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MONO JAPAN is a celebration of contemporary Japanese craft and design. The 2018 edition takes place at Lloyd Hotel & Cultural Embassy, Amsterdam on 15-19 February.

MONO JAPAN is an event and a platform devoted to sophisticated beauty grounded in tradition, enriched with contemporary thinking, and refined to perfection with uncompromising skills. MONO JAPAN represents design that defies the gravity of the mundane and brings joy to the simplest rituals of every day.

Once a year, MONO JAPAN presents a carefully curated selection of exceptional Japanese products and introduces its makers to the European audience. It initiates and facilitates collaboration between Japanese and European artists and designers. The yearly event created in collaboration with and staged at the Lloyd Hotel & Cultural Embassy Amsterdam, includes presentations, workshops and exhibitions as well as a public and B2B product fair.

Theme of 2018 *Collaboration*

This year's highlights include a collaboration between Amsterdam brand Bonne Suits and several Japanese textile makers. A new line of custom-made Bonne Suits crafted from traditional kimono fabric will be launched during the MONO JAPAN opening night on February 15th, 2018. On the

occasion of the 2018 edition, Japanese artist and director Sebastian Masuda, a pioneer in creating the colour palette which symbolize the Harajuku and kawaii culture, will be involved in this project. Dutch designer Christien Meindertsma teamed up with a Japanese textile company to design and produce tea towels especially for MONO JAPAN.

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