



百年物語

Centennial Value Collection from Niigata JAPAN

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from Niigata JAPAN

2005 - 2017



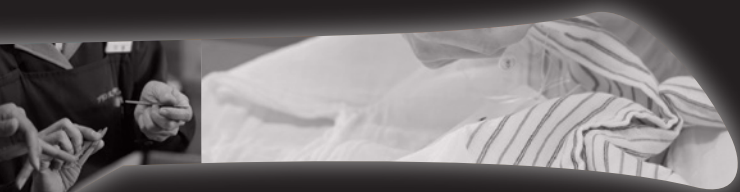
Next
100
Years
Past

- 2017 Next Tool for Next Life
- 2016 Tools for the Next Way of Life
- 2015 Tools for the Next Way of Life
- 2014 TOOLS FOR A REFINED GENTLEMAN
- 2013 TOOLS FOR A REFINED GENTLEMAN
- 2012 MY WAY OF LIFE
- 2011 Good time tools for Two
- 2010 TOOLS for MEN
- 2009 TOOLS for MEN
- 2008 Sa-Ke Time Collection
- 2007 LIFESTYLE TOOLS FOR MEN
- 2006 Tea Time Scene Collection
- 2005 TABLEWARE SELECTION
- 2005 “MY TOOLS” COLLECTION



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 ●Weight, size, etc. shown in the catalogue are standard values for the specification.



Centennial Value Collection
from Niigata JAPAN

2005 - 2017

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Centennial Value Collection
from Niigata JAPAN
2005 - 2017

The Value of Niigata Created by the Centennial Value Collection

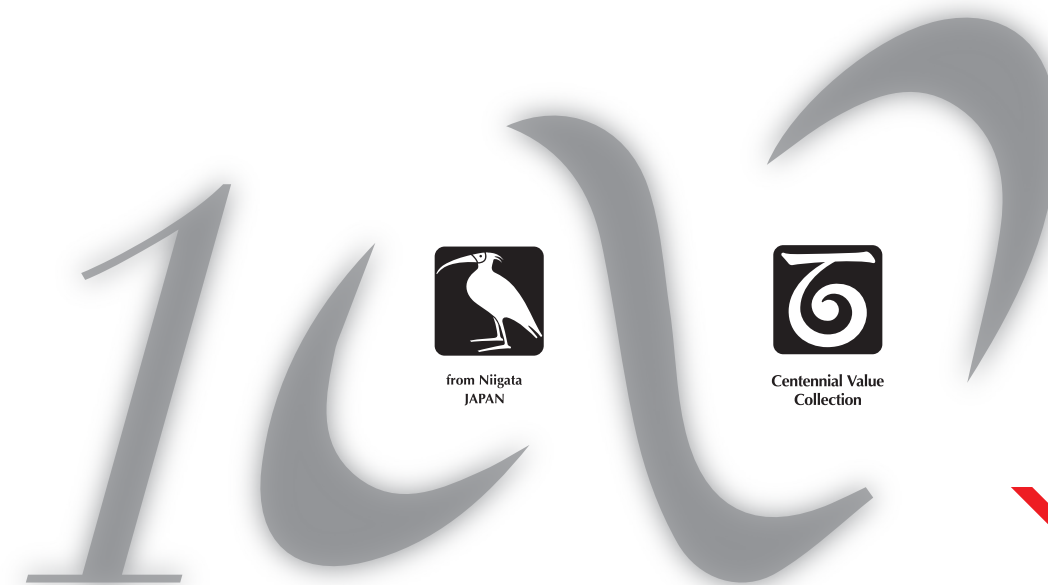
The Challenge to Become an International Brand

The “Centennial Value Collection Project” began in 2003.

When challenging to become an international brand,
it was an absolute requirement to continue with the project to gain “trust”.
There is no point if you do not continue...

The spirit of challenging oneself with courage to do something
that no one has done before
was in line with Niigata’s nature and set fire to the energies of the artisans of Niigata.
The unlimited possibilities revived the region and
increased the value and creative power of the industry, giving birth to the brand.

The “Centennial Value Collection Project” and the “Centennial Value Collection Brand”,
which have created “heirlooms that enable the enjoyment, sustenance and
continuation of a cultured lifestyle”, are steadily growing with the support of
companies and people even after reaching a milestone of 12 years.



Next
100

Years
Past

What the Centennial Value Collection Aims to Do

What discoveries were made in 1917, 100 years ago from today?

And what discoveries will be made in 100 years, in 2117?

Even among fundamental things that never change,
new ideas are added to bring about change.
This spirit of “unchangeability” has continued to be handed down in Niigata
and flourishes today, as unlimited possibilities are created.

For people to acknowledge Niigata’s value and for
the “Centennial Value Collection Project” to carry on,
Niigata’s challenge to achieve unlimited possibilities will continue.

Unlimited possibilities
To hand down to the next 100 years.



What we can do to hand down and develop “Made in Niigata”

Niigata Industrial Creation Organization
Chief Director

Kunio Mori



The Niigata Industrial Creation Organization (NICO) was established in April 2003 with the mission of “revitalizing Niigata prefecture’s industries”. Together with the policies of Niigata prefecture, it supports companies in Niigata prefecture that are challenging themselves to begin new businesses and develop new techniques and products.

The “Centennial Value Collection”, a project to develop an international brand out of Niigata, was launched at around the same time as NICO’s establishment. It nurtures top-class manufacturing companies in the lifestyle industry that target households and works to further improve Niigata’s skills and design abilities while strengthening its brand. It is a project that creates and offers high-quality household items from Niigata to the world.

The general catalog we have published here is the

culmination of 12 years (one cycle of the zodiac) of work for the Centennial Value Collection. It is aimed to promote the project of developing the Centennial Value Collection’s brand and to offer high-quality items that have been created by companies in Niigata to distributors in various industries.

Niigata prefecture is home to many companies, mainly local industries, that have industrial techniques and knowhow that it can boast to the world. We hope that the Centennial Value Collection’s products, which incorporate such advanced techniques and designs to build a brand, will catch your attention, inspire you and encourage you to use them with care for years to come. We are committed to do our best to evolve the Centennial Value Collection in the years ahead.

Aiming for a lifestyle industry for the next generation

NICO Advisor
Centennial Value Collection Supervisor

Rei Kurokawa



The “Centennial Value Collection” was announced in 2005. The world has clearly changed over the past 12 years.

The challenge facing the lifestyle industry at the time was based on “how to achieve environmental industrialization” and included aspects such as “how to globalize and expand sales” and to do so, to “shift from quantity-based production to quality-based production” and “create value that is recognized globally by introducing lifestyle concepts and styles in Japanese culture”.

