

atelier oï

NEWS

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# CASA GIFU II

by atelier oï



## CASA GIFU II

atelier oï announces its presence at  
FUORISALONE – MILANO DESIGN WEEK  
2017, 4–9 April, with the continuation of  
a joint project with the Gifu Prefecture,  
Japan.

## Collaboration between atelier oï and the Gifu Prefecture (JP)

Swiss design studio *atelier oï* is glad to announce *CASA GIFU II*, a continuation of the project in partnership with the *Gifu Prefecture (JP)*. It will be presented at the upcoming *Fuorisalone – Milano Design Week 2017*, 4–9 April, showing the second of a series of events.

This partnership follows *CASA GIFU*, shown for the first time at the *Fuorisalone – Milano Design Week 2016* where *atelier oï* presented two Japanese crafts, one of which is about the oldest paper-making, originally produced in the region of *Mino*, and the other, that of cedar wood, originating from the *Takayama* region.

## The know-how of Seki

This time, the focus is set on another part of the *Gifu Prefecture (JP)*, a city called *Seki*. In a swirl of sparks, steel is hammered to forge the legendary blades, with their history of over 780 years. Seki and its historical origins in samurai sword-making, is the emblematic source of most of Japan's cutlery industry today. The metal work of the *katana* (traditional Japanese sword) gives life to a rich cultural heritage of cutlery craftsmanship, passed down from generation to generation by the greatest blacksmiths as a work of art.

An impressive installation will continue to illustrate *Seki's* metal work. Alongside the art of cutlery, the tradition of paper-making will also be highlighted, providing new possibilities to be discovered in the upcoming edition *CASA GIFU II – the art of Seki*, which *atelier oï* is eager to share with you.

## Shared know-how

The ongoing collaboration with the *Gifu Prefecture (JP)* is home to a common project supporting the preservation of ancestral and local traditions, based on a profound exchange of manual and artistic know-how and of production processes.

## Rendezvous in Milan

We are looking forward to warmly welcoming you in our showroom at *Fuorisalone – Milano Design Week 2017*, 4–9 April, situated at the heart of Brera Design District in Milan (IT), to come and discover these two fascinating ancient arts.

With our warmest greetings

Aurel Aebi  
Armand Louis  
Patrick Reymond

and the atelier oï team

For an interview or an exclusive update  
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