



# Hint of **FUROSHIKI** Wrapping Art

Japanese “FUROSHIKI”  
Wrapping Ideas & Designs

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# FUROSHIKI

## Creative Green Art beyond a Wrapping Cloth

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# Life with FUROSHIKI



Pronounced “f-ROHSH-kee”, means “bath spread” in feudal Japan.

They were used to bundle and protect people’s clothing in public bath houses but lately it has become a “green” alternative to wrapping paper and plastic shopping bags. It can be used to wrap gifts, re-usable and can be tied up in various ways to make an instant bag.

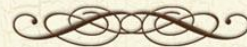






# FUROSHIKI Wrapping Ideas

## Artistic Wrapping Ideas



Wrapping of gift and other things with おもてなし(o/mo/te/na/shi = Japanese hospitality) is an valued and traditional Japanese hospitality style. It adds a formality to present your gift as well as a happy surprise which adds much to the whole experience of showing your affection and appreciation to the person you are presenting the gift.



# Square Knot

Mamusubi

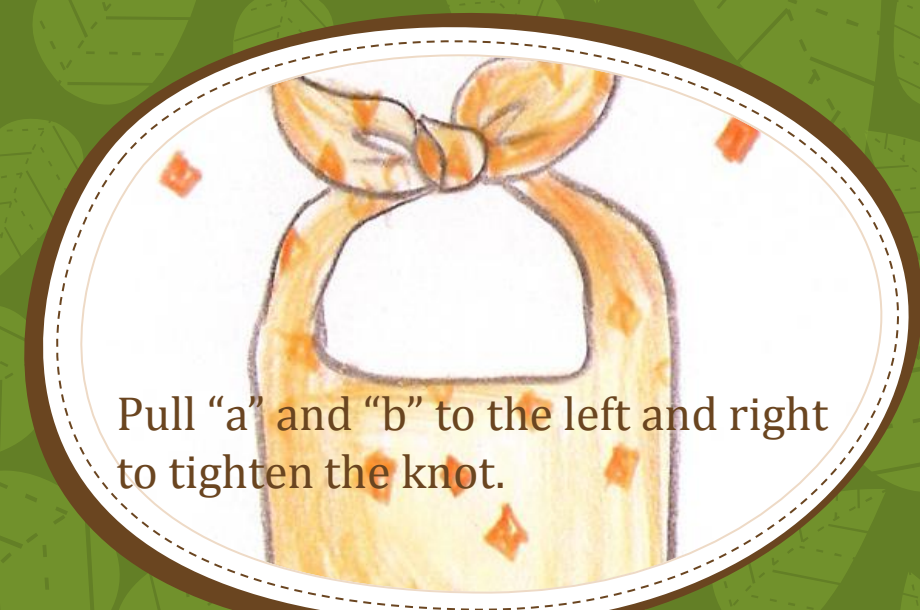
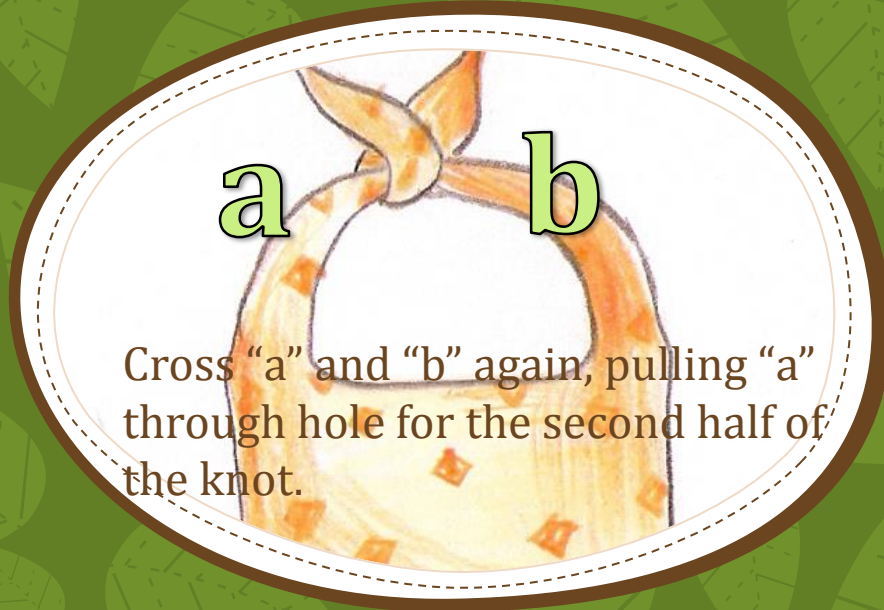
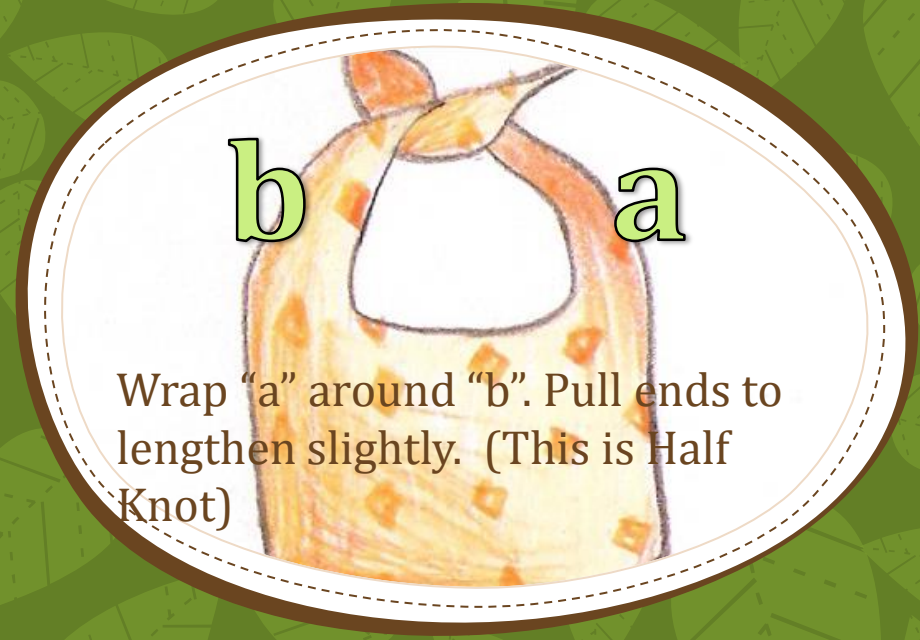
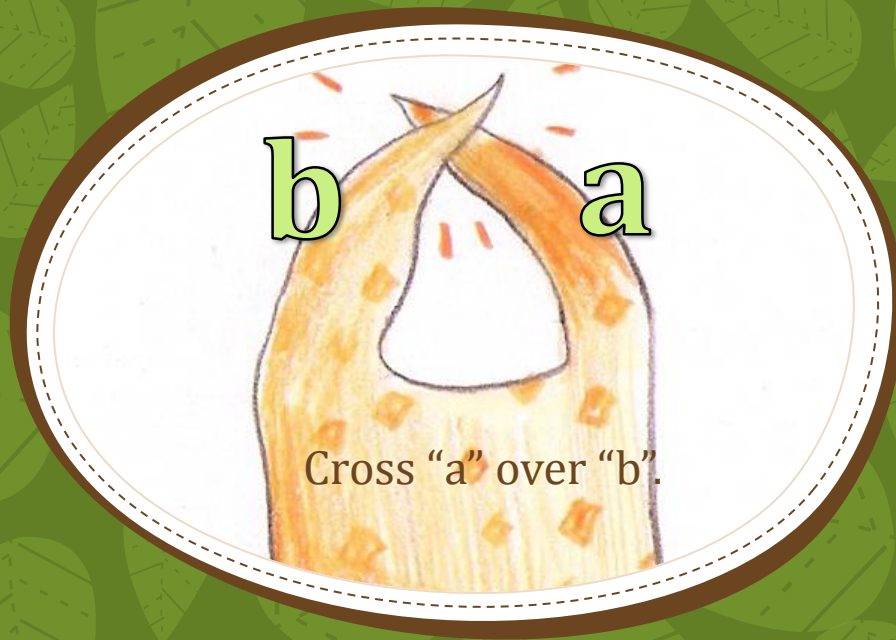