Given such circumstances at the time, the Centennial Value Collection began as an “international brand out of Niigata” and has ended its first stage (one cycle of the zodiac), with the second stage having just begun. It cannot be said that the goal of the first stage, “to be acknowledged as a global brand” has been fully achieved, and as a “brand”, it is necessary to carry on with renewed goals for the next era.

Over the last 12 years, there have been many new

concepts such as iPS cells and automatic driving which “will change the way in which the next generation will live”. They may not only be for the better, but also for the worse (natural disasters, etc.).

What will the Centennial Value Collection “create for the way in which the new generation will live?”

The Centennial Value Collection is an introduction of a lifestyle concept from Japan to the rest of the world. From now on, it must step outside this framework and continue to offer ideas for living, addressing both positive and negative aspects based on the wisdom of the Japanese. At the same time, this also means finding the direction for which Niigata’s industries will be needed by people in the future.

For the younger generation of tomorrow to be able to envision (create) their own lifestyle through products — the Centennial Value Collection would like to be such a “lifestyle industry brand”.

About the Centennial Value Collection

To build the value of Niigata’s lifestyle industry and its international reputation, as global competition intensifies — that desire led to the birth of the Centennial Value Collection.

The goal of the Collection is not to offer mass-produced products for mass consumption, but to develop and bring together “heirlooms that enable the enjoyment, sustenance and continuation of a cultured lifestyle”.

Based on this concept, various companies in Niigata have continued to develop top-quality products and to offer lifestyle ideas globally at the world’s biggest trade fair.

The Centennial Value Collection is an international brand out of Niigata and is designed for Niigata’s lifestyle industry to continue challenging the world.

Quality Mark

The Centennial Value Collection’s products are given the following four markings to certify their quality.



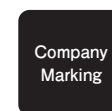
Centennial Value Collection Marking

A certification marking indicating that the product is of a quality and based on the vision of the “Centennial Value Collection”.



Crested Ibis Marking “From NIIGATA JAPAN”

A marking bearing the motif of a Japanese crested ibis that symbolizes Niigata prefecture is used to certify that the product is made in Niigata prefecture with local techniques. Incidentally, the Japanese crested ibis, with the scientific name of *Nipponia nippon*, is also a bird that represents Japan.



Company Marking

A marking to certify responsibility for the product.



Zodiac Marking

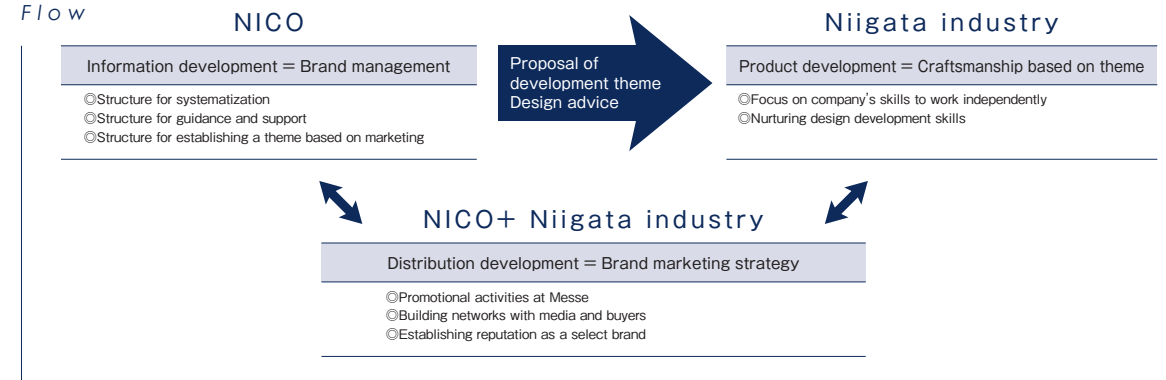
The marking indicates the year in which the product was developed. In addition to the Christian era, the Japanese also use the 12 signs of the zodiac to express the calendar year. A design for the Chinese character of each zodiac sign was created to use as a marking to certify the year in which the product was developed.

Structure of the Centennial Value Collection

The prefecture has never before developed an international brand. To achieve this, it is important to have a division of roles and to have cooperation between the government and the industry. Every year, NICO proposes a theme and makes a public appeal for companies to participate. Participating companies spend six months developing products with advice from NICO

and design managers. The finished products are featured in a catalog and sent to Frankfurt, where they are exhibited at the world’s biggest trade fair as part of the project’s activities. Fortunately, the Centennial Value Collection has built an excellent reputation and has continued to exhibit its products in the Loft area, where people at the Messe gather the most.

Work Flow





2017 Next Tool for Next Life

2nd

round
to ...



The Centennial Value Collection has continued to offer products based on themes since 2005.

“Zodiac signs (12 years is one cycle)”, which are an expression of Japanese culture, are used along with the Christian era to identify the year in which the product was developed.

The Centennial Value Collection began with the Year of the Rooster and after 12 years, it enters a second cycle of the zodiac in 2017.

It stands at a new starting line.

The Centennial Value Collection will continue to offer ideas for a new cultured lifestyle for years to come.

2017 Design manager

Industrial Designer
Design Consultant
Shinichi Yamamura
President
COBO DESIGN CO.,LTD.
<http://www.cobodesign.co.jp/>



A new way of living is discovered

A way of living in which storage as an art object in the room

...Accessory Case

Fold, spread out, use, fold.

An light way of living.

...IKSKI Tea Table

A way of living of freely enjoying drinks with friends, anywhere

...Wine Bottle Trunk “Shinobi”

A way of living enjoying lighting effects’,

...Midare-kumiko Lantern “ASANOHA”

Washi gauze and indigo thermal blanket that warmly wraps the body in bed.

A way of living that treasures sleep time

...Japanese paper gauze thermal blanket

Play more with paper

Paper that wraps the heart, communicates

...FUKURA

A knife that cuts paper with paper awakens to rich colors

...Paper Made Paper Knife

Wisdom of Japanese living makes the world richer

Helping people of the world use Japanese knives with excellent cutting quality

...togisamurai KNIFE SHARPENER

Designing a form that makes Japanese knives easier to use and cut with

...Knives Urushi Lacquer, Polish Series

Tools become closer to people

Grooming tools inspired by attire, sensitivity

...Grooming Kit, Wing “COLORED”

Nail Nippers that are light, soft on the hands and a masterpiece for the next generation

...SUWADA Nail Nippers “The Masterpiece Collection”

Coffee kettle that is compact, light and a suitable size for everyday living

...Coffee kettle Textured hammered pattern smoky silver

Card case that complements the hand’s subtle movements

...Business Card Case

Glasses case and fountain pen case that are handy, light and strong

Wood cases that blend with the hand’s skin

...STORIO Glasses case Vertical type, Pen case



2017 Next Tool for Next Life

A new way of living is discovered

2017 酉

Jewelry case embellished with a piece of artwork

STATIONERY

Accessory Case (Sliding Type)

