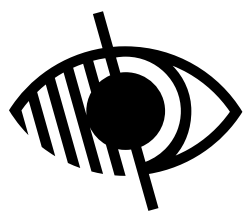


NIGO: From Japan with Love

**Large print guide
Digital version**



















**the
DESIGN
MUSEUM**

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Introduction

From the back streets of Tokyo's Harajuku neighbourhood to the global stage, Japanese designer NIGO has been shaping contemporary culture for over thirty years. A multifaceted creative director, he bridges streetwear, fashion, music, architecture and interior design, always staying ahead of trends.

Since founding his first brand, A Bathing Ape, in the 1990s, NIGO has excelled at sampling cultural references across wide-ranging disciplines. This talent has produced iconic designs, setting some of the most influential trends in recent fashion history. Today he brings the same instinct to his role as Artistic Director at Parisian fashion house KENZO. NIGO has also cultivated a close global network of tastemakers and creative partners. Through these relationships, he constantly evolves his design language.

This exhibition is NIGO's first retrospective. It traces his life and career through the many objects he has created, as well as those he has collected, which have informed and shaped his practice.

The Future is in the Past

Section Panel

Tomoaki Nagao (who would later adopt the name 'NIGO') was born in 1970 in Maebashi, north of Tokyo. He came of age in the 1980s. At the time, Tokyo was a melting pot of cultures – from hip-hop to punk and skate – each with its own style and sound.

American culture, fashion and music had seeped into Japanese life following the post-Second World War American military occupation. Its popularity exploded in the 1980s when young people, including NIGO, embraced it as a symbol of rebellion against traditional Japanese values. Fashion designers, musicians and creatives started to incorporate elements of American culture into their work. This fusion became known as ametora, short for 'American traditional'.

NIGO started collecting Americana as a teen and a nostalgia for the 1980s infuses many of his creations.

Gears for Futuristic Teenagers

Subsection Panel

Every weekend, a teenage NIGO would hop on a train from Maebashi, in nearby Gunma Prefecture, to Tokyo. There, he explored vintage clothing stores, attended club nights and pored over the latest Japanese fashion magazines.

He was drawn to the ametora trend taking over Tokyo and became inspired by the bold style of American hip-hop artists. Immersed in the capital's subcultures, he filled his teenage bedroom with items he collected.

NIGO still treasures the items he bought as a teen, which form the foundation of a lifelong obsession – and the beginning of his now-extensive collection.

Type II denim jacket

1950s

‘The first time I ever bought a vintage garment I was 15. It was a Levi’s Type II jacket. The thing was shredded, falling to pieces. My mum was totally pissed off and couldn’t imagine that I’d bought a jacket with holes in it. She gave me hell for it. I’ve still got the jacket now.’

NIGO’s obsession with vintage clothing began with this Levi’s jacket.

Levi’s

USA

Denim

Courtesy of NIGO

Hip-hop style

‘After I saw Run-DMC, my whole approach to style changed.’

During the 1980s, hip-hop act Run-DMC’s iconic look of Kangol bucket hat, adidas tracksuit and ‘Superstar’ trainers marked a milestone in aligning sportswear with music. Music artists became recognised for their flamboyant style, such as Public Enemy’s Flavor Flav with his signature clock pendant.

Cult hip-hop clothing labels also emerged including Troop in New York, known for their distinctive leather jackets.

Pile bucket hats

1980s

Kangol

England

Polyester

Varsity jackets

1980s

Troop

Korea

Nylon, leather, cotton, polyester

Vivienne Westwood

NIGO grew up idolising Westwood and the punk aesthetic she created. The British fashion designer subverted historic garments to create modern statements, an approach NIGO adopted.

The black felt hat and blazer are from Westwood's 1987 'Harris Tweed' collection for which she 'utilised convention to make things unorthodox'. The jeans are from her 1986 'Mini-crini' collection, known for its playful prints and reinterpretation of Victoriana.

Pharrell Williams famously wore a version of the 'Mountain' hat, designed for the 1982 'Nostalgia of Mud' collection, to the 2014 Grammy awards.

'John Bull' hat

Autumn/Winter 1987

Vivienne Westwood

England

Felt, cotton

'Deep Sky' blazer

Autumn/Winter 1987

Vivienne Westwood

England

Wool

'Orb & Polka Dot' jeans

Spring/Summer 1986

Vivienne Westwood

England

Denim

'Mountain' hats

Autumn/Winter 1982

Vivienne Westwood, Malcolm McLaren

England

Felt

Courtesy of NIGO

Magazines

At an early age, NIGO became aware of the power of print media – a force that would go on to define his career.

He bought his first copy of the women's fashion magazine 'Olive' for a feature on his favourite band, The Checkers, but was quickly drawn in by its fashion content. This discovery sparked his appetite for style. He began reading other titles like 'Men's Club', a magazine highly influential in introducing American fashion to Japan, and 'Popeye', one of Japan's longest-running men's fashion monthlies.

'Olive' magazine

1984–85

'Men's Club' magazine

August 1986

Japan

Paper, ink

Courtesy of NIGO

Planters Peanuts advertisement

About 1950

NIGO came across this poster for Planters, a snack brand known for its canned peanuts, in an American magazine. He displayed it in his bedroom not because of any attachment to the product but rather because he was drawn to the graphic design, which he felt was distinctly 'American'. In the bottom right is the company's mascot, Mr. Peanut, who has repeatedly appeared in NIGO's designs.

Planters

USA

Paper, ink

Courtesy of NIGO

Vintage looks

NIGO loved to style the clothes he found during his Tokyo shopping trips. He thrifted American varsity jackets, band T-shirts, 1950s Levi's jeans and second-hand designer pieces from America and the UK, and sourced original items from stores like Hollywood Ranch Market and A Store Robot.

He would then combine these items with homemade accessories like leather cuffs, spending many hours styling his finds into curated looks.

A selection of outfits NIGO styled and wore as a teenager are hanging in his bedroom.

Fair Isle sweater

1980s

Aran House

Korea

Wool

Zip collar sweatshirt

1980s

Unknown maker

Japan

Cotton, elastane

Two pairs of 501 Jeans

1980s

Levi's

USA

Denim

Courtesy of NIGO

Rock and roll style

‘I was as much attracted to their visual style as I was their actual music.’

In his first year at junior high school, NIGO became obsessed with the Japanese pop- rock band The Checkers after his girlfriend introduced him to their music. He was drawn to their 1950s American rockabilly look.

The Checkers were a gateway to American fashion and music. NIGO began listening to artists like Buddy Holly and Elvis Presley 1984 and adopting elements of their style, including Holly’s signature horn-rimmed glasses. American rock and roll became the soundtrack of his teenage years.

Buddy Holly, 'Showcase' LP

1985

MCA Records

USA

Vinyl, card, ink

The Checkers T-shirt

1980s

Checkers Brand Inc

Japan

Cotton, metal, plastic

'Help! The Checkers' photobook

Shueisha Publishing Co., Ltd

Japan

Paper, ink

The Checkers, 'Zéttai Checkers' LP and poster

1984

Canyon Records, Inc.

Japan

Vinyl, card, paper, ink

Courtesy of NIGO

DJ dreams

When NIGO was 16, he saved up for his first set of turntables. The Technics SL-1200 was a favourite of hip-hop DJs, allowing for Japan new techniques like scratching. As NIGO could only afford one turntable, he would also borrow his brother's for early mixing experiments. Dreaming of becoming a DJ himself, NIGO bought record players, radios, boomboxes, amps and mixers, as well as vintage gear from the 1950s and '60s. Everything was kept well-organised: he used the word processor on his desk to type out labels for cassette tapes.

NIGO also collected vintage AV equipment. His finds include a 1959 Philco vacuum tube TV and a 1960s Onkyo vacuum tube radio.

Technics Quartz SL-1200 MK2 direct-drive turntable
1980s

Matsushita Electric

Metal, plastic, electronics

Beat Master CMX-5500 DJ mixer

1980s

DUB MASTER X

Japan

Metal, plastic, electronics

SG-100 graphic equaliser

1980s

Pioneer

Japan

Metal, plastic, electronics

Word processor, cassette players and recorders, digital timer, turntable and amp

1980s

Toshiba

Japan

Metal, plastic, electronics

OS-195 vacuum tube radio

1960s

Onkyo

Japan

Metal, plastic, electronics

Courtesy of NIGO

Playlist: NIGO's teenage bedroom

Listen to the sound of NIGO's teenage years. This playlist was compiled by NIGO himself, bringing together some of his earliest influences.

Buddy Holly, 'Shake, Rattle and Roll – Overdub Version'

1964

1 minute 24 seconds

The Checkers, "'Kanashikute Jealousy'" (Sad and Jealous)

1988

3 minutes 22 seconds

Elvis Presley, 'Ready Teddy'

1956

1 minute 58 seconds

Yellow Magic Orchestra, 'Behind the Mask'

1979, remastered by Bob Ludwig in 2018

3 minutes 36 seconds

Eddie Cochran, 'Somethin' Else'

1959

2 minutes 10 seconds

Seiko Ito & Tinnie Punx, 'Tokyo Bronx'

1986

5 minutes

The Beatles, 'Nowhere Man'

1965, remastered 2009

2 minutes 44 seconds

BOØWY, "Wagamama Juliet"

(Selfish Juliet)

1986

4 minutes 34 seconds

The Who, 'I Can't Explain – Stereo Version'

1965

2 minutes 5 seconds

Laughin'Nose, 'Broken Generation'

1985

3 minutes 17 seconds

**The Jam, 'Going Underground –
Live at the Glasgow Apollo'**

1982

3 minutes 11 seconds

Uchoten, 'BYE-BYE (Single Version)'

1986

5 minutes 18 seconds

**The Police, 'Every Breath You Take' 1983, remastered
2003
4 minutes 13 seconds**

**Hillbilly Bops, "Bokutachi no periodo" (Our Period)
1987
3 minutes 23 seconds**

**The Polecats, 'Make a Circuit with Me'
1983
2 minutes 56 seconds**

**Tiny Panx, 'Last Orgy'
1988
3 minutes 51 seconds**

**Eric B. & Rakim, 'Paid In Full – Seven Minutes of Madness
– The Coldcut Remix'
1987
7 minutes 10 seconds**

**Melon, 'Hawaiian Break (Stuupid! 4 Trax Mix)
1987
3 minutes 6 seconds**

**Public Enemy, 'Public Enemy No. 1'
1987
4 minutes 41 seconds**

From Vintage to Vanguard

Subsection Panel

NIGO has had a keen interest in vintage clothing since his teens. He began to assemble his collection by scouring thrift stores in Tokyo, and later by tracking down rare items in auctions. His early fascination with Americana has continued to be a key focus of his collecting, from rodeo jackets to denim, military surplus and workwear. NIGO's collection acts as a live toolbox from which he seeks inspiration, often sampling from these pieces to create his own designs.

This is a selection of NIGO's favourite and most prized vintage items, dating back to the 1920s.

First object is the top left of the showcase with clothing.

McDonald's Hawaiian uniform shirt

1970s

In the 1970s, fast food brands and gas stations issued custom uniforms for their branches in Hawaii. Modelled on a classic Aloha shirt, this uniform was designed for McDonald's employees. Instead of the classic floral pattern, however, it features McDonald's logos and products, including Ronald McDonald, the Golden Arches and Big Macs.

Liberty House

USA

Cotton

Courtesy of NIGO

Early 20th-century workwear

NIGO is fascinated by the practical garments that shaped America's industrial past. Their functional designs and innovative use of material make these pieces a key reference for his HUMAN MADE label.

This jacket, with its characteristic dotted pattern, was designed for steam locomotive crews in the 1920s and '30s. Named after the Wabash railroad in the central US, the pattern was popularised by textile brand J.L. Stifel & Sons. These work caps were made around the same time and are recognisable as part of NIGO's everyday personal style.

‘Sukajan’ jackets (or souvenir jackets)

1950s

‘Sukajan’ were originally made for American soldiers following World War II. GIs at the Yokosuka Naval Base near Tokyo – “sukajan” is a contraction of ‘Yokosuka jumper’ – would commission jackets from local craftspeople to commemorate their tours of duty.

Early ‘sukajan’ were often made using repurposed kimono fabric or parachute silk. Following a varsity jacket style, and often reversible, they usually combined Japanese- inspired embroidery and military motifs. By the 1960s, Japanese youth adopted the ‘sukajan’ as a symbol of rebellion.

Souvenir jackets

Unknown maker

Japan

Silk, wool

Alaska souvenir jacket

Unknown maker

USA

Cotton, wool

Courtesy of NIGO

At the rodeo

Many pieces in NIGO's collection started their life at the rodeo. American denim brands designed and marketed clothes specifically for rodeo performers. In turn, the popularity of the rodeo cemented this clothing as symbols of the American West and rugged durability.

The red 'Champion' jacket was worn by the rodeo winners, while the Lee shirt was designed for clowns who performed skits during halftime breaks. The rugged denim material protected riders from bulls' horns.

