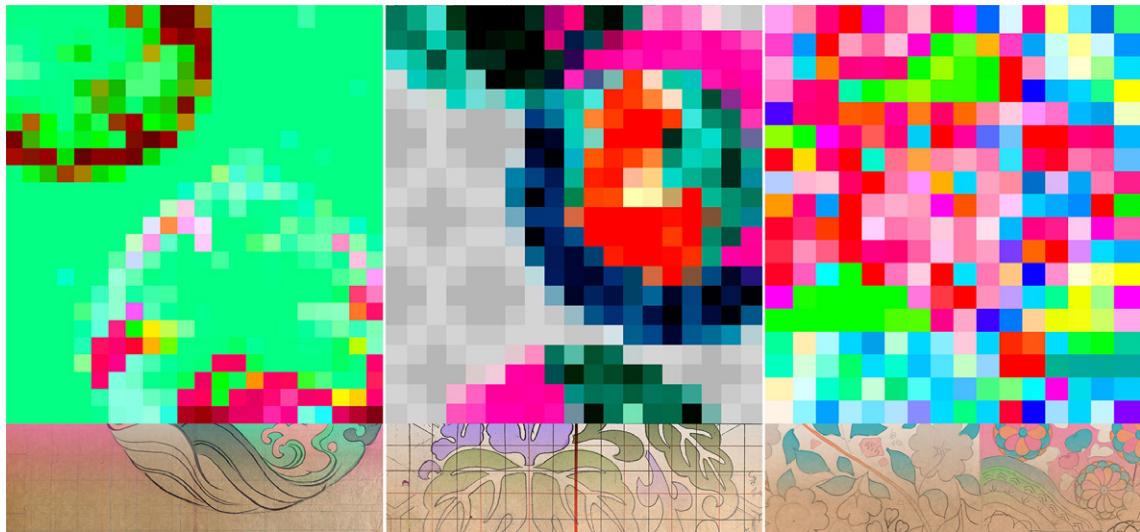
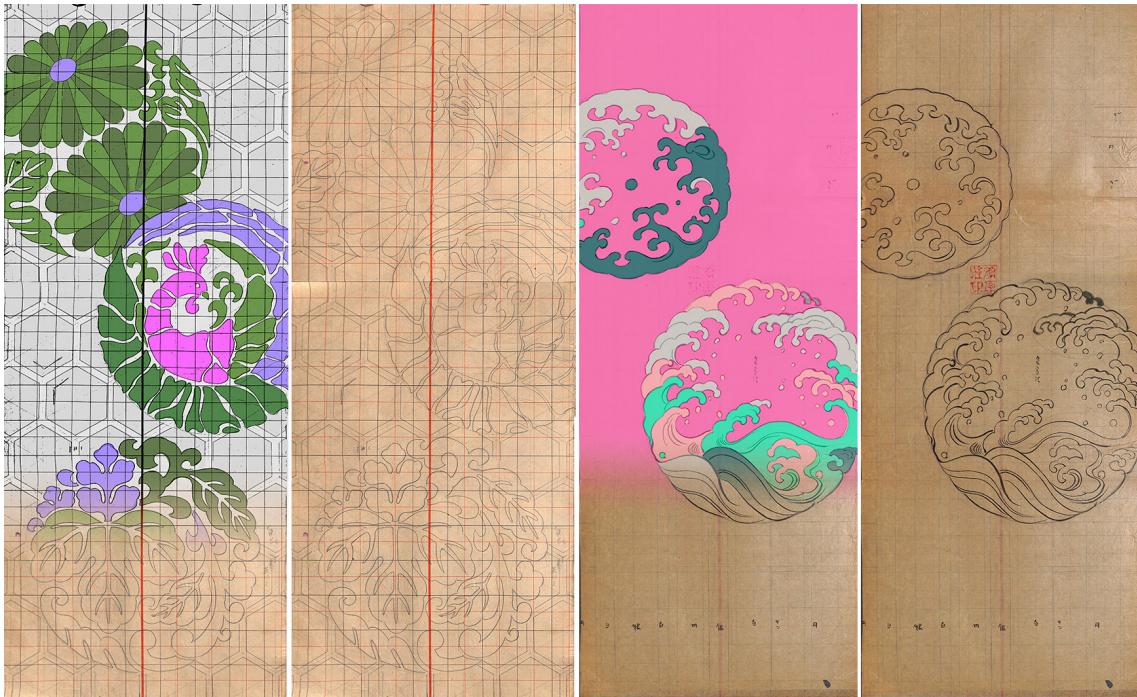


