

Artisan – Beyond Craft

A comprehensive view of the Japanese craft industry for Singapore



7 February 2017 – From 8 to 14 March 2017, Artisan – Beyond Craft will be exhibiting at the Visual Arts Centre.

Jointly organized by HULS and Vivid Creations, this exhibition will offer a comprehensive view of the Japanese craft industry. It will showcase the works of eight Japanese craft manufacturers. On display will be products and photographs that were curated from KOGEI STANDARD (created by HULS), a bilingual website for expanding Japanese crafts to overseas. The main feature of this very first exhibition by HULS held in Singapore will be the collaboration between Singaporean designers and Japanese craft manufacturers. (see Annex 1)

The highlight of the exhibition will be the recent collaboration by HULS and SHIMA-SHIMA that will be launched on 8 March 2017, the first day of the exhibition. (more in Annex 1)

Together with the collaboration showcase, this exhibition shows the possibilities of how Singaporean designers and businesses are able to work with Japanese manufacturers and also be a catalyst for future collaboration between Singapore and Japan.

Visitors will be able to handle the products on display to better understand and appreciate the design and crafts elements.

Other than the exhibition that will run in conjunction with Singapore Design Week 2017, a talk will also be held at a separate location at the National Design Centre, on 11 March 2017, Saturday, 11:30am to 1:00pm. The talk will be about the Japanese craft industry and the process and experiences of how Singaporean designers collaborate with the Japanese craft manufacturers.

Both the exhibition and talk are free admission.

More details on the Japanese exhibitors and guests for the talk can be found below.

Artisan – Beyond Craft (Exhibition)

Website: <http://artisanbeyondcraft.com/>

8 (Wed) – 14 (Tue) March 2017

Visual Arts Centre

#01-02 Dhoby Ghaut Green, 10 Penang Rd, Singapore 238469

Open: 11am - 8pm

Free admission

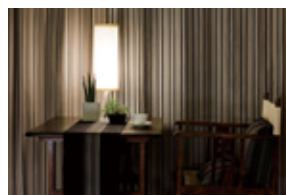
- Exhibiting Companies



Miyama



Soekyu Seitoshō



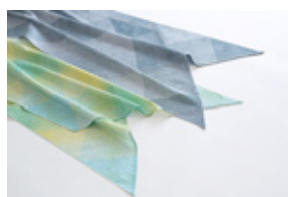
Kokura Creation
/ SHIMA-SHIMA



DAIKURA



Riso Porcelain



Omiya / SANJIKU



Maruyoshi Kosaka



Gato Mikio

Artisan - Beyond Craft (Talk) “Crossing Borders”

11 March 2017 (Saturday)

National Design Centre

111 Middle Rd, Singapore 188969

Speakers:

Singapore - Choon Yeow Lim

Japan - Hiedeko Watanabe

Japan - Shuichi Yokoe

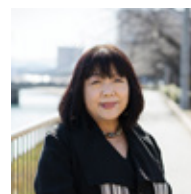
Time: 11:30am – 1:00pm

Free admission

RSVP: <http://bit.ly/2I2HRAw>



Choon Yeow Lim
HULS Asia Pacific Pte. Ltd.



Hiedeko Watanabe
Kokura Creation Inc.

About KOGEI STANDARD

HULS manages a curation site, KOGEI STANDARD, which is a bilingual website with the aim of sharing Japanese crafts by introducing the companies, their people, and their beautiful crafts.

<http://www.kogeistandard.com/>

Organizers

- About HULS



HULS is a creative company specializing in creative crafts based in Tokyo and Singapore. Through design, trading, products planning or providing resources and information, HULS supports and helps in the internationalization of Japanese crafts businesses. We are focused on the development of the creative and craft industries in Asia while being centered in Singapore. Under the concept of “Roots and Touch”, HULS aimed to establish a platform that will bridge across international borders by connecting different cultures and businesses.

<http://www.huls.co.jp>

For inquiries regarding Japanese crafts, please contact:

HULS Asia Pacific Pte. Ltd.

Tel: +65-6225-6331 Fax: +65-6225-6339

E-mail: info@huls.co.jp

- About Vivid Creations



Vivid Creations is a communications and design company that aims to connect Japan with Asia and the rest of the world. Capitalizing on their position in Southeast Asia and understanding of local markets, Vivid aims to help connect Japanese companies with its target markets abroad by offering innovative communications and design solutions that transcend differences in practices and conventions, values and mindsets.

In doing so, Vivid creates new marketing strategies that effectively bring Japan to the world, translating the beauty of Japanese products into a language understood by all.

<http://vivid-creations.biz/>

For media inquiries, please contact:

Yushi Han, Daniel Sit

Vivid Creations Pte Ltd

Tel: +65 6522 0527

Email: info@vivid-creations.biz

- General Inquiry

Website: www.artisanbeyondcraft.com

E-mail: info@artisanbeyondcraft.com

About Singapore Design Week 2017

The Singapore Design Week (SDW) brings together a collection of local and international design activities in Singapore. Held annually, the SDW is organized by Design Singapore Council. In this fourth year running, it will run from 3 to 12 March 2017.

<https://new.designsingapore.org/SDW>

Annex 1:

Brilliance of Heritage / Peranakan Textile

"Brilliance of Heritage" is a floral coloured Peranakan-striped textile. This Kokura-ori textile is jointly developed by "SHIMA-SHIMA" and HULS. Under the supervision of Noriko Tsuiki, a fabric and dye artist of Kokura-ori, both companies had worked together to research and conduct careful verification on the design and colours. The overlapping rhythm of the beautiful stripes produced by Kokura-ori in Japan, the image of the floral motif of Peranakan symbolizes the culture of Singapore, and the Malay Peninsula creates a vibrant fabric that exudes an international and cosmopolitan flavour.



Cloud Espresso Cup & Saucer Website: <http://cloudespresso.com/>

"Cloud" is a white porcelain espresso cup and saucer inspired by the closeness of the clouds and skies over Singapore. It is designed by a Singaporean designer, Casey Chen and manufactured by Miyama, a Japanese ceramic company located in Gifu prefecture, which is renowned for their Mino ware and under the direction of HULS.