Red 'Champion' jacket

1950s

Wrangler

USA

Denim

Rodeo clown shirt

1950s

Lee

USA

Cotton

Courtesy of NIGO

Planters Peanut work jacket

1940s

Anderson Bros

USA

Cotton

Courtesy of NIGO

Vintage denim

Denim remains a passion for NIGO. It often features in his work and he regularly collaborates with denim brands. NIGO's collection of rare denim traces its evolution from durable workwear to iconic fashion staple. Originally reliant on imports from the United States, Japan is now a global leader in the design and craftsmanship of premium denim.

Carhartt jackets were designed to be extremely robust, with big pockets, reinforced stitching and removable buttons. With the introduction of the 101-J Cowboy jacket in 1934, Lee slimmed down the traditional denim jacket silhouette for a more comfortable fit.

101-J Cowboy Jacket

Mid-1930s

Lee

USA

Denim

'Master Cloth' chore jacket with heart-shaped buttons

1930s

Carhartt

USA

Denim

Wabash chore jacket

1920s or '30s

J.L. Stifel & Sons

USA

Denim, Cotton

Hickory-striped work cap

1930s

Unknown maker

USA

Cotton

Work caps

1940s-'60s

Carhartt, HEAD LIGHT, Lee

USA

Cotton

Wild Duck print Aloha shirt

1940s

Catalina

USA

Rayon

Courtesy of NIGO

Bing Crosby's denim jacket

1950s

After a long day hunting, American singer and actor Bing Crosby tried to check in at the Vancouver Hotel but was denied entry – his double denim outfit was seen as too shabby for such grand surroundings. Levi's grasped the PR opportunity by making Crosby this tuxedo jacket, complete with a red corsage and an interior leather patch that reads:

'Notice to All Hotel Men: a perfectly appropriate fabric and anyone wearing it should be allowed entrance into the finest hotels.'

The incident propelled denim into the spotlight, coining the term 'Canadian Tuxedo' to refer to double denim.

Levi's

USA

Denim

Courtesy of NIGO

Army aesthetics

Vintage military surplus has had a significant influence on NIGO.

The 'Duckhunter' camouflage pattern seen on this shirt was a direct reference for A Bathing Ape's signature Camo print. Also known as the 'Frogskin' camo, its contorted shapes are based on patterns found on hunting apparel.

More recently, NIGO's HUMAN MADE label drew inspiration from this WWII US Air Force jacket, with handwritten names alongside embroidered patches. This piece highlights NIGO's interest not only in an object's form but also in the personal narratives it preserves.

Duckhunter camo shirt

1940s

United States Marine Corps

USA

Cotton

Souvenir patched jacket

1940s

Shanhouse

USA

Cotton

Courtesy of NIGO

Varsity and graduation jackets

In the 1960s, American varsity jackets became a symbol of freedom for Japanese youth rebelling against a society of extreme conformity. They featured in the Japanese photo book 'Take Ivy' in 1965, which documented the 'preppy style' of American Ivy League universities and formed a key part of the 'ametora' aesthetic.

NIGO's collection includes very early examples of Ivy style, including a 1935 Clemson Tigers graduation jacket. The red 1940s grizzly varsity jacket, originally worn by cheerleaders, inspired one of NIGO's recent HUMAN MADE designs.

Ohio State University grizzly jacket

1940s

Unknown maker

USA

Sheepskin, deer leather, wool

Memorial jacket

1930s

Workman's Manufacturing Co.

USA

Cotton

Clemson Tigers graduation jacket

1935

T.S. Lankford & Sons Blue Jay Brand

USA

Wool

Courtesy of NIGO

'Whizit' dungarees

1927

One of NIGO's favourite and rarest pieces in his collection, these popular workwear overalls were the first to use a zipper rather than hook fasteners. Lee held a contest to name the dungarees. The winning name, 'Whizit' – a reference to the sound of their new zipper – stuck. They gained widespread popularity through celebrity endorsements and publicity stunts, including the 1927 National Corn Huskers Contest, where eight of the ten winners wore a pair.

Lee

USA

Denim

Courtesy of NIGO

Archive as Inspiration

Subsection Panel

‘My personal archive, which has remained mostly private until now, has been the source of my craftsmanship – mentoring me and being there for me through my creative journey.’ – NIGO

NIGO’s collecting has grown from a hobby into a lifelong passion. Since his early years he has built an ever-growing archive which today holds over 10,000 pieces.

Here you can discover a selection of objects from this archive, curated by NIGO himself. Deliberately chosen, personally meaningful and often surprising, these pieces have shaped his craft and approach to design.

This display was built using Swiss company USM’s Haller modular furniture, a favourite of NIGO’s. The designer uses USM’s furniture to display his collection in his Tokyo studio.

First object is to the left as you come into the room.

Donald Duck push puppet

1976

‘I bought a lucky bag from a stationery store with the last 500 yen I had. Donald Duck was in it. I had never touched anything from a foreign country before, so it looked really cool. It’s been over forty years, but I still have it in my atelier.’

NIGO began collecting toys and figurines when he was five years old. This Donald Duck push puppet is one of the first things he bought.

Disney

USA

Plastic

Courtesy of NIGO

NIGO at play

Toys were the starting point for NIGO's creativity as a child. Today, his eye for craftsmanship is matched by an ever-present element of play in his designs.

On display here from NIGO's collection is a selection of mostly Japanese figures, toys and games from between the 1960s and '80s, from makers such as Takara, Aster and Iwako. Based on TV superheroes and American car design, they show a myriad of inspirations in colour, material, function and form.

Galaxies far, far away

Growing up, NIGO watched 'Star Wars' and 'Planet of the Apes', letting his imagination explore their fantastical sci-fi worlds. With their universal themes, memorable characters and distinct graphic language, the films formed the blueprint from which NIGO would create brands like A Bathing Ape, which felt like their own universe.

Included in this display is a selection of original 'Star Wars' figures, made by Kenner between 1977–85, as well as an original Japanese 'Planet of the Apes' poster from 1968.

American branded merchandise

Part of NIGO's interest in Americana comes from the distinctive designs of iconic brand logos and cartoon characters.

Originally created in 1950, the comic strip 'Peanuts' quickly gained popularity in 1960s Japan. Its instantly recognisable character, Snoopy, has now moved beyond the comic strip to become a lifestyle brand and celebrity in his own right. Snoopy has featured on everything from toys to spoons, of which you will find in this display.

Train pass

1983

At 17, NIGO had a part-time job in a factory that made headphones for Sony. Using his young person's train pass, he would travel into Tokyo to attend shifts, lying to his mother about where he was actually going. He then used his pay cheque to thrift vintage clothes and buy records and magazines on the weekends.

Japan National Railways

Japan

Paper, ink

Courtesy of NIGO

American workwear ephemera

Early workwear brands have proved a valuable source of inspiration for NIGO. His HUMAN MADE label pays homage to the 'Union Made' motif, which was introduced in the early 20th century to signal products made by unionised workers.

Key pieces displayed in this exhibition, include vintage adverts to promote Carhartt's blanket-lined 'Duck Jacket' and 'Buddy Lee' dolls from the early 20th century, used to model the pioneering zip-fronted 'Whizit' dungarees.

NIGO's notebooks

1980s

Even during school hours, NIGO's mind was consumed with fashion. He would sketch outfit ideas in the margins of his workbooks and assignments. He also made lists of all the clothing stores in Tokyo he wanted to visit on weekends, accompanied by hand-drawn maps to help him find them.

Various

Japan

Paper, ink

Courtesy of NIGO

Animals as mascots

The use of animals as brand mascots has become an important feature in NIGO's universe.

Decoy ducks were used to lure unassuming ducks into shooting range. But beyond their function, they are also important examples of American folk art, blending utility with craftsmanship. NIGO would go on to reinterpret these models as a mascot for his HUMAN MADE brand.

The other animals you might see in this exhibition from NIGO's collection, such as the polar bear, lamb and pig, were all created as brand mascots and crafted out of papier-mâché.

1980s vintage clothing

Coming of age in the 1980s, NIGO immersed himself in subcultures, including punk and skate. He has collected vintage pieces that chart key influences in denim, casual and sportswear. These styles had a clear impact on NIGO's early work for A Bathing Ape in the 1990s.

On display from NIGO's collection is a small selection of 1980s vintage clothing and accessories, including sportswear by adidas and Nike, skate and surf wear by Californian brands JIMMY'Z and Powell Peralta and Japanese labels such as Blue Blue and BIGMAC.

Prospectuses

1988

When considering his options after high school, NIGO first looked at the London-based Saint Martin's School of Art. But his parents were worried about NIGO living alone overseas, and instead encouraged him to think about options closer to home. With this in mind, NIGO turned to the prestigious Bunka Fashion College in Tokyo.

Saint Martin's School of Art,

Bunka Fashion College

England, Japan

Paper, ink

Courtesy of NIGO

From NOWHERE to Everywhere

Section Panel

From NOWHERE to Everywhere After moving to Tokyo in 1988, NIGO quickly immersed himself in the city's vibrant underground culture. Along with fashion designer Jun Takahashi, he opened his first shop, NOWHERE, in 1993. It became a cornerstone of the 'Ura-Hara' scene centred around the back streets of Harajuku.

From early ventures like A Bathing Ape to more recent projects like HUMAN MADE and his artistic directorship at KENZO, every detail of the brands he has led contributes to a total vision, from concept to consumer. NIGO doesn't just design clothes: he builds entire brand universes.

A marketing maverick, he has reshaped the fashion landscape: limited drops, high-profile collaborations and lifestyle ventures broke down the barriers between streetwear and luxury.

Head straight through the NOWHERE shopfront.

Dawn of the Bathing Ape

Subsection Panel

In 1993, the same year NIGO opened NOWHERE, he introduced his clothing line A Bathing Ape (often abbreviated to BAPE). Demand quickly outstripped supply, with limited-edition runs, novel packaging and exciting collaborations fuelling collecting and hype.

BAPE repositioned as luxury by expanding into upscale Aoyama, while endorsements from American hip-hop artists brought the brand to the global stage. High-profile fans included Pharrell Williams, with whom NIGO founded the Billionaire Boys Club clothing line in 2003.

Shop sign, hanger, packaging

1993

NOWHERE

Japan

Wood, paint, paper, ink

Shop sign

1994

UnderCover

Japan

Metal

Hiroshi Fujiwara and ‘Last Orgy’

Hiroshi Fujiwara is widely considered the godfather of the Ura-Hara scene. Having travelled to London and New York in the early 1980s, he returned to Tokyo with the first crate of hip-hop records to enter Japan. Soon he began DJing in nightclubs.

Fujiwara formed hip-hop duo Tiny Panx (originally Tinnie Punx) with Kan Takagi, combining Japanese rap with samples of American funk and British ska. Together, they wrote a column for the youth culture magazine ‘Takarajima’. Titled after their track ‘Last Orgy’, it reported on punk, hip-hop, DJing, skate culture, film and fashion.

1 ‘Last Orgy’ column

1989

Hiroshi Fujiwara and Kan Takagi for ‘Takarajima’

Japan

Paper, ink

2 Tiny Panx, ‘Last Orgy’

1988

Major Force

Japan

Vinyl, card, ink

the Design Museum

NIGO meets Hiroshi Fujiwara

Teenage NIGO hung onto every word of Fujiwara's 'Last Orgy' column, which fed his appetite for hip-hop culture. He went to see Fujiwara DJ in his hometown of Maebashi in 1987 and asked him to sign his cap and T-shirt.

When NIGO moved to Tokyo, his resemblance to his hero earned him the nickname 'Fujiwara Hiroshi Nigō' (Hiroshi Fujiwara Number Two), shortened to 2GO then NIGO. He became Fujiwara's friend and assistant, and the pair DJed together at NIGO's first club night, Family. The Montblanc pen was a gift from Hiroshi to NIGO, who aspired to be a fashion editor at the time.

3 Tiny Panx, 'Last Orgy Change It All' sticker

1988

'Takarajima'

Japan

Paper, ink

4 Cap signed by Hiroshi Fujiwara

1980s

Stüssy, Red Cap

USA

Cotton, polyester

5 Club night flyers

Late 1980s

Various

Japan

Paper, ink

6 DJ bag

1980s

Unknown maker

Japan

Nylon

7 NIGO and Hiroshi Fujiwara

1980s

Reproduced by permission

8 Ballpoint pen

1980s

Montblanc

Germany

Resin, metal, plastic, ink

Courtesy of NIGO

NIGO at Bunka Fashion College

In 1988, NIGO moved to Tokyo to study fashion editorial at Bunka Fashion College, hoping to work in media like his hero Hiroshi Fujiwara. The most prestigious fashion college in Japan, Bunka's past attendees include designers Kenzō Takada (founder of KENZO), Yohji Yamamoto and Junya Watanabe.

NIGO scarcely went to class, instead DJing in nightclubs, working as a stylist and writing for youth culture magazines. At Bunka's music club, he met fellow student Jun Takahashi, who would become his most important early collaborator.