HOSOO Research & Development Project vol. 4

***MILESTONES – Designs in the Void* exhibition**

We are pleased to announce that Hosoo Co., Ltd. will take part in the *Milestones – Designs in the Void* exhibition from April 23rd, 2022 at the Kyoto Museum of Crafts and Design. The exhibition focuses on the designs in the “void” of over 20,000 obi sketches owned by Hosoo in Nishijin, Kyoto. Launched as an industry-academia collaboration between Hosoo Co., Ltd. and Kyoto University of the Arts in 2014, the Milestones project has been creating a digital archive of the 20,000 obi sketches to serve as a source of ideas for the next generation. Utilizing this data, the *Milestones – Designs in the Void* exhibition will feature new designs created through machine learning by computational designer and programmer, Shoya Dozono, and creative unit Spread will feature their *Colors and Concepts* installation that will showcase past designs with their own color interpretations.



During the Meiji-period, the Japanese characters 図案 (zu-an) was translated and written in katakana characters デザイン (design). Another such modernization was with traditional crafts of Kyoto. Since then, creative activities using design-based crafts have become common amongst industries and education fields. Nishijin textiles are no exception with the first step of a 20-step division of labor being the creation of such designs. The exhibition will showcase more than 20,000 uncolored design sketches. It is customary to leave the designs and patterns uncolored for future generations to add the colors themselves that are reflection of their time. These “voids” are left behind for the creation of future designers. These “designs in the void” inherited from production sites act like Milestones to re-imagine design possibilities. The exhibition explores the very idea of design itself through machine learning and contemporary era color interpretations.

MILESTONES

This project is an industry-academia collaboration with the Kyoto University of the Arts for digital archiving of Hosoo's approximately 20,000 traditional obi designs that have been left to future generations with the aim of creating new designs from the students' dynamic perspectives. Participants manually scanned the hand-drawn obi designs under the guidance of Masataka Hosoo (Hosoo's President & CEO), digitally archived, identified, and researched the meanings of each design from seasonal motifs to auspicious patterns.

Shoya Dozono

Born in 1988. He is a computational designer and programmer who focuses on cross-disciplinary design and research with the use of data, algorithms, and machine learning. His recent projects include *4D Drawing* (2021), a collaboration with Hiromasa Fukachi and *Quasicrystal* (2020), a joint research & development project with Hosoo Co., Ltd. He has received numerous accolades including awards from Ars Electronica and the Japan Media Arts Festival.

SPREAD

This is the creative unit founded by Haruna Yamada and Hirokazu Kobayashi that combines landscape design thinking that captures the environment over long time periods with graphic design techniques that are visually expressed with vivid impressions. Their aim is to Spread creativity by merging respective memories such the environment, living beings, things, time, history, color, and language. Major works include *Tsubame-Sanjo Factory Festival*, a visual factory tour event commemorating the 10th anniversary of the National Art Center Tokyo.

Hosted by: Kyoto Industrial Promotion Center Corporation Co-hosted by: Kyoto City
Supported by: Debs Corporation Cooperation by: Hosoo Co., Ltd. & Kyoto University of the Arts
Curation: Kumiko Idaka Direction: Masataka Hosoo Spatial Design: Takayuki Suo
Promotional Art: Spread Participated Artist: Shoya Dozono

MILESTONES – *Designs in the Void*

Dates: April 23–July 18, 2022
Venue: Kyoto Museum of Crafts and Design
B1F Miyakomesse 9-1 Okazaki Seishoji-cho Sakyo-ku
Kyoto-shi Kyoto 606-8343
Tel: +81 (0)75-762-2670
Hours: 9:00–17:00 (admission close 30 minutes prior to closing)
Admission: ¥800 for adults (free for children under 18 years of age)
¥500 for pre-purchases, students, and other discounts

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

