"Losing touch"

**ASON**, born in 1996, is a passionate and creative artist and designer. After graduating from the Royal College of Art, he explored various industries such as installation art and curating. He uses personal experiences to measure and evaluate all aspects of spatial experiences. He is well-known for his theory of "Spatial Transmutation," which imbues everyday elements with a critical perspective. His notable spatial installation work includes "What is Interior Design?"

Ason's creativity and intellectual influence extend beyond the realm of interior design, encompassing the entire art and design community. His works and theories continue to shape the direction of future creations, offering distinctive perspectives and enlightenment to individuals seeking fresh inspiration.


1 - 4 Intro_Digital Dreamer

5-22 _ Analogue

23-33 _ Paper

**Rest in peace Simn in heaven.**
I am heartbroken by Simn's death. He was a very good product designer who dedicated his life to this industry until the end of his life.

At the same time, his death awakened in me a sense of the real world, **"extremes beget reverses,"** where he died in the pursuit of technology to the utmost. This is not just Simn's personal story, but a reflection of the ongoing pursuit of technology throughout human history.

So this work is not only about encouraging people to return to the real world but also about reflecting on what we really need.

23th. Sep. 2036.

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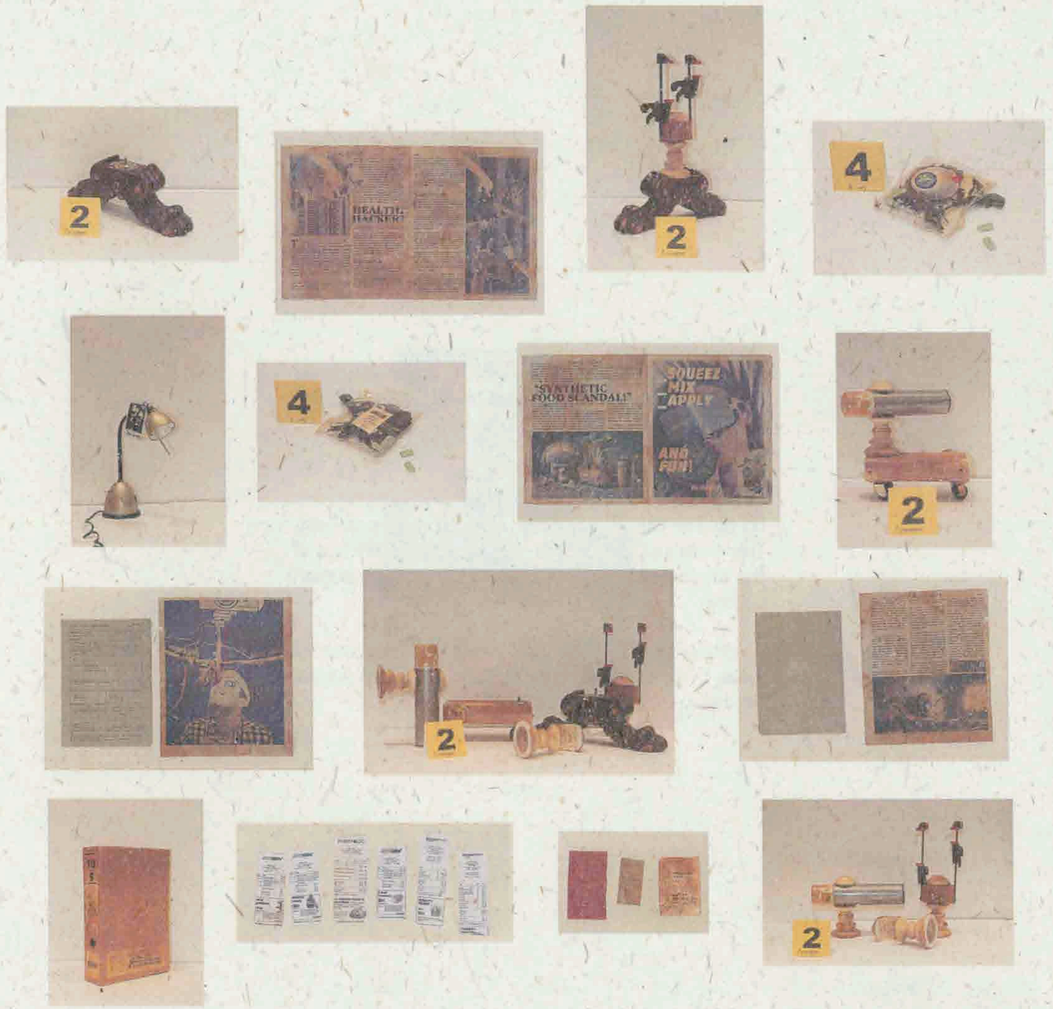
2
HEALTH HACKER?
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"SYNTHETIC FOOD SCANDAL!"
SQUEEZ
MIX
APPLY
AND FUN!
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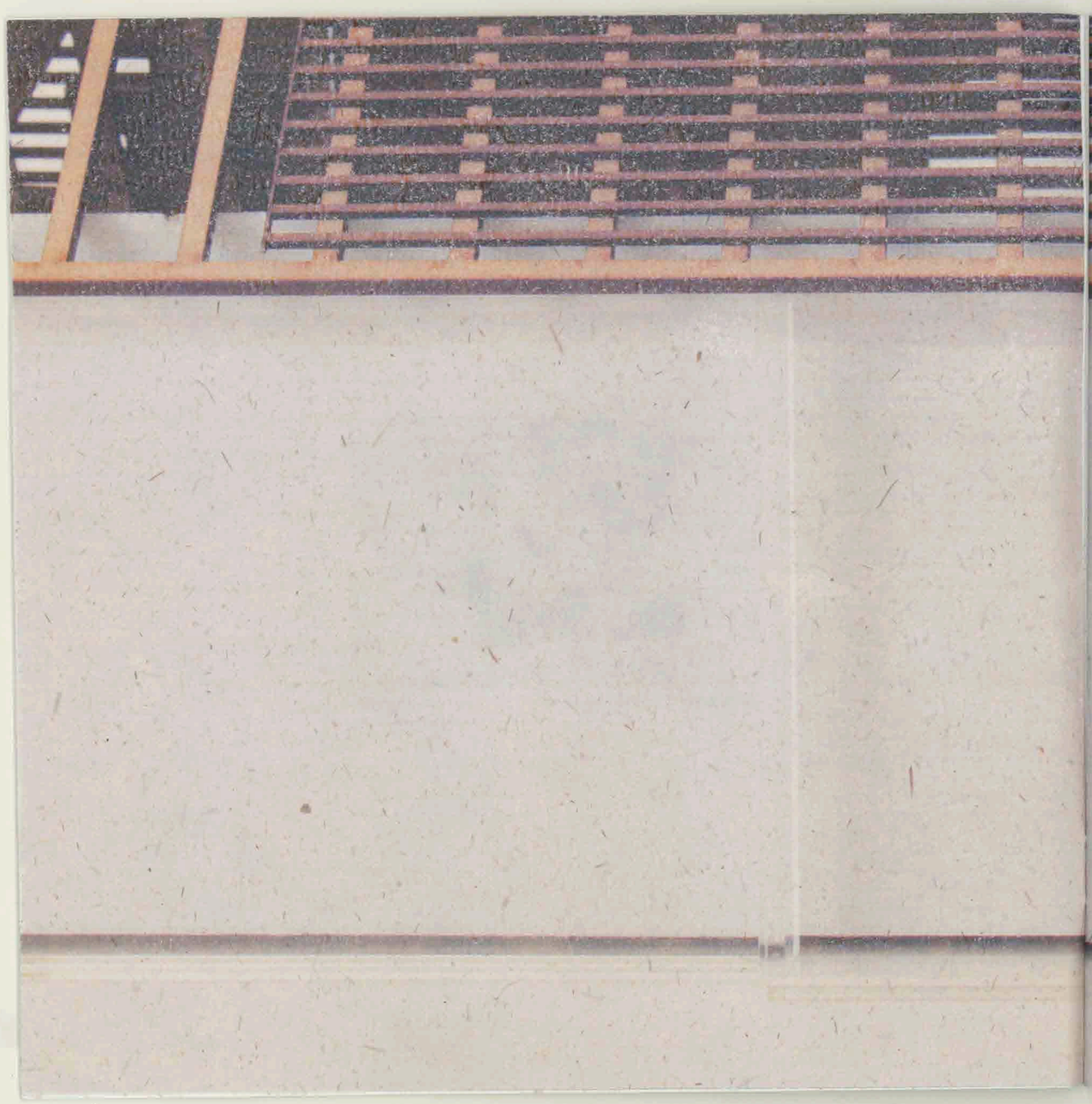
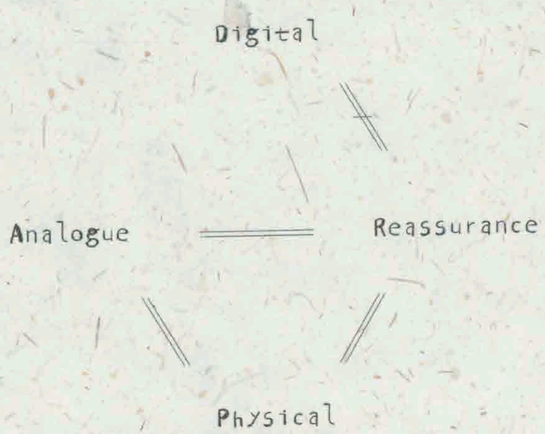
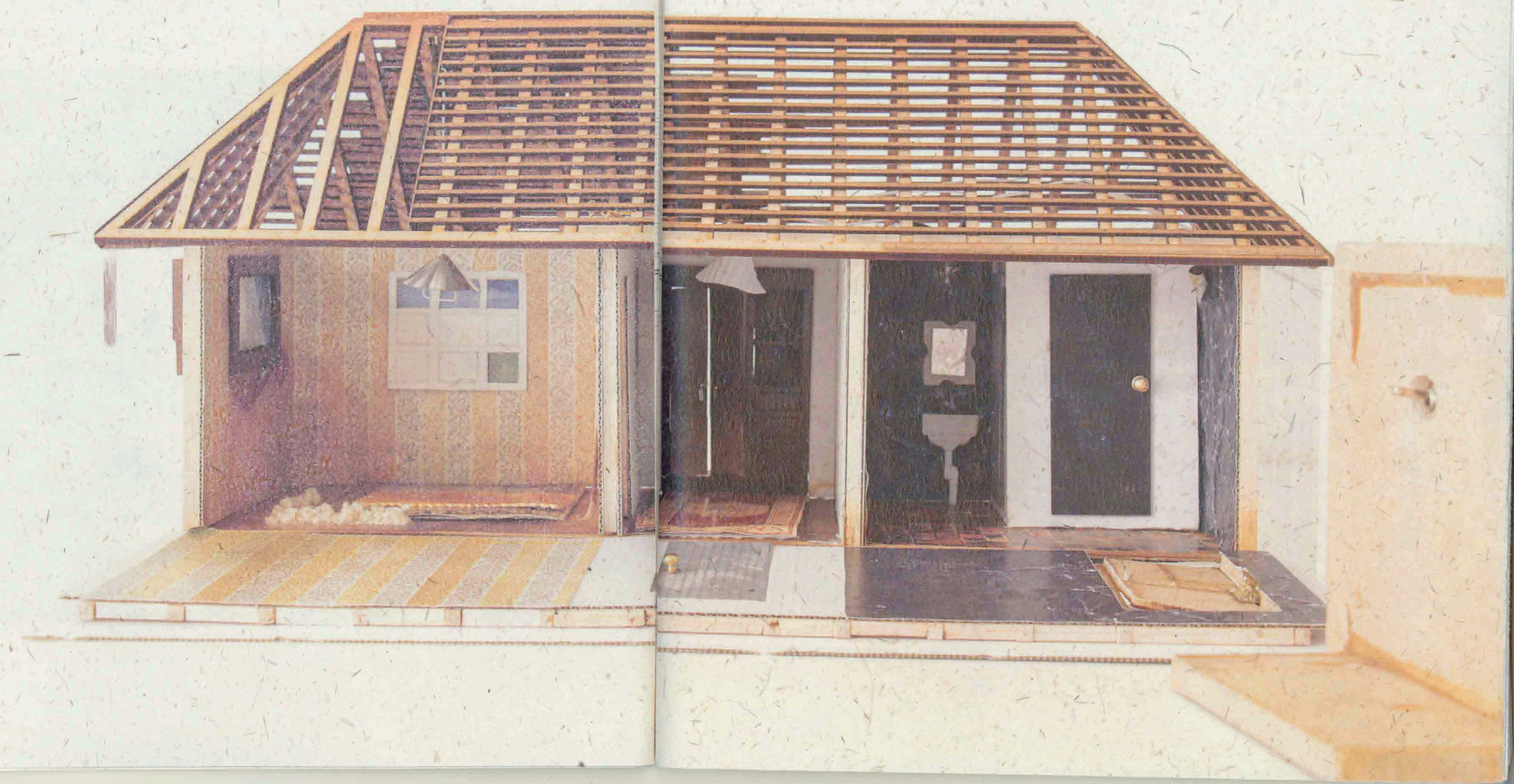
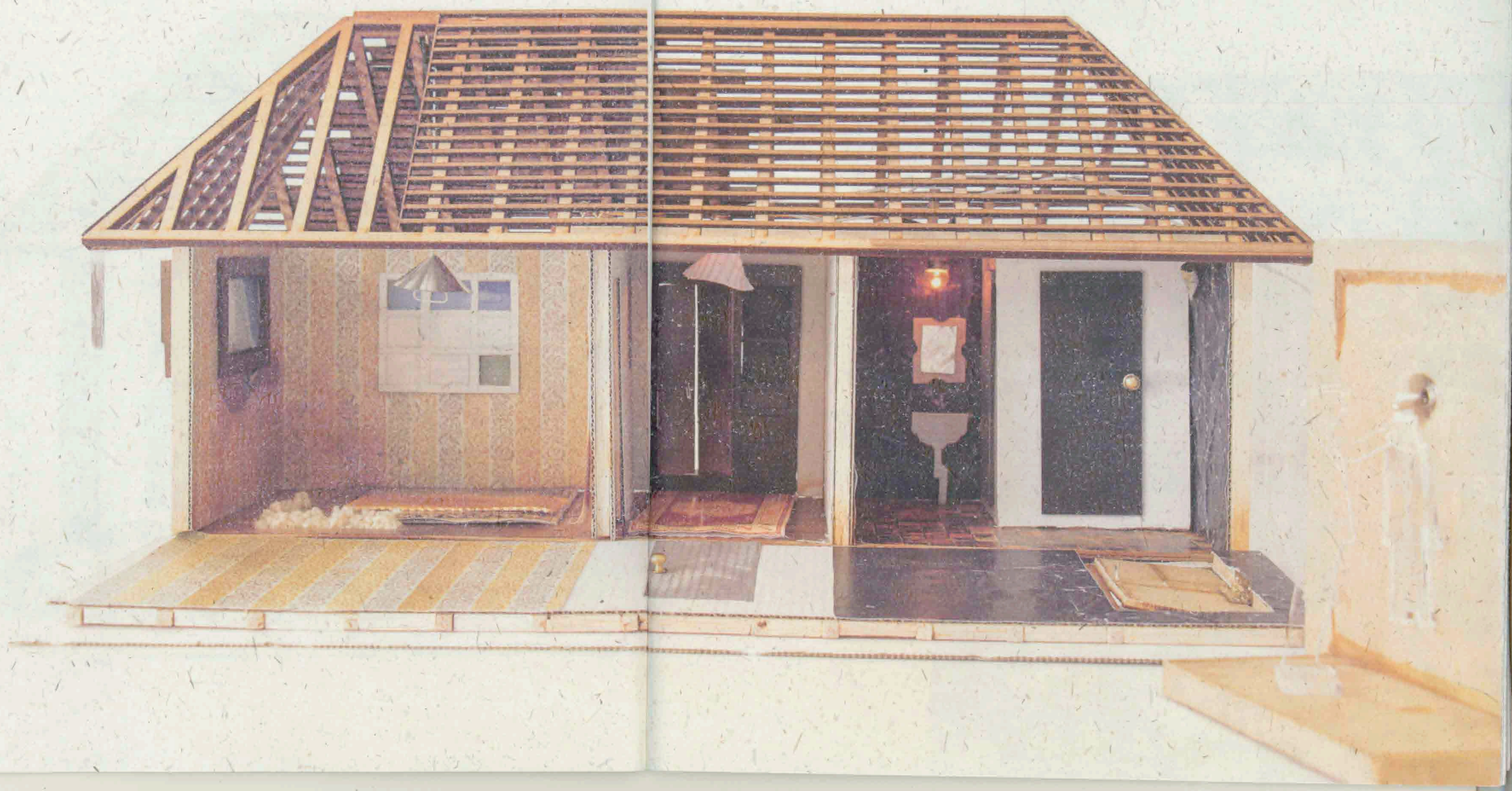