Basic knot to folding and tying a FUROSHIKI.





Hint of FUROSHIKI Wrapping Art







# Japanese FUROSHIKI History

# Traditional Japanese Designs





## Animals



### Cecilia's Tip

**Japanese design** motifs are often related to its natural beauty such as beautiful natural flowers of four seasons or animal designs. Traditional household items and Japanese crafts are also used for the Japanese design motifs.

## Household Items



## Natural Beauty

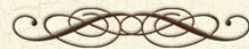






# Botanical Designs

Shokubutsu Monyou



Traditional Japanese Designs using Botanical Motifs.



藤 Wisteria

Japanese Designs  
Botanical Designs  
Various

椿 Camellia

牡丹 Peony



Japanese Peony Design





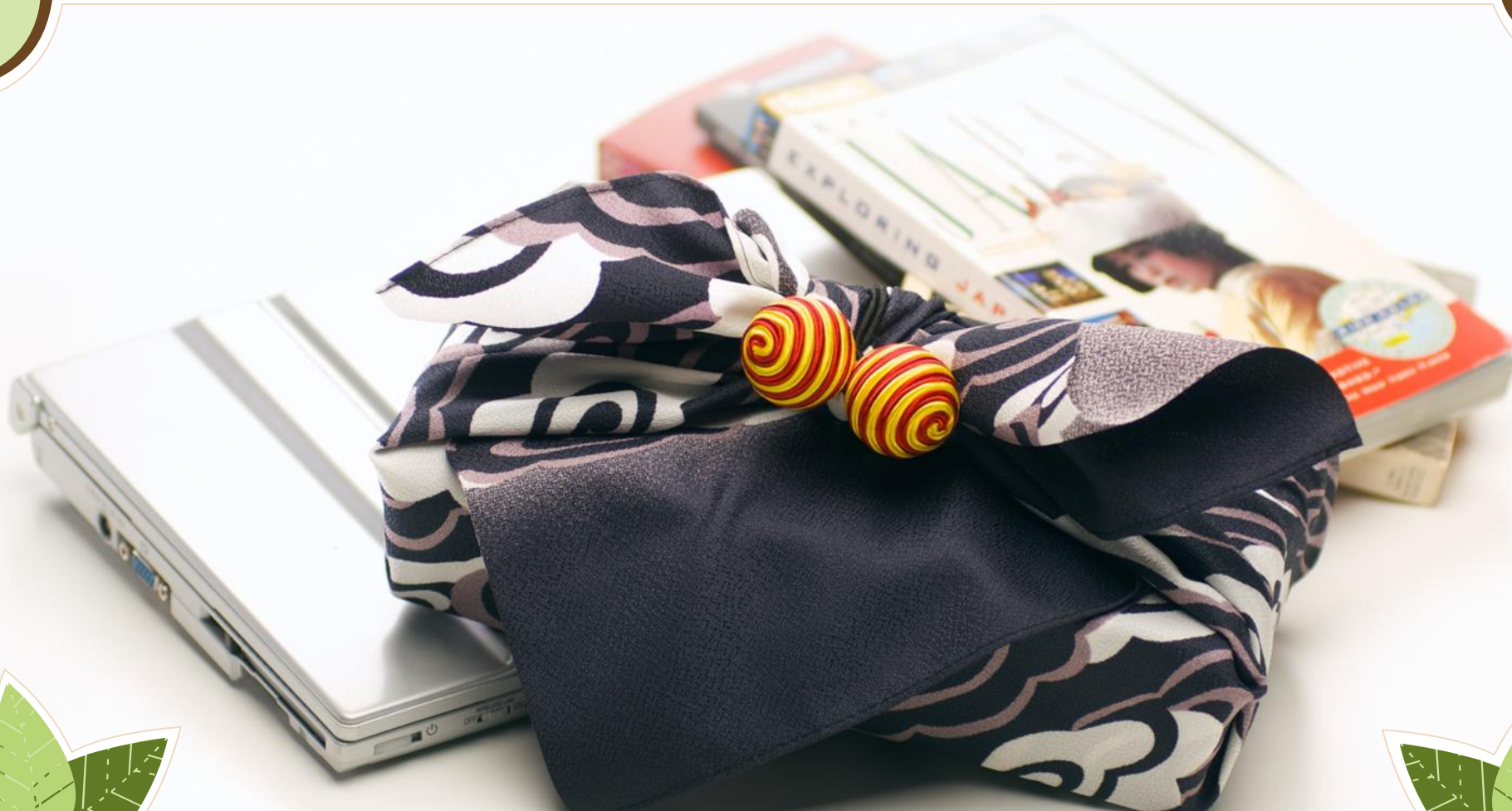
# Historical FUROSHIKI Life Style



FUROSHIKI was developed since the Edo Period. Public bath became popular and people carried bathing items in it as well as using it as a bath mat.

FUROSHIKI was used for a mobile shops by merchants for carrying and selling their items.

FUROSHIKI was a must house hold items and often used for the formal occasions.



# FUROSHIKI Now





**FUROSHIKI** is a gift wrapping cloth to [wrap, carry and repeatedly use] for gift items.  
**FUROSHIKI** is getting attention from the world as a [kind to the globe, eco-wrapping item] now.  
“Motai” is promoting a [**FUROSHIKI** Global Campaign] to encourage to use the Japanese traditional **MOTTAINAI** eco-friendly consideration and **OMOTENASHI** hospitality spirit for ecological gift wrappings and life styles.  
Let’s consider about our habit to waste things by just using one time only and throwing them away.  
A little bit of compassion and the Japanese **OMOTENASHI** spirit is necessary for the globe now.





# FUROSHIKI to Promote Business



Promote your business with corporate logo and messages replacing paper brochures which will turn to the waste of resources.



## Global FUROSHIKI Campaign For the Green World