Size: W160×H210×D150mm Color: Clear Paint

Red

Material: Medium Density Fiberboard
Finish: Urethane finishing
Weight: 720g

Tamo (Japanese ash)

Material: Tamo (Japanese ash)
Finish: Water based stain
Weight: 680g

Japanese zelkova

Material: Japanese zelkova
Finish: Water based stain
Weight: 680g

Paulownia

Material: Paulownia
Finish: Water based stain
Weight: 680g

STATIONERY

Accessory Case (Stackable Tray Type)

Material: Medium Density Fiberboard
Finish: Urethane finishing
Size: W160×H210×D150mm
Weight: 720g
Color: White, Navy Blue, Black

Company Name: ISHIYAMA MOKKOUSHO INC.
Designer: Yuka Tanaka



Sliding Type



Red

Tamo
(Japanese ash)



Japanese
zelkova

Paulownia

Stackable Tray Type



White

Navy Blue

Black



Stylishly carry your favorite drinks to cherry-blossom viewings and moon viewings



STYLING

Wine Bottle Trunk "Shinobi"

Company Name: Ominato Bunkichi Shoten Co.,Ltd.
Designer: Yosuke Ominato, Naoto Hirota
Material: (Main body) Paulownia (Hundle) Leather
Finish: Urethane Coating
Size: (Main body) W412×H330×D126mm (Case) W440×H350×D155mm
Weight: (Main body) 2,350g (Main body+Case) 2,750g
Accessories: One partitioning board (adjustable) in the top drawer



Enjoy the Japanese traditional technique of "kumiko" with modern lighting

INTERIOR

Midare-kumiko Lantern "ASANOHA"

Company Name: Ominato Bunkichi Shoten Co.,Ltd.
Designer: Yosuke Ominato, Naoto Hirota
Material: Cedar
Finish: Natural finish/ Waterproof
Size: (Main body) W210×H225×D210mm (Case) W270×H250×D255mm
Weight: (Main body) 850g (Main body+Case) 1,250g
Accessories: Simple lamp shade (Reinforced Japanese washi paper made by Warlon) LED light bulb



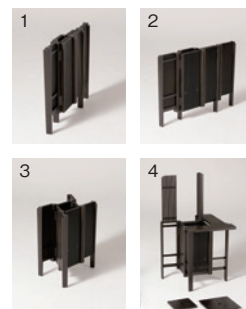
The technique of wooden fittings is crystallized into furniture



The shades and shadows of "kumiko" can be enjoyed when the light is turned on



How to assemble



INTERIOR

IKSKI Tea Table

Company Name: NOMURA MOKKOU co.,LTD
Designer: Taiji Nomura, Takashi Yamazaki
Material: Spuruce
Finish: Stain coating
Size: W660×H600×D660mm
Weight: 6,000g
Color: Dark mahogany color

Breathable, washi gauze that wraps you in your sleep



HELP & HEALTH

Japanese paper gauze thermal blanket

Company Name: ao Co.,Ltd
Designer: Hajime Sangawa/Masaki Igarashi
Material: (cotton) 65% (unspecified fiber(japanese paper)) 35% (tape part) acrylic100%
Size: W1,750×H3×D2,200mm
Weight: 560g





2017 Next Tool for Next Life

Play more with paper

2017 酉

Plump mini cases made of washi in auspicious shapes



Daruma doll



mallet



pine



fan



bamboo



gourd



plum



mallet



Pocket to hold small items



STATIONERY FUKURA

Company Name: NEOS CO.,LTD
Designer: Naho Kobayashi
Material: Japanese paper
Finish: Molding
Size: (Main body) W73~126xH58~93xD12mm
(Case) W135xH165xD13mm
Weight: (Main body) 4g
(Main body+Case) 34g
Color: 32 Types of Handles

STATIONERY FUKURA tapestry (set of two)

Company Name: NEOS CO.,LTD
Designer: Naho Kobayashi
Material: Japanese paper/Paulownia
Size: (Main body) W292xH16xD147mm
(Case) W292xH17xD148mm
Weight: (Main body) 8g
(Main body+Case) 112g
Color: 4 Types of Handle Combinations

STATIONERY FUKURA tapestry (set of three)

Company Name: NEOS CO.,LTD
Designer: Naho Kobayashi
Material: Japanese paper/Paulownia
Size: (Main body) W372xH16xD147mm
(Case) W372xH17xD148mm
Weight: (Main body) 12g
(Main body+Case) 150g
Color: 4 Types of Handle Combinations

New colors added
Tool to cut paper with paper



STATIONERY Paper Made Paper Knife

Company Name: ADACHI SHIKI KOGYO Co.,Ltd.
Designer: Tatsutoshi Inokai
Material: Vulcanized Fibre
Finish: Polishing

Size: (Main body) W179xH35xD3.5mm
(Case) W210xH60xD4mm
Weight: (Main body) 20g
(Main body+Case) 30g
Color: Red/White, Blue/White
Green/White, White/Red
White/Green, White/Gray



Green/White



Red/White



Blue/White



White/Green



White/Red



White/Gray



2017 Next Tool for Next Life

Wisdom of Japanese living makes the world richer

Achieve "horizontal one-way sharpening" in the same way as artisans

KITCHEN TOOL togisamurai KNIFE SHARPENER

Company Name: Prince Industry Inc.
Designer: 8-knot design co.,ltd.
Hirohito Baba
Material: Stainless Steel, Diamond sharpener
Finish: Bead blast Finish, Fluororesin paint
Size: (Main body) W112xH58xD210mm
(Case) W130xH60xD320mm
Weight: (Main body) 450g, (Main body+Case) 520g
Color: Bead blast, Black
* Patent pending



Black

Bead blast

The diamond whetstone and levitation mechanism of the holder make it possible to sharpen knives like a professional, making everyday cooking a joy with knives that cut well.



