

Nishijin Textile History and Innovation -More than Textile-

Date: November 24 to December 5, 2015 Sites: United Arab Emirates (Dubai, Abu Dhabi), Saudi Arabia

■ Dispatched Expert



Masataka Hosoo
Director, HOSOO

HOSOO, which began its textile business in 1688, not only makes traditional Nishijin textiles, but also promotes Nishijin textiles in other countries and actively develops innovative fabrics that integrate culture, technology, and the arts. Masataka Hosoo organizes projects with young traditional craftsmen and is involved in the promotion of Kyoto's charms and in efforts to create a new type of craftsmanship.

■ Review of Activities

● Dubai



Lecture for businessmen and designers at the Consulate-General



Lecture to designers and students at the ESMOD.DUBAI school

● Abu Dhabi



Lecture at an applied technology high school



Lecture to local artists and art collectors at the art center "Art Hub"

● Saudi Arabia



Exhibit at the Art and Skills (ASI) Institute



Governor of Riyadh receiving an exhibit introduction at the Ambassador's residence

■ Achievement

The event for students in Dubai was very lively, with endless questions. In Abu Dhabi, local fashion designers expressed strong interest in the use of Nishijin textiles in traditional wear (*abaya*). There was also discussion of a plan to visit Mr. Hosoo's shop during a training visit to Japan by the applied technology high school. In Saudi Arabia, key royal family figures and fashion business representatives were highly impressed, and the event provided an opportunity to build a close relationship with Princess Adwa, who is the director at a fashion design school. Media sources such as Arab News and Khaleej Times covered the various events, and the initiative contributed to future business development and interaction.