



TAKU
+
TAKU

Spring Summer
2024



bespoke B2B

***join us in creating an enduring,
deeply alluring look for your
interiors or products***

printed directly from nature, using the Japanese technique of gyotaku, or fish printing, this is a truly authentic art-form that connects us back to the ocean, the forest or the sky, bringing to life the real beauty of nature

we almost put nature under the microscope and show details that are normally overlooked. this method captures nature exactly as it is, with all of its beauty and imperfections

our fine art becomes prints, the prints become products, developed at commercial scale & quality together with our select craftspeople



chefs & restaurant owners
yacht and ship designers
interior designers
resort developers

original art pieces

framed original art for your walls or integrated art pieces in harmony with your natural surroundings

decor

custom wallpaper, reprints, prints on ceramics tiles, lampshades, soft furnishing and bespoke fabrics

tablewares

English bone china or European porcelain featuring images inspired by your signature dishes or ingredients

linens

table and bed runners, napkins, bedding or cushions highlighting your unique offer

graphics

menu cards featuring your ingredients, signage, visual identity elements, illustrating of editorials

product lines for retail sale

items can be produced for retail sale such as china, reproduction art prints, linens or even clothing

*unique, authentic, bespoke,
sustainable luxury products*



and it all starts with our art...



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how we work

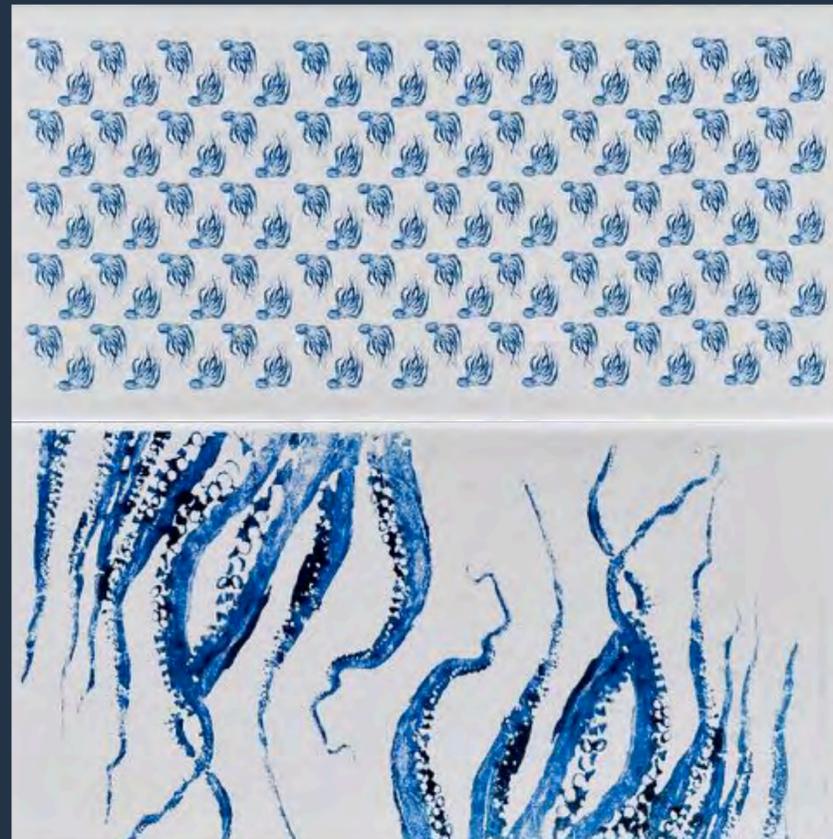
the art

we create original art from real life & nature



the patterns

we turn the art into prints and patterns



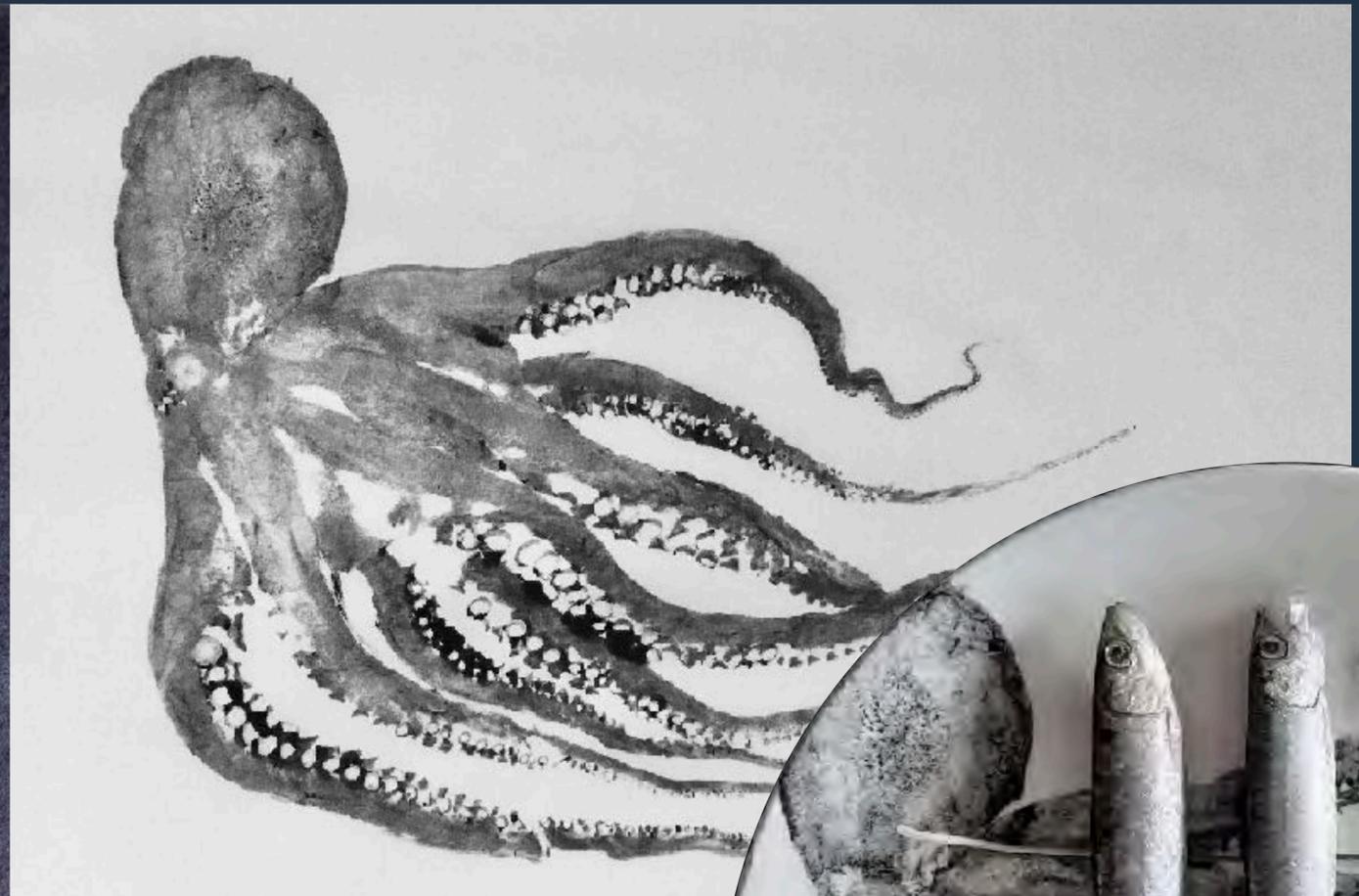
the products

we develop the patterns into products



you could commission an original art print and we can develop patterns just for you, or maybe select from our existing prints and create new, unique products from those - our process is flexible to suit you

*prints become products:
the graceful octopus*



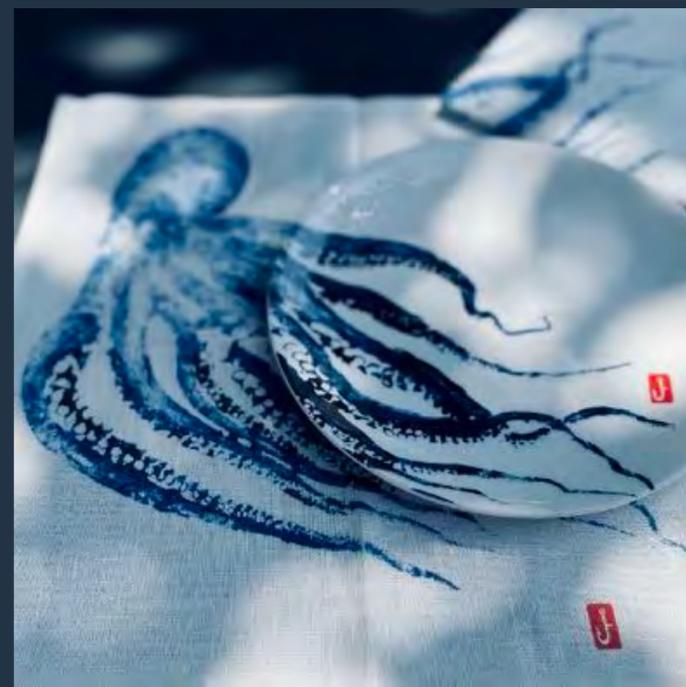
*printed from a 1.5m atlantic octopus
using traditional sumi ink on cotton. the
resulting print, unretouched, becomes
English made fine bone china*



