

# CULT VISION

## CULT VISION X MAMIMU: 'BARBICAN GEOMETRICS'

This Autumn, a bright and bold installation will be bringing optimism to the area of the famous Brutalist London landmark: The Barbican. Japanese Artist MAMIMU has discovered the joy and optimistic side of this iconic piece of the London urban architecture.

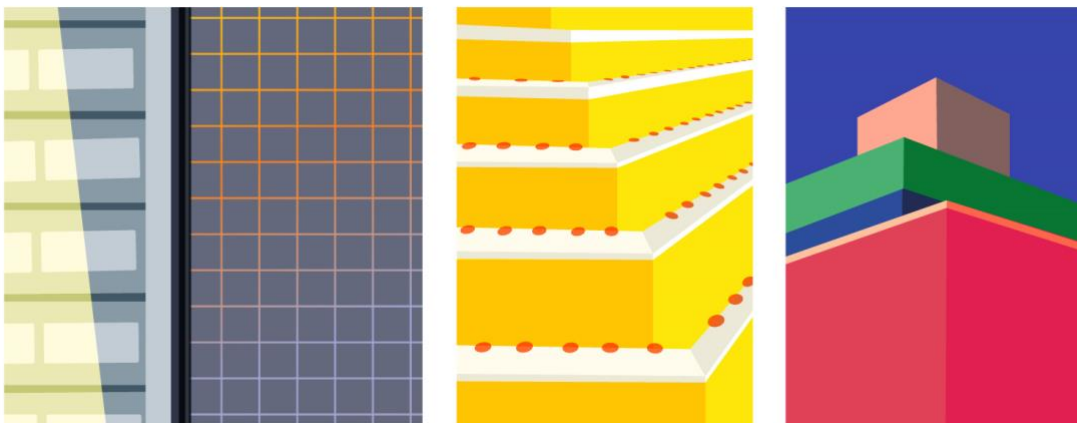
MAMIMU (aka June Mineyama-Smithson) is from Tokyo; where art meets craftsmanship, tradition and state-of-the-arts technology. 'Barbican Geometrics' is her study of shapes and forms around the area, inspired by the Brutalist aesthetics of the Barbican. Extracting a sense of order and progress from the regularity of windows, tiles, and steps, she invites you into her optimistic view of the world in a time of uncertainty.

MAMIMU will take over the window of Barbican-based CULT VISION from September to December with five new custom made, Limited Edition prints inspired by geometrics and Brutalist Aesthetics in the Barbican. The prints will also be for sale via the brand new online destination by CULT VISION: '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 idea was to bring together the two businesses: 'CULT VISION' Curated Eyewear and The '67 York Street' Showroom in Marylebone, both owned by Marianne & Panos Nicolaou. The couple has teamed up with several artists and designer makers to bring you a 'Curated Showcase' of their beautifully designed work, which is now available through their new online shop.

Customers of CULT VISION will be able to buy the 'Barbican Geometrics' prints as well as MAMIMU's London & Tokyo City Tote bags with a 15 % discount via 'The Curated Showcase' website.

Furthermore, any customers buying eyewear from CULT VISION during the installation will receive a limited edition lens cloth from the 'MAMIMU Barbican Geometrics' series.



Notes to editor:

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**CULT VISION X MAMIMU: 'BARBICAN GEOMETRICS':**

Dates: 6<sup>th</sup> of September – 31<sup>st</sup> of December 2020

Address: 14 Goswell Road, London EC1M 7AA

Instagram: @cultvision @mamimutokyo

**About CULT VISION:**

At CULT VISION, we curate an exclusive collection of cult eyewear brands; original frame designs, made from the best quality materials and the finest craftsmanship. Our eyewear is chosen from a handful of independent, carefully selected, design and craft-led brands – all with a story behind them.

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 with a focus on craftsmanship.

Featured work so far includes:

City Tote bags and Contemporary Art Prints by Japanese Artist MAMIMU, Sunglasses by British Eyewear Designer Oliver Goldsmith, Garden Bird Houses by British Designer Makers Smith.Matthias and Watches by Swiss Designers Einstoffen.

Email: [Marianne@67yorkstreet.com](mailto:Marianne@67yorkstreet.com) Website: [www.the curated showcase.com](http://www.the curated showcase.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. Her work has been featured internationally on YCN, Cow Parade Niseko and SCMP. Past talks includes YOOX Net-a-Porter, UAL and ustwo.

**About Barbican Geometrics:**

*"Optimism is a journey with a determination to be happy." — MAMIMU*

*Barbican Geometrics* is a study of shapes and forms by artist MAMIMU (aka June Mineyama-Smithson).

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