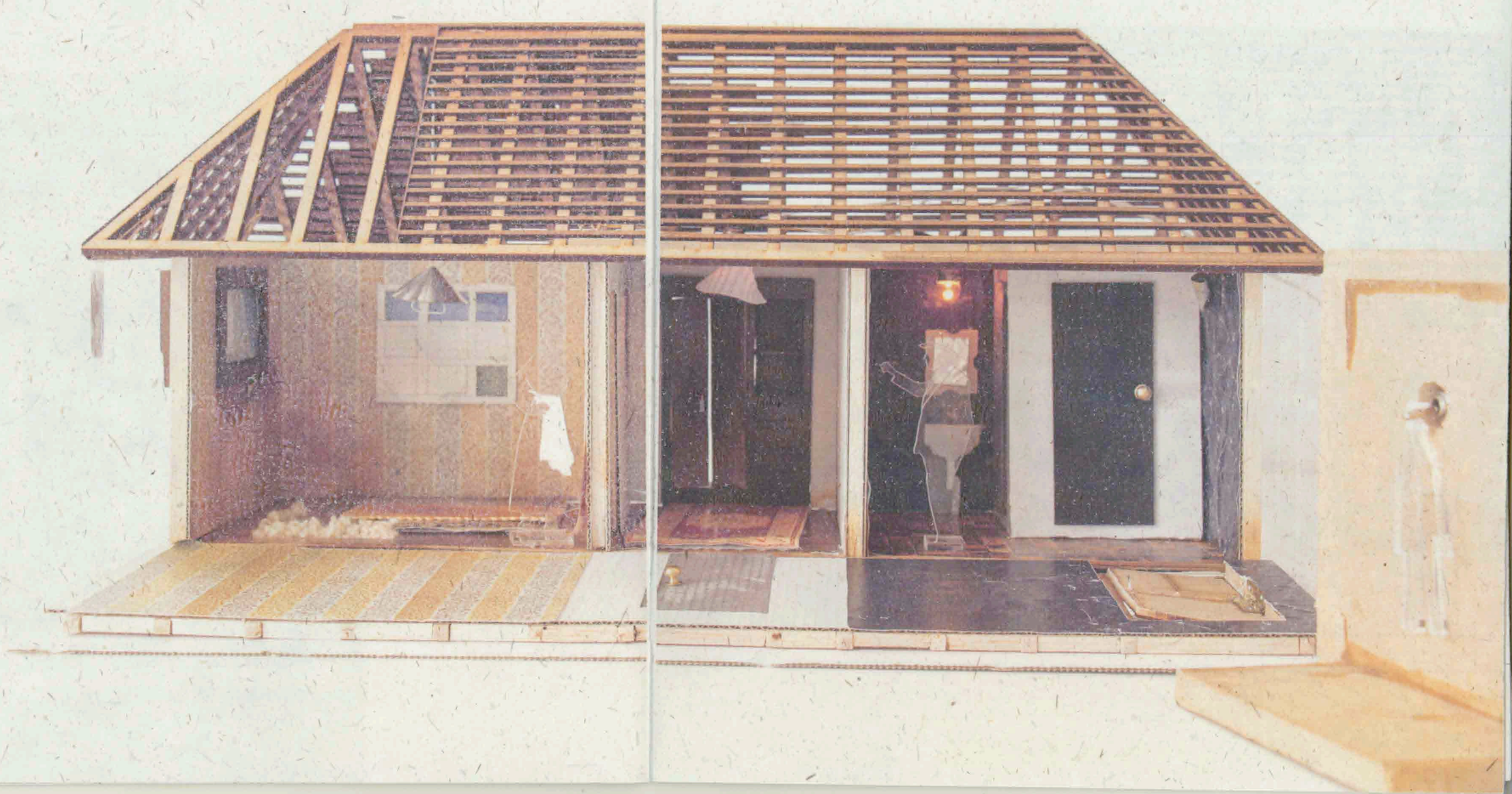
700x1000mm corrugated centre
_ Analogue

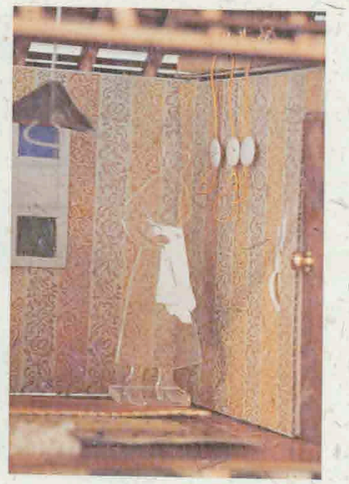


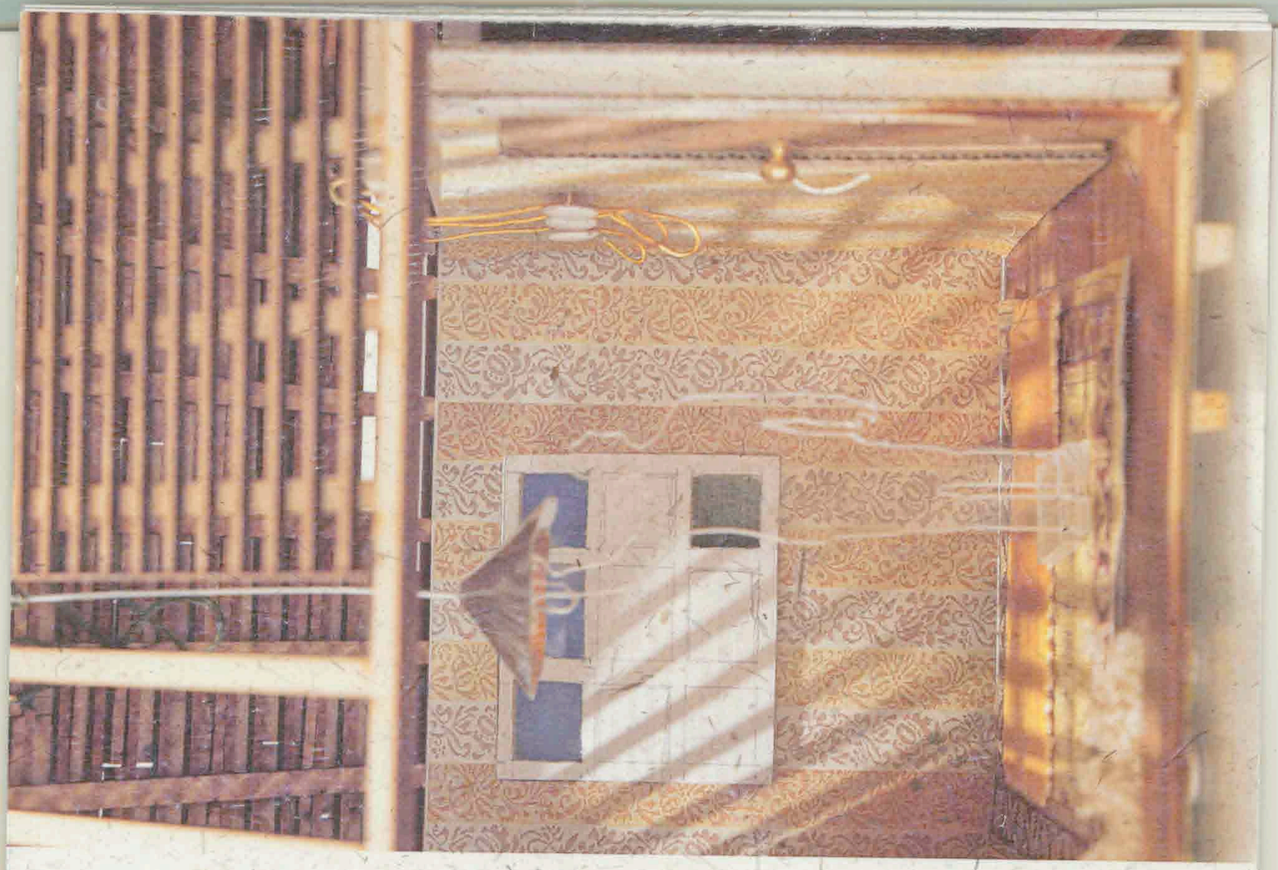

Human beings do their utmost to achieve a digital reality without achieving satisfaction, but rather the opposite. So **only a physical analog antidote can bring people mental reassurance.**

