

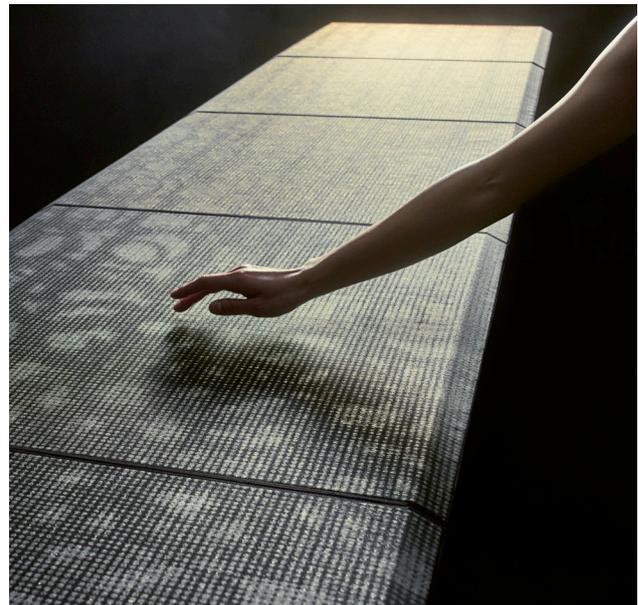
PRESS RELEASE**GO ON x Panasonic Design
Electronics Meet Crafts**

The Kyoto-based textile company HOSOO is delighted to announce the presentation of the collaborative exhibition Electronics Meet Crafts, hosted by GO ON x Panasonic Design at this year's Salone del Mobile.

Through this collaboration, the team members with diverse backgrounds seek to openly discuss and share their ideas about what in the future will constitute a fulfilling way of living. A journey that required a deep understanding of Japanese sensibility and culture. Grace, refinement, elegance, simplicity, fine craftsmanship, and the desire to pass on cherished traditions to future generations have been identified by the team as the essential elements in relation to which experiences such as the "five senses" and "memories" are significant factors.

Electronics Meet Crafts is the first prototype of the team's attempt to materialise the creative notions and ideas nurtured by this topic.

HOSOO will exhibit Ori-no-hibiki, a speaker which enhances a living space with the beauty of sound and with the visual elegance of fabric. Music begins to play when the intricately woven surface of HOSOO's Nishijin-ori fabric is touched, and stops when the hand is removed. Yarns of gold and silver foil woven into the fabric react to the static electricity within the human body, transforming the textile into a sensor to switch the speaker on and off. This fusion of electronics and crafts represents a novel concept for demonstrating the future potential of nishijin-ori weaving. Advanced technology applied to achieve a gradation effect from silver to gold has been utilised to create a single path of light extending from the counter table, an expression of the continuing future exploration of how to "live well" in the coming century. Ori-no-hibiki is a new sound experience that simultaneously stimulates the senses of hearing, sight, and touch.



Electronics Meet Crafts: by GO ON at Salone del Mobile 2017

Date: 4-9 April 2017

Time: 11:00- 21:00

Venue: Accademia di Belle Arti di Brera / Via Brera 28, IT-20121 Milan, Italy

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GO ON x Panasonic Design Electronics Meet Crafts

About GO ON

A group of creative craftspeople dedicated to preserving Kyoto's legacy of traditional craftsmanship. Formed in 2012 with the purpose of undertaking new challenges in craftsmanship by applying their unique skills and materials to collaboration projects with a wide range of companies and creators. The name "GO ON" reflects the desire of the group's members to carry on the traditional craftsmanship they have inherited, while also referencing the Japanese word for "go-on," which means an obligation to one's predecessors.

HOSOO

HOSOO is a Kyoto-based textile company founded in 1688 and specialised in superior quality textiles for high-end fashion and contemporary interiors.

HOSOO pushes the boundaries of textiles by combining the qualities of traditional craftsmanship with highly developed skills within three-dimensional weaving. These unique weaving techniques add depth, structure and detail to the textile in the actual weaving process besides creating the pattern. In addition, HOSOO textiles are crafted using only the best Kyoto yarns dyed with meticulous care to compose individually toned colour schemes. The result is an exceptional rich texture and distinct tactile experience. Traditionally crafted, yet new and intriguing, HOSOO textiles are a statement for the discerning.



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