

YURI HIMURO  
SaloneSatellite, Salone del Mobile Milano  
2017



"SATOYAMA"  
Snip-Snap Series

Date: 4th to 9th April, 2017  
Booth: #B5 in SaloneSatellite  
Location: Salone del Mobile.Milano Fiera Milano, Rho

We are pleased to inform you that a young Japanese textile designer YURI HIMURO will be presenting her first private TEXTILE COLLECTION at SaloneSatellite in Salone del Mobile Milano 2017. In this exhibition, she is delivering a collection of playful textile that the visitors can interact with.

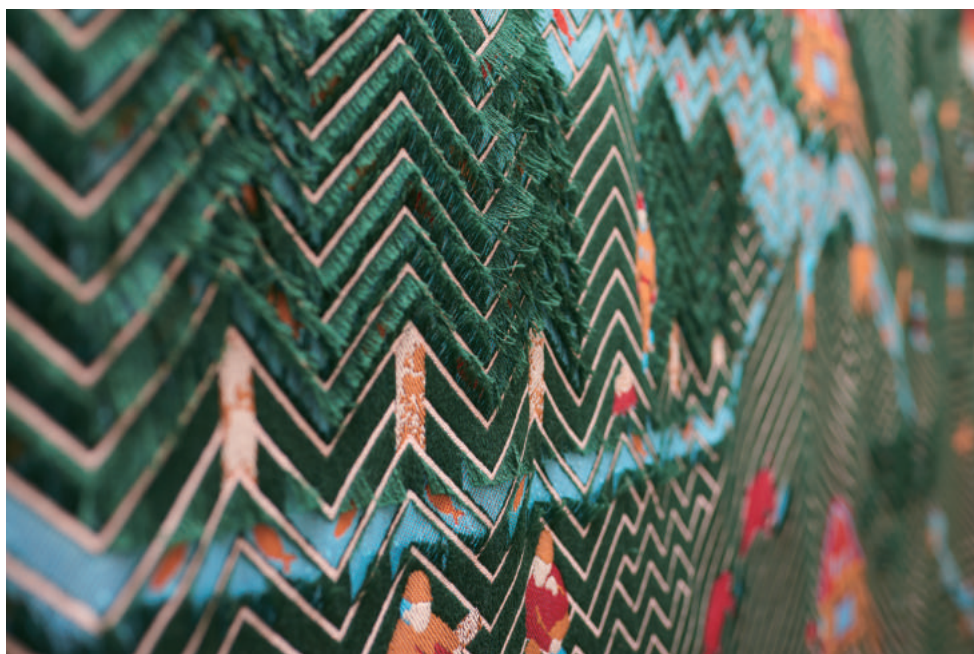
YURI develops her own weaving mechanism that leads her to initiate unique textile concepts with tricks and twists. The key visual for this exhibition is "SATOYAMA" of Snip-Snap Series. The visitors can snip and snap this textile onsite using a pair of scissors to customize the design of this textile. It would be interesting to see how the textile will turn out by the final day of the exhibition.

The designer believes in developing designs that brings out surprise, joy and interaction between textiles and people. In her booth in SaloneSatellite 2017, she will be presenting a variety of her textile collections including the Hide & Seek Series that you discover hidden stories in the backside of its textile and the Motion-Textile Series that changes its appearance per viewpoint .

