

MUJI

無印良品

MUJI celebrated its 40th anniversary in 2020. MUJI began as the antithesis of the consumer-driven society that developed at the height of Japan's economic maturity selling only about 40 daily products. But our ideology, a condensation of material selection, process inspection and packaging simplification, was a "big bang" of sorts that expanded the boundaries of modern lifestyle aesthetics. MUJI BOOK (2010) shared these new dynamics and guidelines, from MUJI's pioneering days to our coming of age. 2020's MUJI BOOK is a narrative of the diversity of our activities and the maturity of our practices. We continue to unstintingly renew our thinking about materials, processes and packaging; we have surpassed 7,000 products



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As we suddenly understand that life might have changed forever because we do not want to go back to the same old ways, we are looking at MUJI for guidance and solutions for our everyday lives. All of a sudden we see MUJI as a muse able to inspire us. In the Age of Unnovation we will have MUJI as our confidant and provider of the evolving simplicity we are finally truly craving. My mug is a MUJI, my mule is a MUJI, my muesli is from MUJI, my universe is strangely and gradually filled with multiple MUJIs. This phenomenon testifies to the fact that this is no longer a brand name but a household name, a household name that surpasses its own mission and suddenly elevates the discipline to another, nobler and more universal level.

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Like water and air Masaaki Kanai	006
The Age of Unnovation. Lidewij Edelkoort	008

1 Pleasant, somehow

Conveying ideas through universal activities 2020 Corporate ad campaign “Pleasant, somehow”	012
Reviewing our packaging, again New plastic-free packaging and My Bag	022
Post-Material Design Era = LEAD John Maeda	028
An immutable essence Takashi Sugimoto	030
Wood, metal, earth Retail space and materials	032
Natural materials are high-performance materials Cotton, Linen and Wool	038
Live anywhere. Joe Gebbia	054
On a blank (muji) emptiness Shin-Ichi Fukuoka	056
Sea, land and sky in one sweeping view 2016 Corporate ad “Colors of Earth”	058
Journeying together 2018 Corporate ad “Nature, Naturally, MUJI.”	064

2 The blessings of cultural contention

World Tag 2020 World Tag System	076
Not mingei (folk art), but mingu (folk tools) MINGU exhibition	080
Ageless Wrinkles Reiko Sudo	086
Origin of Tag for Wish Tree Mayumi Tsuruoka	088
Finding MUJI around the world Found MUJI	090

Food: Still more to discover	102
MUJI Diner	
Food continues to evolve on site	108
Learning from the Land	
MUJI, Earth's Dream Yasuo Kobayashi	114
Pursuing our planet in all its aspects Yoshihiko Ueda	116
On the Eurasian frontier	118
2014 Corporate ad "Nature, Naturally, MUJI"	
Alpacas had color.	124
2012 Corporate ad campaign "Humanity: Warm?"	

3 Quality from irregularity

Unsorted, irregular	132
Unsorted series: broken dried shiitake mushrooms, reclaimed wool and irregular confections	
Clarify reasons, articulate identity	136
Findings and Hints: A MUJI department	
What are the shiitake mushrooms asking of us Sputniko!	140
On the shoreline between physical and digital Kinya Tagawa	142
Eye-opening advertising	144
Magazine ads "Sumu. (Living.)"	
MUJI product design	156
Furniture, daily necessities, appliances	
Design must be honest Naoto Fukasawa	172
MUJI is good for you 2 Jasper Morrison	174

4 Recovering the aesthetics of life

MUJI visits its houses	178
MUJI HOUSE, buyers' reports (Meeting the houses)	
Vertical House, Plain House	188
The continuing lineage of MUJI HOUSE	
MUJI HUT	198
MUJI HUT	

Principles of MUJI Terunobu Fujimori	204
The unmarked and unbranded spaces of Japan Hiroshi Sugimoto	206
Furniture House, Tanada Office, MUJI Company Housing HOUSE VISION 2013, 2016, 2018	208
The house you live in is you. MUJI INFILL	222
Anonymous houses Kenya Hara	230
Toward a new sensibility Masao Morita	232
Anti-gorgeous, anti-cheap MUJI HOTEL	234

5 We want to be connected again

A sustainable relationship between urban and rural areas Kamogawa Satoyama Trust	252
How much do humans need? Takeshi Yoro	256
MUJI and sustainability Tina Koyama	258
What's delicious? Yurakucho, Kitahanada, Minnaminosato, Yamashina and Naoetsu	260
LOCAL 20 MUJI Zurich and MUJI Helsinki	282
A place with MUJI Tsuyoshi Tane	288
I'm going to MUJI. MUJI is coming. Makoto Umebara	290
A toy capsule of happiness GACHA	292
We have daily specials Steam sign	298
Karamari-shiro Sakata Project and MUJI to GO (mobile store)	300

