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# iT YUCASi

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by LouLou.co.LTD

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# About iT YUCASi concept

iT YUCASi , this name is from Japanese old language.

IT = ①old Japanese word meaning "very".

= ②"yarn" yarn is formed by spinning.

= ③"it"

= ④"intention"

YUCASi =① Inquisitive mind “Want to see, hear, know. ②There is a taste.

# story

<Inquisitive mind = Want to see · Want to hear · Want to know>

I learned in 2012.

There is a silk screen factory with traditional technology in the city of Kyoto.

How many designers were helped by the printing technique?

The product with tags of famous brands is a product using Japanese cotton and Kobe beef leather etc.

As usual day, craftsmen are covered with sweat at the factory in Kyoto, making special prints.

Even if the tags of famous overseas brands are attached and sold all over the world, nobody knows what the craftsman made.

Japan and the world are full of things. But, is there love or a story in that thing? It is about three years ago that such a doubt came to my eyes. That is why, We tried to put them "figure" to textile. That is why we incorporate the technological capabilities and textile designs and ideas that have been cultivated in Japan and commercialize them. And if you can promote that product to the world, that is wonderful.

I think that consumers will feel the same way as I first knew and impressed the story.

Knowing the story of a printed bag that I have not seen before has the possibility to convey time, tradition and history to overseas people.

We started this project with JETRO TEXTILE TRADE FAIR in 2012

with the textile designer TOSHIMI ONOZAKI and TOSHIO HARA.

Concerning with this projects, some of our textile is in the library of MATERIAL CONNEXTION, NYC and all over the world. (2012)

IN ORDER TO INTRODUCE JAPANESE ARTISAN WORK,

WE STARTED iTYUCASi. THROUGH THIS PRODUCTS,

iTYUCASi INNOVATE TRADITIONAL CRAFTSMAN WORK TO PRODUCTS.

WE ARE APPRECIATE IF YOU FEEL CRAFTSMAN'S MIND AND THEIR HISTORY.

Traditional although completely new things.

We want many people to know that there are wonderful things in Japan and Kyoto.

By picking up the hands, let feel the story there, and we think that we can spin again a new history. iTs took five years, The project has only just begun.

## 1st - FUKUSA -



INSPIRATION FROM FUKUSA.

FUKUSA is typical goods for tea ceremony.

In modern times, it is a traditional tool which is mainly used for ceremonial occasions and tea ceremonies, and common life.

The thought and tradition that each inherits to pass down has become one form as a clutch bag.

### **TEXTILE x DESIGN**

[ABOUT TEXTILE]

THE TEXTILES 'VE GOT CERTIFICATE FOR EXCELLENCE IN MATERIAL DEVELOPMENT

FROM MATERIAL CONEXXION in NYC.

AND THE TEXTILES ARE IN MATERIAL CONEXXION'S LIBRARY in NY.

(HARA SENKO x AZOTH x OFICINA NEO JAPONISM 's PROJECT 2013)

TEXTILE DESIGNER: TOSHIMI ONOZAKI

PROFESIONAL for PRINTING:

TOSHIO HARA x AZOTH

DIRECTION x DESIGN x IDEA x PR:

HIROKO CHINO



**2nd - KIKA - "geometrique"**



**We've got inspiration from our textile .  
developed with japanese jewelry designer , artisan .**



**This artisan was the  
youngest artisan as appear his collection TASAKI .This project dropped  
technique to make jewelry to accessory.**

