



TITLE 04

FIGURE IT OUT

Designer toys and their makers



Work in Progress



A diverse curation of original work, modified creations of pop culture franchises, and collaborations between artists and designers who have taken their creativity to the next level

SUPERFICTION



Brainrental-Lab



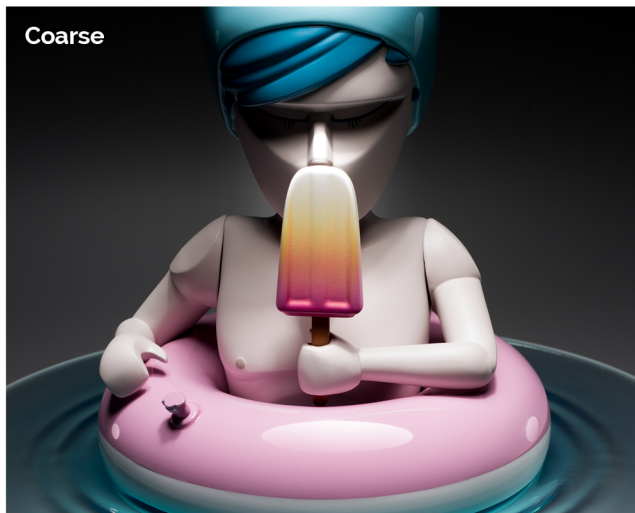
Jason Freeny



Gary Baseman



Coarse



Javier Calleja



Steven Harrington



Insights into the variety of materials used, processes and experimentation involved, and the motivation behind select projects

STUDIO INTERVIEW

MEDICOM TOY JP



STYLISH, SIMPLE, AND COOL

Medicom don't pay attention to other companies in the industry that much. I'd rather say that other industries influenced us more. To copy what others already did or do the similar marketing is boring. Also, this is not something that we should do. We are still having a lot of ideas to put into design, to verify and develop. But having a look at the products we have released - the path we have treaded on and also it should be the guideline leading us to the future.

STUDIO INTERVIEW - MEDICOM TOY



1 Many people are curious about how Medicom started. Was it a hobby that grew into a successful business? How has the company evolved since the beginning

It was a hobby that grew into a business. I looked at the products in the market and thought, "If it were me, what would I do?" Everything started from here. The company may have evolved through a quarter of century, this kind of way of thinking has never changed.

2 As a company based in Japan, there must be many interesting points of reference and inspiration for your creations. What and who are you inspired by (e.g. places, other creators), locally and internationally?

I am influenced by a lot of people and things, famous or not. There are so many that it is difficult to name one. But I was born and brought up in Tokyo. I think this really means a lot to me personally and many things here inspired me.

3 The BE@RBRICK series is popular all over the world. Why do you think people respond to it so well? How did it evolve from the original Kubrick figures?

I think the most important reason is that BE@RBRICK is very "pop"; but at the same time, it has a feel of indie culture. The evolution from KUBRICK to BE@RBRICK involves various topics. To simply put, we just answered the call of our time.



4 There have been many crossovers and special editions of BE@RBRICK collectibles. Tell us about the very first BE@RBRICK done in collaboration with an artist or designer

The very first BE@RBRICK collaboration we did was with a musician named Hiroto Kōmoto. We were making Mr. Kōmoto's figure when BE@RBRICK was born. We showed our BE@RBRICK and he liked it very much. That's how we collaborated on our first BE@RBRICK. We put the logo of his band "THE HIGH-LOWS" on BE@RBRICK and distributed them during his concert tour in 2001.

We decide to collaborate with whom we want to work with at that moment. The collaborative process is always different each time. Through all these years, we are lucky enough to be able to do different things. When we are working with different partners, we need to be flexible to adjust our production scales and the collaborative processes.