The handle fits the shape of

the hand – Rougata Chukin (wax mold casting)

KITCHEN TOOL Paring knife

Company Name: NIIGATA INVESTMENT CASTING CO.,LTD
Designer: Tsuyoshi Sato
Material: (Blade) 15Cr Stainless steel
(Handle) Stainless cast metal
Size: (Main body) W18xH30xD250mm
(Case) W30xH60xD265mm
Weight: (Main body) 180g
(Main body+Case) 250g

Knife Urushi Lacquer 120mm
Normal

Finish: Urushi Lacquer
Color: Black, Red

Knife Urushi Lacquer 120mm
Damascus

Finish: Urushi Lacquer
Color: Black, Red

Knife Polish 120mm
Normal

Finish: Polish

Knife Polish 120mm
Damascus

Finish: Polish

KITCHEN TOOL

Santoku (all-purpose kitchen) knife

Company Name: NIIGATA INVESTMENT CASTING CO.,LTD
Designer: Tsuyoshi Sato
Material: (Blade) 15Cr Stainless steel
(Handle) Stainless cast metal
Size: (Main body) W18xH50xD300mm
(Case) W30xH80xD320mm
Weight: (Main body) 210g
(Main body+Case) 280g

Knife Urushi Lacquer 170mm
Normal

Finish: Urushi Lacquer
Color: Black, Red

Knife lacquer 170 mm
The Damascus knife is shown on P.111

Knife Polish 170mm
Normal

Finish: Polish

Knife Polish 170mm
Damascus

Finish: Polish

KITCHEN TOOL

Chef's knife

Company Name: NIIGATA INVESTMENT CASTING CO.,LTD
Designer: Tsuyoshi Sato
Material: (Blade) 15Cr Stainless steel
(Handle) Stainless cast metal
Size: (Main body) W18xH50xD340mm
(Case) W30xH80xD355mm
Weight: (Main body) 220g
(Main body+Case) 300g

Knife Urushi Lacquer 210mm
Normal

Finish: Urushi Lacquer
Color: Black, Red

Knife Urushi Lacquer 210mm
Damascus

Finish: Urushi Lacquer
Color: Black, Red

Knife Polish 210mm
Normal

Finish: Polish

Knife Polish 210mm
Damascus

Finish: Polish



Paring knife

Chef's knife

Two types of blades



Damascus

Normal

Three types of handles



Urushi Lacquer Red

Urushi Lacquer Black

Polish



2017 Next Tool for Next Life

Tools become closer to people

2017 酉

Adding color to an elegant design



HELP & HEALTH

Grooming Kit, Wing "COLORED"

Company Name: Maruto Hasegawa Kosakujo Inc.
Designer: Hisakazu Suzuki
Material: Stainless Steel, Titanium
Finish: Blasting Finish, Baking Finish
Size: W180×H165×D30mm
Weight: 108g
Accessories: Nail Nipper, Nail File, Earpick, Tweezers, Eyebrow Scissors, Carrying Case
Color: Red



Water that is boiled in another pot is used, so there are two fixed handles to enable steady pouring.

Enjoy the ultimate coffee experience



TABLEWARE

Coffee kettle Textured hammered pattern smoky silver (700ml)

Company Name: Gyokusendo
Designer: Tomokazu Minowa
Material: Copper
Size: W105×H175×D220mm
Weight: 470g

Achieved a new texture and lightness by combining with natural materials



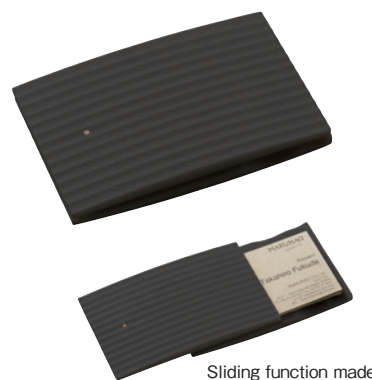
HELP & HEALTH

SUWADA Nail Nippers "The Masterpiece Collection"

Company Name: SUWADA Blacksmith Works, Inc.
Designer: Tomoyuki Kobayashi
Material: Hi-carbon stainless steel, Micarta, Wood, Duralumin
Finish: Satin Finish
Size: W70×H120×D14mm
Weight: 58g



Portraying a sharp business scene



Sliding function made with metal parts

STATIONERY

Business Card Case

Company Name: MARUNAO CO.,LTD
Designer: Takahiro Fukuda
Material: 〈Body〉 Micarta
 〈Parts〉 Brass/sus
Finish: Polish finish
Size: W73.5×H105×D14.5mm
Weight: 130g

Hard case created
from solid wood



Three pens can be stored in total, with the most valued pen in the leather wrapping and two others for everyday use on the other side. The leather interior is adorned with a decorative cord, symbolizing a message from the sender.

Glasses Case - Vertical type

Company Name:Storio Corporation
Designer:STUDIO 4CS
Material :Maple,Genuine Leather
Finish :Clear matte coating
Size: (Main body) W160×H33×D50mm
(Case) W197×H42×D90mm
Weight : (Main body) 50g
(Main body+Case) 130g
Color :Natural, Black Stain

Pen case

Company Name: Storio Corporation
Designer: STUDIO 4CS
Material : Maple, Genuine Leather
Finish: Clear matte coating
Size : (Main body) W160×H25×D45mm
 (Case) W197×H33×D90mm
Weight : (Main body) 55g
 (Main body+Case) 138g
Color : Vermilion Stain



Even experienced artisans who have worked for nearly 50 years are not satisfied with themselves. "If I have come this far, I must be capable of going further. Once you become satisfied, you stop trying. That is how artisans feel."



Copper, unless it is hammered after annealing, maintains its softness. Tsuki copperware uses this quality, repeating the process of hammering and heating to make the shape.

Strike— Utsu

Company & Technology

No matter how times have changed,
we have lived holding on to copper,
without changing our beliefs.

The Japanese word for “strike (utsu)” has many meanings, such as to develop and to make sounds. Gyokusendo, which celebrated its 200th anniversary in 2016, makes items for everyday use such as teaware and sake ware from Tsuiki copperware, which is created by shaping a single sheet of copper. The shape is made by hand and the artisan wields a hammer, working with great concentration. The item is given life by striking it thousands and tens of thousands of times. Given this, the sound of artisans hammering metal in the workshop feels warm and almost sounds like a heartbeat.

Gyokusendo began in the late Edo period when Kakubei Tamagawa, the company's founder, learned the technique of Tsuiki copperware from a travelling artisan from Sendai. Fine coppers were also produced in a nearby mountain, further supporting the development of Tsuiki copperware in the area. The company exhibited products when Japan participated in the Vienna World Exposition for the first time in 1873 and even before World War II, it had won over 30 awards at domestic and international exhibitions. Since 1894 when the company gave a flower vase to the Emperor Meiji as a gift, it has become custom for the company to send its items to the Imperial Household on auspicious occasions. Currently, it is designated as an "Intangible Cultural Treasure" by Niigata prefecture, an "Intangible Cultural Property that Needs Measures such as Making Records" by the Agency for Cultural Affairs and a "Traditional Craft Product" by the Minister of Economy, Trade and Industry.



A century later, for every country in the world,
To have Tsuiki copperware handed down with care.

As the “sacred place of Japanese craftsmanship”, we will continue to challenge the world with fellow artisans in Niigata.

