

SoShiro  
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# SOSHIRO:

## A GLOBAL DESIGN DESTINATION IN LONDON

### LONDON DESIGN FESTIVAL - #LDF21

SoShiro is an art, craft and design gallery in London encompassing five floors of a beautiful Georgian townhouse.

Based in Marylebone, SoShiro is a 360-degree cultural hub that not only produces, curates, and showcases collections inspired by global cultures but also acts as a creative incubator and event space.

The gallery is the brainchild of Shiro Muchiri; a Kenyan-born, Italian-trained interior architect, designer, curator, and tastemaker.

For London Design Festival 2021, SoShiro will showcase an exclusive collection of collectible furniture and accessories designed by Muchiri herself as well as collaborations from specialist artisans and makers from around the globe.

"Having spent my life working in the design industry I wanted to establish a platform that celebrates all kinds of aesthetics, not just those from a certain provenance as there are so many stories to tell - stories with real people at their core." Muchiri explains.

"Underlying every collection and collaboration is the commitment to breathing new life into artisanal communities and sustaining historic craft. In addition to giving designers and artists a platform to exhibit their own work, we like to bring craftsmanship from very different regions together."

Main exhibits are launched biannually, with additional smaller collections displayed throughout the different gallery spaces. October 2021 sees a new art exhibition and design collaboration with Cuban American artist Alexandre Arrechea.

## EXPLORE SOSHIRO COLLECTIONS

SoShiro presents collectible art and design objects created in collaboration with artists and craftspeople from all over the world, representing the best of human heritage.

## The Ainu Collection



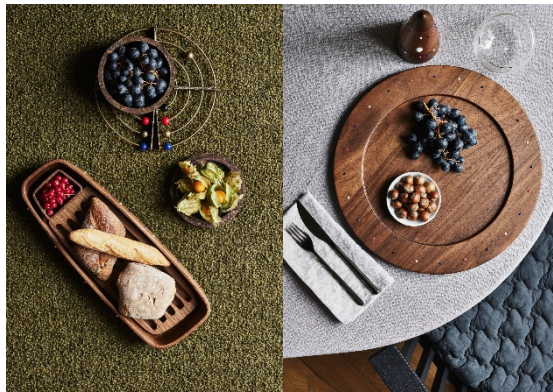
The Ainu Collection is a unique collaboration of furniture and accessories between award-winning artist and sculptor Toru Kaizawa and SoShiro exploring the craft of the indigenous people of Northern Japan.

Delicate ceramic accessories and fine linens feature a playful abstract motif of the Blakiston's Fish Owl eyes – an Ainu symbol of protection.

Tableware made in ceramic and porcelain includes a ceramic Bento £285 and a porcelain Tea Service £805 and finely hand embroidered linen textiles such as exquisite napkins from £625 for a pair.

Designed by SoShiro, the tableware is made by artisan workshops in the Veneto region of Italy, renowned for its rich heritage in ceramic and porcelain craftsmanship.

## The Pok Collection



The Pok Collection pays tribute to Muchiri's Kenyan heritage and celebrates the artistry of hand-crafted beadwork inspired by the Pokot community of northern Kenya.

The complex and vibrant beadwork expresses the artistic abilities of beading communities in Kenya.

SoShiro's range of furniture and accessories evoke the form, splendour, and intricacy of the beadwork with the addition of a modern twist. New materials such as semi-precious stones and colourful marble gems have been carefully integrated into the beautifully crafted wooden Pok pieces.

Wooden Salt and Pepper mills are carved into an ergonomic pyramid shape, embedded with glass pearl beads from £345.00 each. Round wooden charger plate or table centrepiece carved from one piece of solid wood and embedded with glass pearl beads from £460.00.

## Desert Colours Viridescent



Desert Colours Viridescent is a new gender-neutral body and home artisanal fragrance designed by Shiro Muchiri. The fragrance pays tribute to Muchiri's Kenyan heritage and compliments her core values of diversity and inclusivity across the design world.

Desert Colours Viridescent offers a restorative experience with echoes of desert ancestry inspired by the dry semi-arid conditions found in the Rift Valley of Kenya where Muchiri grew up. The fragrance evokes the wild spirit, high skies, and breath-taking natural scenery of Kenya with a mixture of earth and dry wood notes, a glint of pink pepper to stimulate the senses, some fine botanical resins, and a faint touch of saltiness to lift the attention upward.

Desert Colours Viridescent 50ml spray is £144 (Inc. VAT).

**-ENDS-**

### ABOUT SHIRO MUCHIRI

Beginning her career in her native city of Nairobi, Shiro Muchiri immersed herself in the bustling environment of a successful design studio before traveling to Milan to formally train in design.

In 2002, Muchiri launched Interni Design Studio, whereas an interior architect she led a team in London designing residential and workspace environments for exacting, international clients.

While working on her own collection of furniture and accessories she became passionate about the process of making and how craftsmanship, design and art have the power to communicate heritage. Muchiri set out to provide a space where contemporary designers and artists can share their local, traditional stories.

SoShiro's headquarters lends itself perfectly to hosting a variety of different event formats, from pop-up installations to product launches. The building's multi-floor layout allows for safe, professional networking in the age of social distancing.



#### SoShiro:

23 Welbeck Street, London W1G 8DZ

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<https://soshiro.co>

#### Opening times:

22-24 September 2021 from 10am to 6pm

#### By Appointment:

[hello@soshiro.co](mailto:hello@soshiro.co)

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