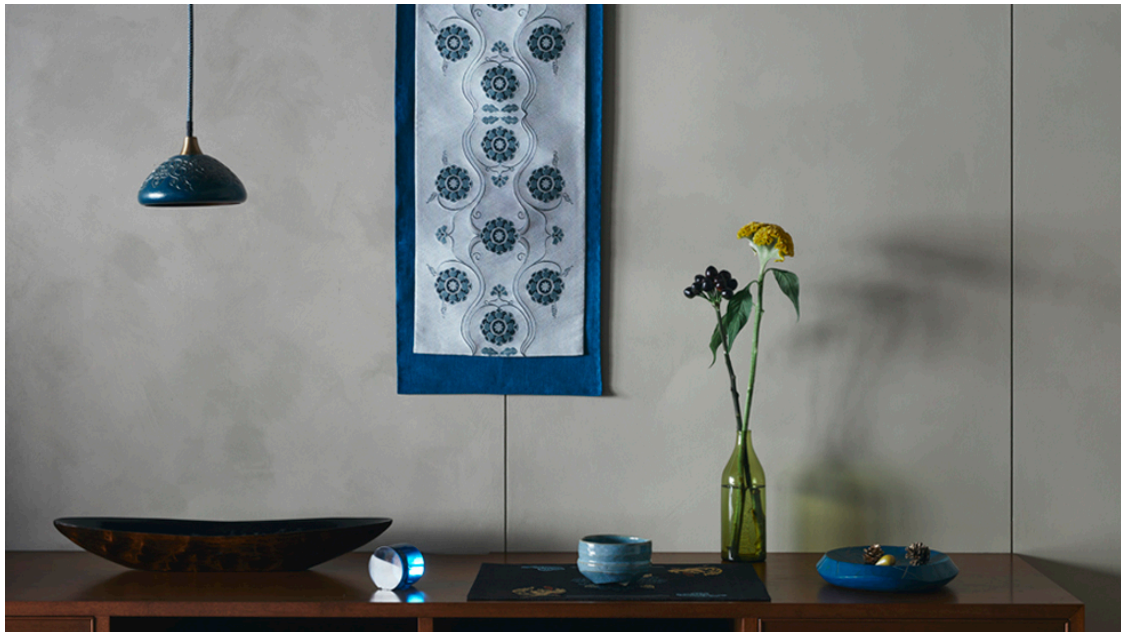


AWAI

Press Release 2021

Japanese esprit for contemporary lifestyles

Ancient motifs inspired by the endless riches of nature, and Japanese artisans with mastery of their tradition: Awai creates contemporary art and handcrafts at the intersection of these realms. From one-of-a-kind wood carvings to custom textiles, our products can make any interior a unique and memorable space. We're also happy to discuss coordinates custom-made to your specifications. Explore new possibilities for your living space by adding an artistic touch that reflects your lifestyle.



BRAND CONCEPT

Our world is in constant motion. Clouds billow and roll across the sky, waves crash on the shore, flowers bloom and scatter, and birds take wing and fly away. Even our hearts are ever-changing as we share life in this world of impermanence and beauty. The Japanese word *awai* refers to dynamic balance, both harmonious and contested--the space between two people, the distance separating two objects, and the pause between one moment and the next. What better name than this evocative word for a brand that creates artworks and interiors born of the *awai* between classical and modern, tradition and innovation, Kyoto and Kamakura, and artisan and user

BRAND PHILOSOPHY

Water is life itself.

Our own bodies are 60% water, and water covers more than two-thirds of our world's surface. It rises into the sky to drift above us as clouds, then falls back to the earth as rain.

This endless, fluid cycle above and below is expressed in Japanese by the phrase *koun ryusui*, "floating clouds and flowing water." Zen monks used this phrase to encapsulate the Buddhist teaching of "no-mind"--experiencing the world just as it is. Water-related motifs have also been popular in Japanese textiles and other crafts since ancient times, from clouds and mist to rain, snow, waves, and ice.

AWAI embraces the "Water of Life" as a key concept and designs and produces items that use these very motifs. Every item we create is crafted to refresh contemporary lives with the purity of running water and the freedom of drifting clouds.



ART TEXTILES & WOOD CARVINGS

§Using motifs and patterns that have borne the prayers and hopes of Japanese people for centuries, AWAI designs interiors that bring people and fates together. All of our textiles are woven by skilled Nishijin-ori artisans. The motifs we select express our “Water of Life” philosophy on a base pattern of tatewaku (undulating lines as frame).

§Each one of Awai’s Kamakura-bori artworks is carved from a single board of wood, intricately ornamented with further carved patterns, and then covered in multiple layers of urushi lacquer for durability. The result: sustainable interior ware that can serve multiple generations over a century or more. The organic warmth of wood can make any room a welcoming, cozy space.



PRODUCER/DESIGNER - Mami Otaki

Based in Kamakura, Mami is Awai’s producer. She is also the CEO of Delices de Mami. After working in PR for an apparel maker and store and menu development for food manufacturers, she struck out on her own as a freelance chef and food coordinator. She has produced countless spaces and menus bringing out the concept of their location, including Cafe Guri at the Kamakura-bori Hall. She currently engages in creative activities using the consistent color aesthetic she has cultivated working as a textile designer and space coordinator. At Awai, she strives to listen to the “sound of the light” born of the interaction between Japan’s beautiful artisanal works and the people of the world, and share those traditions with future generations.

Thanks

AWAI

Delices de Mami Co.,Ltd

Mami Otaki

Kamakura Ren House B1 ,2-12-15,Omachi,Kamakurashi,Kanagawa

248-0007 ,Japon

info@awai-gallery.com

<https://awai-gallery.com>