



Visual Design Studio  
Since 1997

## Profile

東京、仙台、ロンドンに拠点を置くビジュアルデザインスタジオ。企業の世界観を描くブランド・コンセプト映像、商業施設や都市空間におけるインスタレーション、アプリケーションの設計やメーカーと共同開発するユーザーインターフェースまで、既存のメディアやカテゴリーにとられない、幅広いデザインワークをおこなっている。一方、オリジナルのアート作品やプロダクトも積極的に制作。国内外の美術館やギャラリーで展示を多数実施している。クリエイター個人の感性を起点に、世界の新たな一面を照らし、人々の心を躍動させる視覚表現を追求し続けている。

## Clients

Aston Martin / Canon / CITIZEN / DENSO / East Japan Railway Company / FUJI FILM / HONDA / ISSEY MIYAKE / KDDI / LEXUS / MAZDA / Mercedes-Benz / MHD / Mitsubishi Jisho Design / MORI Building / NHK / Nike / Nikon / NTT DOCOMO / Oscars / Panasonic / Pokémon / SHISEIDO / SIGMA / SONY / TOKYO MIDTOWN / TORAY / TOTO / TOYOTA / UNIQLO / YAMAHA etc.

## Solo Exhibitions

2025

そのとき、どうする？展—防災のこれからを見渡す— | 21\_21 DESIGN SIGHT, Japan

2024

InForms Project Polymorphism of Information—情報の多態性 | THE CAMPUS, Japan

2023

“WOW Art Exhibition: Refraction + Render” | TERRADA ART COMPLEX I, Japan

不完全な映像 —Refraction #001–014— | 銀座萬屋書店 GINZA ATRIUM, Japan

2022

WOW 25TH ANNIVERSARY EXHIBITIONS

“UNLEARNING THE VISUALS” | 寺田倉庫 E HALL, Japan

2019

WOW: City Lights and Woodland Shade 都市の光、郷の灯 | JAPAN HOUSE London, UK

BAKERU: Transforming Spirits | JAPAN HOUSE Los Angeles, USA

2018

WOW Visual Design Studio—WOWが動かす世界— | スパイラル, Japan

2017

POPPO展 | まなびあテラス, Japan

Beyond Cassini | hpgrp GALLERY NEW YORK, USA

ハレとケ展 | せんだいメディアテーク, Japan

2015

UNITY of MOTION | Hyundai Motorstudio Seoul, Korea

2013

工場と遊園地 | 金沢21世紀美術館, Japan

2012

工場と遊園地 | 札幌駅前通地下歩行空間, Japan

## Group Exhibitions

Arts Maebashi (Japan), BAY ART (China), CAFA Art Museum (China), Centre Pompidou (France), Christie's (USA), Gagosian Gallery (USA), Intercommunication Center (Japan), Louvre Museum (France), Media Ambition Tokyo (Japan), MIGZ (Russia), Milano Salone (Italy), Miraikan (Japan), Miyagi Art Museum (Japan), OASIS immersion (Canada), Reborn-Art Festival (Japan), Roppongi Art Night (Japan), Sendai Mediatheque (Japan), Tate Britain (UK), Tent Digital (UK), Tent London (UK), TOKYO NODE (Japan), Victoria and Albert Museum (UK), VINCON Gallery (Spain) etc.

## Expo

大阪・関西万博 2025

シグネチャーパビリオン 「null²」 / BLUE OCEAN DOME、他

|             |                |
|-------------|----------------|
| Name        | ワウ株式会社         |
| Established | 1997年4月        |
| Founder     | 高橋 裕士          |
| Capital     | 1,000万円        |
| People      | 約60名           |
| Web         | w0w.co.jp      |
| E-mail      | info@w0w.co.jp |

### Tokyo

150-0041  
東京都渋谷区神南1-14-3  
T +81 03 5459 1100  
F +81 03 5459 1101

### Sendai

980-6119  
宮城県仙台市青葉区中央1-3-1  
AERビル 19F  
T +81 022 216 5525  
F +81 022 221 5574

### London

17 Upper Grosvenor Street,  
London W1K 7PN, UK



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Since 1997

## Profile

A visual design studio based in Tokyo, Sendai, and London. We create diverse design work that transcends existing media and categories—from brand concept films that capture a company's unique worldview to installations for commercial spaces and urban environments, as well as application design and user interfaces developed in collaboration with manufacturers. We also actively produce original art and products and exhibit in museums and galleries worldwide. With each creator's individual sensibility as our foundation, we continually pursue the creation of visual expressions that illuminate new perspectives and stir people's hearts.

|             |                   |
|-------------|-------------------|
| Name        | WOW inc.          |
| Established | April 1997        |
| Founder     | Hiroshi Takahashi |
| Capital     | 10 million yen    |
| People      | Approx. 60        |
| Web         | w0w.co.jp         |
| E-mail      | info@w0w.co.jp    |

## Clients

Aston Martin / Canon / CITIZEN / DENSO / East Japan Railway Company / FUJI FILM / HONDA / ISSEY MIYAKE / KDDI / LEXUS / MAZDA / Mercedes-Benz / MHD / Mitsubishi Jisho Design / MORI Building / NHK / Nike / Nikon / NTT DOCOMO / Oscars / Panasonic / Pokémon / SHISEIDO / SIGMA / SONY / TOKYO MIDTOWN / TORAY / TOTO / TOYOTA / UNIQLO / YAMAHA etc.

## Solo Exhibitions

2025

"What If? BOSAI: The Next Disaster" | 21\_21 DESIGN SIGHT, Japan

2024

InForms Project Polymorphism of Information | THE CAMPUS, Japan

2023

"WOW Art Exhibition: Refraction + Render" | TERRADA ART COMPLEX I, Japan

Deform —Refraction #001-014 | Ginza Tsutaya Bookstore GINZA ATRIUM, Japan

2022

WOW 25TH ANNIVERSARY EXHIBITIONS

"UNLEARNING THE VISUALS" | Warehouse TERRADA E HALL, Japan

2019

WOW: City Lights and Woodland Shade | JAPAN HOUSE London, UK

BAKERU: Transforming Spirits | JAPAN HOUSE Los Angeles, USA

2018

WOW Visual Design Studio— WOW animates the world | Spiral, Japan

2017

POPPO Exhibition | Manabita Terrace, Japan

Beyond Cassini | hpgrp GALLERY NEW YORK, USA

Hare to Ke Exhibition | Sendai Mediatheque, Japan

2015

UNITY of MOTION | Hyundai Motorstudio Seoul, Korea

2013

Factory and Fantasy | 21st Century Museum of Contemporary Art, Japan

2012

Factory and Fantasy | Sapporo Underground Space Station Road, Japan

## Group Exhibitions

Arts Maebashi (Japan), BAY ART (China), CAFA Art Museum (China), Centre Pompidou (France), Christie's (USA), Gagosian Gallery (USA), Intercommunication Center (Japan), Louvre Museum (France), Media Ambition Tokyo (Japan), MIGZ (Russia), Milano Salone (Italy), Miraikan (Japan), Miyagi Art Museum (Japan), OASIS immersion (Canada), Reborn-Art Festival (Japan), Roppongi Art Night (Japan), Sendai Mediatheque (Japan), Tate Britain (UK), Tent Digital (UK), Tent London (UK), TOKYO NODE (Japan), Victoria and Albert Museum (UK), VINCON Gallery (Spain) etc.

## Expo

EXPO 2025 OSAKA, KANSAI, JAPAN

Signature Pavilion null<sup>2</sup> / BLUE OCEAN DOME, etc.

as of August 2026