

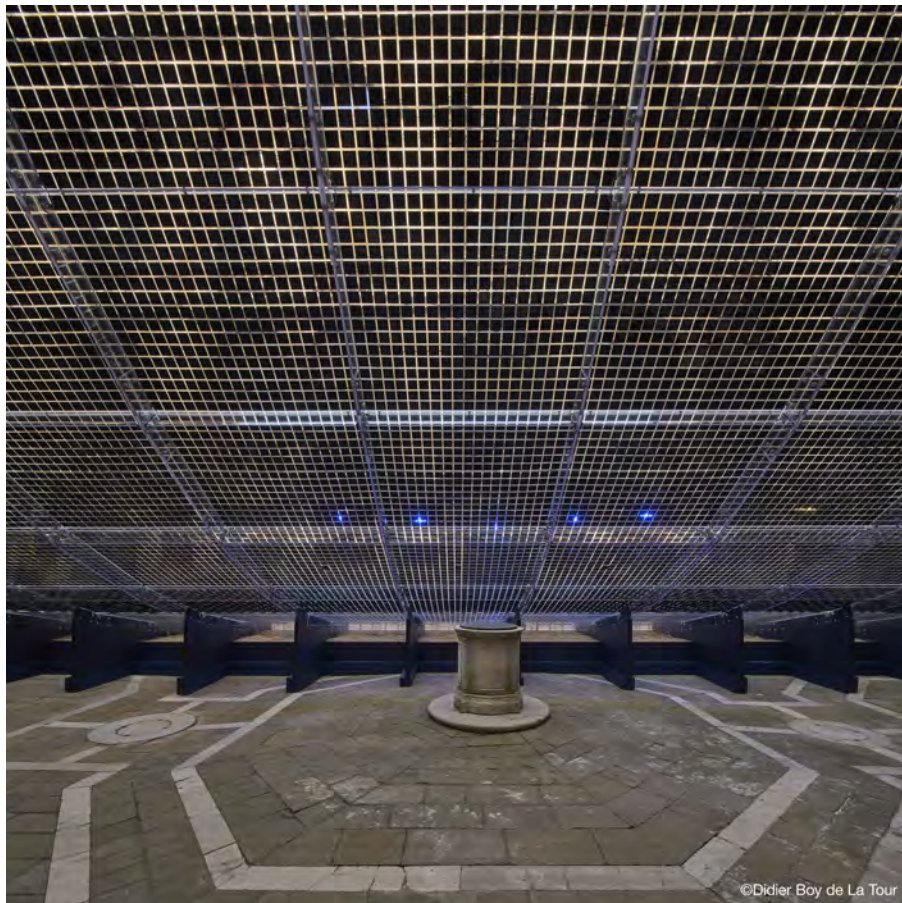


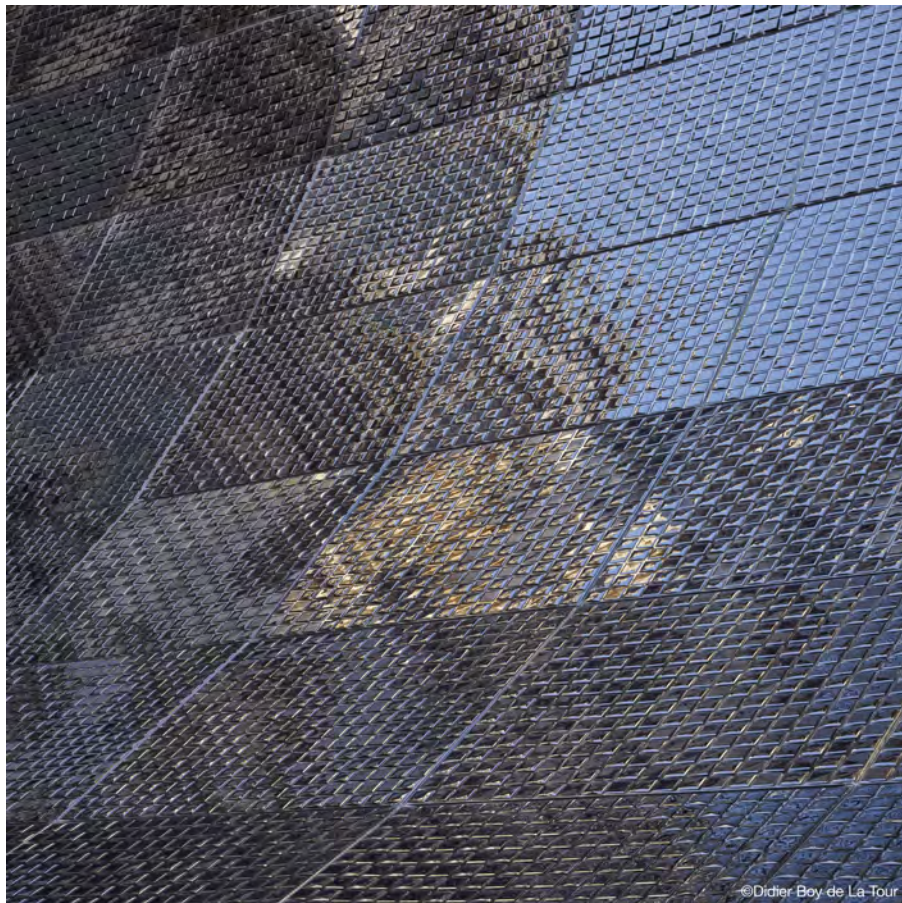
**Shiseido Co., Ltd. / clé de peau BEAUTÉ presents
“REVERBERATION—Pavilion of Light and Sound”
Designed by Shigeru Ban in Venice**

