

Takehiro Ando / andoo.jp

Brand and design information:

Takehiro Ando is an artist and designer of products. The brand name for his designs is “andoo.jp.” The Felt Unit (CUMA / CROSS) is the latest item in production. Utilizing the characteristics of felt, he designed these products that can be combined to create one’s own design. The shapes are versatile and can be combined to become a partition, wall hanging, light shade , accessory or whatever your imagination desires.

Our Philosophy:

Rather than re-design existing products, andoo.jp is eager to bring into existence completely new product design concepts. Their designs utilize many of the new and exciting materials and technologies available throughout the world today as well as finding new ways of using traditional materials. Products are designed in order to require simple and efficient production techniques wherever possible.

Personal:

Takehiro Ando born in Kanagawa Japan, graduated with an MA in Design from the Tokyo University of Art and Design in 1992. As an artist and product designer, he has designed household products, product displays for Shiseido (Cosmetics), production sets for Tokyo Broadcasting Services television programs, and a sculpture on permanent display at the entrance to the Suntory Musashino beer factory. In 2000 he decided to concentrate on interior and furniture design.

Ando finds expression for his artistic sensibility in a wide range of conceptual art and product design. His work is created to be not only be beautiful and functional but to fully take advantage of the potential of the materials used

Press:

Please see our website for up to date information on product designs, exhibitions, etc. : <http://www.andoo.jp>

Select Press Kit in order to download high-resolution images, product descriptions, etc.

http://www.andoo.jp/press/press_kit/andoo_press.html