

PIGMENT Provided Designs featuring Its Professional Painting Techniques as Collaboration for 15th Anniversary of customizable “Let’s note”

– “Co-creation” Project by Let’s note x PIGMENT is launched today –

PIGMENT, a traditional art materials lab by Warehouse TERRADA provided designs for customizable “Let’s note” a notebook computer by Panasonic Corporation released today. The name of the designs featuring PIGMENT’s professional painting technique are called “ehada” (which is a Japanese word for surface texture of paintings), and this “ehada” design appears on the exterior of “SZ6 series” as collaboration for the 15th anniversary of the customizable “Let’s note.”

PIGMENT is an art materials research lab connecting artistic expression both with tradition and the future, and develops the ingredients for that expression – colorants and adhesive vehicles for mixing paints, calligraphy brushes and paintbrushes – in a unique creativity center fusing an art academy and a museum with an art materials store. With pigments in 4500 hues, 200 varieties of aged ink sticks, 50 different vehicles for paint blending, it offers materials of rare and surpassing quality created with techniques from all times and places. Also, PIGMENT is taking unique approaches to research, educate and popularize “art materials,” their “usage,” and furthermore “expression” produced by these harmony. This “Co-creation” Project with Panasonic is one example that PIGMENT engaged in a product development, and it is going to collaborate with organizations in different industries or to be involved in various projects.



[Designs of Ehada Series]



(From upper left) ehada nos. 1 and 2 Painting technique: sumi-nagashi

ehada nos.3 and 4 Painting technique: haboku

(From middle left) ehada nos. 5 and 6 Painting technique: squeegee

(From lower left) ehada nos. 7 and 8 Painting technique: glass-stroke

ehada nos. 9 and 10 Painting technique: cracking

Special website for Let's note x PIGMENT “Co-creation” project (Japanese only):

http://jp.store.panasonic.com/pc/sp/15th_ehada/

[Five Painting Techniques for exterior of “ehada” series]

sumi-nagashi: This technique maximizes patterns which materials accidentally produce. First, pour glue onto a sheet of paper, and drop colors. Then add glue again and move the paper. The pattern varies by how to incline and move the paper.

haboku: This literal translation is “breaking ink.” When drops of ink are placed over different shades of ink, the latter drops seem to be breaking the former ink. The name comes from this scene. The expression is made by ink blur, and largely depends on the shades of ink or movements of water.

squeegee: Originally, it is a name of a tool used for art print, and also used as a name of a technique. Place colors onto a sheet of paper and then spread them or move them to one side with a squeegee, which creates layered finish.

glass-stroke: A technique to make a glass stick pendulum and mix colors with the end of the stick. Three primary colors (cyan, magenta and yellow) or other opposing colors emphasize the contrast of colors, and trajectory by the stick draws dynamic lines and creates unexpected colors and patterns.

cracking: With this technique, colors are cracked intentionally as if the surface seems cracked leather. First, paint a canvas with colors. Then paint other colors over it before the first colors are dried up, and dry the canvas. Since the speeds to dry up are different, the upper colors dry faster than the lower, and cracks are appeared on the canvas.

[Special Display]

- Tokyo

Date and hour: September 28th (Thu.) – October 2nd (Mon.) 12:00 PM - 8:00 PM

Venue: Event space in Akihabara Station

- Osaka

Date and hour: October 13th (Fri.) – October 14th (Sat.) 1:00 PM - 6:00 PM

Venue: Event Space in Panasonic Center Osaka 2F

* For more detailed information, please go to https://ec-club.panasonic.jp/pc/sp/event/1709_15th/

(Japanese only)

Panasonic Online Shopping Site “Panasonic Store” <http://jp.store.panasonic.com/pc/> (Japanese only)

[About PIGMENT] <https://pigment.tokyo>

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With pigments in 4500 hues, 200 varieties of aged ink sticks, 50 different vehicles for paint blending, we offer materials of rare and surpassing quality created with techniques from all times and places. We aim to pass down traditional production techniques to the next generations of artists through this unified approach to research, education, and dissemination. With a team of experts comprised of highly-accomplished artists and researchers in materials and color science, as well as leading creative directors and producers active in bridging the worlds of art and business, our "Atelier for Pigments and Textures" constantly engages in consulting and collaborative projects in color science with companies and research institutes throughout Japan and worldwide.



[For Inquires, Press Only]

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