Gyokusendo has taken part in the “Centennial Value Collection” from its start in 2005. The first time it exhibited products in Ambiente, the current head of the company, seventh-generation Motoyuki Tamagawa, decided he wanted to “make Tsuiki copperware that harmonized Japanese and foreign cultures, and to expand their possibilities.” He “wanted to sell our products by ourselves” and decided to stop shipments to wholesalers, opening a company store in Tokyo’s Omotesando in 2014. The company listens to customers’ needs and explains how to take care of Tsuiki copperware, which is nurtured over a long period of time. Purchases by foreign customers now make up 30 percent of sales, from none in 2004. Of the 5,000 people who took tours of its workshop in 2016, 10 percent were from abroad. It will open a store in Ginza in 2017 and plans to expand abroad next.

The company's president, Motoyuki, is happy to see that Tsuiki copperware has been welcomed by the world. He also cannot help but feel grateful to all of his predecessors who have treasured, loved and preserved Tsuiki copperware for the past 200 years, and to the history of Niigata that has nurtured its culture. His goal from now on is to sweep the world with a wave of "Neo-Japonism" with others taking part in the "Centennial Value Collection". He is also aiming to have Niigata bustling with tourists from around the world visiting his factory. Niigata has "skills" and "aspirations" it can boast to the world. Through Tsuiki copperware, he would like to communicate to others that it is a place worth visiting.



A sheet of copper entrusted with a mission is transformed into the desired shape by the artisan's hands.



The biggest mission is to hand down techniques to future generations. There is a meaning to the company having existed for 200 years. We cannot allow it to end with our own generation.



Gyokusendo

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<http://www.gyokusendo.com> info@gyokusendo.com



2005 TABLEWARE SELECTION

Ideas for tableware to
enjoy the four seasons
– spring, summer, autumn
and winter

...Cutlery Bamboo Series

2005 *Design manager*



Product Designer
Design Director
Kozo Sato
President
KOZO DESIGN STUDIO INC.
Professor
Department of Industrial and Systems
Engineering,
Faculty of Engineering and Design,
Hosei University



Ideas for tableware to enjoy the four seasons
– spring, summer, autumn and winter
2005 TABLEWARE SELECTION



Pursuit of design quality

Take



TABLEWARE Cutlery Bamboo Series

Take (spring) Cake Fork

Size: L159mm
Weight: 58g

Take (spring) Tea Spoon

Size: L154mm
Weight: 60g

Take (spring) Dinner Spoon

Size: L190mm
Weight: 96g

Take (spring) Dinner Knife

Size: L220mm
Weight: 95g

Take (spring) Dinner Fork

Size: L194mm
Weight: 90g

Take (spring) Butter Knife

Size: L162mm
Weight: 59g

Company Name: Tsubame Shinko Industrial Co., Ltd.
Designer: Takanori Oyanagi
Material: Stainless Steel / Copper





Tool collections to keep for 100 years
- The aesthetics of black and white
2005 "MYTOOLS" COLLECTION



Proposing a world standard for Nail Nippers

HELP & HEALTH

Nail Nipper Classic Black Finish

Material: Hi-carbon stainless steel
Finish: Black Finish
Size: (Main body) W60×H120×D20mm
(Case) W160×H80×D38mm
Weight: (Main body) 85g
(Main body+Case) 240g
Color: Black
Accessories: Storage Box

HELP & HEALTH

Nail Nipper Mirror

Material: Hi-carbon stainless steel
Finish: Mirror Finish
Size: (Main body) W60×H120×D15mm
(Case) W160×H80×D38mm
Weight: (Main body) 85g
(Main body+Case) 240g
Color: Silver
Accessories: Storage Box, Care Cloth

Company Name: SUWADA Blacksmith Works, Inc.
Designer: Tomoyuki Kobayashi



Classic Black Finish

Mirror

Nail Nipper



2005 "MYTOOLS" COLLECTION

Tool collections to
keep for 100 years
- The aesthetics of
black and white

- ...Nail Nipper
- ...Paper Made Series
- ...Grooming Kit (wing 2005)
- ...Ikebana Shears Leather Grip

2005 Design manager



Product Designer
Takashi Ashitomi
President
SAAT Design Inc.
<http://www.saat-design.com/>



White

Black

STATIONERY

Paper Made Paper Knife

Company Name: ADACHI SHIKI KOGYO Co., Ltd.
Designer: Takashi Ashitomi
Material: Vulcanized Fibre
Finish: Polishing
Size: (Main body) W179×H35×D4mm
(Case) W210×H60×D4.5mm
Weight: (Main body) 25g
(Main body+Case) 35g
Color: White, Black



Cut paper with paper

Paper Made Paper Knife



Tool collections to keep for 100 years
- The aesthetics of black and white
2005 "MYTOOLS" COLLECTION

2005
酉

A new design using natural motifs



Grooming Kit 5pcs set(②+③+⑤+⑦+⑧)

Material: Stainless Steel, Titanium, Leather Finish: Blasting Finish
Weight: 106.5g Color: (Main body) Silver (Case) Black

Grooming Kit 8pcs set(①+②+③+④+⑤+⑥+⑦+⑧)

Material: Stainless Steel, Titanium, Leather Finish: Blasting Finish
Weight: 225g Color: (Main body) Silver (Case) Black

HELP & HEALTH

Grooming Kit (wing 2005)

Grooming Kit 2pcs set(②+③)

Material: Titanium, Leather
Finish: Blasting Finish
Weight: 32.5g
Color: (Main body) Silver (Case) Black

Grooming Kit 3pcs set(①+④+⑥)

Material: Stainless Steel, Leather
Finish: Blasting Finish
Weight: 82g
Color: (Main body) Silver (Case) Black

HELP & HEALTH

Grooming Kit (wing 2005)

Company Name: Maruto Hasegawa Kosakujo Inc.
Designer: Hisakazu Suzuki

① Eyebrow Scissors

Material: Stainless Steel
Finish: Blasting Finish
Size: (Main body) W98×H46×D3mm
(Case) W105×H58mm
Weight: (Main body) 13g
(Main body+Case) 17g
Color: Silver
Accessories: Vinyl case

② Titanium Earpick

Material: Titanium
Finish: Blasting Finish
Size: (Main body) W95×H5×D5mm
(Case) W50×H16mm
Weight: (Main body) 3g
(Main body+Case) 3.5g
Color: Silver
Accessories: Plastic Bag

③ Titanium Toothpick

Material: Titanium
Finish: Blasting Finish
Size: (Main body) W93×H5×D5mm
(Case) W50×H16mm
Weight: (Main body) 3g
(Main body+Case) 3.5g
Color: Silver
Accessories: Plastic Bag

④ Tweezers

Material: Stainless Steel
Finish: Blasting Finish
Size: (Main body) W89×H12×D5mm
(Case) W50×H16mm
Weight: (Main body) 10g
(Main body+Case) 10.5g
Color: Silver
Accessories: Plastic Bag