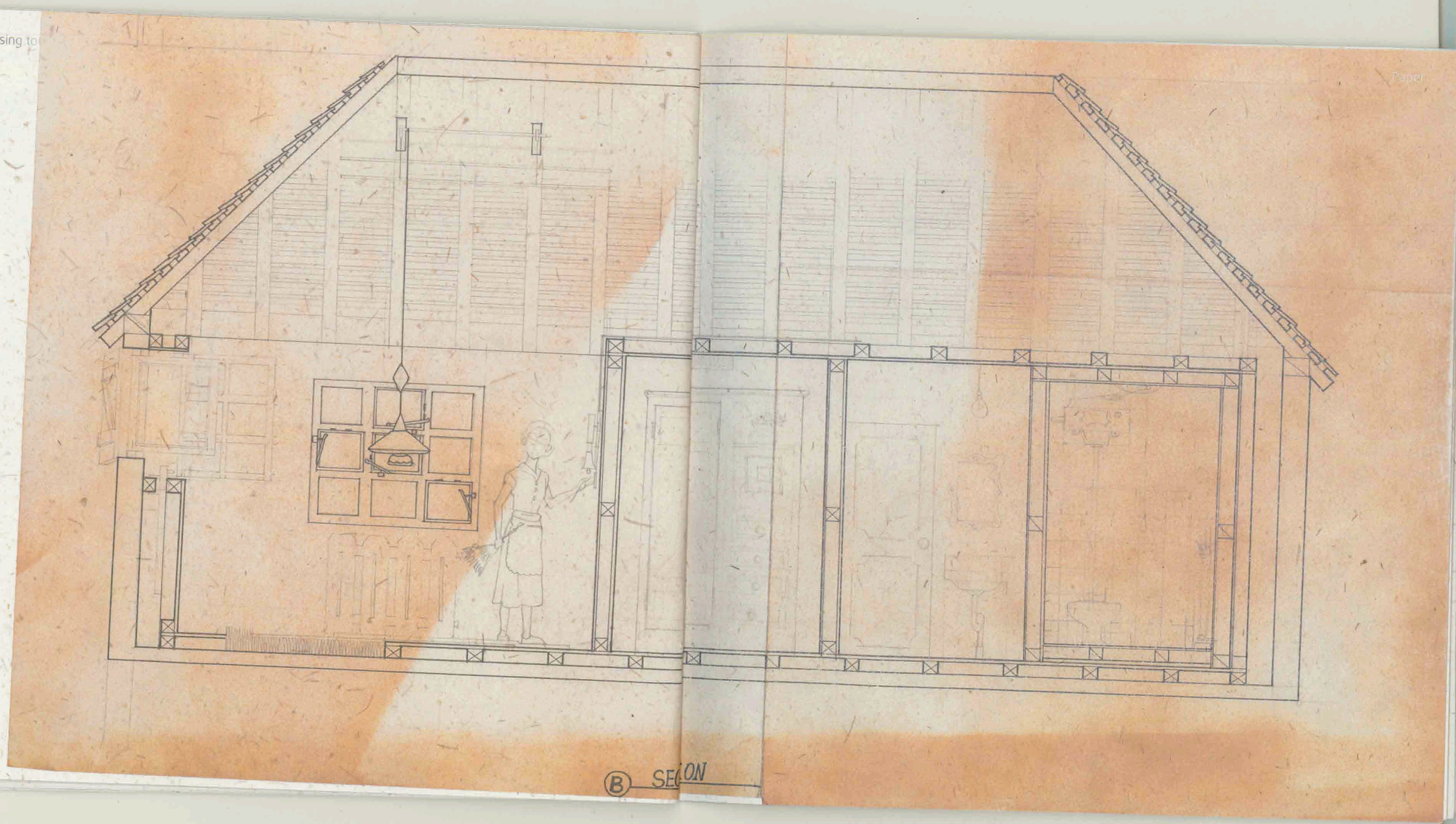








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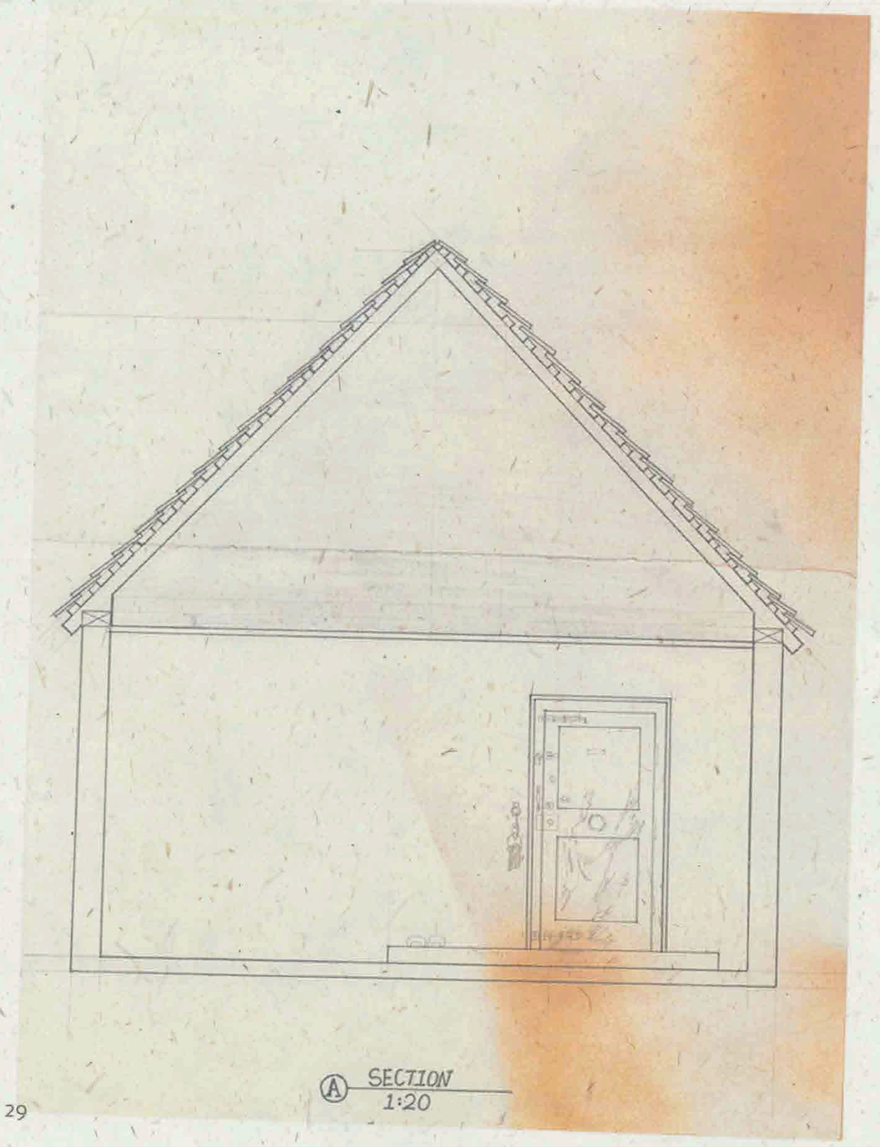
Ⓐ SECTION
