

New MOBJE Products - Spice Up Your Interior with a Variety of Changing Forms

Yence Co., Ltd. (Setagaya-ku, Tokyo ; President : Kazumitsu Kakine) will announce and release their new line of MOBJE products (crocheted animals, mirrors, light fixtures, and vases) on Monday, December 6, 2021. You can enjoy the texture and weight of the material of these interior objets d'art as you shape them by hand.



Photo: Yosuke Owashi

MOBJE is a brand of interior art that features the materials and techniques used in hat making from a new perspective to create objets d'art.

This interior art, created by the advanced sewing skills and painstaking work of skilled artisans, will add a wide range of artistic expression to enjoy your interior spaces and daily life.

MOBJE is coined from "modern", "maison", "modeler", and "objet d'art".

MOBJE : Spice Up Your Interior with a Variety of Changing Forms

Interior spaces are places for expressing the individuality and lifestyle of their users and residents. This can be achieved easily with interior objets d'art.

Interior objets d'art can be easily changed according to the season and varying life stages, and have a great effect on interior spaces.

Our upcoming release of new MOBJE products include crocheted animals, light fixtures, mirrors, vases, and a wide variety of other products.

Although each MOBJE is handmade by artisans, the user adds the final touch to create a one-of-a-kind piece of art that accents or spices up an interior space.



"I am..." are created one by one by skilled artisans who carefully crochet a parallel arrangement of kasuri-dyed cotton yarns together with the main cotton yarn.

This special yarn has a cushioning effect that not only creates a soft presence, but also allows it to be shaped into a variety of forms. These properties of "I am..." foster rich imaginations, as users enjoy thinking up various shapes to make, like "I wonder what I could create" and "I could be anything".

A picture book, written and illustrated by designer Shinya Yamamoto and starring Necky, Bottomn, and Noses, is included with each crocheted item to inspire the user's imagination and creativity.

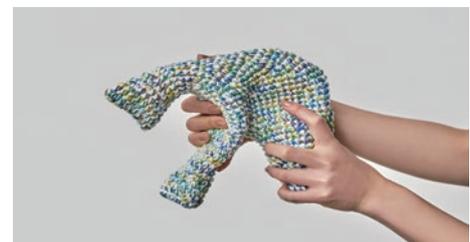


Photo: Excerpt from the included picture book, "I am..."

Price (excluding tax)

Necky - €183.33

Bottomn - €191.67

Noses - €175.00

Size

Necky - W120×D60×H390 mm

Bottomn - W250×D90×H250 mm

Noses - W265×D80×H170 mm

Body

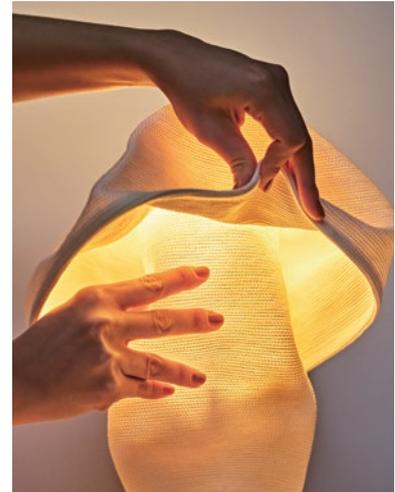
Cotton (with polyester inside the thread)

Color

Green, Khaki

posing lamp

Design by SHINYA YAMAMOTO



A posing lamp is a light fixture (stand) that is sewn with a single strand from the base to the shade.

The braided strand, made from 80% Japanese paper, was developed specifically for this light fixture. It features excellent transparency and holds its shape when formed by hand. Although made from Japanese paper, posing lamps can be cleaned with water if they get dirty.

You can change the form of these light fixtures to fit your mood or the interior surroundings, and enjoy the beauty that is created by chance.



Photos: Yosuke Owashi



Price (excluding tax)
€766.67

Light source
E17 LED 60W, warm white

Size
Φ 290 x H340 mm

Body
Japanese paper, polyester

wallpetals

Design by SHINYA YAMAMOTO



Wall petals are mirrors designed to look like a single flower with three layers of white petals, blooming on your wall.

The mirror is positioned at the center of the rear petal, and the two front petals can be arranged in a variety of pleasing and fun shapes.

Wall petals are available in two colors (silver stitching and gold stitching) and two sizes (large and small). Silver stitching is shown in the upper left photo, and gold stitching in the upper right photo.

Price (excluding tax) : Large €375.00 / Small €283.33

Size : Large W280×H330×D150 mm / Small W215×H275×D120 mm

Body : Polypropylene, polyester, lamé thread (nylon)

Back : Cotton



Photos : Yosuke Owashi

Lapel

Design by SHINYA YAMAMOTO



"Lapel" are vases that make great gifts with flowers. They are available in two sizes (large and small) and a variety of colors, including five shades of Paper type and ten shades of washable type. Enjoy selecting the perfect color for your flower arrangement! The washable type can be easily cleaned if it gets dirty.

Price (excluding tax)

Paper type : Large €116.67 / Small €91.67

Washable type : Large €79.17 / Small €62.50

Size

Paper type : Large W275×D240×H300 mm

: Small W215×D190×H235 mm

Washable type : Large W270×D240×H300 mm

: Small W215×D190×H235 mm

Body

Paper type (Japanese paper, polyester) / Washable type (polypropylene, polyester)

Parts : Brass



MOBJE / Designer introduction



STRIPE STRIPE : so much / much / not too much

MOBJE is a brand of interior art that features the materials and techniques used in hat making from a new perspective to create objets d'art. This interior art, created by the advanced sewing skills and painstaking work of skilled artisans, will add a wide range of artistic expression to enjoy your interior spaces and daily life.



