

“Sense of Nature”

**Japanese craft brand “KORAI” first exhibition in Europe
with the launch of a new art piece
during Milan Design Week 2019.**



New art piece “Ren”

HULS will hold the first exhibition of KORAI in Europe titled “Sense of Nature” from 8th April to 14th April 2019 in Milan, Italy. KORAI is a brand of Japanese craft that embodies the concept of “Ryo” which means coolness. In Japan, there is a culture of appreciating coolness from nature and the word “Ryo” offers this unique Japanese view of nature. KORAI express the harmony of “nature and home” through crafts from all over Japan and convey the beautiful appearance and tactile characteristics of Japanese crafts, delivering coolness to the cities of the world. In this installation of “Sense of Nature”, we will exhibit two art pieces which exudes the calm feelings of wind and light, one being the “Hydrangea- Water Vessel” which is a glassware and a new art piece “Ren” that will be revealed at the exhibition. The exhibition will be held at “Galleria Seno” in the center of the iconic Brera district in Milan.

KORAI Special Exhibition “Sense of Nature”

Exhibition Venue: Galleria Seno <https://galleriaseno.com/>

Address/ Via Ciovasso,19,20121 Milano Italy

Date: 8th April (Mon) – 14th April (Sun) 2019, 10:00 a.m. – 7:00 p.m.

KORAI URL: <https://koraikogei.com>

KORAI Instagram: https://www.instagram.com/korai_official/

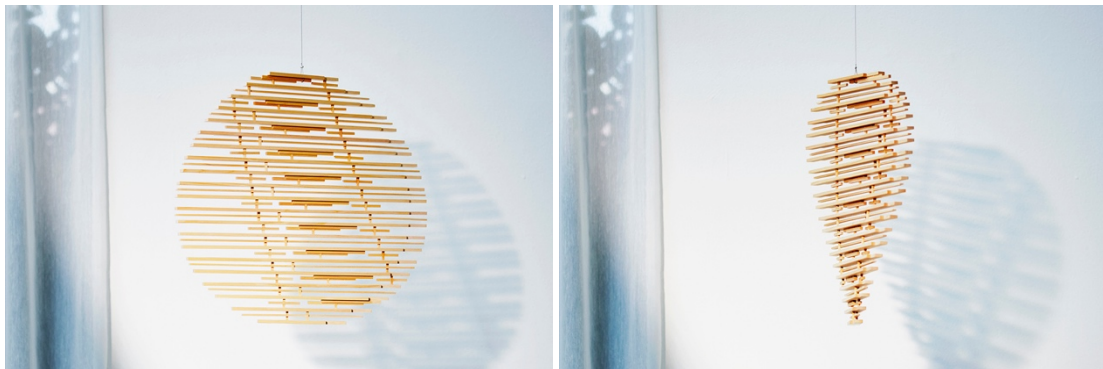


Launch of Senseware

We will launch a new Senseware “Ren” made of wood at our exhibition titled “Sense of Nature”. Please enjoy our collaboration with Mr. Hiroaki Usui, a woodworker from Kuroda Kobo Co., Ltd., who specializes in restoring and repairing national treasures, like “fusuma” (Japanese sliding door) and “byobu” (folding screen).

“Ren”

“Ren” is a wooden mobile which is a new senseware of KORAI. It is made by using a traditional technique of assembling wooden strips without the use of nails to form various designs and patterns. “Ren” is an art piece that reflects the ripples on the surface of the water and light filtering through the trees by incorporating elements of Japanese original fittings such as shoji (room divider screen made of translucent paper and wooden lattice frames) and fusuma (sliding panels that redefine spaces within a room). By placing the wooden art piece indoors, people can sense the beautiful light that filters through between the carefully assembled wooden bars, and enjoy the beautiful shade of nature in the house.



Material: Japanese cypress
Size: W380mm, H345mm, D68mm
Manufacturer: Kuroda Kobo (Kyoto Prefecture)

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Since its founding, Kuroda Kobo has been making and repairing “fusuma” (Japanese sliding door) and “byobu” (folding screen). It is necessary to have full technical knowledge of the long history of the cultural properties and solid skills and know-how to be able to restore them. At present, while using the inherited traditional woodworking techniques in their work, they are also developing three-dimensional wooden products by incorporating techniques such as “kyosashimono” (Kyoto cabinetwork) and “magemono” (wood bending).



What is Senseware

We refer to wares that trigger human sensitivity and open the doors to new senses as "senseware." It is our desire to introduce a novel way to feel the presence of wind, water and light, through craft products. Our senseware takes the form of a cool and refreshing looking art piece that will breathe new life into our daily living in a way that resonates with the flow of nature's constant change.



1st senseware "Hydrangea - water vessel"
People can feel the reflection and ripples of water.

The concept of "Sense of Nature"

"Sense of Nature" is an installation which showcases "KORAI" our brand of Japanese craft. The brand is based on the Japanese concept of "Ryo (coolness)", which expresses the harmony of "nature and home" and is represented mainly through art pieces. This is our first installation in Europe. Along with the release of the new art piece "Ren" in 2019, we pursued our own spatial expression which cherish the Japanese sensitivity of living with nature. The spatial design is by Mr. Kazunori Matsumura who is in-charge of the installation in Japan and overseas. We will expand the possibilities of Japanese crafts to the world.



