

## Milan Design Week 2023 at HOSOO MILAN “Shoji Fabrics”



Hosoo Co., Ltd. will launch new textile collection *Shoji Fabrics* in collaboration with Dutch textile designer Mae Engelgeer at Milan Design Week 2023, to be held in Italy from 18th–23rd April 2023.

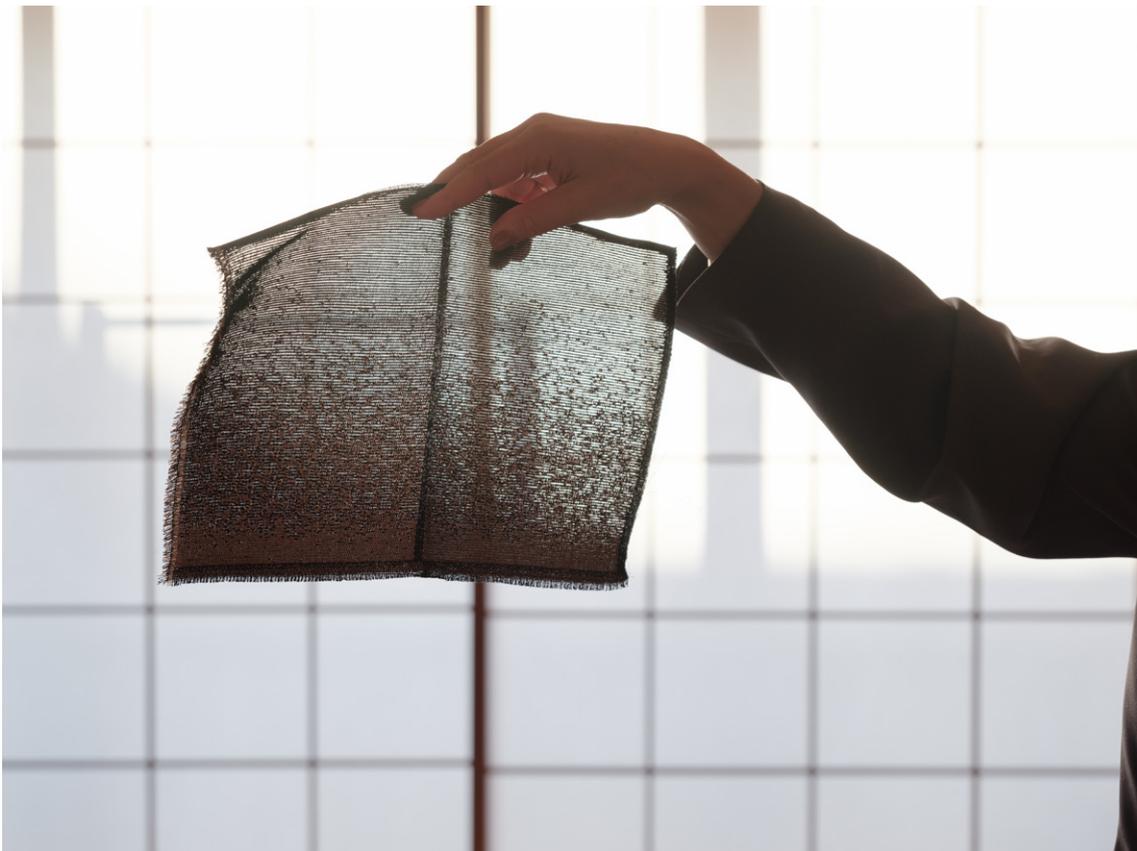
The installation of new textile will be presented at Hosoo Milan, opened in February this year as Hosoo’s first overseas showroom, and will feature the new collection *Shoji Fabrics*, consisting of 16 variations in two types, “Diaphanous” and “Essence.”

The collection was created in partnership with Mae Engelgeer, a Dutch female textile designer who has attracted worldwide attention by her unique textile philosophy. With a distinctive sense of color, she has a special gift of designing minimalistic textiles that are full of intuitive sensibilities.

Shoji Fabrics is inspired by the *shoji* screens found in traditional Japanese houses. This collection expresses a unique transparency by applying the technique of *sha*, a traditional Nishijin weaving technique. *Sha* is a weaving technique unique to Nishijin textiles, used mainly for midsummer kimonos, in which two warp threads are intertwined when weft threads are woven to create transparent lines on the surface of the woven fabric. This gives the fabric itself a translucent feel, and is characterized by its light and soft texture. The textile “Diaphanous”, the core of the collection, is semi-transparent fabric by controlling the transparency of the weave through a modern interpretation of Hosoo’s traditional technique. Another type, “Essence” represents the cobblestone pattern used symbolically in Japanese interior decoration such as Katsura Imperial Villa.

