

SHIKI / design Studio Hasuike **The Art of Measure**

An Atelier Mirage Collection

WHEN TATAMI BECOMES CERAMICS. STUDIO HASUIKE SIGNS THE NEW ATELIER MIRAGE COLLECTION

SHIKI is that sensory short-circuit where the eye reads a fabric and the hand discovers ceramics. Designed by Studio Hasuike for Atelier Mirage, this new porcelain stoneware collection does not merely reinterpret a surface: it reinterprets a philosophy.

The starting point is the *tatami*—the woven mat of rush and rice straw that for centuries has dictated the rhythm of Japanese living, where every room is counted in modules and every module becomes a unit of measurement for existence. SHIKI translates that principle into a contemporary ceramic language, blending Japanese aesthetic sense with Italian expressive richness into a design grammar where every slab dialogues with the others, and every composition builds the desired harmony.

The name combines two meanings from the Japanese language: "four seasons" (四季) and "to arrange" (式). The payoff, "The Art of Measure," condenses its philosophy: measure as the tatami module, as conscious moderation, and as the design expertise in the hands of architects and designers.

For the first time in the Atelier project, the signature is not that of an architect but of an industrial designer in the truest sense of the term. Makio Hasuike, recipient of the Compasso d'Oro for Career Achievement, with works in the MoMA in New York, has spent sixty years creating objects that have entered the daily lives of millions. Together with his daughter Naomi, an architect, he leads the Studio founded in Milan in 1968: two generations of design thinking, a unique sensitivity formed between Japanese rigor and Italian expressiveness.

SHIKI is not a simple decorative texture, but a tool for those who design with awareness. This vision is consistent with the mission of Atelier Mirage, Mirage's ceramic research laboratory, where every collection is born from dialogue with internationally renowned design studios and is distinguished by design and cultural content that goes beyond traditional products.

THE ATELIER MIRAGE PROJECT

Atelier Mirage is Mirage's laboratory for ceramic research and experimentation—the space where ceramics stop imitating natural materials and begin reinterpreting ideas. The Atelier collections are born from collaborations with internationally prominent design studios and are aimed at professional designers and qualified distribution.

Every collection is conceived as an **authored project**: not an industrial product with a signature applied to it, but the result of a profound dialogue between Mirage's technical capability and a designer's vision. It involves research into matter, glazes, light, and tactile perception. SHIKI brings this mission to its most cultural and international expression.

STUDIO HASUIKE

Founded in Milan in 1968, Studio Hasuike has explored the relationship between form, function, and meaning for over half a century through a multidisciplinary approach that combines design, strategic consultancy, and art direction.

"Design does not consist of adhering to a style and repeating it. Being a designer means imagining new paths."
— **Studio Hasuike**

Makio Hasuike

Industrial designer and founder of the Studio. He trained in Japan and arrived in Italy in 1964, founding one of the first industrial design studios in Milan led by a foreign designer. In over sixty years of activity, he has designed objects that have become part of the daily lives of millions: from Gaggia coffee machines to WMF cutlery, from Tokyo Olympic clocks to MH WAY bags. His works are held in the permanent collections of **MoMA** in New York, the **Triennale di Milano**, the **Centre Pompidou** in Paris, and the **Vitra Design Museum**. In 2016, he received the Compasso d'Oro for Career Achievement, recognizing his extraordinary contribution to Italian design culture.

Naomi Hasuike

An architect, she studied in Milan and trained at major firms in London and Tokyo. This international experience indelibly shaped her design sensitivity. She joined Studio Hasuike in 1999, bringing a perspective that combines an architectural approach with experimentation in product design. The father-daughter duo shares the same vision: searching for authenticity to propose solutions balanced between innovation and calibrated elegance.

PRODUCT IN-DEPTH ANALYSIS

The Living Surface

SHIKI is a porcelain stoneware collection whose surface originates from the interpretation of the sensory values of *tatami*. By masterfully balancing textures, ceramic body, and resist-glaze techniques, the workmanship yields a surprising tactile perception: while remaining flat, the slab evokes woven fibers in a delicate equilibrium between light and matter. The **Bordatura** (Edging), present on two sides parallel to the warp, introduces a subtle stippling that modulates light and creates a controlled break from the texture. This is not mere decoration, but an expressive form that recalls artisanal flavor. Every variable has been calibrated by Studio Hasuike to design a living, shifting surface of refined intensity.

The Compositional System

The slabs are divided into two types: **With Edging** (*Con Bordatura*), for those seeking definition in the composition's rhythm, and **Without Edging** (*Senza Bordatura*), for those desiring continuity where the **Tatami Texture** expands the rhythm through moderate visual variations. **Listelli** (Strips) and **Quadrelli** (Squares), available in Tatami Texture or Graphite color, introduce a second compositional layer made of markings and chromatic contrasts. The compositional grammar is based on balanced asymmetry, an irregular yet harmonic rhythm, and repetition that never becomes monotony.

The Shades

The four shades do not indicate colors: they evoke sensations. Brezza, light grey, as elusive as the infinite. Vapore, the warm white of thermal springs. Ripa, the clay-like tone of riverbanks. Alba, the warm shade of rice straw. To these, Grafite is added, applied to strips and squares: a bold mark, like the stroke left by a pencil. Each chromatic code is enriched by the contamination of texture and edging, in a calibration process overseen by Studio Hasuike.

Sizes

Porcelain stoneware slabs 60×60 cm and 60×120 cm (With Edging and Without Edging). Strips: 5×60 cm, 5×120 cm. Squares: 5×5 cm. Mesh-mounted mosaics: Square 5×5 cm, Linear strip 5×30 cm, Herringbone strip 5×30 cm.

ABOUT MIRAGE

Mirage is an Italian company with over fifty years of experience in the production of porcelain stoneware surfaces for architecture and interior design. Based in Pavullo nel Frignano, in the Modena Apennines, it is among the leaders of the Italian ceramic industry and represents the value of Made in Italy ceramics worldwide, distributed through the best showrooms and leading international distributors in the ceramic and bathroom furnishing sectors. In London, Milan, Paris, and Dubai, Mirage has dedicated brand spaces designed as reference points for architects and designers.

PRESS OFFICE CONTACTS

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For high-resolution images, interviews with the designers, and additional materials, please contact the press office.