BIBENDUM : Mr. bibendum / Mrs. bibendum / bibendum Jr.



NON FLEUR : pentas / liy

MOBJE: Completed by Two Parties

MOBJE are completed by two parties : producers who sew and knit the materials, and customers who then rearrange their shapes by bending or folding the millinery fabrics. You can enjoy the texture and weight of the material while arranging and shaping MOBJE by hand. MOBJE are about discovering new ways of expression, and having fun while creating one-of-a-kind art with our customers.

* MOBJE is coined from "modern", "maison", "modeler", and "objet d'art".



Shinya Yamamoto

(Representative, SHINYA YAMAMOTO)

- 1978 Born in Onomichi City, Hiroshima Prefecture
- 2001 Graduated from Kanazawa College of Art
- 2001 - 2004 In-House Designer at interior architect firm
- 2005 - 2013 Independent contract designer for Shiseido Co., Ltd. In charge of store design in Japan and overseas.
- 2013 Moved to Hida City, for a furniture brand launch project and deepened knowledge of woodworking
- 2015 Started activities at two workshops in Tokyo and Hida as UMURO DESIGN STUDIO
- 2016 Instructor at Yamawaki Design College
- 2019 Relocated Hida workshop to a new site to directly work and collaborate with furniture craftsmen
- 2021 Started working as SHINYA YAMAMOTO

SHINYA YAMAMOTO Tokyo STUDIO

#106, 3-13-1 Shirokanedai, Minato-ku, Tokyo

URL : <http://www.shinyayamamoto.jp> e-mail : info@shinyayamamoto.jp

About MOBJE

In this day and age, when goods and information are available in abundance, more and more people have begun to carefully select furniture and lighting equipment that perfectly meet their preference and values. However, fewer people have a keen interest in interior art compared to furniture. In this rapidly changing world, it is sometimes good to stop and think of ways to appreciate fine art. We could enrich our daily lives by introducing artistic interior decorative items in our living spaces. We have developed MOBJE with the hope to offer our customers not only interior art products, but also the opportunity to personally rearrange and create works of art, completed with the final touch of their own hands. Interior art or objet d'art is not a daily necessity. However, we believe that spending a little time on creating it and allocating a little space for it can surely enrich your living space and your daily life. We hope that MOBJE will provide you with collections of such a special opportunity.

Yence Co., Ltd. / Fujii Hat Co., Ltd.



Sales Subsidiary Yence Co., Ltd.

Yotsuba Setagaya Building 3F, 2-20-9 Shimouma,
Setagaya-ku, Tokyo 154-0002

Telephone : 03-6303-1901

President : Kazumitsu Kakine

2018 Established

2019 Launched MOBJE brand of interior art

Established in 2018 as a subsidiary
of Fujii Hat Co., Ltd. to sell original products.

Brands Handled

toçit / Designer : Chiaki Kakine

This hat brand was launched in 2012 in Onomichi, Hiroshima Prefecture with the hope of carefully weaving together people, things, and encounters. Each piece is sewn with care, and based on the concept of overcoming age, gender, era, and all other theoretical boundaries.

<https://www.tocit.jp/>

MOBJE / Designer : Shinya Yamamoto

This brand of interior art features the materials and techniques used in hat making from a new perspective to create objets d'art. It is created by two parties: producers who sew and knit the materials, and customers who then rearrange their shapes by bending or folding the millinery fabrics.

<https://www.mobje.jp/>

Manufacturing Company Fujii Hat Co., Ltd.

Head Office: 2638 Minari, Minogo-cho, Onomichi, Hiroshima Prefecture 722-0215 Telephone: 0848-48-3311
e-mail : info@fujiihat.com <http://fujiihat.com/>

1948 Fujii Hat Shop founded by Shogo Kakine at 1-15-17 Tsuchido, Onomichi City

1976 Fujii Hat Co., Ltd. established, Shogo Kakine appointed President.

A new factory was constructed the same year.

2003 Fujii Hat (Ningbo) Co., Ltd. established

2010 Tokyo Office opened

Fujii Hat Co., Ltd. was founded in 1948 as a straw hat manufacturer in Onomichi City, Hiroshima Prefecture. At that time, we primarily made hats to protect people from the sun, such as the wood shavings hats and straw hats that are specialties of Hiroshima Prefecture. However, from the beginning there was always a drive to become a leading hat manufacturer with a focus on fashion. In addition to making further refinements to the manufacturing technology that we have cultivated since our founding, we have also focused on developing new materials, proposing our own projects, and stabilizing and improving the quality of our products, with the goal of becoming a trustworthy hat manufacturer upon which our customers can rely. Since 2012, we have been developing original brands and making renovations to our directly-managed store, in order to provide our products directly to our customers. In recent years we have launched our MOBJE line as a new initiative, and have also opened a gallery shop adjacent to our directly-managed store to promote our products.

Kazumitsu Kakine, President

Directly-managed Store

Fujii Hat Retail Store

1-15-17 Tsuchido, Onomichi City,
Hiroshima Prefecture 722-0035
Telephone : 0848-22-5660
e-mail : retail@fujiihat.com
Business hours : 11 a.m. to 7 p.m.
Closed : Tuesdays
<https://retail.fujiihat.com/>

gallery jaja

1-15-16 Tsuchido, Onomichi City,
Hiroshima Prefecture 722-0035
Telephone : 0848-29-3318
e-mail : retail@fujiihat.com
Business hours : 11 a.m. to 7 p.m.
Closed : Tuesdays and Wednesdays
<https://gallery-jaja.jp/>