

How Makigami holds the key to unleashing the power of Origami

By Benjamin John Coleman

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A multi-billion dollar market in products, services, crafting, classroom instruction, therapeutic services, and how-to books is about to be created. This document explains how the development of Makigami and Origami Bonsai will affect the world, and how that impact, with the help of the internet, will dramatically change the way Origami is viewed around the world. This document is an abbreviated synopsis of the art form and the markets it is likely to affect and has been written by the creator of Origami Bonsai, Benjamin John Coleman.

What is Makigami:

Makigami means “roll-paper” in Japanese. Benjamin John Coleman, artist, author, teacher and inventor, developed Makigami in 2009 to complement Origami Bonsai, an art form he had created a few years earlier. Coleman saturates newsprint (newspaper) in a solution and then rolls it to form tapered



branches. The rolled branches are then dried on cylindrical molds (like curtain rods, clothes hanger rods and vacuum cleaner tubes) and assembled to form complex branches. Folded Origami leaves and flowers are then attached onto the branches resulting in a highly durable botanical sculptures made entirely from paper.

Why Origami Bonsai will become Popular:

It is fun to fold an Origami model, but once folded, what does one do with it? The pleasure of folding has been offset by the inability to find an application for the folded models. There is only so much shelf space, and so many drawers in which to store Origami figures. Many people enjoy folding but give it up because there is no final goal beyond folding the model at hand. Makigami changes this, allowing folders to assemble their work onto a Makigami branch. The completed sculpture can be put on display in the folders' home, given as a gift, or sold.



## The Market

While there are no firm statistics with regards to the number of people who have been exposed to Origami, it is certainly greater than one billion. In terms of people who regularly fold Origami, the numbers are probably much smaller, by a factor of at least 100, making it millions of people. Origami Bonsai will attract both those who fold regularly and those that have been merely exposed to Origami.

Because entry costs are low (all one needs are scissors, paint and paper), and because there is the potential for income from the art form, many of the world's poor will be attracted to this craft. This will open new markets for paint, paper and craft books, as well as world-wide distribution of completed Origami Bonsai sculptures. Some companies are uniquely positioned to profit from this.

## The Psychology

Origami has long been considered of value as an art therapy because of the way human beings enjoy repeating tasks. For example, knitters repeatedly twist and tie yarn to complete a blanket. Each twist of the yarn brings them closer to their goal (the blanket). Origami Bonsai has the same effect. Folders repeatedly fold leaves and flowers, and then assemble them into a completed sculpture.

This positive experience is dramatically increased for the hobbyist with Origami Bonsai. There is an easily achievable challenge with each leaf, to fold it more beautifully than the previous. This creates a meditative calm in the folder and relieves stress. Upon completion of a sculpture, the hobbyist has a strong feeling of accomplishment.

Origami Bonsai can be used along with therapy to treat any number of psychological, societal, and relationship issues. Whether it is depression, addiction, pain therapy, couples therapy, or team building, Origami Bonsai can be applied just as Origami has been applied, and should provide far greater statistical gains in positive outcomes. This increase is achieved because Origami Bonsai provides a final, achievable goal (a completed sculpture) that Origami alone does not.

## Eco-Friendliness

Origami Bonsai sculptures are made entirely from paper. The manufacture of virgin paper requires no input energy because by-products of the manufacturing process are used to power the process. When recycled paper is used, Origami Bonsai has a zero or net-positive impact on the environment. The carbon footprint of the typical Origami Bonsai sculpture is significantly less than that of fresh cut imported flowers (fertilizers and air freight are the major components of the carbon footprint of fresh cut flowers). Over time, an Origami Bonsai sculpture has a net positive impact on the environment because it replaces fresh cut flowers that might have been used in its place.

Society has come to the realization that the way we use resources is unsustainable. Paper, unlike plastic, is a renewable product, and we are very good at recycling it. As the attitudes of populations change, they will seek out more eco-friendly products. Origami Bonsai is uniquely positioned to fill this gap in the arts and crafts market.

## Non-Origami Applications

Through the use of fractals (leaves are fundamentally fractals) several exciting non-Origami applications have become apparent (a property of fractals is used for depth enhancement of Origami Bonsai). Firstly, fractals can be used in architecture making structures either look larger or smaller than they actually are. The same property can be used in clothing, for example to increase or decrease the perceived size of the breasts of women. Additionally, this property of fractals has military applications in camouflage.

## Impact of Technology on Origami

The traditional method for documenting and sharing designs for Origami models has been through diagrams in books. This method is rapidly being replaced by folding videos on YouTube. According to statistics provided by YouTube viewership is  $\frac{3}{4}$  male, and between the ages of 13 and 24. Viewership is worldwide despite language barriers. A search of YouTube videos on June 11, 2009 produced a list of 17,200 of them.

More complex models are hard to describe through video, and YouTube limits videos to 10 minutes. It is very likely that Origami videos will be replaced by some sort of folding software utility in the near future. The utility envisioned would show folding in a more detailed and interactive way than diagrams or videos ever could. An animated square would fold itself on screen, making directions much more clear.

More information on Origami Bonsai and Makigami at:

[www.OrigamiBonsai.org](http://www.OrigamiBonsai.org)

[www.Benagami.com](http://www.Benagami.com)

