

WONDER POWDER

 SHIMADZU x we+

DROPCITY | 12 - 21 April 2024
Tunnel 44 Via Sammartini, 20125 Milano
MON - FRI, 11AM - 7PM / SAT, SUN, 1PM - 6PM

From minerals, paints were born, and wheat transformed into bread.

Throughout history, humanity has expanded the possibilities of materials by crushing solids into powder. Powdering is one of humanity's most primitive processing methods. Turning materials into powder not only makes them more manageable and versatile but also allows us to encounter expressions and behaviors that were never visible in their solid state.

WONDER POWDER is a research project by Shimadzu Corporation and the design studio we+, driven by the potential of powder. Launched in 2022, this project involves not only observing the movement of powdered various materials underwater but also scientifically analyzing them using Shimadzu Corporation's analytical instruments. Through a dual approach of sensory and logical exploration, the project seeks to understand the beauty of powder. In this exhibition, we showcase some research findings and installations as part of the project, attempting to capture "beauty" from a new perspective.



website

#WONDERPOWDER



we+

we+ is a contemporary design studio founded in 2013 by Toshiya Hayashi and Hokuto Ando, that gives form to new perspectives and values using methods based on research and experimentation.



@weplus.jp



weplus.jp

Shimadzu Design

Shimadzu Design is a department within Shimadzu Corporation engaged in a broad range of design activities, including the external appearance, UI, communication, research, evaluation, and more.



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