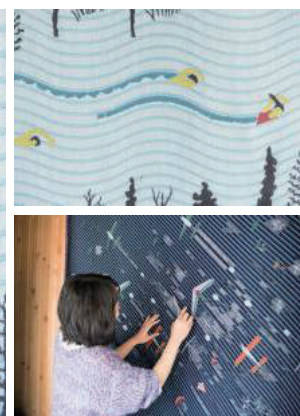
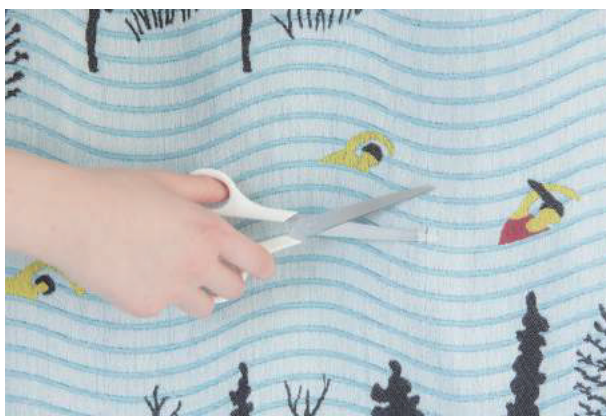
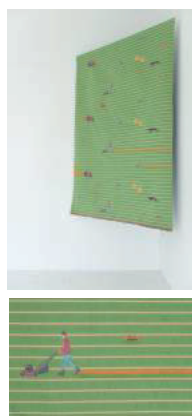
YURI' s decision to choose SaloneSatellite as her first international appearance after establishing her own studio last autumn has a significant meaning. There are many exhibitions specializing in textile. However, she chose Salone del Mobile because she considers her works more like designed products rather than a textile with great design. We hope you will come and celebrate her debut with us this spring in Milan .



Collection Title: snip-snap series



"SATOYAMA"



"SHIBA" "HAKKUTSU" "LAPLAND" "SKY"

Material wool and polyester

Works SATOYAMA / [SHIBA](#) / [LAPLAND](#) / [HAKKUTSU](#) / [SKY](#)

Concept A textile that allows you to snip and snap with scissors to arrange its design. For the snip-snap series, I focused on the action of cutting using a pair of scissors that lead me to discover a double structure textile. In this series, cutting will become a process of creation, instead of destruction. The customization of this kind will bring a smile to people's faces and cultivate a sense of emotional attachment toward their belongings. In "SATOYAMA", you will find water current underneath the green surface that represents cypress forest. Using your creativity, you can connect creeks to create a river that flows into a lake or a waterfall that runs down a mountain. You could also find yourself shaping interesting features of hinoki branches, planting bushes or growing flowers and weeds on the fabric. This is a textile that you enjoy and customize using a pair of scissor, creating scenery of your own mountain village.



Collection Title: hide and seek Series



"CRABS" "CATS" "PEOPLE" "DEERS"