These traditional elements are combined with Engelgeer’s sense of color, as so *shoji* could reborn as a new textile.

The exhibition location, Hosoo Milan, is located in a historical building built in the 17th century, the same period when Hosoo was founded in Kyoto in 1688. Shoji Fabrics will be illuminated both by a light system as well as natural light in through the gracious windows inherited from the time of its original construction, creating a space embraced by beautiful light and color.





HOSOO MILAN



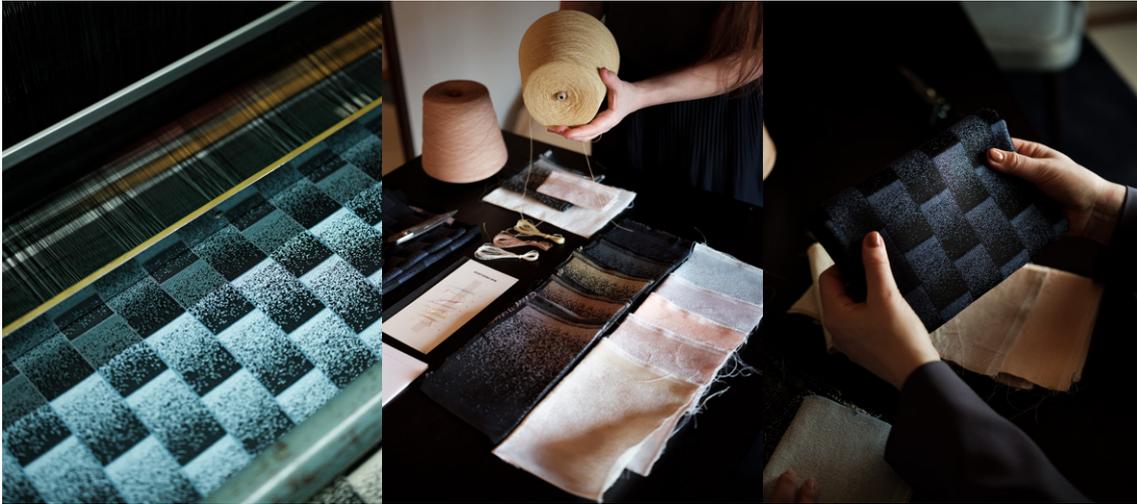
[www.mae-engelgeer.nl](http://www.mae-engelgeer.nl)  
Instagram: @maengelgeer

## Mae Engelgeer

From her high school days to her studies at the Amsterdam Fashion Institute and Sandberg Institute, textile design has always been at the heart of Dutch designer Mae Engelgeer's work.

Since opening her own studio in 2013, she has nurtured her curiosity for the craft, experimenting within the existing boundaries of textile production to elevate old techniques to a modern stage.

Mae Engelgeer's work embraces subtle color palettes, patterns and linear elements. Complex compositions merge with perfection to establish harmony. Creative explorations into the contrasting of materials and textures result in works that are luxurious in their tactility and dimensionality. In addition to developing her own collections, Mae Engelgeer collaborates with brands around the world on projects ranging from textile products and furniture design to material explorations and art direction to large-scale installations and public artworks.



**Milan Design Week 2023 at  
HOSOO MILAN “Shoji Fabrics”**

Dates: 18th–23rd April 2023  
 Venue: HOSOO MILAN  
 Largo Treves5, 20121, Milano, Italy  
 Hours: 10 a.m.–8 p.m.  
 Appointment: <https://forms.gle/rAFubXMqLjKhXPYu5>  
[milano@hosoo.co.jp](mailto:milano@hosoo.co.jp)



**ABOUT HOSOO**

Hosoo was founded in 1688 in the Nishijin district of Kyoto, Japan to serve patrons from the main temples. With a history of more than 1,200 years, Nishijin textiles, a pre-dyed yarn textile of Kyoto, have been admired and cherished by the aristocracy, samurai class, and affluent members of society. Currently, utilizing the traditional Nishijin weaving techniques used for making kimono and obi-belts, unique textiles with a sense of timeless design and innovation continues to expand in Japan and the overseas luxury markets.  
[www.hosoo.co.jp](http://www.hosoo.co.jp) Instagram: [@hosoo\\_official](https://www.instagram.com/hosoo_official)



Hosoo Milan opened in February 2023 in Brera, a district of Milan that particularly inspires creativity, as a place where Hosoo’s unique art textiles can be shown for real outside of Japan. Hosoo Milan is located in a historical building built in the 17th century, the same time Hosoo was founded in Kyoto in 1688. The interior design was created by OEO Studio, a Copenhagen-based design studio, adding a modern touch to the profound history of the building. In the showroom, visitors can actually touch and see the 200 different textiles created by Hosoo’s aesthetic sense and insatiable spirit of exploration.

