

ARTS AND ENTERTAINMENT

LVMH dedicates documentary to longtime creative collaborator

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Mr. Aoki uses nature as his inspiration for architecture, positioning him as a powerful voice in the world of nature art. Image credit: LVMH

By EMILY IRIS DEGN

French luxury conglomerate **LVMH** has released a **short film** documenting the artistic work of Japanese architect Jun Aoki.

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Mr. Aoki has worked with LVMH brands for 25 years, bringing his nature-inspired aesthetic to the group's brick-and-mortar locations. The documentary made by the company explores his work, as well as the relationship that has developed over the years.

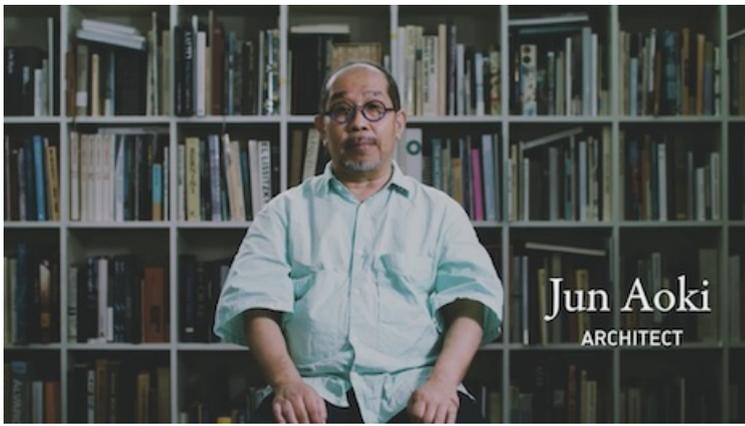
"What is interesting about working on an LVMH design project is that they will ask you to make something as great as before, but they will also request that it is totally different to anything created before," said **Mr. Aoki** in a statement.

"So every time is a challenge."

Bio-buildings

LVMH furthers the commitment to the natural world through this partnership with Mr. Aoki, thanks to the architect's methods and vision.

Mr. Aoki uses an architectural principle known as 'Biomimetic architecture' or biomimicry. The terms apply to architectural work that uses nature as inspiration, whether it be through structural concepts or design aesthetic.



Mr. Aoki outlines his work with LVMH throughout the years, honing in on his passion for biomimicry. Image credit: LVMH

In the short film, Mr. Aoki discusses this in-depth, mentioning that he also looked to the artwork of those who too were inspired by nature. This was especially at play during his design for the Louis Vuitton flagship store in Tokyo, Japan.

"My inspiration came from Claude Monet's paintings," Mr. Aoki said.

"The ones that marked the beginning of the impressionist style," he said. "Impressionist styles do not mix colors.

"The colors were placed on the canvas, and as the colors are processed by the brain, it creates a three-dimensional appearance."

Mr. Aoki went on to explain that he used the dichroic method' to achieve this same effect in architecture. The method essentially divides light spectrums into two colors.

Depending on where viewers stand, the colors will change, bringing fluidity to the solid structures similar to that of "waves."



The building was constructed with theme "Pillar of Water" to signify the inspiration behind the piece. Image credit: LVMH

The architect and his team explored the effect of light on the building materials, observing how the natural phenomenon changed the colors throughout different times of day.

Not only has Mr. Aoki turned to water and light for his architectural concepts, but he has also looked to the wind.

Designing the Louis Vuitton flagship location in Osaka, Japan, he was inspired by the way wind played with the sails of traditional Japanese water vessels during the Edo Era.

To make this elemental nod, Mr. Aoki used innovative glass curvature for the sail-like shape of the building. Beforehand however, he used a Virtual Reality system to see if the building would truly capture the feel of the wind.

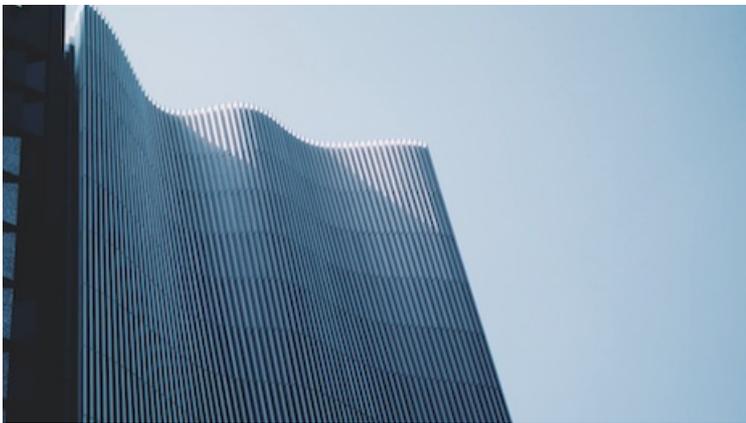


The sail-like shape of the flagship played with the idea of wind and motion. Image credit: LVMH

Mr. Aoki also explored wind-inspired architecture while designing the flagship store of Italian apparel and accessories label Loro Piana in Tokyo, Japan.

His goal was to capture the spirit of the brand's scarves waving in the wind. Through research and spending time with the textures of Loro Piana scarves, Mr. Aoki was able to bring movement to the 177-foot standing structure.

Towards the end of the film, Mr. Aoki spoke to the place that technology has in the world of nature art such as Biomimetic Architecture, praising the ways in which it can bring an artistic vision to life.



The Loro Piana flagship also explores the concept of wind, as Mr. Aoki looked to the shape that the brand's scarves create while being tossed in gales. Image credit: LVMH

He also acknowledged that it can be intimidating for architects to explore such cutting-edge innovations, but that it is key in bringing a level of imagination and ethereal earthiness to projects.

"We must always look for innovative opportunities to stretch our boundaries," Mr. Aoki said.

"It may be challenging, but that is what makes it fascinating."

A branch of art

LVMH's platforming of nature art breathes a wildness into luxury spaces, as creatives like Mr. Aoki are able to get their vision out into the world.



Mr. Aoki's work stands among other artists exploring ways to infuse cities and urban spaces with natural elements. Image credit: LVMH

British fashion house Burberry has also been exploring branches of nature art, recently delving into land art ([see](#)

story).

The brand implemented art installations around the world, entitling the pieces "Landscapes" in honor of the canvas on which the company imprinted signature plaid.

LVMH-owned champagne house Ruinart is another brand bringing a focus to nature art and immersive land art installations.

The company tapped German visual artist Nils-Udo to create land art sculptures in honor of Ruinart's 300th anniversary. The installation, entitled "Habitats," was also an interaction with the environment, serving as a habitat to native species ([see story](#)).

Nature art is a powerful way to get consumers in touch with the world around them, as it is a particularly immersive craft. The work of those like Mr. Aoki brings concepts in the environment forward, helping customers and brands to encounter the artistic side of nature.

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