

adrian bennett

From: "Freyja Sewell" <freyja@freyjasewell.co.uk>
To: <info@olibennett.org.uk>
Sent: 22 September 2014 14:56
Subject: Tokyo calling...



Tokyo time...

Daiwa Scholarship 2014

This summer Freyja has been awarded the Daiwa Scholarship and will be moving to Tokyo for 19 months. Freyja has been inspired and fascinated by Japan for many years, and has been keen to return after spending 4 months there on an earlier scholarship, awarded during her second year of university. In a world where population numbers in cities continue to soar, and natural resources are being consumed faster and faster, Freyja believes more intimate knowledge of Japanese culture, where crowded living and few resources for many people are age-old problems, will help lead her to producing more balanced, sustainable design. For many years Japanese philosophic concepts such as 'Ichi Go Ichi E', 'Wa' and 'Wabi Sabi', have been of great personal and professional importance to Freyja. Whilst out there she will be researching and working with Japanese designers on a variety of projects, to keep up with her adventures you can follow her new blog [WA: design and mindfulness](#). You can receive regular updates on Freyja's time in Tokyo by

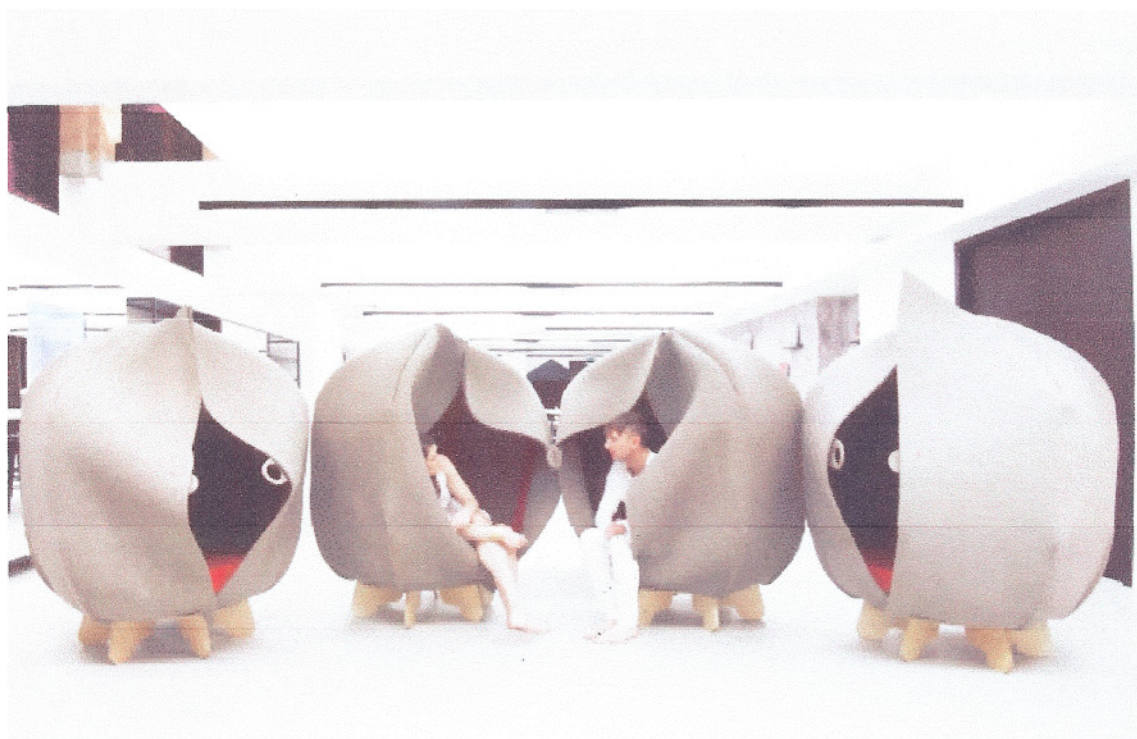
clicking 'follow' on the blog page.

Tokyo Blog

Freyja was interviewed about the scholarship and her reasons for moving to Tokyo by BBC's Dan Damon for the World Service's *World Update*:

BBC Interview

Freyja Sewell's studio is still accepting commissions and orders during this time.



HUSH to feature in Wool House 2014

HUSH is going to be a part of the 2014 Wool House by the Campaign for Wool. A stunning collection of fifty wool interior products from HRH The Prince of Wales' Campaign for Wool. Featuring beautiful fabrics, rugs, furnishings, lifestyle and art in the world's most natural and sustainable fibre. This high styled exhibition features wool and products selected from the global wool textile industry and is supported by large and small textile partners.