1 Design drawings

1989

NIGO

Japan

Paper, ink, watercolour

2 NIGO's SFXn camera

1989

Pentax

Japan

Plastic, metal, glass

3 Photographs and negatives

1989

Various

Japan

Photographs, film

4 Photographs of NIGO and Jun Takahashi

1989

Reproduced by permission

Courtesy of NIGO

‘A–Z’ and ‘Last Orgy 2’

United by a love of music and fashion, NIGO and his university classmate Jun Takahashi began writing a column in ‘Takarajima’ Initially titled ‘A–Z’, it was soon renamed ‘Last Orgy 2’ in homage to Hiroshi Fujiwara and Kan Takagi’s earlier column in the same magazine.

Like its predecessor, it shared cult fashion items, DJ gear and pop culture, mixing punk and hip-hop influences. NIGO and Takahashi began making ‘Last Orgy 2’ clothing and promoting it in the column alongside their DJ gigs.

In 1993, they used it to announce the opening of NOWHERE.

5 ‘A–Z’ and ‘Last Orgy 2’ columns

1992–93

NIGO and Jun Takahashi for ‘Takarajima’

Japan

Paper, ink

6 ‘Last Orgy 2’ clothing and tech packs

1993–94

NIGO and Jun Takahashi

USA, Japan

Wool, leather, nylon, cotton, paper, ink

7 'Last Orgy 2' rings and lanyards
1993–94
NIGO and Jun Takahashi
Silver, stainless steel, paper, plastic

Courtesy of NIGO

NOWHERE

On 1 April 1993, NIGO and Jun Takahashi opened NOWHERE. Divided by a mesh fence, the shop initially sold Takahashi's fashion label, UnderCover, on one side and a selection of NIGO's favourite American sportswear brands on the other.

The name references The Beatles' 'Nowhere Man' but also offers a pun on 'NOW HERE'. Following a DIY spirit, logos were hand stamped onto bags and boxes. The clothing hanger, however, with its printed inlaid wood, shows an eye for quality that hints at what was to come.

NOWHERE redesign: Cabin shop

After only a few months of trading, NOWHERE underwent a renovation. It reopened in November 1993 with a wood-clad exterior, earning it the nickname the 'Cabin shop'.

Having sold American sportswear and 'Last Orgy 2' merchandise in the shop's first iteration, NIGO resolved to launch his own label upon reopening.

Issue 17 of the 'Last Orgy 2' column announced the reopening of NOWHERE. It also featured an early appearance in print of NIGO's new brand, A Bathing Ape in Lukewarm Water.

1 First T-shirt designs

1993

A Bathing Ape

Japan

Cotton

2 'Last Orgy' issue 17

1993

NIGO and Jun Takahashi for 'Takarajima'

3 NOWHERE 'Cabin shop'

1993

Reproduced by permission

4 Monthly schedule and sticker

About 1993

NOWHERE

Japan

Paper, ink

Courtesy of NIGO

NOWHERE anniversary boxes

NOWHERE released commemorative merch boxes for its anniversaries, suggesting its founders' early awareness of the shop's cultural impact. They contained not only commemorative books but also T-shirts, flyers, toys and stickers.

The second anniversary book's cover, with Polaroid portraits of various collaborators, shows the shop's role as a hub of the Ura- Hara scene. With their creative packaging, the shop's third and fifth anniversary boxes preview the playful humour that would become NIGO's trademark.

1 Second anniversary book
1995

2 Third anniversary gift box
1996

3 Fifth anniversary book
1998

NOWHERE

Japan

Paper, ink, plastic, cotton, tin

**4 UnderCover invitation card
1995**

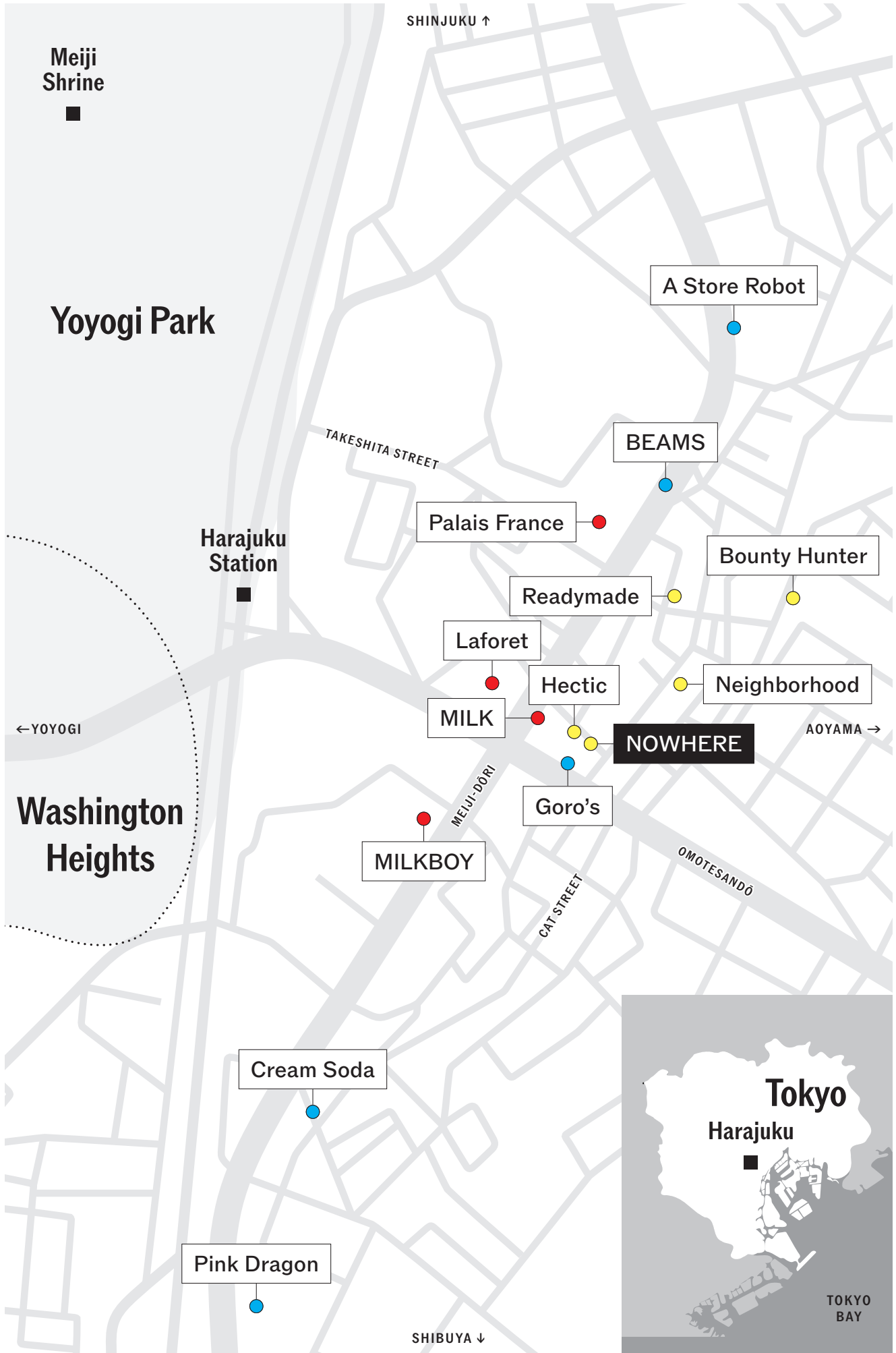
NOWHERE

Japan

Paper, ink

Courtesy of NIGO

Next object is the map on the side of the showcase.



Meiji Shrine

Yoyogi Park

Harajuku Station

←YOYOGI

Washington Heights

SHINJUKU ↑

TAKESHITA STREET

A Store Robot

BEAMS

Palais France

Bounty Hunter

Readymade

Laforet

Hectic

Neighborhood

MILK

NOWHERE

AOYAMA →

Goro's

MILKBOY

MEIJI-DORI

CAT STREET

OMOTESANDŌ

Cream Soda

Pink Dragon

SHIBUYA ↓



Harajuku to Ura-Hara: Suburb of Style

∴ 1960s: International influences

Between 1946 and 1963, the Washington Heights American military base makes Harajuku an entry point for American fashion. The site hosts the 1964 Summer Olympics shortly after occupation ends.

● 1970s: Designer influx

A wave of young, independent Japanese fashion designers moves to Harajuku. Hitomi Okawa's **MILK** (1970–) and **MILKBOY** (1974–) combine Western subcultures, including rock and roll, hippie and punk. **Palais France** (1974–'90s) begins importing European luxury goods, while **Laforet** mall (1978–) showcases cutting-edge Japanese designers like **Hysteric Glamour**.

● 1970s–'80s: Vintage American style

The eccentric, rockabilly-obsessed Masayuki Yamazaki popularises 1950s style with shops including **Cream Soda** (1975–'80s) and **Pink Dragon** (1982–). American Life Shop **BEAMS** (1976–), designed to look like a UCLA student dorm room, promotes a Californian look, while

Goro's (1972–) imports Native American jewellery and leather goods.

A Store Robot (1982–) sources punk and avant-garde styles. Around 1988, the store's manager, Ichiro Takahashi, gives NIGO his nickname.

● **1990s: The Ura-Hara scene**

In 1991, the Japanese stock market crashes. Harajuku empties out as businesses fold. In its backstreets, known as 'Ura-Harajuku', a hip-hop and skate culture-influenced scene emerges.

NIGO and Jun Takahashi's **NOWHERE (1993–2000)** pioneers the Ura-Hara movement. A flurry of boutiques follow, including skate brand **Hectic (1994–2012)**, motorcycle culture-inspired **Neighborhood (1994–)** and designer toy shop **Bounty Hunter (1995–)**.

By the time Ura-Hara trailblazer Hiroshi Fujiwara returns to open **Readymade (1997–99)**, overnight queues are commonplace.

Next object is in the showcase to your left against the wall.

Early logo designs

1993

NIGO met graphic designer Shinichiro 'Sk8thing' Nakamura through Tokyo's tight-knit creative scene. They quickly bonded over design, music and late-night marathons of 'Planet of the Apes'.

Fuelled by one all-nighter session, they shaped A Bathing Ape's early identity, taking inspiration from the sci-fi classic. Initial logo designs showed a woman in a bathtub alongside the brand's original name, A Bathing Ape in Lukewarm Water, which references a Japanese proverb mocking overindulgent youth. This was later shortened to A Bathing Ape.

Shinichiro 'Sk8thing' Nakamura
Reproduced by permission
Courtesy of NIGO

Scarcity by design

A Bathing Ape's debut collection comprised of a small selection of T-shirts and shell-jackets – so small, in fact, that only five of each item was ordered from the manufacturer and available in store. There were multiple reasons for this. While NIGO started out on a tight budget, he also disliked the idea of everyone wearing the same thing.

NIGO's decision firmly cemented his new brand as one to watch, creating hype due to the scarcity of his products.

1 First order sheets

1995

A Bathing Ape

Japan

Paper, ink

2 Jacket

1993

A Bathing Ape

Japan

Nylon

Courtesy of NIGO

Early BAPE fashion

The first BAPE products were DIYed to save on costs. Printed on existing T-shirts and sweatshirts, the ape head logo appeared front and centre, setting the tone for the brand's graphic-heavy approach. The uncomplicated two-tone design lent itself well to the process of screen printing and NIGO himself printed around fifty shirts per week, contributing to product scarcity.

As the popularity of the brand grew, NIGO introduced new designs including cargo trousers, knitwear, puffer and varsity jackets.

3 Cushion

1994

A Bathing Ape

Japan

Polyester

4 Early rolodex cards and stickers

1990s

A Bathing Ape

Japan

Paper, ink, plastic

- 5 Ape head rings**
1990s
A Bathing Ape
Japan
Sterling silver

- 6 T-shirts and sweatshirts**
Mid-1990s
A Bathing Ape
USA, Japan
Cotton, polyester

- 7 Early varsity jackets**
Mid-1990s
A Bathing Ape
USA, Japan
Wool, cotton, leather, nylon

- 8 Mesh BMX top**
Mid-1990s
A Bathing Ape
Japan
Polyester

9 Ape head knitted sweater

1995

A Bathing Ape

Canada, USA

Wool, metal

10 Down jacket

2000

A Bathing Ape

Japan

Leather, goose down, feather down, nylon

11 Chinos

1995–96

A Bathing Ape

Japan

Cotton, polyester

Courtesy of NIGO

A Bathing Ape camo pattern

NIGO wanted his brand to have its own distinctive pattern – like Louis Vuitton’s monogram. Camo was the answer.

‘1st Camo’ was created in 1996 as the first of many original camouflage patterns.

This print featured a reimagined cloud camo pattern in an olive colourway with a distorted ape head – an adaptation of the US Marine ‘Duck Hunter’ patterns. In various iterations, the print has covered everything from trainers, toilet paper and stationery to mid-century furniture and vintage cars.

The Notorious B.I.G. and BAPE Camo

It was hip-hop icon Biggie Smalls, also known as The Notorious B.I.G., who catapulted the BAPE camo print to global fame. On a shoot in 1996, Smalls spotted a camo jacket owned by photographer Shawn Mortensen and chose to drape it over his shoulders due to his broader proportions.

