

MUJI Newbury

Proposed additional blade signs

359 Newbury St, Boston, MA 02115
BBAC Presentation 7/10/19

What is MUJI?

MUJI, originally founded in Japan in 1980, offers a wide variety of good quality products including household goods, apparel and food.

Mujirushi Ryohin, MUJI in Japanese, translates as “no-brand quality goods.”

MUJI is based on three core principles, which remain unchanged to this day:

- 1. Selection of materials**
- 2. Streamlining of processes**
- 3. Simplification of packages**

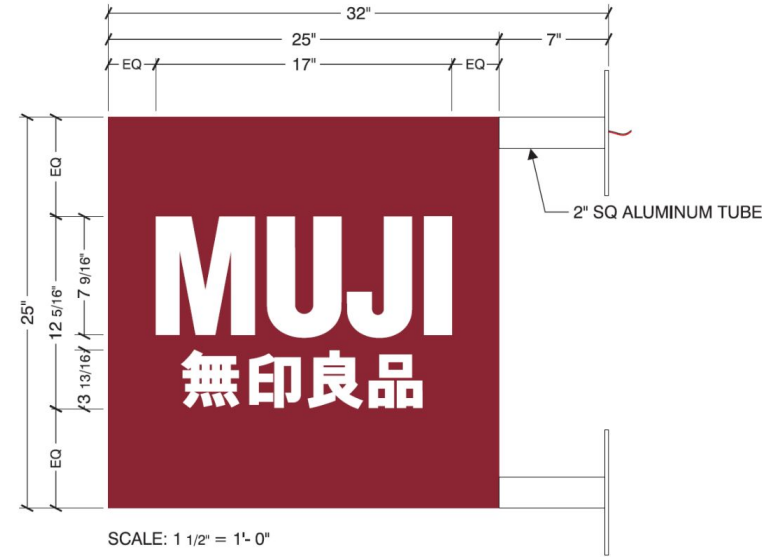
MUJI's products, born from an extremely rational manufacturing process, are succinct, but they are not in the minimalist style.

That is, they are like empty vessels. Simplicity and emptiness yield the ultimate universality, embracing the feelings and thoughts of all people.

Proposed work

Three additional blade signs.

- Two on Massachusetts Avenue
- One on Newbury Street



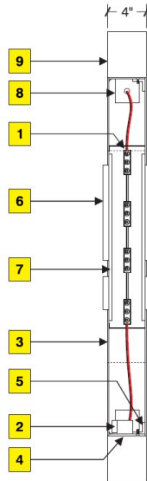
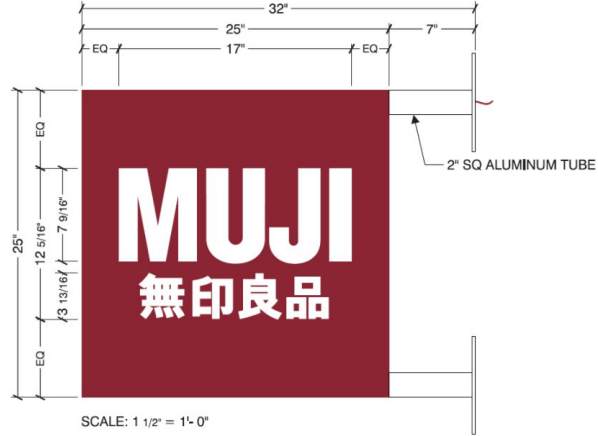


Sales:	Mark Andersen
PM:	Patrick Ramsdell
Art:	BNN 6.3.19
Drwg #:	1906009-01



Scale: 3/16" = 1'-0"

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Cross section
nts

Illumination

- 1 White LEDs attached to .050 aluminum baffle.
- 2 JS 20W self-contained power supplies.

Cabinet

- 3 .125 Aluminum w/ routed faces primed white inside and painted PMS 202C red.
- 4 4" x .125" Aluminum returns welded to one face & painted PMS 202C red.
- 5 1 1/4" X 1 1/4" X 3/16" aluminum angle inset 1/8" for shoe box fit.

Letters

- 6 Copy: 1/2" FCO 2447 white plex.
- 7 1/4" 2447 white plex backer w/ translucent white vinyl applied second surface.

Mounting

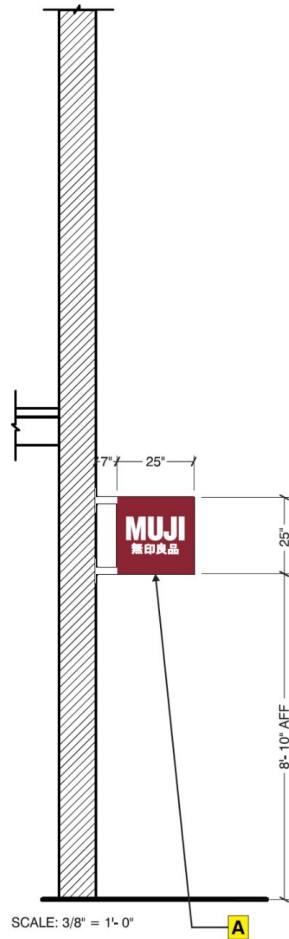
- 8 2" Square aluminum tubes painted matte white welded inside blade.
- 9 8" x 4" x 1/4" aluminum mounting plate. Tube and mounting plate painted to match matte white.

Colors to match



Note:
Electric to exit through tube bracket.
UL Listed, Interior set.

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Reason for additional signage

As seen from the below photos, it is difficult to see our store from the subway station and down newbury street due to neighboring tenants



Reason for additional signage

Nearby tenants have similar signage as seen in the below photos



Contact Information

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