*signature collection:
the graceful octopus*

from English made fine bone china to linen lampshades, our graceful octopus collection shows you the wide range of design possibilities from just one original print

this signature collection offers ready to order items but the look can be coordinated with bespoke products or patterns from the same original print for your specific needs



signature collection: the graceful octopus



black dinner and side plates

handmade in Staffordshire in a heritage pottery



blue bowls and plates in several sizes



28cm & 21cm plates



extremely strong and durable ceramic dinnerware



the graceful octopus

printed directly from a 1.5m octopus, the print captures the ethereal beauty of this exquisite sea creature using an old Japanese art technique called 'gyotaku' or 'fish rubbing'



dishwasher, microwave and oven safe

the decoration is created using fired on pigmented glass



22cm & 15cm bowls



small bowls make delightful snack bowls as well as being the perfect indulgent breakfast bowl

larger bowls make talkable coffee table or sideboard statements as well as salad, pasta, or poke for modern main dish bowl dining



wonderful as accent pieces, fine dining or an everyday luxury

English made fine bone china



prints become products: yellowfin tuna

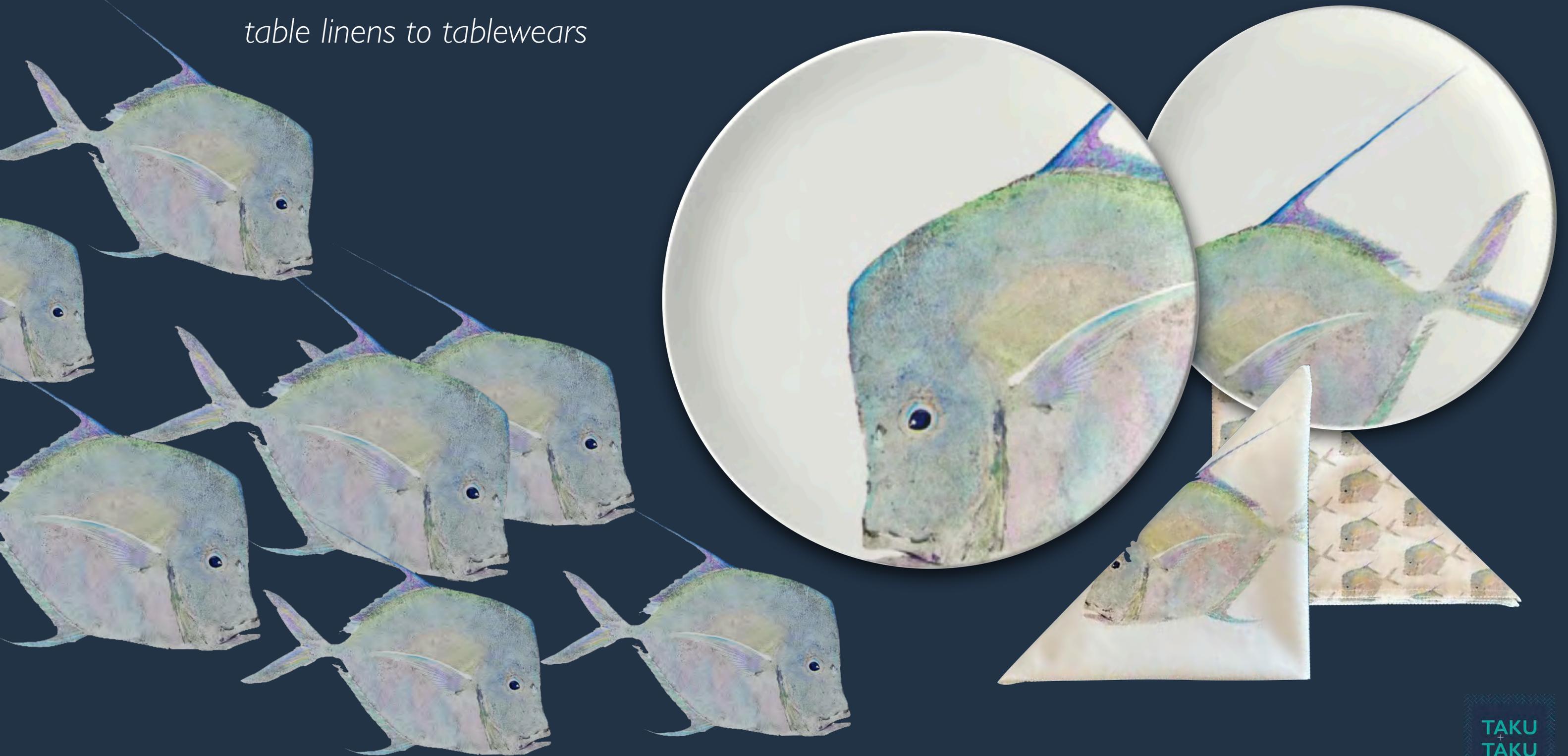




prints become products: *flying fish*



new collection: *lookdowns*
table linens to tablewears



new collection: *lookdowns*
from beachwear to soft furnishings



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new collection: *mahi mahi*
starting with soft furnishings



it all starts with art

after creating a monochrome print directly from nature, some prints are hand coloured



new collection: mangrove
in development



where the ocean meets the land;
the delicate looking but surprisingly
strong mangrove protects coastlines
around the world



new collection: *forest time*
for Autumn 2024

printed directly from real tree slices
refreshingly new yet effortlessly timeless



new collection: sakura
for Spring 2025

*printed from a full bloom cherry blossom branch,
this print made on chiffon has been translated onto
a range of multipurpose fine portuguese
porcelain products*



sakura: the art in progress

timeless and elegant prints directly
from real cherry tree branches,
unretouched





TAKU + TAKU

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who are TAKU + TAKU?

We are a collaboration of two gyotaku artists, Lisa Lee Herman and Jessica Felby. Gyotaku is the Japanese art of fish printing (gyo = fish, taku = printing), but since we use this technique to print more than fish, we became TAKU+TAKU.