Smalls was keen to learn more about the designer, so Mortensen introduced him to NIGO, a friend of the photographer's. Custom XXL pieces were created for the rapper, but they unfortunately failed to reach him before his untimely death in 1997.

1 BAPE Camo jacket

1996

A Bathing Ape

Japan

Nylon

2 The Notorious B.I.G. wearing the BAPE Camo jacket

1996

Shawn Mortensen

USA

Photograph

3 '1st Camo' shirt

1996

A Bathing Ape

Japan

Cotton

4 BAPE Camo lounge chair card

1990s

A Bathing Ape

Japan

Paper, ink

5 BAPE Camo pencils

2000s

A Bathing Ape

Japan

Wood, graphite, metal, rubber

6 Camo pattern swatch

1990s

A Bathing Ape

Japan

Paper, ink, cotton

7 BAPE Camo 'Beige' lookbook

1990s

A Bathing Ape

Japan

Paper, ink

8 BAPE Camo McDonald's card

1990s

A Bathing Ape

Japan

Plastic

Innovative formats and novelty items

The mid-1990s saw A Bathing Ape expand, opening new stores in Tokyo including ‘secret’ shops, discretely illustrated on this ‘Ape map’.

NIGO experimented with playful packaging and novelty formats in this era. The 1996 collection was photographed using the now-obsolete APS film; Autumn/Winter 1997 was published on 35mm photographic slides with an accompanying viewfinder.

He sold T-shirts compressed into custom shapes using a hydraulic pump. A collaboration with American street artists Stash and Futura was packaged in containers resembling spray cans. Post, meanwhile, was sent out in FedEx-inspired boxes and envelopes.

1 BAPEX clock
2002

2 Ape Map of Harajuku
1996

3 ‘CONCEPT’ secret shop business card
1996

- 4 BAPE sponges**
1996
- 5 APS invitation**
1996
- 6 Viewfinder invitation**
Autumn/Winter 1997
- 7 Stash and Futura spray can T-shirts**
1997
- 8 FedEx-inspired envelope**
1994

A Bathing Ape

Japan

Plastic, metal, photographic slides,
polyester, silver, paper, ink

Courtesy of NIGO

Warhol inspiration

Andy Warhol is one of NIGO's biggest artistic influences. The artist blurred the line between art and commerce with his exploration of mid-century American consumer culture.

In 2000, A Bathing Ape released the first in a series of Warhol-themed products. The limited-edition T-shirt, which referenced Warhol's famous painting of a Campbell's soup can, uses silkscreen printing, a medium Warhol pioneered, and came packaged in a soup can-inspired tin.

9 Andy Warhol Campbell's Soup Can T-shirt and tin 2000

A Bathing Ape

Japan

Iron, cotton

10 Banana cushion

About 2012

A Bathing Ape x Andy Warhol Foundation

Japan

Cotton, polyester

Courtesy of NIGO

‘BAPEMANIA’

‘BAPEMANIA’ was BAPE’s in-house magazine, launching alongside seasonal collections. The first issue, released in 1999, was a 200-page book featuring an interview with NIGO, backstage shots from the Worldwide Ape Heads concerts and a fashion shoot with models wearing ape head masks. Starting with “‘BAPEMANIA” 2’, which came with a compressed T-shirt, a postcard pack was issued to showcase each collection as it dropped.

11 ‘BAPEMANIA’ issue 1
1999

12 ‘BAPEMANIA’ issue 2 with compressed T-shirt
2000

13 ‘BAPEMANIA’ collection cards
Autumn/Winter 2001–02

14 ‘BAPE Paper’
1999–2007

A Bathing Ape

Japan

Paper, ink, cotton, plastic

Courtesy of NIGO

'Tokion' #10: The Dreams Issue

1999

As BAPE grew, so did NIGO's profile. This 1999 magazine cover was the first of many he would grace. Founded in Tokyo in 1996 by American expats, 'Tokion' bridged the gap between Japanese and Western culture. NIGO was a regular contributor and subject.

Sporting a Beatles haircut and wielding a lightsabre, NIGO nods to his longstanding fascination with pop culture.

Japan

Paper, ink, acrylic

Courtesy of NIGO

The hype comes to London

In 2002, A Bathing Ape opened its London store – the brand’s first expansion outside of Japan. BAPE products had until then been extremely hard to find in the UK, only stocked in stores like Gimme Five and Slam City Skates.

NIGO introduced Very Ape, a UK diffusion line, incorporating British iconography onto T-shirts in characteristically limited quantities. The launch brought hype and excitement to London as fans queued for hours to get their hands on new limited releases.

1 Ape head neon sign

2002

Stewart Gould for Electro Signs

UK

Glass, metal, electricals, neon

Courtesy of Craig Ford, CEO a number of names*

2 Queues outside London store

2002

Richie BWS

London

Reproduced by permission

Courtesy of Richie BWS London

- 3 Very Ape UK T-shirt**
1998
Very Ape
England
Cotton
Courtesy of Craig Ford, CEO a number of names*
- 4 Union Jack compressed T-shirt**
2002
A Bathing Ape
Japan
Cotton, plastic
Courtesy of NIGO
- 5 Ape head keyrings**
1995
A Bathing Ape x Stephen Einhorn
UK
Sterling silver
Courtesy of NIGO
- 6 Magazine article on BAPE London**
2002
Shawn Mortenson, Justin Quirk for 'i-D'
UK
Paper, ink
the Design Museum

BAPE x Pepsi

In 2001, NIGO approached Pepsi to collaborate on limited-edition merchandise. This alliance paved the way for future high-profile fashion-corporate partnerships.

NIGO's vision was to release Pepsi cans plastered with his iconic camo pattern, bringing BAPE to a wider consumer base. These cans retailed for less than a dollar, making them the most affordable BAPE item at the time. They became instant collector's items and have since become highly sought after by a community of hard-core BAPE fans eager to get their hands on the brand's iconic designs.

1 BAPE Camo Pepsi cans

2001

A Bathing Ape x Pepsi

Japan

Aluminium

2 Pepsi bottle tops

2001

A Bathing Ape x Pepsi

Japan

Plastic

Collaborations

Collaborations have always been key to BAPE's strategy, generating hype and showcasing the breadth of NIGO's vision. Carhartt, adidas, Nintendo, Daft Punk, DC Comics, Disney, Hello Kitty, MAC Cosmetics and 'Star Wars' are among the many names to have teamed up with the brand.

BAPE has also teamed up with more unexpected producers, for instance Daiwa, the fishing tackle brand.

3 A Fishing Ape fishing reels and lures

2010

A Bathing Ape x Daiwa Japan

Stainless steel, plastic, card, ink, fabric

4 Baseball cap

2010

A Bathing Ape x Stüssy

Japan

Polyester

5 Box logo T-shirt

2002

A Bathing Ape x Supreme

USA

Cotton

- 6 Mickey Mouse plush toy**
2008
A Bathing Ape x Disney
Japan
Cotton, polyester

- 7 Baby Milo x Mario DS Lite**
2008
A Bathing Ape x Nintendo
Japan
LCD display, electronics, plastic, card, ink

- 8 G-shock watch**
1998
A Bathing Ape x Casio
Japan
Plastic, electronics

- 9 Make-up bag, lip conditioner and blot film**
2005
A Bathing Ape x MAC Cosmetics
Japan
Cosmetics, polyester, card, ink

Courtesy of NIGO

Official Member's Club card

2004

Limited-edition products released in small 'drops' meant fans had to stay informed and act fast, often queuing overnight on launch day. BAPE's Official Members Club gave access to lookbook magazines, exclusive merch, coupons and product launch information. The club took design cues from American Express loyalty programmes carrying associations of international glamour and luxury, with 'Gold' and 'Green' membership tiers.

In 2007, fans set up BapeTalk, an unofficial forum to exchange knowledge and flaunt purchases.

A Bathing Ape

Japan

Plastic, paper, ink

Courtesy of NIGO

The BAPE STA

The BAPE STA is one of the brand's most iconic products. Modelled on Nike's Air Force 1, a classic 1980s basketball shoe, the design replaces Nike's 'swoosh' with a shooting star motif.

The trainer was produced in many creative colourways, using unusual materials including patent leather, snakeskin fabric and ostrich leather. Limited editions and collaborations with musicians, artists and brands elevated the shoe to a luxury object and collector's item.

'Chompers', with their playful tooth graphics, are one of NIGO's many collaborations with the artist KAWS.

- 1 BAPE STA prototype**
2000
- 2 BAPE STA 'Snake'**
2002
- 3 BAPE STA 'Ostrich'**
2004
- 4 BAPE STA 'ABC Camo'**
2000

5 BAPE STA mesh slippers
2004

A Bathing Ape

6 BAPE STA
2005
A Bathing Ape x Jacob & Co.

7 BAPE STA 'Chompers'
2006
A Bathing Ape x KAWS

Japan, China
Leather, rubber, polyester
Courtesy of NIGO

Shark hoodies

Introduced in 2004, the shark hoodie rapidly became one of BAPE's most instantly recognisable designs. Its iconic shark face motif is inspired by the 'nose art' of World War II fighter planes, particularly those flown by American and Chinese 'Flying Tigers'.

NIGO also created playful variations such as panda hoodies. No matter the animal, the full-zip hood allows the wearer to fully disappear into the design.

8 Shark hoodie
2001–02

9 Panda hoodie
2004

A Bathing Ape
Japan
Cotton
Courtesy of NIGO

Baby Milo, BAPE Kids

Created in 1999 for BAPE Kids, Baby Milo was based on a character from the 1971 film 'Escape from Planet of the Apes'. Illustrated in a kid-friendly blocky style, the mascot has been emblazoned on everything from T-shirts to soft toys and accessories. Design studio Wonderwall brought the character to life in BAPE Kids stores through giant statues and playful experiences, including a swimming pool filled with foam Baby Milo-branded bananas.

Over the years, Baby Milo has had many collaborations with brands such as Sanrio, the creators of Hello Kitty, FENDI and Chrome Hearts.

3 Baby Milo Store in Tokyo

2002

Kozo Takayama

Reproduced by permission

Courtesy of Kozo Takayama, Wonderwall®

4 BAPE Kids store in Tokyo

2006

Kozo Takayama

Reproduced by permission

Courtesy of Kozo Takayama, Wonderwall®

5 Baby Milo x Hello Kitty tote bags

2014

BAPE Kids x Sanrio

Japan

Cotton

6 Baby Milo money bank

2014

BAPE Kids x Sanrio

Japan

Plastic, card

7 Watch and pouch

2005–09

BAPE Kids

Japan

Plastic, metal, leather

8 Baby Milo doll

2006–07

BAPE Kids x FENDI

Japan

Cotton, polyester

9 Baby Milo T-shirt

2009

A Bathing Ape x Chrome Hearts

Japan

Cotton

10 BAPE Kids store banana

2004

BAPE Kids

Japan

Polyurethane

11 Toothbrushes

2000s

BAPE Kids

Japan

Plastic

Courtesy of NIGO

Mr. Bathing Ape

NIGO created the Mr. Bathing Ape tailoring line in 2011 for BAPE's loyal customers in search of a more mature look. Key inspirations included NIGO's archive of Vivienne Westwood's 'Red Label', his own bespoke suits from Savile Row and Prince Charles (now King Charles III)'s habit of adding personal touches to classic tailoring.

Produced entirely in Japan through a collaboration with United Arrows, the line embraced trademark BAPE eccentricities like camo print scarves and ties. These hybrids of a brogue shoe and BAPE STA trainer capture NIGO's approach to the 'formal Western wardrobe'.

1 Suit jacket, shirt and tie

About 2011

Mr. Bathing Ape

Japan

Wool, cupra, cotton, silk

2 BAPE STA brogues

2012

A Bathing Ape x Regal

Japan

Leather

BAPY and APEE

Women have long been fans of BAPE, with musicians like Rihanna and Japanese artist Cherie favouring their slouchy fits. NIGO launched BAPY in 2001 specifically with his female customers in mind. With ‘Busy Working Lady’ as its motto and an aesthetic inspired by Japanese and Parisian styles, the line blended 1990s with tailoring. APEE launched in 2006 as a more affordable line aimed at a younger market.

‘BAPE Paper’ issues 2 and 5 2006–07

A Bathing Ape
Japan
Paper, ink
Courtesy of NIGO

Meeting Pharrell

In the early 2000s, NIGO became an avid jewellery collector. He commissioned New York designer Jacob the Jeweler to make pieces inspired by his vintage collection, such as this diamond-encrusted keychain.

NIGO also asked Jacob to remake pieces he had seen Pharrell Williams wearing. Struck by the pair's similar taste, Jacob arranged for NIGO and Pharrell to meet, sparking a decades-long friendship and creative partnership.

6 Diamond keychain

2003

Jacob & Co.

USA

Diamonds, 18k white gold

Courtesy of NIGO

Billionaire Boys Club and ICECREAM

In 2003, NIGO and Pharrell Williams launched their fashion label, Billionaire Boys Club, debuting its designs in the music video for Pharrell's 'Frontin'. Drawing heavily on skate culture, the label offers casual menswear classics like jackets, sweaters and denim, all manufactured in Japan.

