

**Experience the Soul of Japan in Indigo:
Tokushima's Traditional Culture Meets Contemporary Art in
"Japan Blue: Weaving Connections" at London Design Festival 2025**

10/6,2025
VOID Inc.



VOID Inc. (CEO: Masayuki Inoue) and Watanabe's (Representative: Kenta Watanabe) are proud to announce their participation as an official partner in the London Design Festival (LDF) 2025. From September 13th, 2025, they will present "Japan Blue: Weaving Connections," an interactive installation and workshop centered on Japan's traditional indigo dyeing (Aizome), at ○○ in London.

This project aims to showcase the allure of Aizome culture, nurtured by Tokushima's rich nature and history, to both domestic and international audiences through the medium of contemporary art. It seeks to explore the succession and innovation of tradition, and to re-evaluate the value of handcrafts in modern society.

From the cultivation of the indigo plant to dyeing and product creation, Aizome is an integral part of the local community in Tokushima, deeply intertwined with its abundant nature, lifestyle, and history. This region is home to a proud community of Aizome artisans and workshops who faithfully preserve traditional techniques passed down through generations, while constantly seeking new forms of artistic expression.

The installation will not only exhibit "Ai" (indigo) itself, meticulously handcrafted by Kenta Watanabe of Watanabe's, but will also be presented as "participatory art," inviting visitors to actively engage in shaping the space. This serves as a response to the universal theme of "the succession and innovation of traditional culture." It is a quiet yet powerful attempt to convey the "value of handcrafts" and "profound artisanship" – qualities unattainable through mass production in today's efficiency-driven society.

Through engaging workshops, visitors will experience Aizome firsthand, touching the indigo and immersing themselves in the culture with all five senses. It is hoped that this will foster a temporary yet warm, tight-knit community where participants share new emotions and discoveries. Showcasing Tokushima's unique Aizome culture to the world will significantly contribute to "promoting local culture and establishing its identity."

Furthermore, Aizome, which utilizes natural dyes, not only expresses traditional Japanese "aesthetics" through its deep and seemingly infinite gradations of color but also connects to crucial contemporary themes such as "coexistence with nature" and "sustainability."

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Event Overview

Event Name : Japan Blue: Weaving Connections
Dates : September 13th – September [End Date TBC], 2025
Opening Hours : 12:00 PM – 6:00 PM (12:00 – 18:00)
Venue : London
Admission: Free : (Some workshops may require a fee)
Website : <https://void.jp.net/>
Organizer : VOID Inc.
Supported by : Watanabe's, Tokushima Prefectural Government (Expo Promotion Division)

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