In a pandemic-induced slow down on small vacation islands, we both had time to explore this art-form, one thing you could still do was fish! This resulted in a change of creative direction for each of us. We both opened a studio gallery and we both started creating products featuring our art.... but on the other side of the world from each other.... then we met in person. With the same ambitions and philosophies, it was obvious to us from that first meeting that we should team up and benefit from more diverse skills and artistic styles, offer a wider scope of species, and be local in one than one locale.

Lisa's gallery in Islamorada in the Florida Keys helps her to keep one eye on consumers and trends, and Jessica is now focused on customers via her studio and B2B showroom on the Danish island of Bornholm.

“Living in vacation destinations, we understand the vacationers mindset, let us work with you to translate your local fin, flora or forest into decor to dream in”

TAKU+TAKU

meet the artists



Lisa Lee Herman

Hi! I'm Lisa, a professional marine artist located in the heart of Islamorada, a stunning resort island in the Florida Keys. I found my path to Gytaku growing up on the ocean sport fishing in Fort Lauderdale.

This unique art, paired with my love for fishing and respect for the ocean, was all I needed for endless inspiration.

As a gallery owner for nearly a decade, I notice my gyotaku has a unique way of grabbing the attention of each person who visits my gallery. Inspired by clients reactions to my original pieces, I began to expand my art onto fine china, textiles, glass, and more, bringing my art into a wide range of sustainable products.

This timeless yet technical process of fish printing is undoubtedly cool. Seeing my art jump from the traditional Japanese washi papers onto luxurious product reaching a global audience is my aspiration - Lisa Lee

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FL 33036, USA



Jessica Felby

Most of my professional life has been as design lead for some of the world's biggest companies and brands, specialising in creating the holistic look and feel of a brand across every touchpoint, every material, every occasion. I thrive on creative and technical challenges to bring designs to life in stunning ways.

But being by the sea, or roaming through forests, touches my soul and I return home with pockets filled with beautiful souvenirs collected from nature.

Now I have combined my love of the sea and forests with my design acumen and my desire to capture the beauty of the natural world, by creating sustainable, deeply alluring products, featuring our own prints - from nature, not just of nature.

