

# HOSTED BY CANADIAN FRIENDS OF MEDICAL ACTION MYANMAR AND CANADIAN FRIENDS OF ANGKOR HOSPITAL FOR CHILDREN



## **Objewelry Concept Description**

Objewelry is the combination of tradition, modernity and fashion. The pieces are carefully handmade by craftsmen who value the spirit of Japan. Through the objewelry accessories, I wish to convey the Japanese aesthetics and inspire the natural beauty from within. In addition, I hope the accessories will express your own definitive style. *Design Creative Director NAOKO KATO*

## **The LOTUS Design**

Since ancient times, the lotus has been the symbol of the pure world. Its origins can be traced back to the primitive Orient and the image was designed to represent the unification of the universe. The symbol was highly regarded by craftsmen who traced the lotus on a multitude of patterns. This composition is the 21st century embodiment of the lotus cosmology. The sacred form offers a new fullness to the scenes of life. *Design NAOKO KATO*

## **“Objewelry” meets “ARITA”**

The term “objewelry” is a mixture of two words, “object” and “jewelry”. The concept of the composition is to pass down the traditions of Japanese craftwork and hand work to future generations. The Imari (Arita porcelain) utilizes the skills of craftsmanship that fascinated the Europeans over 400 years ago. The pattern was inspired by relics from sacred ancient temples. The design of the objewelry is updated with a contemporary interpretation. The beautiful and elegant white porcelain was manufactured with the skillful techniques used in raised characters and underglaze enamels. Combined with the contemporary Japanese aesthetics of “和 (Wa. The written character for ‘Japan’). It also means ‘harmony’ in the Japanese language.)”, the composition creates a sprightly and majestic atmosphere. *Design NAOKO KATO*

## **Naoko Kato Profile Designer / Creative Director**

Naoko Kato started her career as a commercial director and worked her way through creating TV studio set design, film costume design and jewelry design. After serving as the executive director for the Kimie Imura Fairy Art Museum, in April 2010, she introduced the LOTUS LOTUS brand from NAGAE Ltd., and exhibited her work at the Shinjuku Park Tower Gallery. In May 2011, she presented her work at the annual ICF, the International Contemporary Furniture Fair held at New York City. The objewelry brand was launched in August 2011 and was unveiled at POLA THE BEAUTY GINZA. The brand releases new collections every year. In January 2012, her work was displayed at the MAISON & OBJET in Paris. Currently, she travels all over Japan, visiting workshop facilities and devotes her time, energy, and passion in spreading and inheriting the skills of Japanese craftsmanship.