

# KIMONO ROBOTO

伝統が織りなす未来

PRODUCED BY  
MELCO

## The opening of KIMONO ROBOTO exhibition at Space O, Omotesando Hills in Tokyo from December 1st to 10<sup>th</sup>

Exhibition celebrates heritage of the kimono tradition,  
as interpreted by major international contemporary artists

The event will showcase a world-first collection of 13 museum-quality kimonos created by Japanese Living National Treasures and Imperial Family-appointed artisans using weaving techniques unseen in over a century.

Mr. Lawrence Ho, Chairman and CEO of Melco Resorts & Entertainment, said “This is a passion project – plain and simple. Japanese arts and culture have been an inspiration of mine since I was young, and I’m glad to be able to say that it’s an enthusiasm shared throughout the Melco family today. We could not be more honored or excited to celebrate the heritage, culture and arts of Japan alongside our partners and these kimono artisans.”

At the event, the kimonos will be debuted in a creative extravaganza composed by several of today’s leading contemporary artists from around the world. Headlining the event will be *the global launch of Björk’s latest music video*, in which the global superstar *dons the “Master of Masterpieces”- Furisode Kimono*, the exquisite exhibition centerpiece that took over two years to recreate. *Peter Lindbergh*, the influential contemporary photographer, will also showcase the kimonos in a high fashion tableau; while *Koichiro Doi*, the renowned Japanese fashion and beauty photographer, will unveil a set of extraordinary still life portraits of the Kimonos. On the ground, *Alexandre de Betak*, the runway producer famous for his revolutionary fashion shows, has further masterminded a powerful immersive exhibition experience, accentuated by a kaleidoscope of extraordinary visuals designed by *Warren du Preez & Nick Thornton-Jones*.



“Japanese culture is inspirational. These kimonos are inspirational,” added Mr. Lawrence Ho. “We truly hope others around the world will find these recreations as remarkable as we have, especially told as they are through the visuals and music of exceptional artists like Björk.”

The KIMONO ROBOTO exhibition is a labor of love. Since 2014, Melco has driven this project, after first commissioning the recreation of the 23 museum-quality kimono pieces, each of which was carefully selected to represent the distinctive characteristics of each of the different regions across the country in coordination with specialists from the Kyoto prefecture, National Museum, and National Museum of Modern Art.

13 pieces from the collection will be among the first group to be displayed at the KIMONO ROBOTO exhibition in Tokyo, including the master of masterpieces - the Furisode Kimono with Tabane Noshi Design – which was recreated by Chiso( co.Ltd) which owns the over 460-year old history as traditional Kyo-Yuzen company.

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Exhibition Title : KIMONO ROBOTO  
Date : 2017/12/1(Fri) – 12/10 (Sun)  
Time : Mon – Sat 11:00 to 21:00  
Sun 11:00 to 20:00  
※The last day close at 16:00  
Venue : Space O, Omotesando Hills,  
B3F Space O, 4-12-10 Jingumae, Shibuya-ku, Tokyo  
Admission : Free  
Concept by : Bureau Betak  
Produced by : Melco



## **The master of masterpieces – the Furisode Kimono with Tabane Noshi Design**

A replica of the world heritage of Kyoto national museum possessions; the **Furisode Kimono with Tabane Noshi Design**, the Important Cultural Property, is displayed as the center piece and is surrounded by 12 other Kimono showpieces. Taking two years to complete, the Furisode Kimono with Tabane Noshi Design was created by Chiso( co.Ltd) which owns the over 460-year old history as traditional Kyo-Yuzen company, and which is rarely seen in present day given how few artisans can master it. The audience at the exhibition can zoom into the details of the artisan's sophisticated technique by controlling the robotic arms and cameras at the display.

## **About the Artists**

**Björk** is the iconic Icelandic singer-songwriter known for her eclectic musical style and bold fashion statements.

**Peter Lindbergh** is one of the most influential contemporary photographers in the world. He is known for his memorable cinematic images and contributions to the fashion photography industry.

**Koichiro Doi** is a highly recognized Japanese photographer who specializes in beauty and still life and has shot for innumerable fashion magazines.