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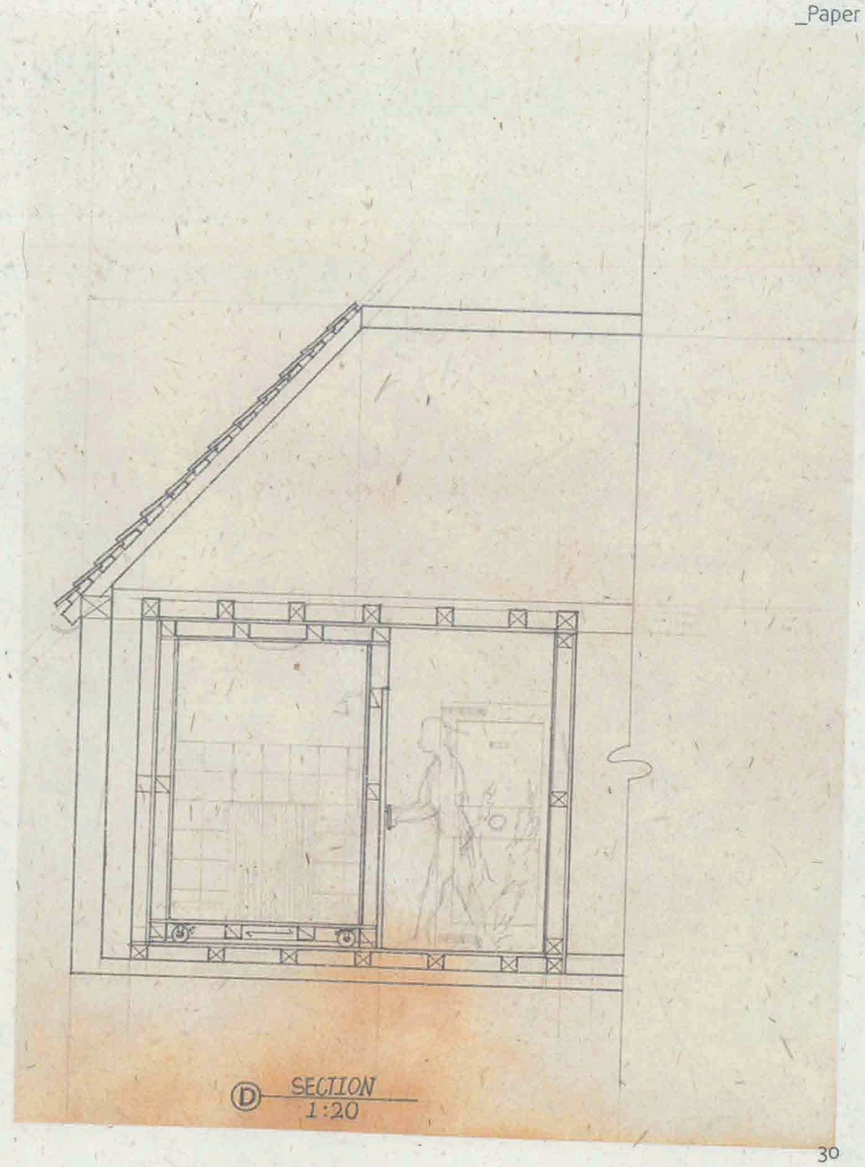
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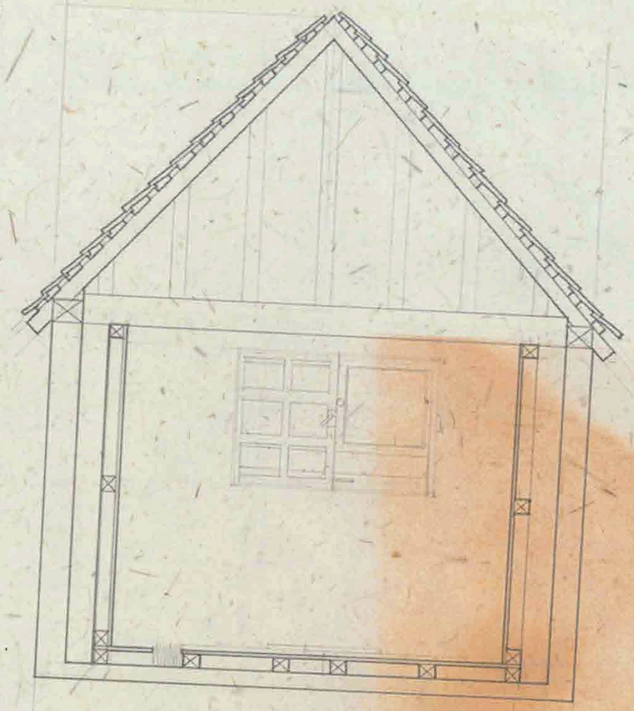