The following year, they added a sneaker line, ICECREAM. Inspired by NIGO's love of classic American advertising, its shoeboxes were designed to look like ice cream tubs. A flagship store for both brands opened in Tokyo in 2005.

1 Puffer jacket

2007

Billionaire Boys Club

Japan

Polyester, nylon, down, feather

Courtesy of NIGO

2 Billionaire Boys Club and ICECREAM flagship in Tokyo

2005

Kozo Takayama

Reproduced by permission

Courtesy of Kozo Takayama, Wonderwall®

3 NIGOLDENEYE video compilation

2006

Cinematography, editing and directing by Takei Goodman (WIZ24hours)

13 minutes 49 seconds

Courtesy of NIGO

Pharrell, 'Frontin'" music video

2003

Directed by Paul Hunter

4 minutes 9 seconds

Courtesy of Pharrell, Star Trak Entertainment, Arista Records and Sony Music Entertainment

Please be aware that this video contains sexualised language and imagery.

4 'Diamond & Dollar' sneakers in box

2004

Reebok x ICECREAM

China

Leather, rubber, plastic, cotton, card, ink

Courtesy of NIGO

5 NIGO and Pharrell at the grand opening of the Billionaire Boys Club and ICECREAM flagship in Tokyo

2005

Jun Sato/WireImage for Nowhere Co., Ltd

Reproduced by permission

Courtesy of Jun Sato/WireImage for Nowhere Co., Ltd/Getty Images

Wonderwall and NIGO

In 1998, NIGO moved the newly renamed NOWHERE (BUSY WORK SHOP ®) from youth-orientated Harajuku to Aoyama, a luxury shopping district. Interior designer Masamichi Katayama brought NIGO's vision to life, redefining the shopping experience for a new era. Katayama founded pioneering studio Wonderwall which designed 60 A Bathing Ape stores worldwide.

These stores were characterised by their space-age feel, balancing sleek minimalism with eclecticism. Fluorescent lighting within stainless steel counters elevated products into works of art, while playful touches like conveyor belts showcasing trainers created a sense of wonder.

A Bathing Ape store, Aoyama

2005

Kozo Takayama

Reproduced by permission

Courtesy of Kozo Takayama, Wonderwall®

Aoyama store opening invite

1999

NOWHERE

Japan

Ink, paper

Courtesy of NIGO

The Death of NIGO

In 2013, NIGO stepped down from A Bathing Ape after 20 years leading the brand, having sold his stake in the brand in 2010. He announced his departure in a blog post, sharing an image of this painting with the caption 'BAPE GENERAL NIGO® (1993–2013)'.

It is said that the first Tokugawa shōgun, Ieyasu (1543–1616), commissioned a portrait of himself after suffering his greatest military defeat. He would carry it around to remind himself not to commit the same mistakes. NIGO has stated that this painting acts in a similar way for him, encouraging self-reflection and personal growth.

'The Death of NIGO'

2004

KAWS

USA

Acrylic on canvas, plastic, card

Courtesy of NIGO

Image:

**Portrait of Tokugawa Ieyasu
after the Battle of Mikatagahara**

17th Century

Unknown artist

Reproduction courtesy of

The Tokugawa Art Museum



Continue into following room and turn left.

100

Brand into Lifestyle

Subsection Panel

NIGO has expanded what a clothing brand can be. As A Bathing Ape grew, he began to transform it into an all-encompassing lifestyle universe reflecting his diverse interests and exacting vision. Over his career, he has opened art galleries, a café, a hair salon, a curry restaurant and hosted a tour of pro wrestling events.

NIGO's approach to design is inseparable from his love of music. In the 1990s, he started styling his favourite artists in his designs, formed bands and set up a record label. By the 2000s, he had built a global community of fans through his work as a producer, collaborating with world-famous music acts.

Live music events

In the late 1990s, NIGO brought together his international network of musicians and DJs with a series of live concerts. World Wide Ape Heads (1997) and World Wide BAPE Heads (1998) took place in Tokyo, with performers including NIGO, Kan Takagi, Unkle, Money Mark, Scha Dara Parr and Cornelius.

Music events became a core part of NIGO's brand universe, hosted to celebrate anniversaries for NOWHERE and BAPE throughout the 1990s and 2000s with guests including N.E.R.D. and Teriyaki Boyz.

World Wide Ape Heads T-shirt

1997

World Wide BAPE Heads T-shirt

1998

World Wide Ape Heads merch box and flyer

1997

NOWHERE sixth anniversary event flyer

1999

Ape Vs Mo' Wax event flyer
1999

A Bathing Ape

Japan

Cotton, mini-CD, paper, ink

Courtesy of NIGO

Art galleries and exhibitions

NIGO used his retail spaces to champion his favourite artists, eventually launching a dedicated gallery in Kyoto in 2002. BAPE Gallery showcased internationally renowned artists like KAWS, Sue Kwon, Hajime Sorayama, Stash and Futura. NIGO also opened gallery spaces in Tokyo, Beijing, Shanghai and Hong Kong, enlisting interior design firm Wonderwall to carry over his sleek retail aesthetic.

The action figurines represent Futura, NIGO and Mo' Wax Records founder James Lavelle. They were launched at Stash and Futura's 'COMMAND-Z' exhibition at NOWHERE in 2000.

Sue Kwon photo exhibition booklet and T-shirt

2002

BAPE Gallery Tokyo

Japan

Paper, ink, cotton

Milo warlords t-shirt signed by NIGO

2010

BAPE Gallery Kyoto

Japan

Cotton

Spray can figurines

2000

A Bathing Ape, Futura

Japan

Plastic

Pro wrestling

From 2002, NIGO partnered with All Japan Pro Wrestling on wrestling events. Contestants entered a BAPE camo ring, wearing BAPE T-shirts, to the sound of NIGO's music. The video shows footage from Tokyo's Zepp Arena, where NIGO joined legendary wrestler Keiji Mutoh in the commentator box.

In 2010, NIGO created his own wrestling character, APEGON, who wore a grey camo bodysuit. Wrestlers would also make one-off appearances as characters from NIGO's universe, like the monkey-themed Super Milo and Ape Man.

Kinnikuman and Baby Milo T-shirt

2010

A Bathing Ape

Japan

Cotton

BAPE pro wrestling footage

2003

All Japan Pro Wrestling Co.

6 minutes 9 seconds

Photos from pro wrestling match

2003

Reproduced by permission

Keiji Muto and Ebessan wrestling figures

2004

All Japan Pro Wrestling Co.

Japan

Plastic

APEGON figure

2011

A Bathing Ape

Japan

Plastic, card, ink

BAPESTA!! PRO-WRESTLING champion belt

2002–05

Unknown maker

Japan

Leather, polyester, metal

Wrestling masks

2003

Hiro & Mania-kan and other makers

Japan

Polyester, cotton

Courtesy of NIGO

Turn right.

BAPE CAFE?!

In 2002, NIGO brought together two of his passions, dining and design, to create a fully immersive brand experience: BAPE CAFE?!.

Recognisable themes from NIGO's design universe were supersized into furniture, including tables with lamps in the shape of ape heads and camo-upholstered chairs. These branding codes carried through to smaller items such as ice cream sundae glasses, beer and even candy. The menu reflected NIGO's culinary influences, including both Japanese and American comfort food.

BAPE CAFE?! sundae glass

2000s

Glass

BAPE beer

2000s

Glass, card, ink

BAPE candy tin

2000s

Stainless steel, paper, ink

BAPE CAFE?! stickers and drinks tickets

2000s

Paper, ink

BAPE CAFE?! hand towel

2000s

Cotton, plastic

BAPE Cuts grooming kit and mirror

2006

Stainless steel, plastic

A Bathing Ape

Japan

Courtesy of NIGO

Curry Up

Curry Up was inspired by NIGO's time spent working at GHEE, a small but popular Indian eatery, while still a student. The first restaurant opened in Harajuku in 2010.

NIGO wanted to recreate a warm and inviting space that brought people together through food. The recipes and presentation style was also an ode to GHEE, with two different types of Japanese and Indian curries. Notable collaborators included Pharrell Williams, who penned the restaurant name; Wonderwall, who designed the interiors; and Japanese artist Tetsu Nishiyama, who created its logo.

NIGO in front of GHEE

1990s

Reproduced by permission

Sauce sachet

2023

Curry Up

Japan

Card, ink

Food model

2021

Curry Up

Japan

Plastic

Courtesy of NIGO

Exterior of Curry Up in Harajuku

2010

Kozo Takayama

Reproduced by permission

Courtesy of Wonderwall

Continue along wall.

Playlist: NIGO, artist and producer

Listen to a selection of songs by NIGO and the acts he's produced.

This listening station is inspired by those found in music shops like HMV in the 1990s and 2000s, when many of these tracks were released.

Please be aware that some of these tracks contain strong racialised language, sexualised language, and references to drug and alcohol misuse.

NIGO, 'Ape Sounds Opening'

1999

25 seconds

NIGO, 'Kung Fu Fightin' (Haruomi Hosono Remix)'

2001

6 minutes

NIGO, 'Monster'

1999

3 minutes 32 seconds

NIGO, 'Freediving (Stereo MCs Remix)'

2000

4 minutes 52 seconds

NIGO, 'March of the General (DJ Format Remix)'

2001

4 minutes 41 seconds

NIGO featuring Flavor Flav, 'From New York to Tokyo'

2000

6 minutes 33 seconds

NIGO featuring GZA and Prodigal Son, 'K.F.F. 2000'

2000

5 minutes 36 seconds

NIGO featuring Rakim, 'Once Upon a Rhyme in Japan'

2000

6 minutes 24 seconds

NIGO featuring Biz Markie, 'Something For The People'

2000

5 minutes 42 seconds

NIGO and A\$AP Rocky, 'Arya'

2022

2 minutes 42 seconds

NIGO and Kid Cudi, 'Want It Bad'

2022

3 minutes 19 seconds

NIGO and Lil Uzi Vert, 'Heavy'

2022

3 minutes 19 seconds

Teriyaki Boyz, 'Eat Intro'

2005

1 minute 24 seconds

Teriyaki Boyz, 'HeartBreaker'

2005

4 minutes 14 seconds

Teriyaki Boyz featuring Pharrell Williams and Busta Rhymes, 'Zock On!'

2008

4 minutes 6 seconds

Teriyaki Boyz, 'Tokyo Drift (Fast & Furious)'

2006

4 minutes 15 seconds

Playlist: NIGO's Music Acts

Please be aware that some of these videos contain strong racialised language, sexualised language and imagery, and references to drug and alcohol misuse.

NIGO has produced a variety of musical artists, from rappers to girl groups. Here is a selection of music videos by NIGO and associated acts.

Teriyaki Boyz, 'HeartBreaker'

2005

Directed by Masahiko Ozawa

4 minutes 12 seconds

Courtesy of Universal Music Japan

Billie Idle, 'Be-bop tu-tu'

2015

Directed by NIGO

3 minutes 49 seconds

Courtesy of NIGO

NIGO and Kid Cudi, 'Want it Bad'

2022

Directed by Harrison Boyce

3 minutes 25 seconds

Courtesy of Victor Victor Worldwide

Billie Idle, 'Every Days'

2018

Directed by NIGO

2 minutes 39 seconds

Courtesy of NIGO

**Teriyaki Boyz featuring Pharrell Williams
and Busta Rhymes, 'Zock On!'**

2008

Directed by NIGO

4 minutes 33 seconds

Courtesy of Universal Music Japan

Billie Idle, 'BYE-BYE'

2017

Directed by NIGO

5 minutes 2 seconds

Courtesy of NIGO

NIGO and Young Thug, 'Dope Boy'

2024

Directed by Chris Villa

1 minute 54 seconds

Courtesy of Victor Victor Worldwide

Billie Idle, 'Nakisou Sunday'

2016

Directed by NIGO

2 minutes 59 seconds

Courtesy of NIGO

Early musical collaborations

NIGO styled musicians in his clothing designs from the beginning, starting with Japanese hip-hop groups Scha Dara Parr, East End x Yuri and Cornelius. From 1997, he began collaborating with British record label Mo' Wax and associated acts including Unkle on music, merch and clothing.

NIGO's first album, 'Ape Sounds', featured artwork by Futura and wove dialogue from 'Planet of the Apes' into an eclectic sound collage. His next release, Shadow of the 'Ape Sounds', featured leading names in American hip-hop like Rakim, Flavor Flav and GZA, reflecting his growing international reputation.

