

## Hosoo presents new textile collection At Salone del Mobile 2022



Hosoo Co., Ltd will exhibit at this year's Salone del Mobile from 7th–12th June 2022. The dynamic stand installation will showcase the new collection, *Heritage Nova*.

For more than 300 years, Hosoo has built upon the legacy as a luxury textile brand. With an inspired vision and passion, the 12th generation head of the Hosoo family, president and CEO, Masataka Hosoo, is spearheading a new dedication to superior textile making in Japan.

The inspiration behind Heritage Nova collection come from a hemp cloth dating back to the 17th century when Hosoo was founded. Fascinated by its unique character, we have reinterpreted it as a modern Nishijin textile created from an innovative blend of hemp and silk.



A Selection from the Heritage Nova Collection (top left clockwise): Flux, Dreamscape, Matrix, Response

The Heritage Nova collection embodies unparalleled beauty realized through an encounter between silk and hemp. Hemp, which has been used in Shinto rituals since ancient times. When soaked in water and exposed to sunlight, hemp turns white over time. The color white has been considered pure since ancient times because it represents the ‘natural’ state or the ‘state of anticipation’, where something is yet to be conducted. The material’s colour resonates with the principles of Hosoo, which continually explores the future and marks a new phase in the history of textiles.

The history of hemp in Japan dates back 10,000 years. It is used both practically, in items such as knitted hemp textiles and ropes, and religiously as it was considered a sacred plant used to pay tribute to the gods. Today, research continues into rediscovering hemp as a material and to make it suitable for weaving on mechanical looms. In recent years, hemp has also become known for its sustainable properties due to its high biodegradability.

Due to hemp’s complex properties, it is essential to combine it with other materials to create stable woven structures. Through our unrivalled high levels of craft and fine weaving techniques, coupled with the repetitive testing of materials, designs and blends, Hosoo has developed a harmonious balance of hemp and silk to create the Heritage Nova collection.

In the pursuit of advancing the potential use of hemp to a new generation, Hosoo is continuing to push the boundaries of textile making and weaving techniques for the future.

The twelve tactile textiles in the Heritage Nova collection feature intricate patterns and fine detailing, applying time-honoured Japanese three-dimensional weaving techniques. The unconventional collection represents a shifting state of consciousness, emphasising the relationship between ‘here’ and ‘there’. Each contemporary textile has a complex structure and depth, superior in quality, distinctive in style and rich in texture. With a clear focus on craft and quality, the collection is manufactured at Hosoo’s Kyoto workshop.



While rooted in the past, Hosoo has taken a decidedly modern approach to the Heritage Nova collection, showcasing the possibilities of Nishijin textile's advanced technology and artistry and embodies the spirit of Hosoo's never-ending innovation.

Masataka Hosoo, 12th generation family head, CEO & president of Hosoo comments,

'In the past, it was said that white and softness were synonymous. When I discovered a large hemp cloth from the Edo period, I was shocked by its texture, which was completely different from what I had imagined. It was a moment when I found something new in something old. By weaving the thread of hemp, which has been with mankind for 10,000 years, into the history of Nishijin, a new heritage is born.'



Upholstered chairs and wall coverings with the Heritage Nova Collection

## **HOSOO STAND at Salone del Mobile Milano 2022**

Dates: 7th–12th June 2022  
Venue: S.Project: stand F26, Fiera Milano Rho  
Hours: 9.30 a.m.–6.30 p.m.

### **HOSOO Co., Ltd.**

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)



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