

# CULT VISION

## MEG SHIRAYAMA X MAMIMU X CULT VISION: HARD-EDGE UTOPIA

A brand new concept has emerged by the founders of 'CULT VISION' Curated Eyewear and the '67 York Street' Showroom: **Virtual Showcases!**

By using Augmented Reality (AR) Technology, their in-house team of Creative Technologists have captured a curated selection of functional work by two talented Japanese artists, and created a Virtual Exhibition like no other.

'**HARD-EDGE UTOPIA**' (colour - shape - function) explores two Japanese contemporary artists and their influences. Meg Shirayama (Sculpture Award Winner: Ashurst Emerging Artist Prize 2020) presents a selection of her sculptures and floor paintings representing multidisciplinary function and influenced by the universal language of geometry.

Alongside Artist MAMIMU (aka June Mineyama-Smithson) with her London and Tokyo City Tote bags in bold, bright designs. Her 'BARBICAN GEOMETRICS' print series / The study of shape and form around the area of The Brutalist Barbican in London is currently on show in the Cult Vision window, as recently featured by the Creative Boom Magazine.

The sculptures, prints and tote bags will be for sale via the brand new online destination by CULT VISION & 67 York Street: 'The Curated Showcase' [www.thecuratedshowcase.com](http://www.thecuratedshowcase.com).

'The Curated Showcase' features carefully selected work by Emerging & Established Artists, Designers & Makers. The initiative started out as 'Virtual Pop Ups', and the concept has now developed in to 'Virtual Showcases'. The plan is to develop the idea further, with the use of AR in order to offer spectators the option of exploring exhibitions in a virtual space. Thus offering the audience a no-contact, Covid-safe way to explore art, fashion and design!



'HARD-EDGE UTOPIA' features work by MEG SHIRAYAMA and MAMIMU captured in the '67 York Street' Show room in Marylebone.

Notes to editor:

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**MEG SHIRAYAMA X MAMIMU X CULT VISION: 'HARD-EDGE UTOPIA':**

Dates: 9<sup>th</sup> of December – 31<sup>st</sup> of January 2021

Virtual Address: [www.thecuratedshowcase.com](http://www.thecuratedshowcase.com)

Instagram: [@cultvision](#) [@67yorkstreet](#)

**About CULT VISION:**

At CULT VISION, we curate an exclusive collection of cult eyewear brands. Collaborating with creatives and designer makers to showcase their work in Clerkenwell & Marylebone.

Email: [Marianne@cultvision.com](mailto:Marianne@cultvision.com) Website: [www.cultvision.com](http://www.cultvision.com)

**About 'The Curated Showcase':**

A virtual Curated Showcase featuring work by emerging and established artists and designer makers. By the owners of CULT VISION Curated Eyewear and the 67 York Street Showroom.

Email: [Marianne@cultvision.com](mailto:Marianne@cultvision.com) Website: [www.thecuratedshowcase.com](http://www.thecuratedshowcase.com)

**About Meg Shirayama:**

Japanese born, London based artist Meg Shirayama explores geometric language through minimal painted forms and draws inspiration from elemental geometries found in everyday utilitarian objects. Her interest in the clarity of basic forms informs her perception of the economy of design by shifting the perspective of orientation and repurposing possibilities. Shirayama recently won the Sculpture Award at the Ashurst Emerging Artist Prize 2020.

- Interview with Meg Shirayama in the 'Made in Bed' Magazine can be found [here](#)

Email: [megshirayama@gmail.com](mailto:megshirayama@gmail.com) Website: [www.megshirayama.com](http://www.megshirayama.com)

**About MAMIMU:**

MAMIMU (aka June Mineyama-Smithson) is a Japanese artist/graphic designer on a mission to inject optimism into the world. Inspired by the philosophy of Japanese Kimono artisans, she creates bold joyful patterns from seemingly mundane. Featured internationally on YCN, Cow Parade Niseko & SCMP. Past talks: YOOX Net-a-Porter, UAL usw.wo.

- Article in Creative Boom magazine feat. 'BARBICAN GEOMETRICS' can be found [here](#).

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