

**KAKEHASHI Project: Japan-U.S. Young Creators Exchange
Invitation program Group1
Five Young Designers visiting Japan from October 30
to learn about Japanese traditional culture**

Starting from fiscal year 2014, the Japan Foundation carries out the Japan-U.S. Young Creators Exchange Program to cover four major areas of *Cool Japan*: fashion, design, anime and art.

As the first group of the invitation program, it invites five young designers from the U.S., who are highly regarded internationally by appearing TED talks, collaborating with Lady Gaga, Björk, etc. During their seven-day tour, the participants will learn about Japanese traditional culture and interact with young Japanese designers. Through this program, they will find a way to absorb Japanese culture into their creation and look for possibilities of future collaboration.

They will also visit Takaoka city, Toyama and Kanazawa city, Ishikawa as a part of the tour, where are known as the city of design and traditional craft, to call on the atelier of important intangible cultural heritage, Komin Osawa and interact with young craftsmen. They will deepen their interest and understanding through meeting traditional technique and sensibility of local young craftsman.

*We will set a talk session (open to public) to meet the participants from 10:30 am to noon on Tuesday, November 4. To participate, please contact us as shown below.



<Duration of Stay> Thursday, October 30 – Wednesday, November 5

<Destination> Takaoka, Toyama; Kanazawa, Ishikawa; Tokyo

<Participants> The participants have been chosen by recommendation of MOMA's senior curator Paola Antonelli



Kelli Anderson

Kelli Anderson is a designer in high demand. She appeared on TED talk, Wired UK and NPR. She is teaching at Pratt and interested in design using papers and willing to take a lecture on origami.



Max Weisel

Max Weisel is a digital artist, who created app albums in collaboration with world famous artists, including Lady Gaga. He also collaborates with Apple. One of his applications is in the collection of MOMA.



Westley Rozen

Westley Rozen is an architectural designer and partner at Situ Studio, whose artwork, *Heartwalk*, won 2013 Times Square Valentine Design Competition. He is interested in Japanese architecture.



Martha McGill

Yale graduate Martha McGill is a writer, editor and communication strategist as well as a graphic designer. She is interested in Japanese graphic design.



Justin Colt

Justin Colt is a visual artist and was selected as one of the 2014 New Visual Artists by PRINT magazine. He set up his studio, the Collected Works, with his partner. He is interested in environmental and product design.

* This program is a part of the KAKEHASHI Project -The Bridge for Tomorrow- within the Youth Exchange Program with North America promoted by the Ministry of Foreign Affairs of Japan (MOFA). The Japan Foundation KAKEHASHI Project <http://www.jpf.go.jp/e/intel/youth/index.html>

* In corporation with Takaoka Design & Craft Center <http://suncenter.co.jp/takaoka/>

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