After living in the UK, Canada, the US and Belgium, I have now settled in Scandinavia with my Danish husband and our son. My studio and showroom is located on the beautiful Baltic Sea island of Bornholm - Jessica

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Bornholm, Denmark



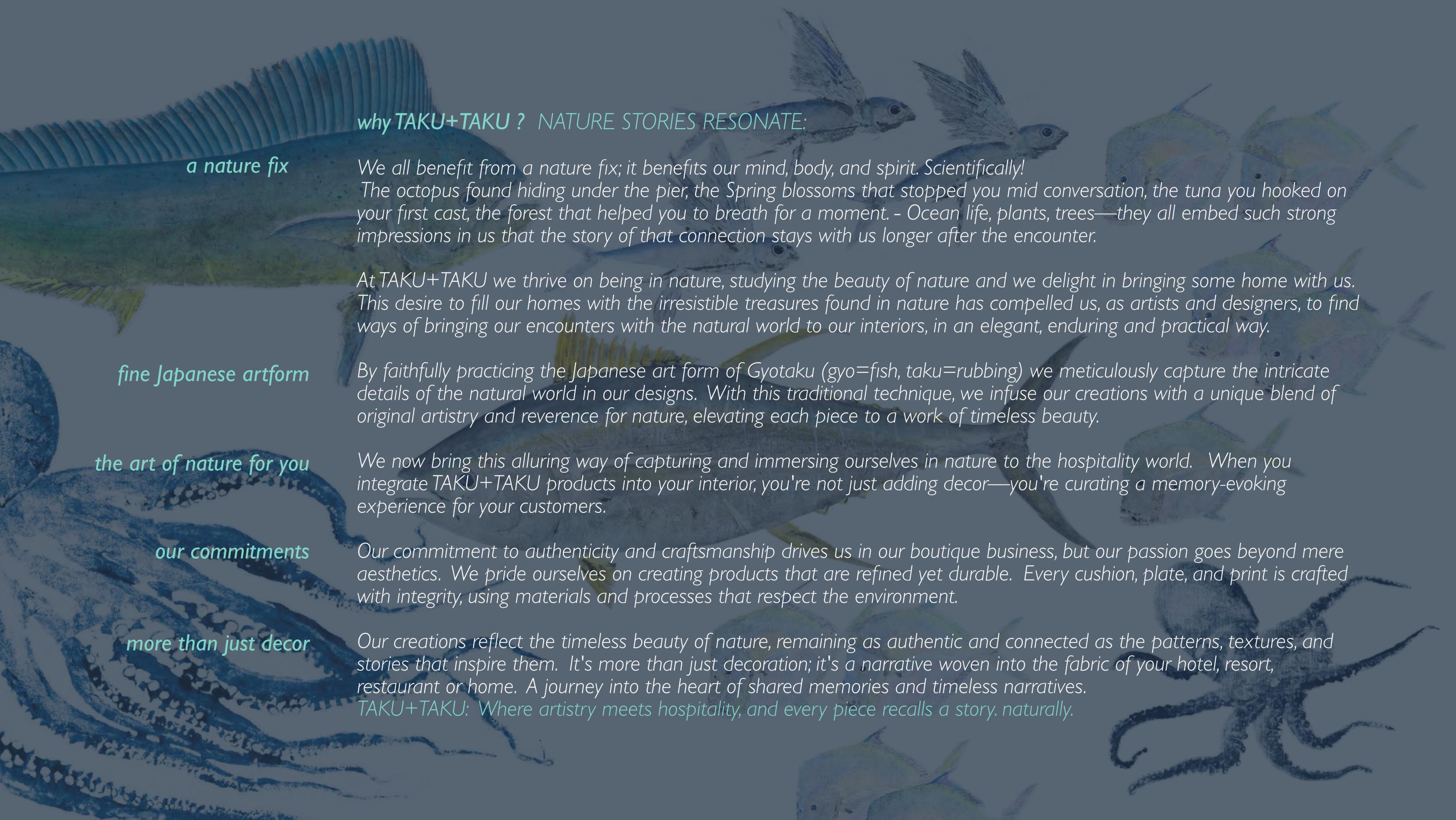
art and sustainability

*all of the sea creatures that we print
are sustainably fished*

*we follow a catch-print-eat philosophy
so that the fish is not only used for art,
but also for a family meal*

*our art materials, from inks to fabric
are natural, organic and ethically
manufactured*

*and finally, all of our products are not
only ethically produced in Europe or
North America, but also made to the
highest quality and durability standards
to last a lifetime, and beyond*



why TAKU+TAKU ? NATURE STORIES RESONATE:

a nature fix

We all benefit from a nature fix; it benefits our mind, body, and spirit. Scientifically! The octopus found hiding under the pier, the Spring blossoms that stopped you mid conversation, the tuna you hooked on your first cast, the forest that helped you to breath for a moment. - Ocean life, plants, trees—they all embed such strong impressions in us that the story of that connection stays with us longer after the encounter.

