

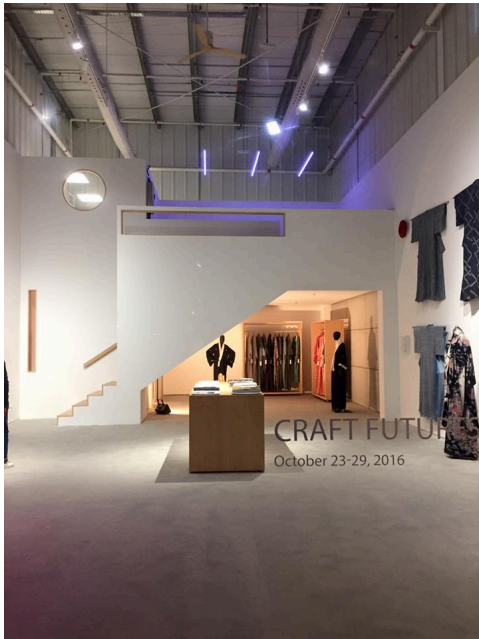


EDELKOORT
ARABIA

CHI-KA AND EDELKOORT ARABIA PRESENT 'CRAFT FUTURES' OCT 23 - 29, 2016

For Immediate Release

Oct 27, 2016 - Dubai



As part of Dubai Design Week 2016, and Alserkal Avenue's 'Assembly', CHI-KA teams up with world renowned trend forecasting agency Edelkoort (Arabia), presenting a window into the future of craft. The public is invited to CHI-KA's newly opened space in Alserkal Avenue (H69), to view craft-infused Japanese kimonos, and browse through Edelkoort's highly coveted trend books. A panel discussion will also be held.

Japan has a very rich textile history, with the kimono being a major focus of interest and artistic expression. On display in CHI-KA are different age-old kimono painting, dying and weaving techniques, from yuzen resist dying, to shibori and katozome. The traditional way gives contemporary artists and designers a framework not only to explore techniques and shaping methods but also to come up with new ideas, even modifying the materials and tools. One such example, is CHI-KA's kimono-abaya; a re-interpretation of a Japanese

kimono, customized to suit Middle Eastern sensibility - embodying Khaleeji modesty, elegance and femininity. An example of cross-cultural synergy, where Japan meets Arabia.

The kimonos are displayed alongside Edelkoort's trend forecast books for 2017/2018. These handmade, limited edition, highly tactile books address societal changes expressed in sensory experiences. They describe trends in colours, fabrics, shapes and styles according to the most cutting-edge consumer attitudes identified by the Trend Union team. They are truly valuable tools for strategists, designers and future enthusiasts.

One of the key themes in Edelkoort's trend forecast for the future, is the strong emphasis on works of craft, made by hand and created by man, one by one. Lidewij Edelkoort says, "We will have to stimulate the creation of better goods with higher creative content and a stronger emphasis on quality." She suggests, however, that rather than being stuck in time, the crafts should also embrace the new, whether it be in the form of technology or material. "The embracing of the new will guarantee the survival of the origins of craft; a coming of age of craft."

Lidewij Edelkoort's 'The Manifesto for the Future of Craft,' is available at CHI-KA until Oct 29th, and is complementary. Li Edelkoort endorses CHI-KA and its activities through her Manifesto. While recognising tradition, CHI-KA's interest lies in exploring new boundaries and futures, often with cross-cultural resonance. This is the first of more collaborations to come between CHI-KA and Edelkoort.

Location: CHI-KA, Alserkal Avenue | Warehouse H69

23 October | 10:00AM - 21:00PM

24 - 29 October | 10:00AM - 19:00PM

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PANEL

Moderator: CHI-KA

Panel: Damien J. Carlier (Managing Partner, Edelkoort Arabia), Sally Denton (Head of Programs & Projects, Irthi Contemporary Crafts Council), EL SEED (Calligraffiti Artist).

CHI-KA and Edelkoort Arabia present an exploration of heritage-futurism and cross-cultural craft synergy, namely between Japan and Arabia. Alongside our guest panelists, we look into the future of craft, from the perspective of forecasting, and how it is organically weaved into future trends.

Location: Alserkal Avenue, Nadi Al Quoz | Warehouse 90

29 October 2016 | 4PM-5PM

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 kimono-abayas, alongside a diverse program of collaborations in fine art, design, craft, robotics, multimedia, and performance.

ABOUT EDELKOORT ARABIA

Lidewij Edelkoort is one of the world's most famous trend forecasters. As an intuitive thinker, and someone who constantly lives in the future, she travels the world studying the evolution of socio-cultural trends before sharing this information with her clients in industries as diverse as fashion, textiles, interiors, cars, cosmetics, retail and food. She has been at the forefront of nearly every major trend, and advised some of the largest brands today.

In the Middle East, Lidewij Edelkoort and Trend Union Studio are active through EDELKOORT ARABIA, which present Li Edelkoort's seasonal trend books and publications to the region. Dubai based, but working across the GCC and Lebanon, they provide seasonal trend forecasting studies, seminars, conferences and events aimed at strategists, retailers, marketers and designers seeking insight into our societies' future. They offer consultancy services that help companies anticipate the needs of their market.

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