1 Mo' Wax Japan compressed T-shirt and magazine 1997

A Bathing Ape x Mo' Wax

Japan

Cotton, plastic, paper, ink

2 Futura vinyl toy

1997

A Bathing Ape x Mo' Wax x Futura

Japan

Plastic, card, ink

3 James vs. NIGO, A Bathing Ape Vs Mo' Wax and accompanying stickers

1997

Toy's Factory, Mo' Wax,

A&M Records Ltd

Japan

CD, card, paper, ink, plastic

4 'NIGO Assault Volume Two'

1998

Toy's Factory, 'Ape Sounds',

Mo' Wax

Japan

Mini CD, card, ink

5 Unkle, 'Trilogy Box Set'

1998

Toy's Factory

Japan

CD, card, ink, plastic

6 NIGO, 'Ape Sounds' and "Kung Fu Fightin'"

1999

Toy's Factory

Japan

CD, tape, plastic, card, ink

7 NIGO, 'Ape Sounds'

2000

Mo' Wax

UK and Europe

CD, card, ink, plastic

**8 NIGO, 'Shadow of the "Ape Sounds"' box set and
'Director's Cut'**

2000, 2001

Toy's Factory

Japan

CDs, card, ink, plastic

Courtesy of NIGO

NIGO, artist and producer

NIGO launched his own record label, Ape Sounds, in the late 1990s. An early release came from ambient musician Cherie, with artwork by KAWS.

In 2004, NIGO created hip-hop supergroup Teriyaki Boyz. They worked with leading rappers and producers, including Daft Punk, The Neptunes and DJ Premiere. Their soundtrack for 'The Fast and the Furious: Tokyo Drift' has been one of the top ten internationally streamed songs by a Japanese artist for 20 years.

NIGO also produced pop-punk girl group Billie Idle from 2015. They offered a playful subversion of Japanese 'pop idol' culture with the slogan 'NOT IDOLS'.

9 'Cherie', 'Cherie' CD and promotional signage

2002

Ape Sounds, artwork by KAWS

Japan

CD, card, ink, plastic

10 NIGO, '(B)APE Sounds' CD

2004

Ape Sounds

Japan

CD, plastic, card, paper, ink

- 11 Tokyo Suite Selected by NIGO**
2009
Park Hyatt Tokyo
Japan
CD, card, ink

- 12 Mutant Ape mini-record player**
About 1996
A Bathing Ape
Japan
Plastic, electronics

- 13 Magic plate and CD packaging**
1990s
Ape Sounds
Japan
Plastic, card, ink

- 14 Beastie Boys dolls**
1999
A Bathing Ape
Japan
Plastic, paper, ink

15 Camo slipmat and carrier bags

2005

A Bathing Ape x Manhattan Records

Japan

Plastic

Billie Idle records:

16 Billie Idle, 'Rock "N" Roll Idle'

2015

17 Billie Idle, 'Idle Gossip'

2015

18 Billie Idle, 'Not Idol'

2018

Otsumo Records, Terraform Music

Japan

CDs, DVD, plastic, paper, ink

Teriyaki Boyz releases:

- 19 'Beef or Chicken'**
2005
- 20 'Serious Japanese'**
2009
- 21 'The Official Delivery Iccho'**
2006
- 22 'Zock On!'**
2008
- 23 'I Still Love H.E.R.'**
2007
- 24 'Work That'**
2009
- 25 'World Tour'**
2008
- 26 'Delicious Japanese'**
2009

(B)APE SOUNDS, Universal Music
Japan

CDs, DVDs, card, paper, ink, plastic

27 Teriyaki Boyz merch

2005–09

A Bathing Ape

Japan

Paper, ink, plastic, wood, glass, paint, metal

28 The Fast and The Furious:

Tokyo Drift signed radio sampler

2006

Universal Records

Europe

CD, card, ink

Courtesy of NIGO

Start from central plinth (go to NIGO cut out).

Archives, reworked

Subsection Panel

‘A lot of things are hidden in the past. I look in that direction to find new things.’ – NIGO

BAPE was bold, hip-hop fuelled, bombastic. But in 2010, NIGO sold A Bathing Ape and changed gears by launching HUMAN MADE with the motto ‘The Future is in the Past’.

This heritage-driven brand draws on NIGO’s vast fashion archive of classic American denim, workwear and varsity items, reimagining them with bold graphics and animal mascots. Its designs reflect NIGO’s commitment to meticulous craftsmanship and interest in traditional techniques.

In 2021, NIGO joined KENZO as artistic director. Here, he fuses the fashion house’s archives with nods to pop culture, subcultures and Japanese and European heritage fashion to create a fresh yet nostalgic identity.

**First label in this section is behind you
(HUMAN MADE – a new chapter).**

HUMAN MADE – a new chapter

HUMAN MADE is a profound expression of NIGO's love of 20th-century Americana. Even the logo playfully references the 'Union Made' labels found on vintage workwear. The brand's official slogan, 'Gears for futuristic teenagers', captures a spirit of optimism, blending nostalgia with a hope for the future. Quality Japanese craftsmanship delivers reinterpretations of pieces from NIGO's collection with artful finishes. This intersection between heritage and innovation has resulted in clothing that is both timeless and forward-thinking.

Hariko animals

2010s–2020s

NIGO has developed HUMAN MADE lifestyle products that recreate highly collectible pieces of early 20th-century Americana using traditional Japanese techniques.

Handmade in Japan, these figures combine vintage American advertising with Japan's long history of crafting papier-mâché figures, or 'hariko', as good luck charms. To create 'hariko' figures, fine layers of washi paper are layered over a mould, sealed with a white pigment, then hand painted.

Each of these animals directly reference objects from NIGO's collection.

HUMAN MADE

Japan

Papier-mâché

Courtesy of NIGO

Buddy Holly style

Taking pride of place in NIGO's collection is this Lubbock High School yearbook signed by music icon Buddy Holly (born Charles Hardin Holley). NIGO used this photo to create retro style 'Charlie' mannequin heads.

In 2010, NIGO modelled his 'Charlie' eyewear collaboration with Effector on Holly's trademark glasses. The mannequin and the glasses were later used to display his vintage collection at the Bunka Gakuen Costume Museum in 2022.

Lubbock High School yearbook

1955

Unknown maker

USA

Paper, ink

'Charlie' mannequin heads

2010/2022

HUMAN MADE

Japan

Papier-mâché

'Charles' black framed glasses

2010

Effector by NIGO

Japan

Glass, acetate

Courtesy of NIGO

Memorial jacket

2018

Cotton

Lightweight flight jacket

2020

Cotton, polyester, nylon

Denim jacket

2016

Denim

HUMAN MADE

Japan

Courtesy of NIGO

Storm Cowboy sake bottle and barrel

2019

In 2019, NIGO and Pharrell Williams launched the Storm Cowboy line of sake. Made at Ohmine Shuzou, a boutique sake brewery combining a modern outlook with traditional techniques, it features an eye-catching graphic and is available in light, middle, heavy and natural pressings. Storm Cowboy won a gold medal at the International Wine Challenge (IWC) in 2020.

HUMAN MADE

Japan

Ceramic, bamboo, metal, paint

Courtesy of NIGO

Stadium jacket

2016

This jacket was modelled on a 1940s example from NIGO's collection (displayed earlier in this exhibition).

It shows NIGO's dedication to authenticity, sourcing materials like deer leather and sheepskin, rarely used in such jackets today, to replicate the feel of the original. Other authentic details include the carefully placed stripes in the letter, the ribbed collars, waistbands and cuffs.

HUMAN MADE

Japan

Deer leather, sheep leather, wool

Courtesy of NIGO

Mr. Peanut® by HUMAN MADE

Mr. Peanut, the mascot for American snack brand Planters, is a recurring character in NIGO's work, stemming from his lifelong fascination with vintage American advertising. This collection is typical of HUMAN MADE's reinterpretation of American classics using traditional Japanese craftsmanship.

The sweatshirt uses 'tsuriami' knitting. This method creates a plush and bouncy texture with a soft and airy feel by using a slow, low-tension loop wheel knitting machine.

Mr. Peanut 'hariko' figure

2025

HUMAN MADE

Japan

Papier-mâché

Mr. Peanut 'tsuriami' sweatshirt

2025

HUMAN MADE

Japan

Cotton

Courtesy of NIGO

HUMAN MADE stores

Each of HUMAN MADE's 'Offline' stores is an extension of the label's aesthetic. NIGO himself designed the interiors for many of these, motivated by a desire to pay respect to their historical and cultural contexts through a contemporary lens.

The HUMAN MADE 1928 store is housed in a listed building in Kyoto. It retains the warmth of its original 1920s wooden flooring with added industrial finishes. The Repulse Bay Arcade store in Hong Kong, designed by Wonderwall, pairs restored 1920s wood panelling with clean lines and contemporary lighting.

HUMAN MADE store in Repulse Bay Arcade, Hong Kong

2024

Wonderwall

Reproduced by permission

Courtesy of Wonderwall

HUMAN MADE 1928 in Kyoto

2019

NIGO

Reproduced by permission

Courtesy of HUMAN MADE

Sukajan-inspired jacket

2010

One of the first pieces NIGO designed for HUMAN MADE, this jacket takes inspiration from his collection of vintage 'sukajan' jackets.

He kept the flight jacket-inspired silhouette, but gave the classic animal motifs a futuristic refashioning, with bears stylised as rocket ships. The embroidery applied over printed designs creates more depth and texture. As with many original 'sukajan', the design is reversible.

HUMAN MADE

Japan

Rayon, polyester

Courtesy of NIGO

NIGO at KENZO

The same year NIGO was born, 1970, Kenzō Takada founded his eponymous label in Paris. The designer – who like NIGO, trained at Bunka Fashion College – became known for his global take on Parisian style, with an eclectic signature of bold prints and relaxed silhouettes inspired by the city’s vibrant nightlife and his love for the beauty of the world around him.

In 2021, NIGO was appointed the first Japanese designer since Takada himself to lead the fashion house. Written by NIGO to his wife that year, this haiku (a Japanese form of unrhymed poetry) translates to:

From the rising sun, to Paris at Kenzo’s feet, lost in the jungle, the dream still carries on.

Kenzō Takada

1973

Photographer unknown

Courtesy of Patrimoine KENZO PARIS

NIGO’s haiku

2021

NIGO

Japan

Paper, ink

Courtesy of NIGO

Runway show invitations

2022–25

KENZO PARIS by NIGO

France

Paper, ink

Courtesy of Patrimoine KENZO PARIS

Postcards from NIGO to his wife

2000s to present

As NIGO's career progressed, international travel became a regular part of his routine. Despite his busy schedule, NIGO always makes time to send his wife, actress Riho Makise, a postcard on every trip abroad. He decorates each one with illustrations based on where he is and what he's working on.

NIGO

Japan

Paper, ink

Courtesy of NIGO

Look 17

Autumn–Winter 2022

NIGO reimagined Kenzō Takada's iconic poppy print for a new generation. Romantic florals and soft silhouettes were toughened up with masculine tailoring in what NIGO calls 'impractical workwear'. The baker boy hat and Dr. Martens-style shoes are an ode to British design. Fingerless gloves with mitten flaps joined by a string add a playful, childlike touch.

KENZO PARIS by NIGO

Various

Cotton, wool, leather

Courtesy of Patrimoine KENZO PARIS

KENZO, Autumn–Winter 2023 collection

A lifelong Beatles fan, NIGO paid tribute to ‘The White Album’ with this eclectic collection. Set to Beatles covers by the 1966 Quartet, the runway show took his audience on a journey through British, American and Japanese youth cultures.

NIGO blended elements of British mod and rocker subcultures with punk-style subverted tartans to reimagine the traditional country wardrobe, including footwear designed in collaboration with Hunter. Look 1 highlights this merging of influences by juxtaposing Japanese kendo uniforms with American skatewear.

Autumn–Winter 2022 runway show

NIGO's debut collection as artistic director for KENZO was a masterclass in reworking archival material. He showed a deep respect for the fashion house's signature codes, incorporating archival flower prints and Kenzō Takada's original sketches from the 1970s. The collection highlights NIGO and Takada's shared love for British outdoor staples, including Harris tweeds and mod-style parkas. NIGO also wove in personal influences including preppy styles and 'Aka-e' pottery motifs.

The runway show took place at Galerie Vivienne, a covered passage in Paris where Kenzō Takada had his first boutique.

KENZO PARIS by NIGO

17 minutes, 47 seconds

Directed by Freecaster France

Courtesy of Freecaster France,

Patrimoine KENZO PARIS

Look 1

Autumn–Winter 2023

KENZO PARIS by NIGO

Various

Wool, cotton, silk, synthetic materials

Courtesy of Patrimoine KENZO PARIS

On wall:

Autumn–Winter 2023 runway show

KENZO PARIS by NIGO

14 minutes 58 seconds

Courtesy of Patrimoine KENZO PARIS

Look 53

Autumn–Winter 2024

Titled 'Landing in a New World', the collection brought together NIGO's love of 'Star Wars' and his own childhood memories.

NIGO's ethereal yet intrepid reinvention of the school uniform embodies this narrative. The blazer and pleated skirt shimmer in silver Jacquard woven with red KENZO flowers. A scale-like turtleneck and blood red leather boots complete this sci-fi heroine look.

KENZO PARIS by NIGO

Various

Polyester, leather

Courtesy of Patrimoine KENZO PARIS

Look 21

Spring–Summer 2025

The starting point for this top's colour palette was fluorescent origami paper NIGO found in a 300-year-old stationery shop in Japan. NIGO incorporated a bamboo-themed motif into the jacket in homage to Kenzō Takada's original 1970s jungle-themed boutique. It is printed onto crinkled material to create a 3D feel. Both pieces are anchored by the dense dark blue hue of soft indigo denim.

