

# MUJI

## 無印良品

*RIZZOLI*  
NEW YORK

New York, Paris, London, Milan

# MUJI

Not “This is what I want” but “This will do”   Masaaki KANAI	014
MUJI is good for you   Jasper MORRISON	018
MUJI: Reinventing the Future   John C. JAY	022
Meeting MUJI inspires optimism   Bruce MAU	026

## 1 The Birth of MUJI | Kazuko KOIKE

Lower Priced For a Reason	028
Love Doesn't Beautify: MUJI's Message and Identity Take Form	030
A Whole Lifestyle: From Single Products to Aesthetics for Life	034
MUJI Conveys Culture: The International Development of 無印良品	048

## 2 Products of MUJI 056

## 3 Product Design of MUJI | Naoto FUKASAWA

MUJI is enough	082
Background and Splendor (Ground and Figure)	084
Real Furniture	094
MUJI Thonet	110

## 4 Identity and Commucation of MUJI | Kenya HARA

Nothing, Yet Everything	118
The Face of MUJI	150
The Education of Desire	152
Design in Moderation	156

## 5 MUJI Space | Takashi SUGIMOTO

Doing Natural Things Naturally	170
MUJI Tokyo Midtown	184
MUJI HOUSE	208
MUJI Campgrounds	222
MUJI Background Music	230

## 6 The Future of MUJI: A Conversation

Approaching New Territory	234
Creating the Future for Housing and Living	236
World MUJI	240

List of Sources and Credits	244
Contributing Essayists	254
Authors	255
Founding Members of MUJI	256