

M U S U

風呂敷

Authentic *furoshiki*
Made in Japan

A small book of wrapping

Wrap once
Gift twice

The first part of the paper discusses the importance of understanding the cultural context of the research. It highlights how cultural differences can influence the interpretation of data and the design of the study. The second part of the paper focuses on the methodology used in the study, including the selection of participants and the data collection process. The third part of the paper presents the results of the study, which show that there are significant differences in the way that people from different cultures interpret and respond to the same stimuli. The final part of the paper discusses the implications of these findings for future research and for the development of cross-cultural communication strategies.

Furoshiki

A cloth for carrying.

A cloth for giving.

A *furoshiki* (風呂敷) is a traditional Japanese wrapping cloth.

For centuries, it has been used to protect, to carry, to present.

It is not thrown away.

It is passed on, and it continues.

Continuity

A tradition of care.

During the Edo period,
cloths were used in bathhouses
to bundle garments.

Over time, they moved into daily life
for travel, for markets, for celebration.

Today, they remain a simple
alternative to disposal wrapping.

One object.
Many lives.

The Knots

Most *furoshiki* use
only two simple knots.

Hitotsumusubi

A single knot to secure a corner.

[step 1, minimal
line drawing]

[step 2, minimal
line drawing]

[step 3, minimal
line drawing]

Mamusubi

Cross the ends. Tie firmly.

[step 1, minimal
line drawing]

[step 2, minimal
line drawing]

[step 3, minimal
line drawing]

Nothing more is needed.

The Cloth

Furoshiki are made
in different sizes.

Small cloths
for books or lunch.

Medium cloths
for gifts and bottles.

Larger cloths
for carrying and travel.


The size shapes the gesture.

One square of fabric.
Endlessly adaptable.

The Ritual


One basic wrap

Place your gift
diagonally
in the centre of the cloth.



[illustration: gift
placed
diagonally on
open cloth]

Fold one corner over.



[illustration: first
fold for basic
box gift wrap]

Tie the remaining corners
with a *mamusubi* knot.

[illustration:
tying the final
knot]

Adjust the folds gently.
Turn the gift upright.

[illustration: a
perfectly
wrapped gift]

The wrapping
is part of the gift.

The Cycle

Wrap another gift.

Carry lunch.

Wrap a bottle.

Fold it into a small bag.

[illustration: a
wrapped bento]

[illustration: a
wrapped bottle]

[illustration: a
simple wrapped
furoshiki
handbag]

Or pass it on
with your next present.

Each time it moves,
it gathers meaning.

Pass It On

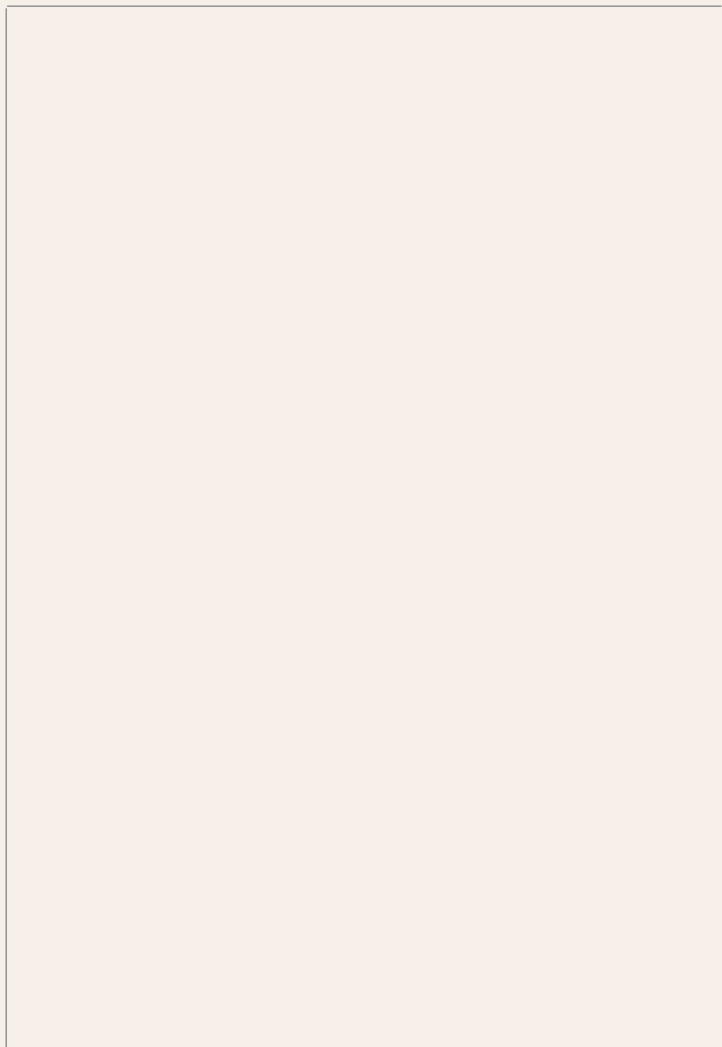
**Let the cloth remember
where it has been.**

When you give this cloth,
let it carry more than the gift inside.

Each time it is passed,
it gathers a trace
of where it has been.

A small note. A date.
A few words.

[illustration:
minimal line
drawing of a
'regifting' card
being placed
inside folded cloth]



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Learn more at
musuwrap.com