⑤ Nail File

Material: Stainless Steel
Finish: Blasting Finish
Size: (Main body) W122×H12×D0.8mm
(Case) W133×H19mm
Weight: (Main body) 5g
(Main body+Case) 6g
Color: Silver
Accessories: Plastic Bag

⑥ Mirror

Material: Stainless Steel
Finish: Blasting Finish
Size: W103×H42×D1mm
Weight: 21g
Color: Silver

⑦ Nail Nipper Wing

Material: Stainless Steel
Finish: Blasting Finish
Size: (Main body) W120×H40×D13mm
(Case) W159×H72×D26mm
Weight: (Main body) 35g
(Main body+Case) 110g
Color: Silver
Accessories: Nail File, Plastic Case

⑧ Nasal Hair Scissors

Material: Stainless Steel
Finish: Blasting Finish
Size: (Main body) W97×H46×D3mm
(Case) W105×H58mm
Weight: (Main body) 13g
(Main body+Case) 17g
Color: Silver
Accessories: Vinyl case

GARDENING

Ikebana Shears Leather Grip

Company Name: SAKAGEN Co., Ltd
Designer: Genichi Sakai
Material: Carbonsteel Leather
Finish: Plating
Size: (Main body) W165×H45×D20mm
(Case) W180×H55×D23mm
Weight: (Main body) 170g
(Main body+Case) 200g
Color: Brown
Accessories: Blade cover

Original Ikebana Shears



Stylish floral shears
with a grip wrapped
in genuine leather



During the forging process, the material is hammered three times at the same time. Artisans step on a pedal and make detailed adjustments.



Many of the company's products use a unique steel called "Maruto" which is custom-made by Kobe Steel, Ltd. The material is extremely hard and makes products with outstanding cutting quality and durability. Nail nippers can sustain their cutting quality even if they are used 30,000-50,000 times.

Functional beauty — Kinoubi

Company &
Technology

Employees are all artisans.
The company that makes the most pliers in Japan.

Regular radio broadcasting began in Japan in 1925. Maruto Hasegawa Kosakujo was established a year earlier, in 1924. Popular culture was on the rise and was rapidly spreading. The company was the first in Niigata prefecture to implement a machine called a spring hammer used for forging and smithing and achieved a dramatic rise in productivity. It also branded its products, which was unusual at the time in Japan, and marked them with a symbol of a horse called "KEIBA". At the time of its establishment, the company made clamps for carpenters, but went on to develop other tools that were in demand at the time. It was a pioneer for Sanjo city, which would later become a center for work tools. Pliers for plastic cut well and have been especially well-received, and are now exported to 20 countries and have the top share by far of the market in North America. The company has produced hundreds of millions of plier-related products in total and is a "manufacturer that has benefited from the experience of producing large volumes," according to the company's president, Naoya Hasegawa.

Given the large amount of production, one may imagine an automatized factory. However, take a step inside the factory and there are many artisans at work. They are all regular employees and are trained craftsmen. Furthermore, integrated manufacturing takes place at the site, which is 33,000 square meters and handles more than 50 production processes such as forging, heat treatment, polishing, adjusting and blade edging. When the company's president, Hasegawa, speaks about large volumes, he means each and every item that artisans for each process work on to create. It is an overwhelming number filled with human emotions.



When functionality is pursued, beauty emerges.
Beautiful products are born from
a beautiful process.

Artisans balance accuracy and efficiency.
Their presence at work is so beautiful, it is captivating.

Aiming to apply its experience and techniques cultivated in working tools for the beauty industry, the company announced a new product line in the Tokyo area in 2003. It makes grooming kits such as nail nippers and tweezers, under the brand "MARUTO" which focuses on beauty and health. The nail nippers in particular share the same cutting qualities as industrial pliers. The edge of the blade is at a very sharp angle, enabling it to cut with little force and resistance. Because it cuts well, the cut end of the nail does not become rough.

The blade of the nail nipper is polished using a machine with a precision of 1/1000, but given the subtle differences that emerge with each one during the forging and heat treatment processes, they cannot be done just by machinery, and the work is done by hand. Experienced artisans hold the nail nipper in fluorescent light and work on the delicate task of adjusting the edge fitting while looking at the gap between the blades. No movement is wasted and the artisans are focused and poised. It is a factory but beautiful to look at, and one can stay for hours. The company's products have a reputation for being functional and beautiful, and has won more than 70 design awards including the Good Design Award from 1982. From such achievements and the presence of the artisans, one can see that beautiful products are born from a beautiful process.



"In Japanese, there are many words to express the sound of cutting such as pachin, puchin, chokin and saku. When it comes to cutting quality the Japanese are the most particular in the world. For example, even if flavors can be measured by a sensor, all that matters is the person's sense of taste. The cut of an edged tool is the same, because it is also analogue, unable to be quantified. We are pursuing something very close to a person's sensitivity."



Craftsmanship is like growing rice, which takes time and is quiet work. "We call it a work process, but it feels like nurturing. We work carefully, even on simple processes customers cannot see," said the company's president, Hasegawa.



Maruto Hasegawa Kosakujo Inc.

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http://www.keiba-tool.com keiba@keiba-tool.com



2006

Ideas for “Tea Time” from Japanese cultural perspectives
(demeanor, manners, comparison, enjoyment of tools, etc.)

Tea Time Scene Collection

■ Change the layout of the room
...Folding screen

■ Enjoy herbal teas
...Herbal Tea Series

2006 *Design manager*



Product Designer
Toshiyuki Kita
President
TOSHIYUKI KITA
DESIGN LABORATORY LTD.
<http://www.toshiyukikita.com/>





Change the layout of the room
2006 Tea Time Scene Collection

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6
戊

Wind that can be seen with the eye



Image: Wind and seven colors

INTERIOR

The wind blows "KAZE"

Company Name: Ominato Bunkichi Shoten Co., Ltd.
Design/Production Calligrapher: Saika
Material: Natural wood, Japanese paper
Size: (Main body) W600 (1,200) x H1,500mm
(Case) W610 x H1,510 x D40mm
Weight: (Main body) 3,000g
(Main body+Case) 5,000g

Byobu

Enjoy herbal teas
2006 Tea Time Scene Collection



Beautiful contrast between frosting and transparency



Kasumi Circle



Cup & Saucer "circle"

Herbpot "Kasumi" (S)

TABLEWARE

Cup & Saucer "circle"

Company Name: Glass Studio Craft-U
Designer: Yasunori Tokuma
Material: Borosilicate Glass
Finish: Burner work & Sandblast
Size: (Main body) W120 x H50 x D120mm
(Case) W120 x H100 x D120mm
Weight: (Main body) 130g
(Main body+Case) 185g