KENZO PARIS by NIGO

Various

Polyamide, cotton, leather, cork

Courtesy of Patrimoine KENZO PARIS

KENZO, Autumn–Winter 2025 collection

For Autumn–Winter 2025, NIGO was inspired by train journeys through both urban Paris and rural Japan. The resulting collection, titled ‘The Kenzo Commute’, merges traditional Japanese tailoring and American-inspired denim with fuzzy knitwear, nodding to Vivienne Westwood’s Seditious era of the late 1970s.

Look 10’s oversized kimono collar suit is adorned with a richly coloured paisley motif adapted from the KENZO archives. Look 17’s Japanese silhouettes are contrasted with a reinterpretation of the KENZO flower by NIGO’s long-time collaborator Futura, using a spray can effect with an atom logo at its centre.

Look 10

Autumn–Winter 2025

KENZO PARIS by NIGO

Various

Courtesy of Patrimoine KENZO PARIS

Look 17

Autumn–Winter 2025

KENZO PARIS by NIGO

Various

Cotton, leather

Courtesy of Patrimoine KENZO PARIS

On wall:

Autumn–Winter 2025 runway show

KENZO PARIS by NIGO

12 minutes 33 seconds

Courtesy of Patrimoine KENZO PARIS

The NIGO Effect

Section Panel

NIGO burst onto the world stage following his success in Japan in the 1990s and 2000s. From humble beginnings, he built a cult following that has grown into a worldwide community of fans, collaborators and creatives. They expand on NIGO's ideas, celebrating his vision and global impact on style. Avid fans have also become collectors, with a vibrant resale market for vintage NIGO-designed pieces.

Today, NIGO's reputation as a trendsetter has made him one of the most sought-after partners for brands across fashion, music and design. Yet he continues to champion emerging talents, using his platforms to nurture the next generation of cutting-edge designers.

NIGO Heads

Subsection Panel

Excitement has constantly followed NIGO and his brands. This hype culture has become a global phenomenon, as super-fans eagerly track his every move on the lookout for his next drop, joined by some of the world's biggest celebrities endorsing his products.

While NIGO has always looked to popular culture for inspiration, he has in turn become the subject of mass culture. He has gained recognition from trendsetters and some of the biggest voices in fashion and music, influencing the very collaborators and creatives he once drew inspiration from. Today, NIGO is cited as a foundational influence by many designers who have built their careers following his example.

NOT A HOTEL x NIGO

NIGO's talent for and interest in creating immersive brands lends itself to hospitality. He has recently collaborated with NOT A HOTEL, which co-designs luxury holiday homes with some of the world's most celebrated creatives and architects. From the overall concept to the smallest details, each collaborator is fully immersed in the design process.

In 2024, NIGO was appointed as a creative advisor alongside his good friend, Pharrell Williams. He has since been involved in shaping the brand's curated luxury experiences as well as providing creative direction for the upcoming JAPA VALLEY TOKYO project.

NIGO HOUSE – NOT A HOTEL, TOKYO

NIGO provided full creative direction for NOT A HOTEL's first residence in the Tokyo area. His passions are woven throughout. The living room features mid-century French furniture by Jean Prouvé and Pierre Jeanneret, two of NIGO's favourite designers. A giant inflatable duck floats in the pool – a nod to HUMAN MADE. The property also boasts a traditional tearoom, reflecting NIGO's newfound passion for tea ceremony, and a music listening room. On the roof is a sculpture by his long-time collaborator, KAWS. The home will open in 2027.

NOT A HOTEL, TOKYO

2025 Directed by Mir. and NOT A HOTEL

1 minute 21 seconds

NOT A HOTEL Lounge

2025

Directed by RIGHT UP Inc. and NOT A HOTEL

47 seconds

Courtesy of NOT A HOTEL

These films contain no sound

NOT A HOTEL Lounge

At the heart of NOT A HOTEL's new Tokyo headquarters is THE NIGO Lounge, open exclusively for owners of NOT A HOTEL's NIGO HOUSE. The space features a table with a built-in grill, surrounded by a towering three-sided storage wall from USM Haller displaying a curated selection of objects from NIGO's personal archive. NIGO also included one of his favourite sofas, the Gufram PRATONE designed in 1971 by Giorgio Ceretti, Pietro Derossi and Riccardo Rosso. A 6x6 Jean Prouvé demountable house furnished with vintage pieces by Charlotte Perriand and Pierre Jeanneret reflects his love of mid-century French design.

Kid Cudi at the 2022 Met Gala

A few months after becoming artistic director of KENZO, NIGO recruited his old friend, American rapper Kid Cudi, to be the face of his first big red carpet moment. For the 2022 Met Gala, NIGO suggested that Cudi wear a version of a 1984 black tuxedo with a cape from KENZO's extensive archive. But Cudi had the idea to update the ensemble in electric blue, and to line the underside with the iconic KENZO flower motif.

Cape and suit

2022

KENZO

France

Silk, wool, metal

Courtesy of Scott Mescudi aka Kid Cudi

Shoes

2022

Leather

Portugal

Courtesy of Patrimione KENZO Paris

**Next objects are the magazines on the wall
to your right.**

Image below left:

Kid Cudi attends the 2022 Met Gala

Jennifer Graylock

Reproduced by permission

Courtesy of Jennifer Graylock/Alamy Stock Photo

Image below right:

**Pharrell wearing NIGOLD collection blazer
at Cannes Film Festival**

2015

Stephane Cardinale (Corbis)

Reproduced by permission

Courtesy of Stephane Cardinale/

Corbis via Getty Images



NIGO's magazine covers

Following the success of A Bathing Ape, fashion, lifestyle, music and design magazines from Japan and beyond began to feature NIGO on their covers. He first appeared on a magazine cover in 1999, just six years after graduating from Bunka College of Fashion.

'Eyescream'

February 2008

Japan

'HMV The Music Master'

November/December 2005

UK

'Nylon Guys'

Summer 2007

USA

'Popeye'

February 2003

Japan

'Casa BRUTUS'

October 2008

Japan

'Smart'

January 2005

Japan

'GbM'

March 2004

Japan

'DUB'

2004

USA

'GQ'

September 2007

Japan

'Weekly Pro-Wrestling'

25 June 2002

Japan

'Man'

September 2004

Japan

Paper, ink, acrylic

Courtesy of NIGO

Diamond veneers

2017

This set of diamond veneers is one of NIGO's most striking custom jewellery pieces.

Popularised by Black American rap artists in the 1990s, dental jewellery symbolised status and self-expression. NIGO began wearing them at a time when his design aesthetic and collaborations were deeply embedded within the hip-hop community. Unlike grillz, which are removable, NIGO opted for diamond veneers, a more permanent procedure in which jewellery is bonded directly to teeth. Jacob & Co. USA Diamonds, 18k white gold Courtesy of NIGO

Swarovski crystal trucker hat

About 2006

A Bathing Ape

Japan

Cotton, crystals

Courtesy of NIGO

'Interview'

June 2005

Cover photo by Karl Lagerfeld

USA

Paper, ink, acrylic

'I Know NIGO' LP

2022

Music publisher Steven Victor described 'I Know NIGO' as 'our favourite rappers paying tribute to NIGO's contribution to the culture'. A\$AP Rocky, Kid Cudi, Tyler, the Creator, Pusha T, Pharrell Williams and NIGO's own Teriyaki Boyz all feature on the record.

The album soundtracked NIGO's Autumn/ Winter 2022 runway presentation for KENZO. 'I was happy to present new music to fashion people and new fashion to music people', he told 'Hypebeast'.

Victor Victor Worldwide

Vinyl, card, ink

the Design Museum

American 'Vogue' Met Gala cover

May 2025

In 2025, 'Vogue' magazine released a series of covers honouring the annual Met Gala, co-chaired by Pharrell Williams, highlighting the exhibition 'Superfine: Tailoring Black Style'.

For this cover's portrait, Pharrell wore a blue HUMAN MADE baseball cap. When asked why he chose to include the words 'Human Made', the artist, Henry Taylor, responded: 'That's what we need today, more hu-man-i-ty and less in-san-i-ty'.

Cover art by Henry Taylor

USA

Paper, ink

the Design Museum

NIGOLD at Cannes Film Festival

NIGOLD was a 1980s-themed capsule collection NIGO produced in collaboration with Japanese clothing brand United Arrows.

Pharrell Williams wore this blazer from the collection at the Cannes Film Festival in 2015. Its print is based on an illustration by contemporary Japanese artist Eizin Suzuki who is known for his bright and bold depictions of nostalgic American scenes.

NIGOLD collection blazer

2015

NIGO x UNITED ARROWS

Japan

Cotton

Courtesy of NIGO

'Human Hope' knit sweater

2025

Global pop star Jung Ho-seok, known widely as j-hope, debuted as a member of South Korean boy band BTS. A fan of HUMAN MADE, he is often spotted wearing the brand.

He collaborated on a ten-piece collection of clothing, jewellery and homewares. It sold out within minutes and entry to the new HUMAN MADE store in Seoul was decided through a lottery system due to high demand.

HUMAN MADE x j-hope

Japan

Wool, nylon

Courtesy of NIGO

By Association

Subsection Panel

In recent years, NIGO has been sought out by a range of companies for his expertise in brand building and marketing. It is not just his style that has become recognisable, but his ability to make products covetable and therefore saleable. Brands aspire to replicate his visionary creative direction and business model.

NIGO has also stayed on the lookout for exciting new voices in youth culture, using his platform to champion cutting-edge and niche creatives that inspire him. He continues to bring subcultures to the mainstream, collaborating with designers on limited-edition lines and drops that influence what is popular today.

Turn left for the next object – a film, next to the fashion looks in the showcase.

Louis Vuitton Menswear

Autumn/Winter 2025 Collection

Pharrell Williams, now artistic director of Louis Vuitton Menswear, co-designed a collection with NIGO to celebrate 25 years of friendship. Pharrell likened the collection, titled 'Remember the Future', to their friendship, stating that it is 'not looking to be unnecessarily bold for attention. The attention is in the details.'

Visual tributes are woven throughout, including silhouettes of their profiles on luggage trunks and embroideries of a fishing trip. Long-time collaborator Wonderwall designed 24 vitrines that revealed a display of both NIGO and Pharrell's archival objects at the end of the runway show, highlighting their shared passion for collecting.

'Store-It-All' trunk in Monogram

Phriendship canvas

Autumn/Winter 2025

NIGO, Pharrell Williams

for Louis Vuitton

Leather, cotton, wood, metal

Courtesy of Louis Vuitton Collection

Men's Autumn/Winter 2025 Behind the Scenes with Pharrell and NIGO

12 minutes 33 seconds

Look 56

Autumn/Winter 2025

Look 56 is unique in its use of traditional Japanese silhouettes to create a modern androgynous look. The LV monogram flower pattern is seamlessly fused with Japanese 'shippō' weave patterns and 'sashiko' stitching to create the new 'Dandy' monogram.

Louis Vuitton by Pharrell Williams, in collaboration with NIGO

France

Cotton, wool, silk, leather, rubber, metal

'Lobster' wearable wallet

Autumn/Winter 2025

Forming part of Look 56 is this crustacean inspired accessory. It playfully merges the collection's themes with the luxury house' signature mastery of leather work.

Louis Vuitton by Pharrell Williams,
in collaboration with NIGO

Various

Leather, cotton, metal

Courtesy of Louis Vuitton Collection

Louis Vuitton 2020 LV² Collection

In 2020, the late Virgil Abloh – who was artistic director of Louis Vuitton menswear at the time – called upon his ‘spiritual mentor’ NIGO for a unique collaboration. The result was the LV² capsule collection.

Putting their own twist on heritage, they mashed-up Savile Row tailoring, English mod styles and Japanese denim. Classic Louis Vuitton patterns were also given the NIGO treatment. The ‘LV Made’ mallard duck is a nod to HUMAN MADE, while the dripping effect of the bag’s LV monogram over a chequerboard pattern references NIGO’s former brand ICECREAM.

Look 08

Pre-collection Autumn/Winter 2020

Louis Vuitton by Virgil Abloh,
in collaboration with NIGO

France

Cotton, wool, leather, coated canvas, brass,
cashmere, rubber

Courtesy of Louis Vuitton Collection

**‘Keepall’ bag in Giant Damier Ebene
and Monogram canvas**
Pre-collection Autumn/Winter 2020
Louis Vuitton by Virgil Abloh,
in collaboration with NIGO
France
Fibreglass, paint
Courtesy of Louis Vuitton Collection

On top of showcase:
‘LV Made’ duck
Pre-collection Autumn/Winter 2020
Louis Vuitton by Virgil Abloh,
in collaboration with NIGO
France
Fibreglass, enamel
Courtesy of NIGO

Sunglasses collaboration with Louis Vuitton

Created in 2004, the 'Millionaire', 'Havana' and 'Bolivia' sunglasses were part of a capsule collection designed by NIGO and Pharrell Williams with Marc Jacobs, then creative director of Louis Vuitton. Their collaboration was part of the luxury luggage brand's strategy to transform into a style leader with crossover appeal.

