

JAPAN HOUSE SÃO PAULO HIGHLIGHTS TEXTILE UNIVERSE IN ‘NUNO - CONTEMPORARY TEXTILE POETICS’

*The creative process of the designer **Reiko Sudo**, from the Japanese brand NUNO, is the theme of a new exhibit at the cultural center, starting on August 20, 2019. Exhibition features work that highlights techniques that combine tradition with modernity*

São Paulo, July 2019 – The Japanese textile universe, with its richness and variety of fabrics and prints is the new aspect of Japanese culture to be featured at **Japan House São Paulo** by means of the ‘**NUNO - Contemporary Textile Poetics**’ exhibition, which is scheduled for August 20 to October 27, 2019. The exhibition highlights pieces created by the Japanese designer **Reiko Sudo**, from the **NUNO** (Japanese word for fabric), a brand that develops aesthetic lines, materials and techniques, often reinterpreting Japan’s textile tradition for the contemporary world.

In the exhibition, curated by design critic and historian **Adélia Borges**, and **Mayumi Ito**, consultant and founder of the Amaria community project, 35 different fabrics made from raw materials ranging from *bashofu* (banana fiber produced in island Amami, Kagoshima, Japan), to newspaper pages, *washi* (Japanese paper), stainless steel, plastic, rubbers, feathers, and even traditional materials such as cotton, silk, polyester, wool, and felt. The exhibition highlights NUNO’s unique contribution to contemporary world design with a selection of fabrics that highlight the diversity of techniques, textures, materials and colors, including artisanal, semi-industrial, and industrial forms of production. To exhibit such a rich and broad variety of pieces, the architect Pedro Mendes da Rocha, responsible for the exhibit’s expography, was inspired by the organicity of life to present a large tree on the ground floor of the cultural center, whose ‘branches’ and ‘foliage’ are represented by 3.5-m wide panels, each with a different fabric.

As part of the ‘**NUNO - Contemporary Textile Poetics**’ exhibition, the entrance to the cultural center will become a showcase with *koinoboris*, stylized carps typical of Japan, symbols of health and longevity, made out of fabrics. The exhibition also features a series of samples the audience can handle, such as *Tanabata* (2004), origami-shaped polyester fabric that creates a sense of movement, or *Kibiso Futsu Crisscross* (2008), which reuses fibers from the silk cocoon, previously discarded for being difficult to handle.

Adélia Borges and Mayumi Ito underscore NUNO’s important concern to keep small Japanese weaving mills active and, thus, value these ancient handmade techniques by reviving these processes with new materials and technologies. To them, Reiko Sudo also proposes a new look at beauty, re-signifying, for example, the rust process that is used in dyeing fabrics.

With items in the collection of major international museums, such as MoMA, the Museum of Modern Art (New York), and *Victoria & Albert* (London), NUNO and designer Reiko Sudo sews on the threshold between absolute manual and extreme high-tech. Founded in Tokyo, in 1984, NUNO is considered one of the finest textile research laboratories today with its ongoing proposal to unite materials, techniques, and processes to produce unique fabrics in a genuine experimentation center.

“The work Reiko Sudo does ahead of NUNO is amazing and admirable. After more than 30 years of the founding of the brand, Reiko continues her research with unique creativity contributing to international design with her innovations, even while working under the premise of traditional techniques,” says Japan House São Paulo Cultural Director Natasha Barzaghi Geenen.

On the occasion of the exhibit, the Japanese designer **Reiko Sudo** comes to Brazil for the first time and gives a lecture on her brand’s trajectory and creative process in preparing new fabrics, on August 20, at 19h, at the cultural center. The event is free and open to the public. Interested parties must pick up tickets at the reception of the house an hour before the lecture. Another program highlight is the first edition of **Experiences Japan House São Paulo**, which aims to provide participants with exclusive experiences. On August 23, after the welcoming at Cafeteria Sabor Mirai, on the ground floor, the group will be able to accompany Reiko Sudo on an exclusive guided tour of the exhibit, where they will hear detailed technical explanations about each fabric. Afterwards, participants will be welcomed at the AIZOMÊ restaurant for a relaxed chat with the designer, who will talk about her creation process and present elements and tools of her methodology. This stage will be accompanied by a dining experience at the AIZOMÊ restaurant, headed by Chef Telma Shiraishi. Participation in this edition of Experiences Japan House São Paulo is upon registration and the payment of a fee of R\$300.00.

In addition to these activities, throughout the exhibit, Japan House São Paulo will present an intense program in collaboration with a few institutions to bring Japanese and Brazilian realities closer to the field of textile development research.

NUNO - Contemporary Textile Poetics

April 20 to October 27, 2019

Ground floor

Lecture with designer Reiko Sudo

Place: Japan House São Paulo (Av. Paulista, 52)

Date: Tuesday, August 20, 2019, at 7 PM

Free admission

Tickets will be available at the reception an hour before the lecture.

Simultaneous translation from Japanese to Portuguese

Workshop with designer Reiko Sudo - Creation of a scarf with NUNO fabric patchwork

Place: A CASA - museu do objeto brasileiro (Av. Pedroso de Moraes, 1216 – Pinheiros)

Date: August 21, 2019, from 7 pm to 10 pm

Value: R\$260.00 per person (material included)

Registration: comunicacao@acasa.org.br

Contact: (+5511) 3814-9711 / 3097-8840

Consecutive translation from Japanese to Portuguese

On this day, A CASA will host a mini exhibit with NUNO garments from 10 am to 6 pm.

Lecture with designer Reiko Sudo - From research to making

Place: SENAI (Rua Correia de Andrade, 232 – Brás)



JAPAN HOUSE

SÃO PAULO

Date: August 22, at 3 pm

Free participation

Consecutive translation from Japanese to Portuguese

On this day, at 2 pm, there will be a guided tour of the SENAI campus. Participation is free.

Japan House São Paulo Experiences

Chat and activities with designer Reiko Sudo

Place: Japan House São Paulo (Av. Paulista, 52)

Date: August 23, from 4 pm to 8:30 pm

Value: R\$300.00 per person (Limited places)

Registration: experiencias@jhsp.com.br

Program:

4:00 pm to 4:30 pm: Welcoming at Cafeteria Sabor Mirai

4:30 pm to 5:30 pm: Visit to the *NUNO - Contemporary Textile Poetics* exhibition, guided by designer Reiko Sudo

5:30 pm to 6:50 pm: Chat with Reiko Sudo about her creation process. Stage accompanied by a dining experience at the AIZOMÊ restaurant at Japan House São Paulo

7:00 pm to 8:30 pm: Lecture “Japanese Indigo - From Origin to Contemporaneity” with Kiri Miyazaki

Consecutive translation from Japanese to Portuguese

JAPAN HOUSE São Paulo – Paulista Avenue, 52

Opening Hours:

Tuesday to Saturday: 10am to 8pm

Sundays and public holidays: 10am to 6pm

Free admission

Check out the program at www.facebook.com/JapanHouseSP/

About Japan House São Paulo (JHSP)

Japan House São Paulo is an institution dedicated to displaying the best of the 21st century Japan. Inaugurated in May 2017, it was the first to open its doors in the world, followed by Los Angeles (full inauguration in August 2018) and London (opened in June/2018). Since its opening, the Brazilian audience has been invited to have a unique experience of the ways of life of contemporary Japan. **JHSP** promotes, on its three floors, exhibitions, seminars, workshops, and activities that bring to Brazil the most relevant Japanese designers and entrepreneurs in the arts, design, fashion, gastronomy, and in science and technology. The institution has already welcomed more than a million visitors.

Information for the Press

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