



CHI-KA PRESENTS
'COLOUR CODE #KIMONO'

AS PART OF 'ART WEEK DUBAI'



For Immediate Release

Feb 27, 2017 - Dubai

EXHIBITION

COLOUR CODE #KIMONO

Hidden Meanings of the Japanese Kimono and its Colours

Event: Exhibition Opening Reception

Date: 13 March, 2017

Time: 7pm

Location: CHI-KA, Alserkal Avenue H69

Exhibition Duration: 13 March - 13 April, 2017

Every culture has its own sense of color, and Japan is no exception. From prehistoric times to the present day, the Japanese have developed their own collection of traditional colors, known as *dentouiro*, which are still

recognized and used today. Their use in textiles such as kimono is one of the most notable. Colours displayed in kimono are not random. They have been cautiously selected in creating an expressive work of art that is the kimono.

Purple, for example, is a metaphor for undying love, the imagery deriving from the fact that gromwell (*murasaki*), the plant used to create the dye, has very long roots. The exhibition 'Colour Code #Kimono' dives deep into the depths of these delicate colours, exploring their strong metaphorical and cultural meanings, cosmological dimensions and poetic significance.

The opening of 'COLOUR CODE #KIMONO' coincides with 'Galleries Night' at Alserkal Avenue on March 13th, between 6-10pm. The evening marks the opening of exhibitions, artist commissions and pop-up projects taking place across the Avenue through Art Week.

Alongside its kimono fashion retail operation, CHI-KA actively engages with the arts through its program of exhibitions and events, reflecting on the Japanese aesthetic and cultural flavour. While recognising tradition, its interest lies in exploring new boundaries and futures.

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FOR FURTHER PRESS ENQUIRIES, PLEASE CONTACT:

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ABOUT CHI-KA

CHI-KA is a kimono and art space, working with artists and organisations reflecting on the new wave of Japanese aesthetic. While recognising tradition, its interest lies in exploring new boundaries and futures, often with cross-cultural resonance.

CHI-KA sells one of a kind, hand-crafted Japanese kimonos and fusion kimono-abayas, alongside a diverse program of collaborations in fine art, design, craft, robotics, multimedia, and performance.

ABOUT ALSERKAL AVENUE

Located in Al Quoz, Dubai, Alserkal Avenue is the region's foremost arts and culture neighbourhood. Since it was established in 2007, Alserkal Avenue has grown to become an essential platform for the development of homegrown artistic and cultural initiatives, supporting a vibrant community of contemporary art galleries and alternative art spaces, together with design, media and industrial studios. In 2015, in addition to its commitment to the community, Alserkal Avenue affirmed its position as an arts organisation with the launch of Alserkal Avenue Programming. The programming arm produces an annual homegrown programme for local, regional, and international audiences, working primarily with artists living and working in the MENASA region. An Artists' Residency is scheduled to launch in 2017, further enhancing the organisation's breadth and scope. www.alserkalavenue.ae