

VOID presents ANIMISM OBJECTS: a new speaker collection crafted through centuries-old Japanese techniques and materials — Yakisugi, Aizome and Washi — at London Design Festival 2026

The approach of instilling human and spiritual qualities into objects is deeply rooted in Japanese design thinking. Through ANIMISM, technology, craft, material, and ritual converge in a unified design.

VOID Inc. (Tokyo / CEO: Masayuki Inoue) has announced the launch of ANIMISM OBJECTS, a new loudspeaker label that incorporates traditional Japanese materials and artisanal techniques into audio objects. The project will be presented during London Design Festival 2026.



There is a place called SAN'IN, where Japan's creation myths have lived on for more than a millennium. In this landscape, nature is not simply a resource, but a presence woven into everyday life, memory, and ritual. It is also home to materials and techniques refined over centuries: WASHI, formed by hand from natural plant fibres; AIZOME, the traditional Japanese art of indigo dyeing; and YAKISUGI, a woodworking technique in which the surface of cedar boards is charred to enhance durability and fire resistance.

These traditions share an intimate relationship with nature and the human hand. Their surfaces preserve the passage of time, the labour of their makers, and the subtle variations unique to handcraft. Their making is guided by care, accumulated knowledge, and a spirit of prayer. Each carries its own distinct presence.

The first collection will be available in three editions — WASHI, AIZOME, and YAKISUGI — with each limited to 10 sets.

The London exhibition begins with a question: can a contemporary reinterpretation of ANIMISM—the understanding that people, nature, and objects exist in relationship with one another—bring new meaning to the things that surround us? By bringing these traditional practices into dialogue with technology and design, the project explores how knowledge inherited from the past can become an active force in contemporary life, rather than remain solely an object of preservation.

The works on view will include the speakers, unveiled here for the first time; garments that bring together Western and Eastern perspectives; and mingei folk pottery from the SAN'IN region. Together, they invite visitors to encounter washi, aizome, and yakisugi anew, and to imagine new relationships between craft and technology, past and present, nature and human life.

The exhibition will take place at Pick Store in Shoreditch from 16 to 20 September. A listening event featuring the speakers will be held from 6:00 p.m. on 17 September.

Web: <https://void.jp.net/animism-objects>

Instagram: https://www.instagram.com/animism_objects/

For sales and partnership enquiries, please contact: info@void.jp.net

PRESS KIT: https://drive.google.com/drive/folders/1_gLchEWegg1G1E_c_b7O2fd8Oyxg0yGG?usp=sharing

► **Exhibition: ANIMISM OBJECTS - Japan Artisans Design -**

Pick Store (64 Charlotte Road, Shoreditch EC2A 3PE)

Maps: <https://maps.app.goo.gl/eu2E8twmYRJUfqMQ6>

September 16 (Wed) – 20 (Sun) | 11 am - 8 pm

Listening Event: 27th September | 6 pm - 8 pm







► **Credit**

Produce: Yusuke Mizobata, Masayuki Inoue, Maika Goto (VOID)

Creative Direction: Wataru Kiruta (Art Collective Ochill)

Product Design: Joe Yoshimura (BREND)

Acoustic Design: Chiaki Uehira (I/O STUDIO)

Graphic Design: Yurika Omoto

Photography: Yuki Onishi

Artisans: Izumo Mingeishi - Washi, Watanabe's - Aizome, Sakamoto Inc. - Yakisugi

Production: VOID Inc.

► **Contact**

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London Design Festival
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