6 Eat well, sleep well, walk more, clean often

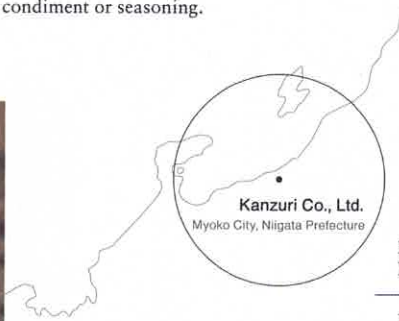
Eat well. —————	310
Curry, daily bento, cricket crackers, etc.	
Tools and play Noriko Hayashi —————	322
The beauty of just being there Naomi Kawase —————	324
Sleep well. —————	326
Bedding, pajamas	
What is happiness? Hiroshi Naito —————	332
What I can treasure Akira Minagawa —————	334
Walk more. —————	336
MUJI WALKER, MUJI to GO	
Clean often. —————	344
Cleaning products	

7 OKAGESAMA

MUJI Laboratory for Living —————	352
Center on Living	
Consciousness encounters consciousness Kazuko Koike —————	358
We can live without being careful and polite Chiki Ogiue —————	360
A place for opportunities —————	362
ATELIER MUJI, Open MUJI and MUJI BOOKS	
Enjoy nature just as it is —————	370
Campgrounds	
Fixed value —————	378
Prices including consumption tax	
MUJI's big move —————	380
Global flagship store, MUJI Ginza	
Could MUJI become an intangible cultural asset? Alex Kerr —————	386
John Doe / Mr. Nobody Shuntaro Tanikawa —————	388
Illustration and photo credits —————	390



The roots of the *Kanzuri* brand and famous chili/yuzu paste are said to date back to the Sengoku period (1467–1568 CE). The story goes that the lord Uesugi Kenshin, who founded a castle in Kasugayama, in the present-day city of Joetsu, brought chili peppers from Kyoto, and during winter marches, included in his troops' provisions a powder consisting of ground chili peppers and salt. Since that time, chili peppers that warm the body when consumed have been actively cultivated here, and as part of local wisdom to stave off the cold, each family creates its own unique chili condiment or seasoning.



p.112–113:
Kanzuri Co., Ltd. Niigata Prefecture

In Niigata's Myoko City, where winter brings harsh cold and fallen snow, condiments using chili peppers have been made since long ago as part of the local wisdom regarding warming the body. For more than 50 years, Kanzuri Co., Ltd. has been making the *Kanzuri* product, a unique recipe incorporating chili peppers, yuzu, salt and koji (malted grain).

After the "snow bleaching" is complete, the peppers are ground, mixed with the other ingredients, and fermented for close to three years. During that time, once a year the barrels are opened and the contents mixed, allowing in air and contributing to the fermentation. This is called *tegaesbi*.



In Chef Fujibayashi's recommended cooking method, "*kanburi no kansuri yaki to saini*" (Kanzuri-braised yellowtail and stewed vegetables), the flavor of the *kansuri*, richer for the time spent bleached in the snow, is melded with the fatty yellowtail. As a side dish, pickled bok choy, long used as a way to incorporate vegetables in the winter diet in Niigata, is used in a stewed vegetable dish.





...seasoning made by adding koji malt, yuzu and salt to chili
...fermenting them for three years. Two of the distinctive traits
...ment are the addition of koji (malted grain) and the snow
...process, in which the peppers are exposed on top of the snow.
...where the peppers are laid out, first a partitioned net is spread
...places where people will walk are stamped flat. It's said that
...exposure technique came about completely by accident; some
...had been hung under the eaves to dry fell upon the snow.
...were eaten several days later, their heat had mellowed, and so
...was integrated into the process.

The process of making *kanzuri* begins in the spring when the chili seeds are sown. From August to November, the harvested chilis are washed and salted. Then, from the coldest day of the year, around January 20, to early March, the chilis are exposed to the snow.



3 Quality from irregularity



1980

Imperfect shiitake and reclaimed wool.

MUJI introduced imperfect dried shiitake mushrooms in the early 1980s, at a time when perfectly round dried shiitake were preferred by the Japanese market.

We skipped the shape-sorting step during manufacturing, in order to make expensive dried shiitake affordable.

The reclaimed wool collection we launch this

winter uses leftover fibres and scraps generated during the manufacturing process. Reclaiming materials that can be reused

not only eliminates waste, but also keeps prices reasonable.

Imperfect shiitake and reclaimed wool;

two products which embody the MUJI concept of 'no frills, high-quality products.'



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2016

pp.134-135:
Irregular chocolate-covered strawberry series

In the irregular confections series,
we are able to sell reasonably priced goods
by eliminating processes that have nothing
to do with the flavor of the ingredients,
such as varying sizes and fragmentation.





MUJI visits its houses

MUJI HOUSE, buyers' reports (Meeting the houses)

MUJI started selling houses as products in 2004. We began with the concept of the house as a single-room space, and with Wood House, emphasized openness and versatility. Window House, introduced in 2007, allows owners to install windows wherever they like, improving the environment and scenery inside.