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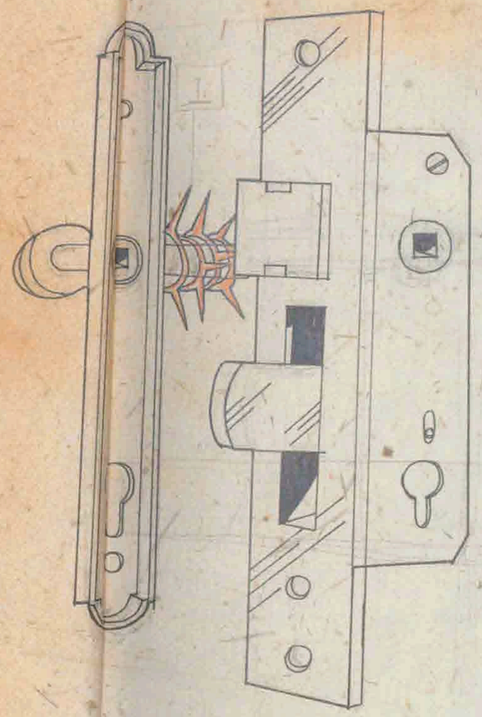
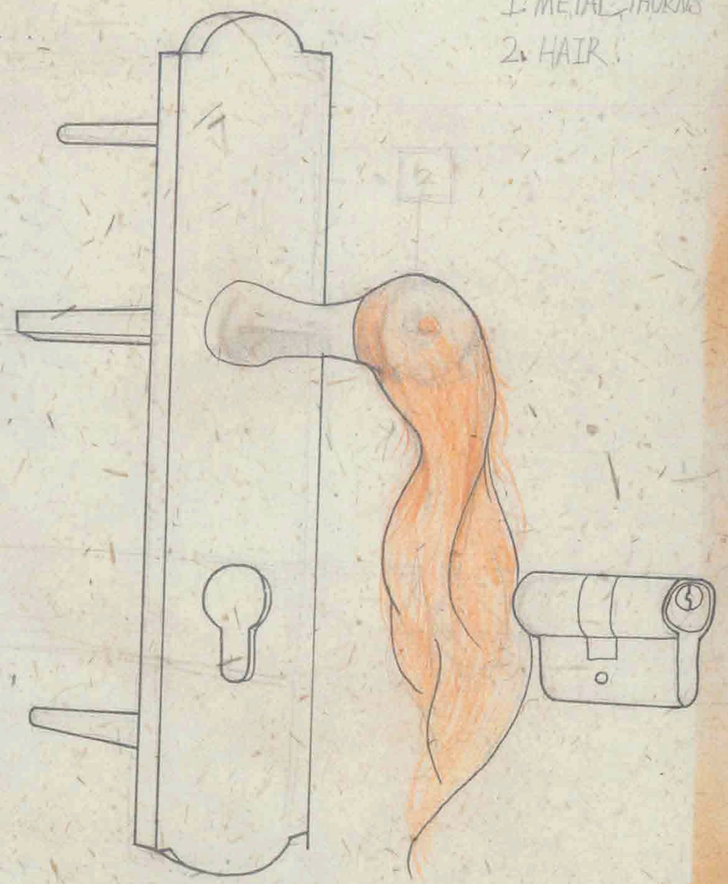
1. METAL THORNS
2. HAIR





