



# Rough and Ready

For a Phillip Lim pop-up shop, Jo Nagasaka relieves bland department-store luxury with an intriguing space crafted from recycled rubbish.

Jo Nagasaka sourced materials used for the Phillip Lim pop-up shop from a waste-disposal company – and all for zero yen.



Tokyo

Shop

061

Words Jane Szita  
Photos Takumi Ota

'Too uniform, suggestive, decorative and luxurious.' That was Jo Nagasaka's verdict when presented with the sleek department-store space destined to become a Phillip Lim pop-up shop showcasing a new line of shoes and bags. 'Too much information was filling up the space,' he says. 'Phillip Lim's bags would have been unnoticeable when displayed in such a context.'

The solution was to throw Lim's luxury products into relief by taking an antithetical approach. Nagasaka calls his concept 'zero yen' and defines it as 'a counterproposal to

the glittering and luxurious atmosphere of the surrounding space'. Zero yen was, in fact, the cost of the materials, which were obtained from a waste-disposal company. Old clothes hangers were reworked to form nests and airy cubes for displaying Lim's bags, while shelves and pedestals were shaped from stacked magazines, wooden pallets and laminated-panel offcuts. The whole thing took a week to put together.

Although the client needed no convincing to accept the recycled aesthetic, Tokyo's Isetan Shinjuku and Omotesando Hills

department stores, which took turns hosting the pop-up shop, were hesitant at first.

'They were worried that rough materials might damage the luxury goods,' says Nagasaka, 'but when they saw the completed space, they understood.'

[schemata.jp](http://schemata.jp)