



Museum of Domestic  
Design & Architecture



# Japonisme in Design Practice:

Translating Cross-Cultural Material Culture

## Conference Programme

A one day conference organised by  
Museum of Domestic Design and Architecture (MoDA), Middlesex University

Conference venue: Asia House, 63 New Cavendish St, Marylebone, London, W1G 7LP, UK

10th April 2018

9.30am – 6pm



## Japonisme in Design Practice:

### Translating Cross-Cultural Material Culture

The conference forms part of the [Museum of Domestic Design and Architecture](#)'s ongoing Arts Council England funded research project, *Katagami in Practice: Japanese Stencils in the Art School*. It aims to explore how Katagami (Japanese stencils used for printing kimono cloth), and other Japanese imports like them, might influence modern practices of craft and making, as well as how they influenced designers and makers of the nineteenth and twentieth centuries.

It is well established that the British craze for all things Japanese influenced countless artists, designers, and craftspeople in the late nineteenth century. At this time, Japan opened up to trade with the West following a long period of isolation. This led to a huge appetite for 'Japanese' things amongst British consumers, who saw Japanese art and design as exciting and exotic. The Japonisme trend began as part of the Aesthetic movement, but by the 1880s, Japanese-inspired design ideas were regularly, and sometimes indiscriminately, incorporated into cheaper, mass-produced items.

This narrative has been widely accepted by historians, yet questions remain about the processes by which Japanese material culture was translated and transformed by Western designers. In other words, how were examples of Japanese objects such as textiles, stencils, or ceramics reinterpreted by Western designers and design educators? How were Japanese design methods and motifs negotiated by designers in the nineteenth century, and how do present-day makers continue to mediate the conversation between East and West?

This conference aims to explore the intersection between Japanese art and design, and the Western designers who engaged and continue to engage with Japanese motifs and methods. Within art schools and design studios, nineteenth century designers absorbed these influences, and reworked, reimagined, and reconfigured the techniques and patterns: but how was this process facilitated and understood? In order to engage with these questions, this conference intends to promote dialogue between historical enquiry and current practices of making by bringing together historians, art historians, and design historians with current makers, craftspeople, and artists. In doing so, the conference will explore the ways in which this cross-cultural material culture is not a static relic of a moment in design history, but rather that these objects continue to actively engage makers and researchers today.



## Conference Programme

9.30 – 10.00 Registration

10.00 – 10.10 **Zoe Hendon & Serena Dyer (Museum of Domestic Design and Architecture, Middlesex University)**  
*Welcome and Introduction*

10.10 – 10.30 **Zoe Hendon (Museum of Domestic Design and Architecture, Middlesex University)**  
*Katagami in Practice: Japanese Stencils in the Art School*

10.30 – 11.30 Katagami in the Art School: Practitioners' Panel One  
**Mamiko Markham (Independent Researcher)**  
**Sarah Desmarais (University College London/Royal College of Art)**

11.30 – 12.00 Break

12.00 – 13.30 Cross-Cultural Heritage

**Helena Gaudekova (Beverley Art Gallery / University of York)**

*The creative dialogue between Japanese katagami and Moravian modrotisk in 1900*

**Anna Buruma (Liberty London/Central Saint Martins)**

*Liberty's Japonism is still alive today*

**Laura MacCulloch (Royal Holloway, University of London)**

*Dante Gabriel Rossetti: an early British Japonist*

13.30 – 14.30 Lunch

14.30 – 16.00 Kimono Fashion

**Elizabeth Kramer (Northumbria University)**

*Kimono form: a transcultural site for individual expression and commercialisation*

**Hiroka Goto (Tsuda University)**

*Consumption of Kimono through British sewing patterns in the 1920s*

**Allie Yamaguchi (Independent Researcher)**

*Japonism in Japan: issues of visual and material culture of the design sketchbook of Takashimaya Department Store 1914-1920*

16.00 – 16.15 Break



# Museum of Domestic Design & Architecture

16.15 – 17.15 Creative Pedagogy

**Hannah Lamb (Bradford School of Art)**

*The Sampling Project: Making in Response to Archival Collections*

**Judy Willcocks (Central Saint Martins)**

*The influence of Japanese printmaking on the early 20th century British engraving block revival*

17.15 – 17.50 Katagami in the Art School: Practitioners' Panel Two

**Caroline Collinge (Cabinet of Curiosity)**

**Alice Humphrey (Independent Researcher)**

17.50 – 18.00 Close

18.00 – 20.00 Reception and Exhibition Private View