At TAKU+TAKU we thrive on being in nature, studying the beauty of nature and we delight in bringing some home with us. This desire to fill our homes with the irresistible treasures found in nature has compelled us, as artists and designers, to find ways of bringing our encounters with the natural world to our interiors, in an elegant, enduring and practical way.

fine Japanese artform

By faithfully practicing the Japanese art form of Gyotaku (gyo=fish, taku=rubbing) we meticulously capture the intricate details of the natural world in our designs. With this traditional technique, we infuse our creations with a unique blend of original artistry and reverence for nature, elevating each piece to a work of timeless beauty.

the art of nature for you

We now bring this alluring way of capturing and immersing ourselves in nature to the hospitality world. When you integrate TAKU+TAKU products into your interior, you're not just adding decor—you're curating a memory-evoking experience for your customers.

our commitments

Our commitment to authenticity and craftsmanship drives us in our boutique business, but our passion goes beyond mere aesthetics. We pride ourselves on creating products that are refined yet durable. Every cushion, plate, and print is crafted with integrity, using materials and processes that respect the environment.

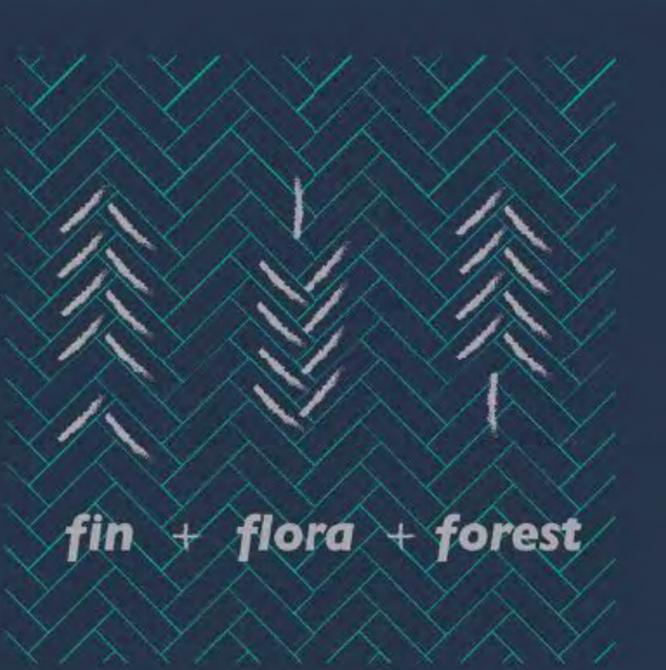
more than just decor

Our creations reflect the timeless beauty of nature, remaining as authentic and connected as the patterns, textures, and stories that inspire them. It's more than just decoration; it's a narrative woven into the fabric of your hotel, resort, restaurant or home. A journey into the heart of shared memories and timeless narratives.

TAKU+TAKU: Where artistry meets hospitality, and every piece recalls a story. naturally.



