



Born in Okayama in 1966, Katayama established Wonderwall Inc. in 2000 focusing his work on the design of building interiors, architecture and products. In 2007, Wonderwall Inc. was chosen as the Interior Design Firm of the Year in The Great Indoors Awards. Recently an overview of his work has been published titled "Wonderwall Masamichi Katayama Projects No.2" (Frame Publishers).

 ON THE INTERNET

<http://www.wonder-wall.com>

From street brands to luxury brands and fashionable restaurants, Masamichi Katayama has designed some of Japan's leading interior spaces. There is always something of a surprise to be found in the shops that Katayama – the founder of interior design company Wonderwall Inc. – works on. The street brand shop with colorful sneakers moving around the shop on a conveyor belt or the chocolate boutique with its ceiling shaped like

Space Magician

Masamichi Katayama

bars of chocolate. As though they somehow cast a magic spell over the retail space, his designs seem to stimulate customers' desire to spend.

"My designs are not an attempt to attract attention by being different, but rather an expression of what I think will create an instant understanding of the brand identity. I put a design together after spending time listening to the clients talk about the company's history and their plans for the future," says Katayama. "The challenge for me is not only to connect with those already faithful to the brand, but to generate the impact needed to make those people who just happen to be walking past the shop want to go in and have a closer look."



PHOTOS: THIS PAGE: KOZO TAKAYAMA

BAPEXCLUSIVE™ | Aoyama, Tokyo | 2005
A BATHING APE® store – one of Japan's leading street fashion brands. The glass cylinder houses a conveyor belt that rotates a selection of sneakers.

Katayama's "magic" has found its way overseas, with approximately 70% of his work coming from foreign clients. The project that did the most to lift his profile overseas was the UNIQLO Soho New York Global Flagship Store in 2006. Things have continued since then, with other jobs such as the complete redesigning of the premises of one of the world's fashion leaders, the shop Collette in Paris in 2008.

"I don't think that there are that many countries outside Japan that have this many shops and this level of consumer activity. That's why Japanese designers have to work so hard to hone their skills. Overseas clients want what Japanese designers have to offer in terms of potential or proven ability."



100%ChocolateCafe. | Kyobashi, Tokyo | 2004
With the theme of "Chef's Table in the Kitchen," the ceiling panels in the café are designed as bars of chocolate.