

## **Hibino ChromaLED screens bring digital technology to the “Kansei” exhibition in Paris.**

*Hibino Europe Limited  
July 2009*

The Japanese Ministry of Economy, Trade and Industry (METI) held a ten-day exhibition entitled “*Kansei* - Japan Design Exhibition” at Les Arts Decoratifs (museum of decorative arts) in the Palais du Louvre, Paris, from December 12 to 21, 2008. The exhibition aimed to strengthen Japan’s international competitiveness by communicating the Japanese concept of “kansei” (aesthetics) to the world as part of efforts under the *Kansei* Initiative, which was announced in May 2007. As the first of a series of exhibitions for this initiative, the event was held in Paris, which is known as a global trend-setting city, to mark the 150th year of diplomatic relations between Japan and France.

In Japanese language, *Kansei* is a sensitivity or sense cultivated by national traditions and cultures. When people feel the craftsman’s *kansei* from a product and become impressed and excited, it creates a new economic value.

The exhibition showed to the world about 120 items ranging from traditional craftworks to products using cutting-edge technologies, in a way that emphasizes Japanese *kansei*.

Hibino Visual Division supplied 12 screens (1x3 modules) using 6mm pixel pitch LVD-638 modular units, plus 12ch surround sound.

Period: December 12-21, 2008

Place: Les Arts Decoratifs

(French national museum of decorative arts in the Palais du Louvre, Paris)

Organized by: Japan Ministry of Economy, Trade and Industry (METI)

Japan External Trade Organization (JETRO)

Co-organized by: Les Arts Decoratifs

Features: About 120 *kansei* products from Japan will be displayed, along with materials explaining Japanese craftsmanship in printing, leather processing and fabric dyeing.

Seminars will also be given by flower-arrangement artist Mika Ikenobo and others.



*"kansei-Japan Design Exhibition"*  
Japan External Trade Organization (JETRO)

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