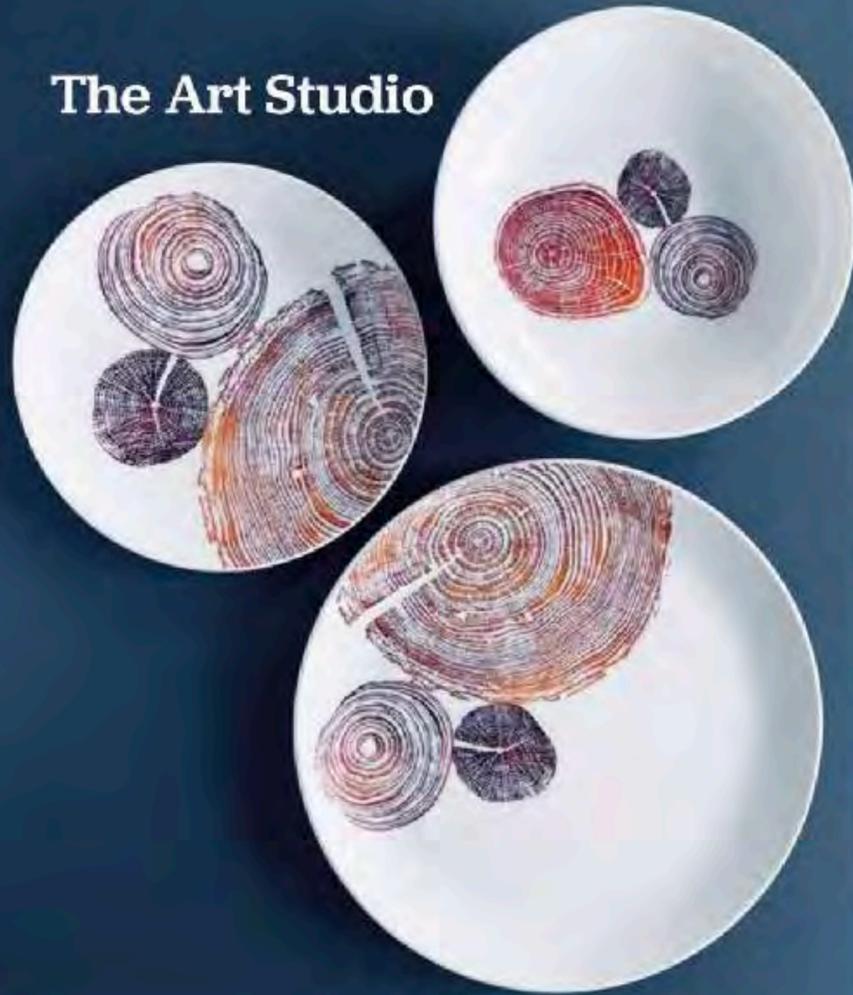
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fin + flora + forest

*one technique
two artist-designers
limitless possibilities.....*

The Art Studio



Images: Jessica Felby



Jessica and Lisa on their first collaboration at Cruise & Hip Interiors
Image: Lisa Lee Herman

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NETWORKS
MAR-APR 2024

TAKU+TAKU

Jessica Felby and Lisa Lee Herman



After discovering that they were exploring the same unusual but striking Japanese artform, Jessica Felby and Lisa Lee Herman decided to join forces to begin a new venture printing their stunning designs onto a range of products. With those products now available to the hospitality industry, **Vicky Lewis** met the inspirational artists to find out how TAKU+TAKU came to life.

The joy and passion that both Jessica Felby and Lisa Lee Herman feel for their work emanates throughout the very beings, so much so that it translated through our trans-Atlantic online call and I could not help but become swept up in it too!

Although Jessica and Lisa couldn't be much further away from each other, geographically (Jessica is based on a small Dan's-owned island off the coast of Sweden and Lisa's studio is also on a small island, just south of Miami in the Florida Keys) they could not be closer, artistically. They both practice the art of Oyotaku – a Japanese word meaning fish rubbing or fish printing – but both came at it from different angles.

Jessica went to art school to study design in Sheffield and particularly worked on packaging design. She went on to work in corporate sites, including in Belgium at Coca-Cola's European head office and at agencies in Canada and the US. She came to Copenhagen to head up design for the Carlsberg Group where she worked on the global branding for the company. When the pandemic hit, she moved with her family to the island she now calls home – Bornholm – the first island in the world and first region in Europe to become a World Craft Region.

appendix

featured article in
March/ April issue of
Hospitality Interiors magazine

pg 1 of 4

[link to full article here](#)

“With all my art school experience under my belt and a lot of extra time on my hands I caught a little yellow tail and started practising and I thought to myself, this is it. This is the next avenue.”

Below: Inking an octopus to create the print. Right

As an old fishing island, the location meant that Jessica was perfectly positioned to begin to explore the artform, Gyotaku, that she had seen in practice in Japan. The time that the pandemic afforded her allowed her to fully explore the medium and she and her family chose to remain on the island post-Covid and set up a studio and gallery there.