TABLEWARE

Herbpot "Kasumi" (S)

Company Name: Glass Studio Craft-U
Designer: Yasunori Tokuma
Material: Borosilicate Glass
Finish: Burner work & Sandblast
Size: (Main body) W175 x H115 x D95mm
(Case) W192 x H106 x D153mm
Weight: (Main body) 280g
(Main body+Case) 400g
Accessories: Tea Strainer V-0 (made of PP)



Gyokusendo

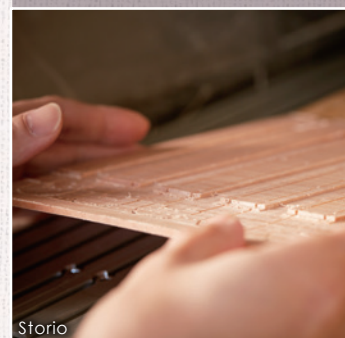
The Hand



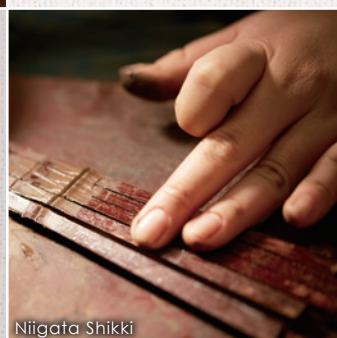
Artisans have hands like gods. They can tell the differences of 0.1 millimeters and 0.1 seconds, while envisioning their work to last for 100 years. Their creations are passed on to prospective owners and are nurtured into something that are cared for and loved.



Prince Industry



Storio



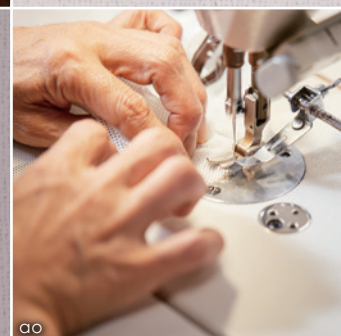
Niigata Shikki



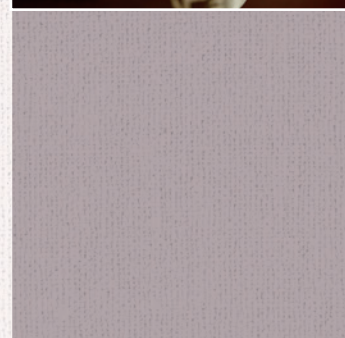
SUWADA



NOMURA MOKKOU



ao



ADACHI SHIKI KOGYO



Maruto Hasegawa Kosakujo



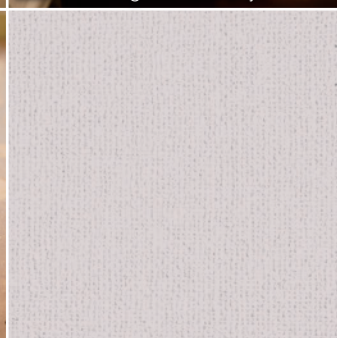
MARUNAO



NEOS



Ominato Bunkichi Shoten



Nagayanagi Pottery



Before painting, the wood is soaked in water once and dried. It is a process called "mizuhiki (drawing water)", in which the wood is stabilized and small scratches are brought to the surface.



A "hidden nail" is hammered into the joint for reinforcement. It is on the outer frame and will not be seen in the final product, but the nails, as thin as needles, are hammered in carefully.

Looking at the trees — Ki wo miru

Company &
Technology

Making folding screens that change with the times while also preserving traditional culture.

Folding screens have been treasured by Japanese people from long ago as artwork, with gold-leafed folding screens used for weddings and screens paintings and calligraphic works were written. However, they were originally a household item to block wind, and the word "byobu (folding screen)" comes from the words "to avoid wind". Ominato Bunkichi Shoten, a manufacturer specializing in folding screens in Kamo city, was established in 1868 as a manufacturing wholesaler of "tanned paper" that paints persimmon tannin onto Japanese paper as a preservative treatment. Thereafter, it started making folding screens, applying techniques used in the local industries of Japanese paper and woodwork. In the 1960s, it made "bamboo folding screens" inspired by "summer doors" that attach bamboo blinds to doorframes. The new type of folding screen, which partitions spaces but allows ventilation, became a big hit all over Japan and Kamo produced over 90 percent of the nation's share. Currently, the company makes simple folding screens for living rooms and screens for sliding paper doors, as well as high-quality, artistic folding screens that are given as gifts to state guests.

The company began taking part in the "Centennial Value Collection" from 2006. In addition to decorative furniture such as folding screens and lamps with paper shades, the company attracted attention for its unique products such as a sake trunk and "Za-kekka", a portable Japanese-style mini-room that can be assembled and disassembled. At an exhibit in Germany where temperatures fell to minus 20°C and many wooden products cracked or broke, Ominato Bunkichi Shoten's products survived the tough climate, in a show of their perfection.



The "Centennial Value Collection" connects the origins of Japanese craftsmanship with the forefront of creativity.

By analyzing and reconstructing current techniques, products that have never before existed are born.

"Lamps with paper shades and sake trunks are new products in our company history, but the techniques used are all derived from traditional fixtures and paulownia wood chests," said the company's third-generation president, Yosuke Ominato. For example, a small wooden piece attached to the sake trunk that appears as part of the design is actually a hidden lock. This is a traditional technique used for paulownia wood chests, a traditional craft of Kamo.

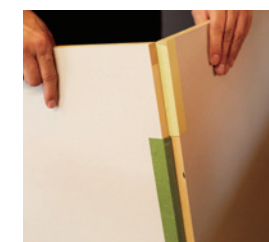
Shave the wood, cut out grooves, open holes and assemble. Folding screens are made following such steps, but by analyzing and rearranging the techniques, it is possible to create products that meet the needs of modern lifestyles, or new items that surprise people who see them. At the core is the strong belief unchanged from the company's establishment that "unless each tree is seen and felt, a product cannot be created". The company makes full use of machines, while finishing off each product by checking details by hand, using human instinct which is more accurate than machines.

"I want to connect the origins of Japanese craftsmanship with the forefront of creativity. To me, that is what the 'Centennial Value Collection' is about," says the company's president, Ominato. Ominato Bunkichi Shoten combines tradition with innovation and adapts to changing times with ease. Hopes are high for the company's future endeavors.



Ominato Bunkichi Shoten Co.,Ltd.

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TEL:+81(0)256-52-0040 FAX:+81(0)256-52-0433
<http://www.ominatobunkichi.com/> kakuto@rose.ocn.ne.jp



Bound folding screens do not use metal hinges, but paper hinges made of traditional Japanese paper. By keeping the Japanese paper slightly loose, the screens can be opened and closed both vertically and horizontally.