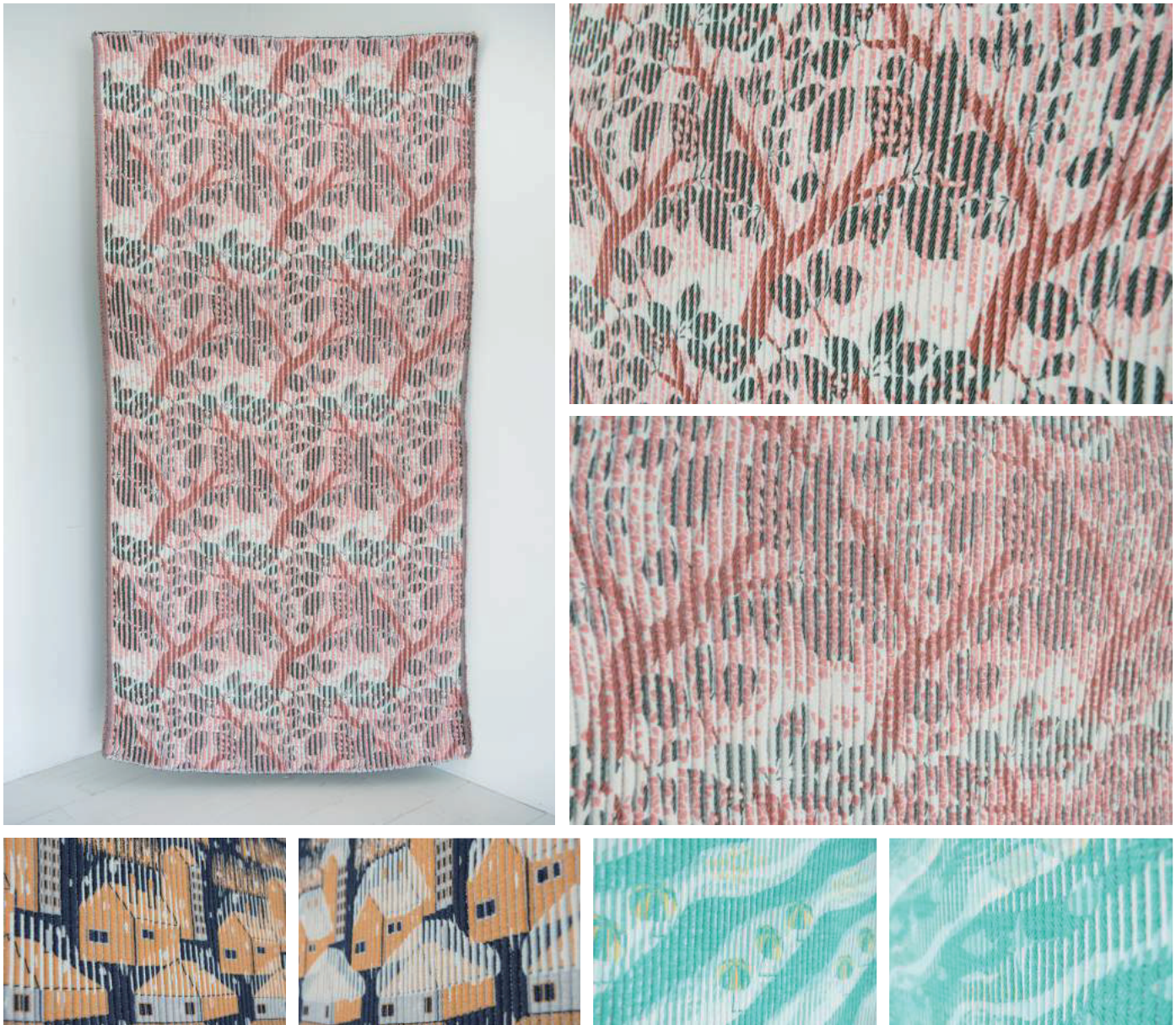
Material cotton and polyester

Works CRABS / CATS / PEOPLE / DEERS

Concept This is a collection of playful jacquard textiles with contrasting images on each side, made possible by creatively manipulating the woven mechanism. Under the theme "hide and seek", you will discover a hidden story not shown in the front side of the textile on its backside. For example, on the backside of the textile that shows something hiding behind a car is a kitty trying to catch a birdie. This collection takes on hidden living animals such as people and sea creatures doing something else on its backside of the textile.



## Collection Title: motion-textile Series



"SAKURA" "YUKI" "UMI"

Material wool and polyester and polyurethane

Works SAKURA / YUKI / UMI

Concept A collection of motion-textiles that features corrugated texture originated by utilizing the polyurethane shrinking yarn with extraordinary weaving mechanism. These textiles are unique in the way that the images appears on the textile change when viewed from different angles. For example, a textile from this series called "YUKI" shows scenery where snow began to fall that turns into wintry scenery covered in deep snow. The collection takes on seasonal motifs including "SAKURA" (cherry blossoms) and "UMI" (ocean). When these textiles are used, the angles formed by wrinkles would partially change the images that appear on the surface and creates a playful experience.

## About Designer:



### YURI HIMURO, Textile Designer

b. 1987. Yuri is a textile designer studied textile design in Japan and Finland. After working as an inhouse designer, she established her own studio in autumn 2016. She believes in developing design that brings out surprise, joy and interaction between textiles and people. Yuri' s creative process begins from the design of her own weaving mechanism that allows her to initiate unique concepts with tricks and twists. It is quite similar to creating products, rather than providing designs for textiles. She continues to devote herself in delivering excitement and enjoyment generated from active relationships in between textiles and consumers.

2011 BA in Textile Design, Tama Art University

2012 MA in Textile Art & Design, Aalto University

2013 MA in Textile Design, Tama Art University

URL <http://h-m-r.net>

### Special Thanks

Please let us take this opportunity to thank our special friend yobi, a woodworking workshop in a mountain village of Nishiwakura-Okayama in Japan, who did not only inspire the designer in conceptualizing "satoyama" but also created the stool to present her textile. URL <http://youbi.me>