Venice, Italy—The Shiseido Group’s high prestige brand “clé de peau BEAUTÉ”* has announced the opening of “REVERBERATION—Pavilion of Light and Sound,” designed by Shigeru Ban. The pavilion is on view on Friday May 8 and Saturday May 9 at the Palazzo Pisani Conservatory, one of the most refined historical buildings in Venice, Italy. This schedule coincides with the Vernissage of the 56th Venice Biennale.

This project, by producing a pavilion designed by Shigeru Ban, one of the most renowned architects, is a collaboration to take on new creative challenges, and is part of the clé de peau BEAUTÉ brand’s global strategy.







The Pavilion Installed in Large Courtyard of Historical Building

The pavilion is located at the historic Palazzo Pisani, where it covers the Large Courtyard. Measuring 16 meters by 9 meters, and 9 meters tall, the pavilion has an architectural form that describes a smooth arc. In creating the pavilion, Shigeru Ban was inspired by the "Lights of Venice" theme of clé de peau BEAUTÉ's 2015 Autumn/Winter Collection, and has created a design that is a dynamic but delicate expression of the brand concept. Light filtering through makeup cases used in constructing the exterior walls combines exquisitely with vibraphone, violin, flute and other music floating through the pavilion performed somewhere by live musicians. Together, the light and sound weave a fascinating, poetic atmosphere.

The lighting design for the pavilion is by Akari-Lisa Ishii, and acoustic consultant Daniel Commins handled the sound design. Ishii and Commins, both based in Paris, recently teamed with Ban on the Centre Pompidou-Metz. The music program for the pavilion was coordinated by Keiko Mitsuhashi, an exciting young conductor based in Venice.

Fusing the contradictory elements of the historic building and contemporary pavilion design, the project could only have been achieved at this venue. The unique pavilion space enables visitors to experience the mysterious light and shadows of Venice in conjunction with musical performance. At the same time it incorporates and communicates the clé de peau BEAUTÉ brand's forward-looking message.

clé de peau BEAUTÉ is also sponsoring the MIT List Visual Arts Center, which is the presenting organization for the U.S. Pavilion at the 2015 Venice Biennale. This arrangement creates a new opportunity for networking within the international art community.

*clé de peau BEAUTÉ debuted as clé de peau in 1982, and was relaunched as clé de peau BEAUTÉ in 1996. The brand is constantly evolving to adopt the most advanced technologies. It has established a firm presence in the high prestige market in Japan, and is now marketed in 12 countries and regions—Japan, China, Taiwan, South Korea, Malaysia, Thailand, Singapore, Vietnam, Indonesia, the United States of America, Canada, and Russia.

Message from Shigeru Ban

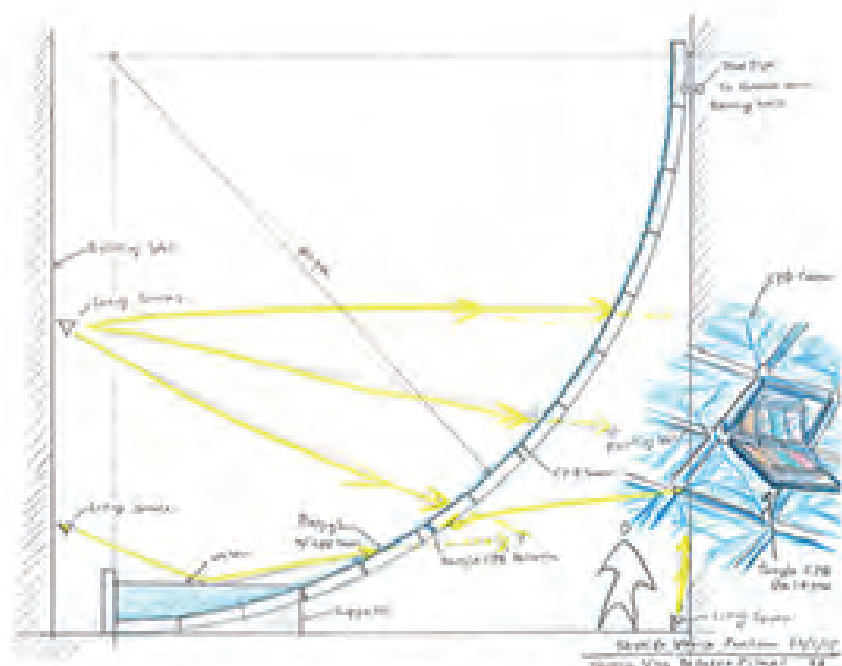
When enveloping together a space using the minimum material and power, a tensile structure* is ideal. To cut out a space surrounded by the narrow historical facade of Palazzo Pisani, I have used acrylic sheets for the exterior of the pavilion, and allowed them to hang in a natural suspension, creating a parabola.

