



PRESS RELEASE

March 23, 2014

RESOBOX Gallery

41-26 27th Street,
LIC, NY 11101 USA

ILLUMINATING CALMNESS

Recreating a Traditional Japanese Atmosphere
with Cutting Edge OLED Lighting



Fusion & Innovation creates a whole new Japanese “WA” space using Japan’s new cutting-edge technology – OLED lighting provided by Kaneka Corporation – on April 23, 24 and 25th at RESOBOX Gallery in New York.

During this exhibition, you will be immersed in traditional and sophisticated Japanese art forms, even while feeling as though you are in the ancient city of Kyoto. At the same time, Kaneka’s advanced technology will amaze you, by using contemporary, newly-designed OLED lighting fixtures in completely new ways, such as in room dividers, traditional Japanese screens (*byobu*) and many other applications.

We'd like you to think about what you are experiencing, and talk together with us about the myriad possibilities of OLED lighting as you relax in a Japanese tea room set up in the gallery. Enjoy Japanese traditional green tea (matcha), served by a tea master from Japan.

This is not only an opportunity to see and appreciate creative lighting arts, but also an opportunity to talk about the future possibilities of OLED lighting together with you.

Movie: <https://www.youtube.com/watch?v=rgyZp6gfheg>

Date: Wednesday, April 23 to Friday, April 25, 2014

Where: RESOBOX Gallery

41-26 27th St. Long Island City, NY 11101

(Between Queens Plaza North and 41 St. Ave.)

Gallery Hours: 10:00 A.M. – 8:00 P.M. (all on three days)

Contact: Takashi Ikezawa, 718-784-3680, info@resobox.com

Web: <http://resobox.com/illuminating-calmness/>

What is OLED?

Unlike LED, which came out after fluorescent light and incandescent light, OLED produces a softer light that doesn't dazzle your eyes, even if you look directly into it. Thin OLED panels have plain emissions, making it possible for them to be used in more elaborate lighting fixture designs. OLED can also be used in new, more creative ways and in completely different fields, such as interior design, theatrical scenography, display designs and in creative products where conventional lighting sources like LED can't be applied.

Japanese Culture and OLED Lighting

To showcase the new possibilities of OLED technology, in this exhibition we are setting up a Japanese tea room in the gallery space.

The characteristics of OLED lighting match perfectly with the cultural and spiritual climate of Japan. Such lighting can provide dramatic impact, especially suited for the calmness of a Japanese tea room. Actually viewing some of these possibilities will help expand your own ideas and new concepts to include OLED lighting.

For the Future

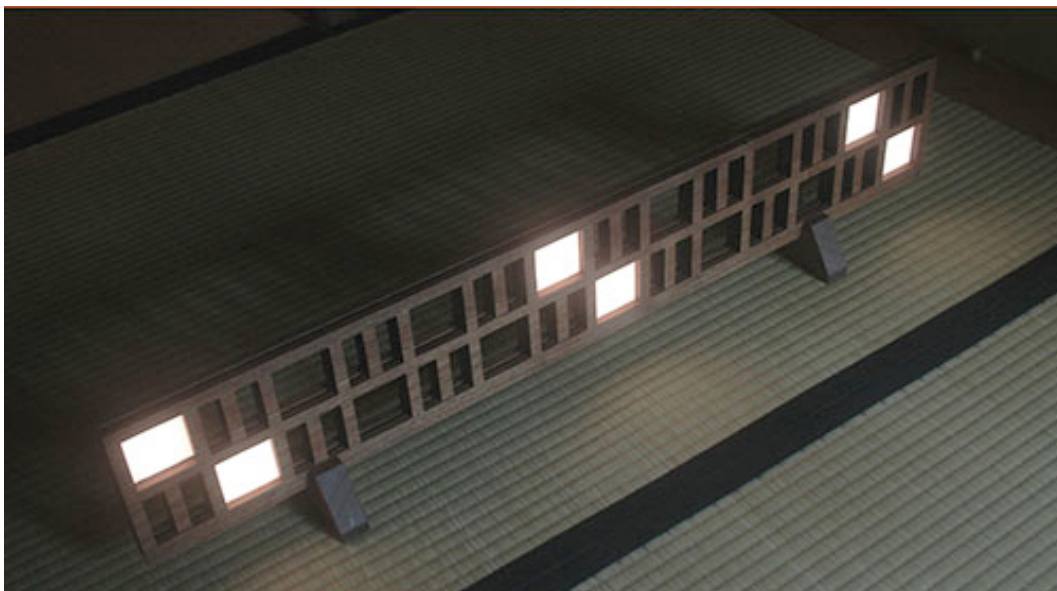
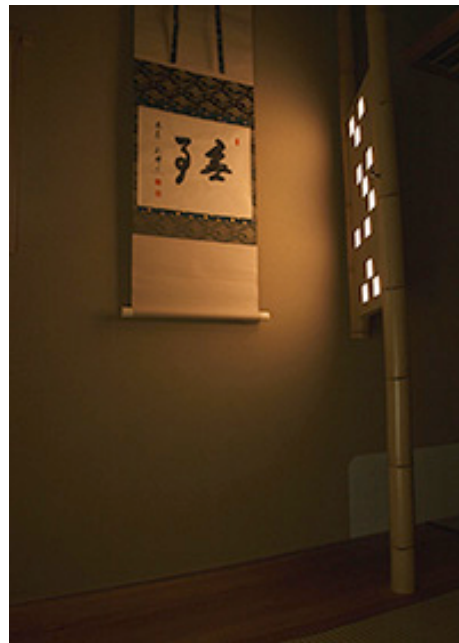
Technical staff from Kaneka will be in the gallery during all three days of the exhibition. They welcome any questions you might have, and are also available to discuss possible business collaborations or affiliations with you.

This exhibition is hosted by Fusion & Innovation, Inc. (all exhibited OLED products are designed under the name of “hechi”)

OLED Lighting Panels are provided by Kaneka Corporation.

[\(http://www.kanekaoled.jp/en/\)](http://www.kanekaoled.jp/en/)

Photo Gallery



About Fusion & Innovation (F&I)

Fusion and Innovation (F&I) is a Japanese management consulting firm advising clients on managerial issues, through the perspective of management and technology. F&I will also present activities in designing and producing artistic products, leading clients to understand the real benefits and application of their products. "hechi" is a brand created by F&I, representing new concepts of Japanese aesthetics. (<http://hechi.jp/>)

About Kaneka Corporation

Kaneka Corporation is a large Japanese chemical company with 8,600 employees and net sales of \$5.1 billion. Established in 1949, its business activities now span a broad spectrum of markets including chemicals, functional plastics, expandable plastics and products, foodstuff, life science products, electronic products, synthetic fibers and others. Kaneka has overseas subsidiaries in Belgium, Germany, the United States, Singapore, Malaysia, Vietnam, China, India, South Korea, Taiwan and Australia. (<http://www.kaneka.co.jp/kaneka-e/>)



RESOBX Gallery

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