Ⓕ DETAIL
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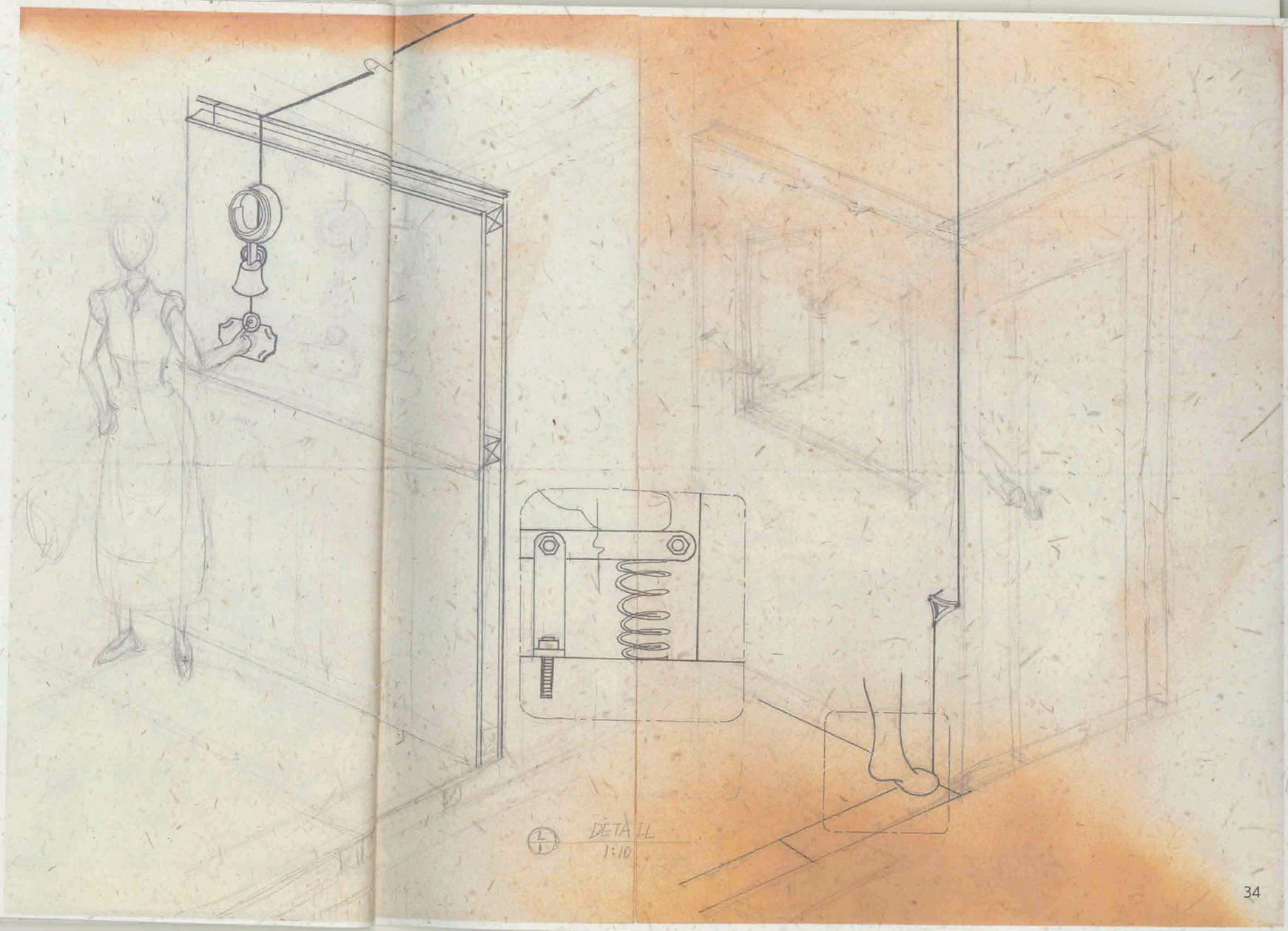
DETAIL
1:10

Because this project is about touch,
I wanted to use all the most original ways
to complete the work, from drafts to
models to real spaces, including the fact
that the paper for the book is made of
animal dung, not only a two-dimensional
paper but also to bring the audience a
realistic three-dimensional feeling.

Simn was losing touch with us,
and we are losing touch right now.

I hope you can keep your
most precious feelings and memories.