If a house serves as something like a lifestyle operating system, if we are to maintain its form while considering the residents' lifestyles, it's important to understand how those who purchased and built these houses are using them. So MUJI HOUSE interviewed some of the buyers and reported on their experiences. The booklet Meeting MUJI HOUSE is the report. What we recognized in the course of the project is that those who chose to build a MUJI house, one without an iota of superfluous ornamentation, are very good at editing living spaces, and have created homes more concise and beautiful than we could have imagined. The further evolution of MUJI houses will benefit from this initiative.



The house, built along the river near a large cherry tree, has a large window that frames the view of the cherry tree and the mountains in the distance, allowing the residents to enjoy the four seasons in harmony with the surroundings.





There are partition rails to allow the space to be divided in the future, to accommodate a child's room, perhaps.

Residents have maintained this corner of their neighborhood, a residential area more than 40 years old, as a quiet, tranquil environment. The couple who chose this Window House as a vessel in which to live with the scenery said, "We want to be members of this community, and we want to live here with a view of the cherry tree and Mt. Shigi."



p.180-181:
Window House | I Residence

ara Prefecture, completed in May 2012
 eal floor space: 90.50 m² (27.37 tsubo)
 amily members: Husband, wife, daughter
 isiting reporter: Naomi Kawase, film director





p.312

Retort curry

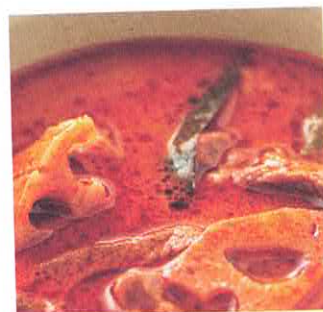
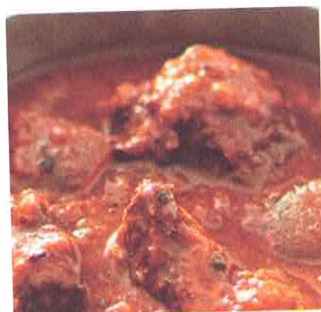
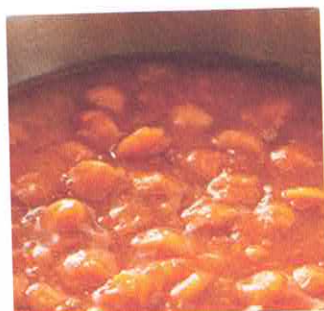
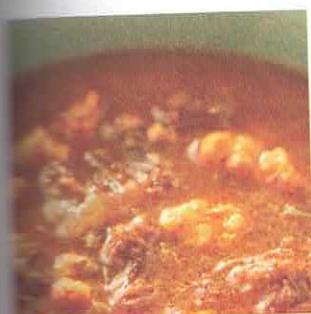
top: Making the best use of ingredients:
butter chicken curry

Currently, butter chicken is our most popular flavor of curry.

p.313

Retort curry

A selection of our 43 types of curry
Product names listed here are abbreviations.



From top:
 Soup curry with chicken &
 vegetables
 Chicken cream chicken curry
 Tomato keema curry
 The pad pong curry (crab and egg)
 The ginger keema curry

From top:
 Apple and vegetable curry
 Fond de veau beef curry
 Spinach keema curry
 Keema curry
 Dhal curry (bean)

From top:
 Chunky vegetable and
 minced pork curry
 Beef belly curry
 Onion and pork curry
 Creamy butter chicken curry
 Mutton do pyaaza curry
 (mutton and onion)

From top:
 Spicy beef curry
 Soup curry with bacon
 Chicken curry with three kinds of
 chili pepper
 Green curry
 Red curry

MUJI's big move

Global flagship store, MUJI Ginza

MUJI Yurakucho, visited by about 1.9 million people from all over the world every year, closed its doors in December 2018. In April 2019, the global flagship store MUJI Ginza opened on Namiki-dori. This constituted MUJI's big move from Yurakucho to Ginza.

MUJI Ginza aims to serve as a space linking everyone connected to the store, international visitors, to Ginza neighbors—those who conduct their work and their lives in Ginza—to the manufacturers of products sold here. On floors one through six are a variety of fundamental MUJI lifestyle products. Opening for the first time in Japan are MUJI Dining (basement floor) and MUJI HOTEL GINZA (6th–10th floors). The former is a restaurant based on the theme of natural, basic food. The latter is a hotel where guests can enjoy MUJI products while on an overnight stay. It is a new MUJI that connects with the city and people through products and services and proposes a comfortable and pleasant lifestyle.

p.381:
MUJI relocates from Yurakucho to Ginza
Poster 2019

The closing of MUJI Yurakucho and the opening of the global flagship store MUJI Ginza, represented as a big move, were featured macroscopically with slightly comic illustrations depicting a migration achieved by anachronistic modes of transportation.



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