The first time I saw the palette of clé de peau BEAUTÉ, the dark blue colors looked to me like a tile that reflects and absorbs light. So I've taken this case and stuck them on both sides of the acrylic sheets, spaced in 9 mm gaps, just like tiles. They reflect light, and make darkness in the interior and through the spaces between them, a wavering light which is characteristic of Venice, flows into the structure reflected from surface of the water functioned as a fixed weight.

When I stood in the courtyard of the Palazzo Pisani Conservatory, I heard sounds from out of nowhere. These sounds were not music per se, but rather a component of the unique environment of this space.

This is a space filled with mysterious light and shadows, and harmonious sounds. This is not makeup applied to a historical facade, but rather a method for drawing out the charm of the existing context.

* Tensile structure: A structure that maintains stability not through pressure and flexion, but instead is held together by tension.





BAN Shigeru

Born in Tokyo in 1957. Graduated from the Cooper Union, New York. Worked for Arata Isozaki in 1982–1983. Founded Shigeru Ban Architects in 1985. Became consultant to the United Nations High Commissioner for Refugees (UNHCR) in 1995. Established the NGO, Voluntary Architects' Network (VAN) in the same year to support disaster relief.

Selected works include Curtain Wall House, Japan Pavilion at the Hannover Expo, Nicolas G. Hayek Center, Centre Pompidou-Metz, Cardboard Cathedral, Aspen Art Museum and Oita Prefectural Art Museum.

Recipient of multiple awards, including Grande Médaille d'or de l'Académie d'architecture (2004), Arnold W. Brunner Memorial Prize in Architecture (2005), Honorary Doctorate from Technische Universität München (2009), Auguste Perret Prize (2011) and L'Ordre des Arts et des Lettres, France (le grade de commandeur) (2014). Served as Professor at Keio University (2001–2008), Visiting Professor of Harvard University GSD and Cornell University (2010), and currently Professor at Kyoto University of Art and Design. Laureate of the 2014 Pritzker Architecture Prize.



Centre Pompidou Metz (2010)



Christchurch Cardboard Cathedral (2013)



Aspen Art Museum (2014)



Ile Seguin "Cité Musicale" (In Progress)

Exhibition Information

Title:	“REVERBERATION—Pavilion of Light and Sound” Designed by Shigeru Ban
Time:	May 8th (Friday) – 9th(Saturday) 2015, 10:00–18:00 *Press Preview: May 7th(Thursday) 12:00–14:00 *Press Tour by Shigeru Ban: May 7th (Thursday) 14:00–15:00
Venue:	Palazzo Pisani Conservatorio di Musica Benedetto Marcello San Marco 2810, Venezia Italy
Organizer:	Shiseido Co., Ltd. “clé de peau BEAUTÉ”
Exhibition planning and Coordination: Rumiko Ito + Misa Shin & Co.	
Pavilion Design:	Shigeru Ban, Architect
Lighting Design:	Akari-Lisa Ishii
Acoustics:	Daniel Commins
Music Program:	Keiko Mitsuhashi, Conductor
Musicians:	Keiko Mitsuhashi (Celesta) Roberto Baraldi (Violin) Antonino Puliafito (Violoncello) Fabrizio Mazzacua (Flute) Vincenzo Paci (Clarinet) Claudio Cavallini (Percussion, Vibraphone) Luigi Vitale (Vibraphone)

Links

For press kit:	http://www.image.net/cpb_venicebiennale2015
For video:	https://vimeo.com/cledepeaubeaute

Contact

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Architectural Information

Pavilion Design:	Shigeru Ban Architects Europe / Shigeru Ban / Marc Ferrand / Yoshie Narimatsu
Engineer:	Zbigniew Koszut
Local Architect:	Francesco Zanon, Antonio Zanon
Local Engineer:	Enzo Magris In.Te.A. srl
Contractor:	VOLUME Studio 80 Euphon

Total floor area:	160m ²
Height:	9.5m
Length:	16.3m
Radius:	9m
Number of polycarbonate panels:	110
Number of palettes :	67320
Materials:	Polycarbonate / Wood