

JENSIN OKUNISHI STUDIO
PRESS & MEDIA



STORY

Jensin Okunishi Studio aims to bridge traditional techniques and contemporary design with a focus on craftsmanship and quality. Time-honored traditions meet modern pattern play in a handmade rug that can last a lifetime. Our rugs are crafted using the Tibetan knotting technique, which is the only woven rug technique that makes use of a metal shaft to create the pile. Originally, these skills were used to make prayer rugs, and though they are no longer in demand, we believe that they should not be forgotten. We strive to create rugs that are not only beautiful but also enduring.

PROCESS

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FAQ

COMPANY:

- Founded: 2020
- Studio location: Osaka, Japan
- Email: hello@jensinokunishistudio.com

OUR RUGS:

- Production time: 12-24 weeks
- Rug origin: Nepal
- Material origin: Nepal
- All rugs are custom ordered and can be custom sized or colored.



PEOPLE

The creative director and founder, Jensin Okunishi, is an American born designer who is continuously intrigued by color. As a trained textile designer and graduate of the Rhode Island School of Design, where she received her BFA, she pursued her love of design and interest in how things are made at the University of Cincinnati, DAAP. Upon earning her Masters of Design, Okunishi worked in sustainable fashion in NYC as a sweater designer and technician.

PRONUNCIATION

Jensin	Okunishi
gin-sin	oh-KOO-nee-SHE

PARTNERS

Jensin Okunishi Studio partners with GoodWeave to help end child labor and protect the rights of adult workers. GoodWeave fulfills its mission by creating market demand for certified products, monitoring supply chains, rescuing and educating child laborers, and providing critical services to weaving families. Look for the label on select rug products. To learn more, visit GoodWeave.org.



PRESS RELEASE

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April 19, 2024



NEW COLLECTION DEBUT

New Collection Debut: J ensin Okunishi Studio to debut new handcrafted rug collection at ICFF 2024

New Handcrafted Rug Collection by J ensin Okunishi Studio to Debut at ICFF 2024

J ensin Okunishi Studio (JOS) is thrilled to announce the upcoming debut of the Monuments collection at The International Contemporary Furniture Fair (ICFF) 2024, encouraging a movement towards sustainable and handmade home decor. Inspired by the textures and materials seen on the city streets of Japan, this collection showcases captivating geometric patterns and colors that are sure to impress.

Walking through the melded mix of old and new structures in her Osaka neighborhood, J ensin Okunishi, the creative mind behind the studio, sees geometry come to life. Textures and materials seemingly flow off buildings onto the sidewalk, creating an immersive experience. The neighborhood's high-rise apartment buildings with seemingly endless rows of balconies and subway stations completely covered in tile create a delightful backdrop of pattern and geometry. The influence of this urban and traditional environment is beautifully reflected in this three piece collection. The rhythms of a dynamic city can be seen in each rug, evoking a sense of movement and energy.

ICFF is North America's leading platform for contemporary furnishing design and provides the perfect stage to showcase the studio's blend of time-honored techniques and enduring style. Customers will have the opportunity to see the exceptional quality of the Himalayan wool and the meticulous craftsmanship of the artisans, truly appreciating the high skill level and expertise that is poured into each step of crafting a J ensin Okunishi Studio rug.

"Nothing lasts forever, but it's worth noting that the oldest hand-knotted rug is said to be over 2000 years old," says Okunishi. "With the level of care and expertise that goes into each of our rugs, we believe they can become cherished heirlooms."

Because every rug is made-to-order, all of the rugs in the studio's collection can be custom-sized and colored to the client's specifications. As part of their commitment to responsible sourcing, JOS sources its wool in Nepal, where the fiber is also spun and carefully hand dyed. And to further their commitment, the studio is also a certified Good Weave member. Good Weave is the leading international institution working to end child labor and protect the rights of adult workers in South Asia. A single rug can take from three to six months to complete.

With the debut of the new collection, J ensin Okunishi Studio is set to make a lasting impression on the rug market. By combining traditional techniques with a modern design aesthetic, the studio is poised to stand out. Visit J ensin Okunishi Studio's exhibit (booth #1239) at ICFF 2024 and be captivated by the beauty and artistry of their new hand-knotted rug collection.

PRESS CONTACT:

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