**Warren du Preez & Nick Thornton-Jones** is duo artist known for their innovative visual image and video. Their work is on many mode magazines and also much collaboration with a famous artist such as Björk.

**Alexandre de Betak** is a runway producer famous for his revolutionary fashion shows which break the boundaries between the worlds of fashion, art, and design.

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## Kimono Collection Displayed at The Exhibition

### 1. Furisode Kimono with Tabane Noshi (Noshi Bundles)

by Chiso Co., Ltd. Representative: Yasiji Nakata

By making use of the Yuzen dyeing and weaving techniques originating from the Edo period, a collection of modern craftsmen put 2 years into restoring to origin the 'Furisode Kimono with Tabane Noshi Design' (Valuable Cultural Property) with richly presented Kisshō pattern.

### 2. Ojiya-Chijimi

by Higuchi Orikogei Corp Representative: Takashi Higuchi

Ojiya-Chijimi is a light textile made from hemp and is woven with a tightly spun weft thread, creating the distinctive Shibo crease. It is designated as an Important Intangible Cultural Property of Japan. The whole process of weaving is done skillfully by hand.

### 3. Edo Komon

by Komiya Dyeing Factory Ltd. Representative: Yasumasa Komiya

Edo Komon is a one-color dyeing technique based on the tradition of the «Kamishimo Komon» technique of the Edo Period. It was in 1952 designated as an 'Intangible Cultural Property' by the Committee for the Protection of Cultural Properties and spread all across Japan.

### 4. Kaga Yuzen by Ichiro Kakimoto

Kaga Yuzen is a painting style composition featuring realistic flowers patterns. The centerpiece of the craft is the Kaga Yuzen hand painting artist. Using kimono as a canvas, the elaborate design works as one grand picture delicately transferred to the white cloth by the fine brush.

### 5. 6.7. Arimatsu Narumisibori "Sekka-Shibori" "Yoroidan-Shibori" "Hitta Miura-Shibori"

by Takeda Kahe Shoten Representative: Hiromi Takeda.

Town Arimatsu became famous for 'Shibori' tie-dyeing in the early Edo Period. Travelers eagerly sought to buy the Shibori 'Tenugui', Yukata and other products as souvenirs for their hometown, making the products the most famous local specialty on the Tōkaidō feudal highway.

### 8. Kyo Yuzen

by Maruike Fujii co.,ltd. Representative: Hirotaka Fujii Kyo-Yuzen artist: Hiroshi Fujii

One of the best known dyeing techniques characterized by multi-colored painting-style patterns, the 'Itomenori' threadlike resist paste used along the outline of the pattern protects the fabric underneath from the dye, making it possible to arrange an array of delicate colors.

### 9. Nishijin-Ori

by : Watabun co.,ltd. Representative: Haruo Murai Nishijin-ori Traditional Craftsman: Haruo Murai

This weaving technique boasts a history of 550 years and is one of Japan's finest fabrics. The patterns are made by dyed threads and the process contains over 20 stages. It is characterized by the entanglement of the threads on the flat surface creating an intricate 3-dimensional finish.

### 10. 11. Naniwa Hozome Yukata

by Kyowa Dyeing Factory Co. Ltd Representative: Takao Komatsu

Naniwa Hozome (dyeing technique where dye is poured into a mold placed on the cloth) dyed Yukata was born in one of the major production areas of cotton. It has become nationally known as a refreshing looking Yukata that beautifully colors the summer night.

### 12. Awa-Shijira-Ori

by Nagao Orifu Corp, Representative: Itarō Nagao

Awa-Shijira-ori is a fabric made from indigo dyed cotton threads and is a specialty of Tokushima on Shikoku Island. In order to express the vividness of indigo, the traditional color of Japan, 8 shades from dark to light is matched together to express the beauty of the color and the Shibo appearance.

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### 13. Oshima Tsumugi

**by Maeda Tsumugi Kogei Ltd. Representative: Toyonari Maeda**

Oshima Tsumugi refers to the Kasuri pattern and striped pattern fabric made by the blackish brown yarn. The fabric has color made by special dyeing method and has characteristic elaborate Kasuri pattern, it is quite expensive and is also a very precious traditional fabric.