



'A MOMENT IN TIME' BY **JAPAN HANDMADE** **SALONE DEL MOBILE 2015**

For Salone del Mobile 2015, Japan Handmade, a collective of six crafts companies from Kyoto, Japan, present a 'A Moment in Time,' an installation showcasing a new collection of products at the TATRAS showroom, Via Privata Gaspare Bugatti, 3 Milan from 14th to the 19th April 2015.

Since its launch in 2013, Japan Handmade in collaboration with Copenhagen-based OEO Studio, has brought the tactile pleasure, poetry and soul of Japanese craftsmanship to the world, while also trailblazing a way forward for the next generation of craftspeople in Japan.

For this year's Salone del Mobile, Japan Handmade presents a striking new crafts installation that presents a new vision of luxury deeply embedded in age-old heritage.

The idea behind the crafts installation is to curate a sacred space dedicated to reading, the Japanese tea ceremony and meditation as well as socialising with friends and family. The result is a modern interpretation of the traditional Japanese ritual space, touching on *wabisabi* (the beauty of imperfection) and the tactile sensibilities of Zen.

The Milan installation, entitled 'A Moment in Time,' presents new objects made by the six crafts companies – the majority of which have been designed by OEO Studio. These objects come in a mix of materials, such as wood, ceramics, textile, bamboo and metal.

The pieces include new additions to the Objects Collection from Kaikado in the form of an ice bucket, a wine and champagne cooler, handmade traditional bamboo flower baskets from Kohchosai Kosuga, traditional tea bowls and a tray with exquisite coloured glazing from Asahiyaki and chrysanthemum lampshades and wine stoppers from Kanaami-Tsuji, which draw on the craftsmanship of metal knitting.

Also included is a new low table, a complement to the existing Ki-Oke Stool from Nakagawa Mokkougei, which represents the finest tradition of Japanese woodworking. Finally, Japanese textile company Hosoo presents Collage Transparent, a new typology of Nishijin textile for curtains, as well as the Starry Indigo textile, which was recently acquired for the permanent collection of Cooper Hewitt, Smithsonian Design Museum in NY.

The installation is designed by OEO Studio and is crafted using a simple and refined metal structure complemented by solid wood flooring in heart oak and oak shelving from Dinesen, the Danish flooring brand known for their passion for wood and a company that always aspires for the extraordinary.

Thomas Lykke, Creative Director of OEO Studio says: "It has been a privilege to be a part of Japan Handmade and help build awareness of the wonderful craftsmanship of Kyoto, not only within Japan but to an international audience. The installation for this year's Salone gives us a chance to continue showcasing the talents of these talented makers and inspire the next generation." Lykke adds, "A Moment in Time is a story about rituals and about the present moment. The framework of the installation therefore creates a beautiful graphical composition and defines the spatial environment in the room."

● ABOUT JAPAN HANDMADE

Japan Handmade is a joint collaboration of craftspeople from Kyoto who apply traditional crafts to create new designs for the international market. Rooted in 1,000 years of artisanal tradition within ceramics, metal-knitting, teaware and the crafting of wood and bamboo, Japan Handmade offers a compelling universe of storytelling that reaches out to a new and quality conscious global audience with inspired designs for contemporary living. Japan Handmade includes the six crafts companies: Kaikado, Kohchosai Kosuga, Hosoo, Asahiyaki, Nakagawa Mokkougei and Kanaami-Tsuji.

● ABOUT OEO STUDIO

OEO Studio is a strategic design studio that helps enterprises realise their business potential through creative excellence. Inspired by a global outlook, OEO Studio brings fresh perspective and clear-cut direction to premium brands, amplifying their businesses and enhancing their products. With unique skills and experience within brand strategy, creative direction, interior design and product design, OEO studio connects brands with people in ways that are compelling, intelligent and ultimately emotional. OEO Studio was founded in 2003 and holds offices in both Copenhagen and Tokyo.

The Japan Handmade exhibition is supported by Sekisui House, Japan.
<http://www.sekisuihouse.co.jp/english/>

A Moment in Time

TATRAS showroom

Via Privata Gaspare Bugatti, 3
20144 Milan

Opening hours: 14-19 April from 10:00 am to 9:00 pm

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