Pharrell described the 'Millionaires' as 'one-part Tony Montana, one-part Notorious B.I.G'. In 2024, the sunglasses were re-released by Pharrell in his new role as men's creative director for Louis Vuitton.

'Millionaire' sunglasses

Spring/Summer 2005

'Havana' sunglasses

Spring/Summer 2005

'Bolivia' sunglasses

Spring/Summer 2005

Louis Vuitton by Marc Jacobs,
in collaboration with Pharrell Williams and NIGO
France

Acetate, metal

Courtesy Louis Vuitton Collection

Louis Vuitton 2022 LV² Collection

‘For me, there is no one like NIGO.’ –Virgil Abloh, 2021

The second collaboration between Virgil Abloh and NIGO was released shortly before Abloh’s death in November 2021.

Evolving themes explored previously, this collection reinterpreted the ‘dandy’ for modern times through a bold combination of chequerboard patterns, traditional English rowing stripes and Japanese patchwork denim. This look, with its golfing cap and duck motif cardigan, takes its cue from vintage preppy style. HUMAN MADE animal emblems were intertwined with LV motifs, such as this contemporary twist on the fashion house’s classic ‘Cotteville’ suitcase.

Look 06

Pre-collection Spring/Summer 2022

**Louis Vuitton by Virgil Abloh,
in collaboration with NIGO**

France

Wool, cotton, leather, rubber, brass, enamel

‘Cotteville’ suitcase in Monogram Stripes canvas

Pre-collection Spring/Summer 2022

Louis Vuitton by Virgil Abloh,

in collaboration with NIGO

France

Coated canvas, wood, leather, metal

Courtesy of Louis Vuitton Collection

NIGO for Uniqlo UT Line

When Uniqlo asked NIGO to be its UT line's first-ever creative director in 2014, he immediately gravitated towards the brand's T-shirt line. He saw it as an opportunity to influence 'what people really wear on the street'. It was also a chance to revisit favourite childhood characters.

In 2017, NIGO tapped into his extensive network, collaborating with long-time creative partner KAWS to reinterpret classic 'Peanuts' and 'Sesame Street' characters. In 2019, NIGO brought in UnderCover's Jun Takahashi and Tetsu Nishiyama to design T-shirts featuring motifs from 'Star Wars'.

Snoopy plush toy

2017

NIGO for Uniqlo UT Line x KAWS

Polyester

China

Snoopy UT T-shirt

2017

NIGO for Uniqlo UT Line x KAWS

Cotton

China

‘Sesame Street’ UT T-shirt

2017

NIGO for Uniqlo UT Line x KAWS

Cotton

China

‘Sesame Street’ stuffed toys

2017

NIGO for Uniqlo UT Line x KAWS

Acrylic, polyester

China

‘Star Wars’ UT T-shirts

2019

NIGO for Uniqlo UT Line x

Jun Takahashi x Tetsu Nishiyama

Cotton

China

Courtesy of NIGO

'We're Good!' flight jacket

2019

Always looking towards emerging talent, HUMAN MADE collaborated with American fashion brand Cactus Plant Flea Market (CPFMM) in 2019. Established by designer Cynthia Lu in 2016, the brand was propelled into the spotlight after Pharrell Williams was spotted wearing it. The first collaboration centred on CPFMM's iconic four-eyed smiley logo, which was emblazoned across jackets, sweatshirts and bags with multiple collections released since.

Cactus Plant Flea Market x HUMAN MADE

Japan

Nylon, polyester, acrylic, wool, leather

Courtesy of NIGO

adidas x NIGO

NIGO has a long-standing relationship with sportswear brand adidas. The 'Tokio Solar Green' trainers rework a design adidas created for the 1964 Tokyo Olympics, updated for modern comfort. The Stan Smiths feature the HUMAN MADE heart graphic on the rear pulls. Their signature punctured adidas side stripes are reinterpreted as red heart-shaped cutouts.

Designed for the 2022 World Cup, this shirt is signed by the entire Japanese national football team. Its colours were inspired by 'sakura mochi', a traditional cherry blossom- coloured Japanese sweet wrapped in a cherry leaf.

'Tokio Solar Green' trainers

2020

adidas x HUMAN MADE

Vietnam

Leather, suede, rubber, plastic

'Stan Smith' trainers

2020

adidas x HUMAN MADE

Vietnam

Leather, rubber

Japan National Team Special Collection kit

2022

adidas x NIGO

Vietnam

Recycled polyester

Courtesy of NIGO

Hariko figure

2025

Japanese illustrator Keiko Sootome's collaboration with HUMAN MADE features monthly T-shirt drops. Each includes her signature playful figures painted with retro colours in her unique painterly style. The series also incorporates the Japanese 'hariko' papier-mâché technique, used for centuries to create folk toys. These figures are often used as ornaments or as good luck charms carrying symbolic meanings.

Keiko Sootome x HUMAN MADE

Japan

Papier-mâché

Courtesy of NIGO

Abema x NIGO

In 2015, NIGO was approached by Abema, a new Japanese streaming service, to design their company logo. With the spread of smartphones, the company recognised that they needed creative branding to stand out on the world wide web.

Keenly aware of the power of an eye-catching mascot, NIGO designed this animal character for Abema. He kept the green from the original logo, creating playful and dynamic branding that is immediately recognisable.

Abema plushie

About 2018

China

Polyester

Courtesy of NIGO

Effector by NIGO campaign image

2010

In 2010, NIGO created designs in tribute to 1950s musician Buddy Holly in collaboration with Japanese eyewear brand Effector. Heavily influenced by mid-century styles, the 'Charles' echoed the late musician's thick black frames, while the 'Holly' had a more casual style.

This retro campaign image shows the designs worn on 'Charlie' mannequins (shown earlier in the exhibition), inspired by Holly and 1950s shop dummies.

Effector by NIGO

Japan

Paper, ink

Courtesy of NIGO

Family Mart x NIGO

In 2025, NIGO was appointed creative director of Family Mart, a Japanese convenience store chain. Operating since 1976, Family Mart is a household name in Japan. It has gained worldwide recognition for its viral snack selection and signature clothing line.

NIGO will have a hand in the chain's visual branding and collaborative projects. His main focus is the creative direction of next-gen stores. He has enlisted his long-time collaborator Wonderwall to help with the stores' design.

NIGO outside Family Mart

2025

Thomas Thompson

Reproduced by permission

Courtesy of Family Mart

Nike x NIGO

2010

In 2024, NIGO was invited by Nike to design a series of exclusive Air Force 3 sneakers and clothing collections. The debut collection featured redesigned Air Force 3 in bright primary colours, packed in a limited-edition shoebox. To promote the drop, Nike released an animated film starring NIGO controlling a giant, evil-fighting robot. Every element was carefully chosen to reference NIGO's favourite Japanese series, 'Super Sentai' – the source material for the American 'Power Rangers' series.

Sweatshirt and T-shirt

2024

Nike x NIGO

Pakistan, Vietnam

Cotton

Varsity jacket

2024

Nike x NIGO

Japan

Wool, leather

Air Force 3 Low SP White (OGIN Version)

2024

Nike x NIGO

Vietnam

Leather, rubber

Air Force 3 Low SP Blue Void (OGIN Version)

2024

Nike x NIGO

Vietnam

Leather, rubber

Courtesy of NIGO

Nike x NIGO advertising campaigns

Nike released a 1970s-style film poster featuring NIGO as different characters to follow their first collaboration in 2024.

Ever since, each new Nike x NIGO collaboration has been promoted with a teaser film. These often use a 1980s-style commercial format with pop-inspired soundtracks and jingles to evoke a strong sense of nostalgia and generate hype for the product. Each guise keeps fans guessing which drops and multi-collaborations are to come.

Nike x NIGO campaign posters

2025

Nike

Reproduced by permission

‘Escape Force’, Air Force 3 promotional film

2024

Directed by Gary Levesque

55 seconds

‘Ape Force’, Air Force 3 promotional film

2024

Directed by Dan Streit

1 minute 5 seconds

**'Camping', Nike x Levi's x NIGO Air Force 3 promotional
film**

2025

Directed by Anton du Preez

49 seconds

Courtesy of Nike, Inc.

Nike x NIGO Ape-FORCE

The second Nike x NIGO collaboration drop focused on NIGO's lifelong obsession with the 'Planet of the Apes' franchise. NIGO used the primate main characters as inspiration for the hairy suede, corduroy and earthy colour palette of this sneaker. The promotional packaging also references nostalgia for 1980s toy advertisements with an action figure-style blister pack and limited-edition NIGO figurine released alongside to NIGO's network.

Ape-FORCE trainers in sealed packaging

2024

Nike x NIGO, Hybrid Design, Inc.

USA

Leather, rubber, plastic, paper

Ape-FORCE NIGO figure

2024

Nike x NIGO, Stoopid Buddy Stoodios

USA

Paint, foam, plastic, paper

Courtesy of NIGO

Nike x Levi's x NIGO

In 2025, NIGO brought Levi's on board for a collaboration with Nike, creating a denim version of their classic Air Force 3 low trainers. This life-size cut out of NIGO as a denim-clad cowboy, based on a vintage Levi's mascot from his archive, featured in the advertising campaign.

NIGO cut out

2025

Nike x Levi's x NIGO, HOUSE OF YAIA

USA

Wood, paint

Courtesy of NIGO

'Camping' Nike x Levi's x NIGO Air Force 3 promotional film

2025

Directed by Anton du Preez

49 seconds

Courtesy of Nike, Inc.

507XX Type II Trucker Jacket

2021

Designed in collaboration with Levi's, this 1950s-style Type II Trucker Jacket takes direct inspiration from the jacket NIGO bought as a teenager (displayed earlier in this exhibition). This version faithfully recreates the original's worn-out textures, light blue wash and even features the same number of stitches.

Levi's x NIGO

Japan

Denim

Moncler x Mercedes-Benz by NIGO

Italian luxury fashion brand Moncler and German car manufacturer Mercedes-Benz invited NIGO to design a limited-edition G-Class car and capsule fashion collection for their 2024 collaboration. NIGO was keen to capture the vibe and energy of the 1990s in his gender-neutral clothing line with nods to the decade's electronic music and hip-hop scenes, while also incorporating elements of contemporary street style. Many of the garments feature prints that merge Moncler and Mercedes-Benz archival photos.

Ensemble

Spring/Summer 2025

Moncler

Italy, Turkey

Cotton, leather, rubber

Courtesy of Moncler

Nike x NIGO Air Force 3 Low 'Kintsugi'

This collaboration draws on NIGO's recent passion for Japanese pottery. He based the design on kintsugi, the Japanese art of repairing broken ceramics with lacquer mixed with powdered gold. The trainers feature a layer of gold filling that runs across the front of the shoe while the textured leather translates the look and feel of pottery to finish the look.

Air Force 3 trainers Low 'Kintsugi'

2025

Nike x NIGO

Vietnam

Leather, rubber

Nike x NIGO campaign poster

2025

Nike x NIGO

Paper, ink

Courtesy of NIGO

New Traditions

Section Panel

Although NIGO has gained worldwide recognition, he is committed to expanding his knowledge and exploring new creative practices. In recent years, he has turned his attention towards the study of traditional Japanese crafts and rituals.

Alongside training to be a master of tea ceremony, NIGO also practices ceramics, crafting his own pottery in his studio in Tokyo and travelling across Japan to learn regional styles. He combines his two passions by using the bowls he has made himself in his own tea ceremonies.

Through these newfound pursuits, he has embraced the role of the apprentice once more, finding solace and calm in the act of learning and honing his skills.

Japanese tea ceremony

The Japanese tea ceremony ('sadō') is a traditional way of preparing and drinking green tea, typically in a tearoom and hosted by a tea master. One of the main purposes of the ceremony is for guests to enjoy the host's hospitality in an atmosphere distinct from the fast pace of everyday life.

Becoming a tea master is a lifelong pursuit, requiring many years of study. NIGO has been consistently studying tea ceremony for 10 years, but insists he is still learning, showing that mastery is a continuous journey.

'I am as the wheel turns'

2026

Directed by / Director of Photography: Shoichiro Kato

Cam by Maho Kurita

10 minutes 48 seconds

Courtesy of NIGO

DROPHAUS TEAHOUSE

2026

Pharrell Williams/NOT A HOTEL x NIGO

Manufactured by millimetre

UK

Steel, wood, glass, copper, tatami

Courtesy of NOT A HOTEL

Twenty five tea bowls made by NIGO

2023–25

NIGO

Japan

Ceramics, glaze

Courtesy of NIGO

'Ro' (Old Age)

1960

Yūichi Inoue

Japan

Ink, paper

Courtesy of NIGO

Exhibition Acknowledgements

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NOT A HOTEL

NIGO's chosen furniture partner:
USM Modular Furniture



The Design Museum is working to reduce its environmental impact. While planning this exhibition we used a carbon calculator to inform design decisions, choosing low-carbon and reusable build materials where possible, and reusing mannequins, cases and plinths from previous exhibitions.

You can find out more about our environmental impact at designmuseum.org/working-to-make-change