

P R E S S R E L E A S E

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



Images from a pop-up event, [yo:], held in Tokyo in 2024.



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).

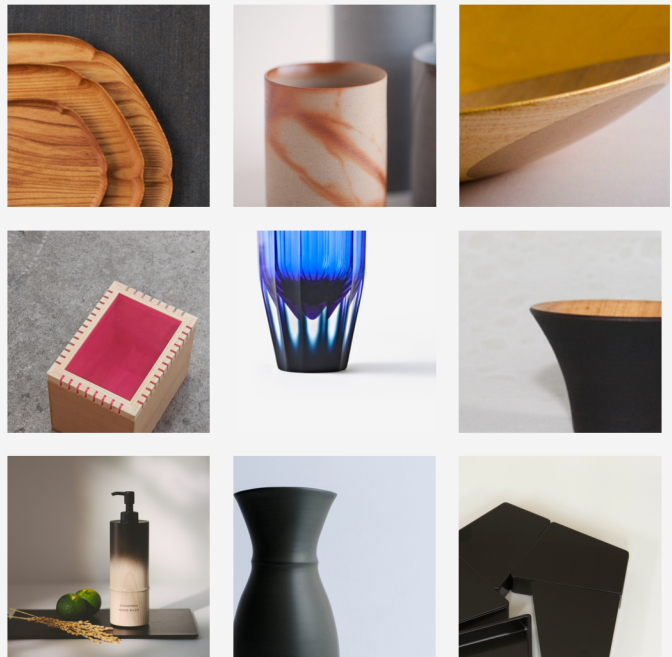
For press enquiries or further information, please contact: hifumiyo.and@gmail.com

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Makers at the exhibition includes:

AIZAWA Wood Works
DAIKURA
HAKUZA
P/OP
Satuma Vidro Artcrafts
ShozuShikko
SOPHISTANCE
Taniguchi Clay Factory
Wajima Kirimoto



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 SW3 6HL

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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