

**Japanese Craftsmanship Takes Root in London:  
Exhibition, Hi Fu Mi; [yo:],  
Bridges Tradition and Design Innovation at LDF 2025**

For four days this September, a serene, Tokyo-inspired space will open its doors in London, inviting visitors to slow down and reconnect with art of craftsmanship. **[yo:]**, presented by **HiFuMiYo and counting...**, will showcase timeless Japanese crafts with a focus on **circularity, longevity, and generational heritage** at the **London Design Festival 2025**.

From **September 18–21**, this **installation-style exhibition** will recreate a tranquil corner of Tokyo — echoing the debut **[yo:]** event held in a traditional Japanese house surrounded by greenery in 2024. The London installation brings the same quiet elegance, displaying carefully curated tools for daily life, handcrafted by artisans from across Japan.

“We’re not just showing objects — we’re showing the traces of the maker’s hand, the stories behind each piece,” said the HiFuMiYo team. “This exhibition is about slowing down, reconnecting with materials, and embracing the unbroken thread of craftsmanship.”

Rooted in the Japanese character 葉 (“yo:” — meaning leaf), the project draws from the natural cycles of life, and the concept of connection between generations. The origin story of **[yo:]** began in 2024 with a meaningful pop-up in Tokyo aimed at supporting artisans from **Wajima, Ishikawa**, after the area was struck by a devastating earthquake. Wajima is renowned for its **lacquerware and wood turning**, and several makers from the region are featured in the London showcase.

The exhibit aims to spark dialogue between Japanese makers and London’s design community — including architects, designers, and craft enthusiasts — encouraging future collaborations and global recognition for Japanese KO:GEI (crafts).

**Makers at the exhibition includes:**

**Exhibition Details:**

Title: **Hi Fu Mi; [yo:]**

Dates: **September 18** Thu (11:00–19:00)  
**September 19** Fri (11:00–19:00)  
**September 20** Sat (10:00–19:00)  
**September 21** Sun (12:00–18:00)

Venue: **No 11 Avenue Studio, South Kensington, London**

**About 葉[yō:] & HiFuMiYo and counting... :**

**[yo:]** is a Japanese initiative committed to sharing traditional craft through contemporary storytelling and design-forward experiences.

**HiFuMiYo and counting...** is a London-based platform connecting Japanese craftspeople with international creatives, supporting sustainable growth of Japan’s craft industry.

High-resolution images available upon request.

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