Lisa experienced a similar pandemic-induced life change in Florida. Having been a part-time artist and part-time piano teacher, lockdown meant that piano lessons came to a halt and customers no longer came into her studio. She explained: “I’ve always been interested in this style of art, but it being a Japanese style of art, I was unsure how to even approach it. So when lockdown happened, the whole island shut down, so all we did was go fishing. I thought, ‘well this is the time I’m really going to try it out.’ I’d tried it in high school but I didn’t know about the correct papers or anything about inks back then. So fast forward with all my art school experience under my belt and a lot of extra time on my hands, I was able to get back to it. So we went out fishing. I caught a little yellow tail and started practising and I thought to myself, this is it. This is the next avenue.” Post-Covid, Lisa found a new gallery location that was accessible to tourists, particularly, and the interest in her work has soared.

What is Gyotaku?

The artform was originally used by Japanese fishermen for recording their catch in the 1800s. Rumour has it that samurais would settle fishing competitions using gyotaku. Now a recognised artform of its own, the method of printmaking uses fish, sea creatures or similar subjects as ‘printing plates’. Ink (usually sumi ink) is painted directly onto the body of the sea creature and a print is taken using fine fabrics (traditionally washi paper) – the brush only touches the fish, not the finished print.

Creation of Taku+Taku

So having mastered this unique style of art, how did both Jessica and Lisa find themselves in the market? Jessica explained: “I had a design background and I found that just creating the art didn’t take it far enough. Not everybody’s in the market for buying a big



Image: Pasmus Felby



Image: Jessica Felby



Image: Jessica Felby



Image: Jessica Felby



ABOVE: Lisa inking a fish, and left: the resulting print. Images: Julie Austin

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featured article in
March/ April issue of
Hospitality Interiors magazine

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Image: Jessica Felby



Image: Anders Beier



Image: Kasper Thyne



Image: Susann Ely

print. And so to make it much more accessible, I put the art on to products. I started working with a pottery company and we made some beautiful products with them. We create an entire visual entity from a couple of core elements. We can use one print and create bespoke images from that - we can shrink it down, blow it up, crop it in, or even tessellate it to make a textile. One piece of art can make 50 different prints." This is clearly evident from the products available from my favourite print - the octopus! Jessica utilised different parts of the print to create a full range of products, all clearly linked as part of the same piece of art, but all individual.

I was keen to find out how the newly formed company works. Jessica explained: "When we met at the world conference for the Nature Printing Society, we hit it off right away. We realised that what we were doing really complemented each others



Image: Darren Washington



Image: Jessica Felby

work and rather than both of us trying to do the same thing in different countries, and competing or hiding what we're doing, we said 'Wouldn't it be better if we collaborated?' Our skills are like a Venn diagram - Lisa has the fishing experience and she has an intensely great artist's background whereas mine is a bit more in design. I went to art school, but it was more design-based. I have a much more commercial background with knowledge in product creation along with a product design degree. So it was perfect!"

So Taku+Taku was born - the name derives from the name of the artform itself, although the team are now branching out into other areas of nature: feathers, trees, and floral prints are also now available. What is created from these prints are unique, authentic, bespoke, sustainable luxury products which are perfectly placed within a hospitality, particularly F&B setting.

“ Lisa has the fishing experience and she has an intensely great artist's background whereas mine is a bit more design ”



Images: Jessica Felby



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Image: Julie Austin



Image: Jessica Felby



Putting the finishing touches to the stamp or 'hanko'
Image: Anders Bøler



The designs are branching out into other areas, such as cherry blossom, above

Image: Jessica Felby



Products available include fabric work – napkins, curtains, cushions, lampshades; tableware – plates, bowls, cups, as well as prints in a range of sizes. Bespoke items can be created by the team according to a customer's needs. Jessica explained: "A mountain resort wanted to look at the idea of using prints of their trees on some of their products. I created prints of different tree trunks around the resort and we created prototypes of products using their very own trees – tableware, décor, linens, even graphics which we put on the menus. This is something we can explore with different requests – a chef recently asked us for cabbage prints for his tableware, which we created. We love creating these bespoke hospitality projects with customers and bringing their vision to life. We can print almost anything, almost anywhere!"

So with the move now into supplying across hospitality businesses, how do they envisage the next steps for the brand looking? "We've had so much interest from the hospitality industry," said Jessica. "We've had people saying 'Wow, this should really be in a restaurant!' so we've been connecting with various suppliers

and launching our products across the sector this spring." With interest coming from across the industry, including cruise ship interior designers, it's clear that it won't be long before this dynamic duo have products in place at F&B establishments across the world. For one, will be following the developments of this fledgling brand with interest and will be waiting with bated breath to see what happens next for them.

www.jessicafelby.com
www.gyotakubylsaiee.com
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