections by designers who already worked with the Memphis Group, such as Du Pasquier, Sowden and Sottsass himself, along with others by some of the most important artists on the international scene, including Charpin, Santachiara, Vigo and Grawunder, while at the same time offering a platform for the launch of less well known young designers. Each collection has its own stylistic character, because Post Design openly declared itself multilingual and dedicated space to a wide range of forms of poetic expression.

Post Design pursues the objective of recording and documenting transformations in taste and aesthetics, which explains its experimental, eclectic, heterogeneous nature.

**Galleria Post Design** is the gallery in Milan which hosts the initiatives of Memphis. Post Design operates more like an art gallery than an industrial production complex, and each exhibition tells the tale of a coherent design project by an individual artist or group of artists.

**“Night Tales” by Masanori Umeda - Post Design Collection 2020**#40yearsofMemphis #MasanoriUmeda #NightTales

#PostDesign #PostDesignGallery #fuorisalonedesigncity

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