

Japan Brand Program

The Beauty of Nishiki – Japan’s Traditional Woven Fabric

Schedule: March 14-18, 2016 Site: India (Delhi, Varanasi)

■ Dispatched expert



Amane Tatsumura
President, Master Textile Artist
Koho Tatsumura Co., Ltd.

Amane Tatsumura is a woven fabric artist for "Nishiki" Japanese traditional weaving technique. He weaves the fabrics himself, researches woven fabrics, and strives to carry on and revitalize the traditional weaving technique legacy. He runs a project aiming at revitalizing woven fabric culture with students at Doshisha University in Kyoto.

■ Review of activities

● Delhi



Lecture at the Federation of Indian Chambers of Commerce and Industry



Opening remarks by Ambassador of Japan in India Kenji Hiramatsu



Exhibit audience

● Varanasi



Lecture at the Radisson Hotel Varanasi



Audience at the lecture



Visiting silk woven fabric factory in Varanasi

■ Achievements

Lectures and exhibits were held on traditional Nishiki weaving at Delhi and Varanasi site in India for art and fashion university students and faculties, silk fabric weaving producers, and traders. India has a vibrant weaving culture, and Varanasi city is known for weaving products, and has a partnership with Kyoto City. Lecture audience expressed strong prospect for trade of the products and expectations for alliance with Nishiki weavings given these ties. Prospect for possible newspapers, and "Hindu", "Times of India", "Press Trust of India", "Amar Ujala", and "Rashtriva Sahara", wrote articles on the events. Approximately 10 newspapers covered the press conference in Varanasi.