This exhibition will be held at "Galleria Seno" in the center of Brera district



"Sense of Nature" in DESIGNART TOKYO 2018

"Sense of Nature" Credit

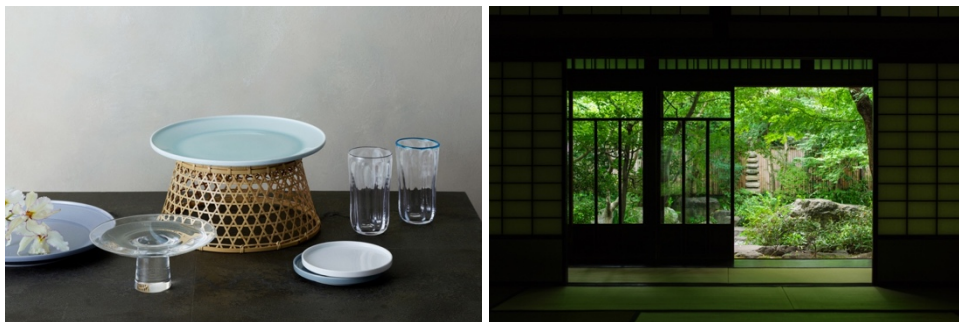
Produce	HULS Inc.
Product Design	Shizuka Tatsuno
Photographer	Mariko Ohya(nature), Takuma Suda(garden), Masaki Ogawa(product)
Graphic Design	Kohei Sekida
Space Design	Kazunori Matsumura
Facilitator	Seo Taniguchi



About KORAI

KORAI aim to convey through craft products across Japan, the beautiful form and texture of these crafts as well as expressing the harmony between “inside and outside” and “nature and home” which prevails in the Japanese culture. Like the “engawa” (veranda) in Japanese-style houses that serve to bring coolness of nature into the home, we believe this same concept will bring comfort to the minds and bodies of people who live in restless cities. Based on this concept of “Ryo” which means coolness, KORAI deliver a cool and comfortable time to the city life.

The products we create at KORAI comprise of the “Living Collection” and “Senseware” with both giving a sense of coolness to provide precious breathing space for people who lead a busy work life in cities around the world.



Designers' Profile

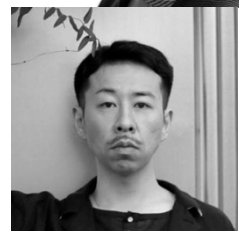
Shizuka Tatsuno (Product Design)

Shizuka Tatsuno (born 1983) is a Creative Director & Designer. After graduating from Kingston University in London with a degree in Product & Furniture Design, she gained experience in the field and became independent in 2011. In 2017 she established her design office, Shizuka Tatsuno Studio. With a focus on designing furniture, interior and fashion accessories, she provides various services in planning, direction and graphic designs among other areas. She has received numerous awards for her work, including the “Young Japanese Design Talents” Award in 2016 from ELLE DECOR Japan.



Kazunori Matsumura (Space Design)

Kazunori Matsumura (born 1982) studied Architecture, Interior, and Landscape design at the graduate school of Tama Art University. And after working as a research assistant at the university, he set up his own firm in 2012. The main focus of his work concerns the designs for commercial spaces such as shops and popup stores, as well as exhibitions. From 2012 -2014 he provided visual merchandising support for the skincare brand Aesop in Japan, and thereafter has been involved in the VMD of numerous commercial businesses. Matsumura's expertise is in bringing out the appeal of both the characteristics of the space and the context of the project through developing a close and intimate relationship between the two.



Company Profile

< HULS Inc. >

CEO: Yusuke Shibata

Registered Address: 2F, Hill Court Higashi-Shinjuku Building, 2-2-15, Kabuki-cho, Shinjuku-ku, Tokyo

Office: 2F, Akasaka Zen Building, 6-4-10, Akasaka, Minato-ku, Tokyo

Establishment: 2013

URL: <https://www.huls.co.jp>



About HULS

HULS is a creative company specializing in the global business of Japanese crafts, based in Tokyo and Singapore. Under the concept of "Roots and Touch," HULS devotes itself to developing the business for fine Japanese crafts through product planning, trading, and operating "KOGEI STANDARD*". In Singapore, we manage "HULS Gallery Singapore" to exhibit and sell various crafts.

*KOGEI STANDARD: A bilingual (Japanese and English) cultural online media to share and expand Japanese crafts overseas. The website introduces Japanese crafts such as ceramics, lacquerware, fabrics, woodworks, glass etc.



HULS Gallery Singapore



< For more information, please contact: >

HULS Inc. (Japan)
Contact person: Yasuko Takezaki
2F, Akasaka Zen Building, 6-4-10, Akasaka, Minato-ku, Tokyo
Tel: +81-3-6280-8387 Fax: +81-3-6280-8397
E-mail: info@huls.co.jp
www.huls.co.jp

HULS Asia Pacific Pte. Ltd. (Singapore)
Contact person: Kana Kumada
24 Duxton Hill, Singapore
Tel: +65-6225-6331 Fax: +65-6225-6339
E-mail: info@huls.com.sg
URL: www.huls.com.sg