"For the past 10 years, I've enjoyed the 'Centennial Value Collection' as a place to make our company better known. From now on, I want to make it a place to properly showcase our techniques," said the company's president, Ominato.

2007 Tools to achieve a man's ideal existence *LIFESTYLE TOOLS*

FOR MEN



■ I want to be a person who
enjoys beauty My Life

...Paper Made Series

...Kekkai (Enclosure) Series

■ I want to be a person who lives
with the Earth My Earth

...Rose Creation Series

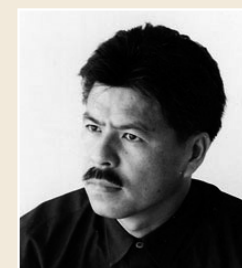
■ I want to be a person who
makes dreams My Image

...KAKURI Akagashi Wood Chisel Series

...KAKURI Fine Cut Saw Series

...KAKURI "Tanryu" Wood Chisel Series

2007 Design manager



Industrial Designer
Reiji Oshima

President
OSHIMA & ASSOCIATES, INC.

Professor Emeritus
Department of Industrial and Systems
Engineering, Faculty of Engineering
and Design, Hosei University



I want to be a person who enjoys beauty My Life
2007 LIFESTYLE TOOLS FOR MEN

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A monotone world adorns the desk



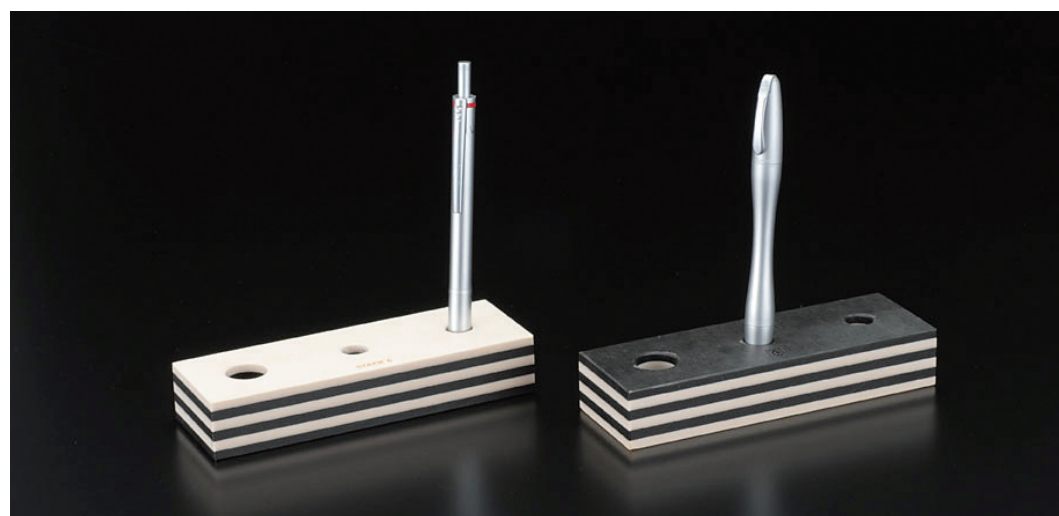
Magnifier - Circle Type

Magnifier - Square Type



Paper Weight - Circle Type

Paper Weight - Square Type



Penholder

STATIONERY

Paper Made Series

Paper Made Magnifier - Circle Type

Material: Vulcanized Fibre
Size: (Main body) $\phi 50 \times 26$ mm
(Case) W85×H85×D40mm
Weight: (Main body) 55g
(Main body+Case) 95g

Paper Made Paper Weight- Circle Type

Material: Vulcanized Fibre
Size: (Main body) $\phi 50 \times 26$ mm
(Case) W85×H85×D40mm
Weight: (Main body) 70g
(Main body+Case) 110g

Paper Made Magnifier - Square Type

Material: Vulcanized Fibre
Size: (Main body) W50×H50×D26mm
(Case) W85×H85×D40mm
Weight: (Main body) 70g
(Main body+Case) 110g

Paper Made Paper Weight- Square Type

Material: Vulcanized Fibre
Size: (Main body) W50×H50×D26mm
(Case) W85×H85×D40mm
Weight: (Main body) 100g
(Main body+Case) 140g

Paper Made Penholder

Material: Vulcanized Fibre
Size: (Main body) W50×H150×D26mm
(Case) W240×H85×D40mm
Weight: (Main body) 260g
(Main body+Case) 320g

Company Name:
ADACHI SHIKI KOGYO Co.,Ltd.
Designer: Hiroyuki Tazawa

Paper Made

I want to be a person who makes dreams My Image
I want to be a person who lives with the Earth My Earth
2007 LIFESTYLE TOOLS FOR MEN



A Japanese-
style room for a man
to enjoy alone-time

INTERIOR

Za-Kekkai

Company Name:
Ominato Bunkichi Shoten Co.,Ltd.
Designer: Yosuke Ominato
Material: Natural Wood (Thujaops dolabrata)
Finish: Natural Finish
Size: W1,925×H2,100×D1,022mm
Weight: 109.6kg
Accessories: (For example) Main Body
Lattice Door×3
Sliding Paper Door×4
Display Shelf×1

Za-Kekkai



Taking a moment
to care for roses



Thinning Scissor

Pruning Scissor

GARDENING

Hidehisa Special Pruning Scissor

Size: (Main body) W50×H200×D20mm
(Case) W65×H220×D25mm
Weight: (Main body) 200g
(Main body+Case) 280g

GARDENING

Hidehisa Special Thinning Scissor

Size: (Main body) W50×H200×D20mm
(Case) W65×H220×D25mm
Weight: (Main body) 170g
(Main body+Case) 250g

GARDENING

Hidehisa Special Pruning Scissor for General Purpose

Size: (Main body) W50×H190×D20mm
(Case) W65×H210×D25mm
Weight: (Main body) 190g
(Main body+Case) 280g

Company Name:
TOYAMA HAMONO CO.,LTD.
Designer: Hidehisa Toyama
Material: High Carbon Steel
Finish: Mirror finish
Accessories: Blade Case

*HIDEHISA
BARA Tsukuri*



I want to be a person who makes dreams My Image
2007 LIFESTYLE TOOLS FOR MEN

Western-style
chisels made with
Japanese techniques

Kakuri wood chisel



TOOL

KAKURI Akagashi Wood Chisel Series

KAKURI Akagashi
Wood Chisel 12mm

Size: W34×H34×D255mm
Weight: 200g

KAKURI Akagashi
Wood Chisel 25mm

Size: W34×H34×D255mm
Weight: 250g

KAKURI Akagashi
Wood Chisel 6mm

Size: W34×H34×D255mm
Weight: 170g

Company Name: KAKURI WORKS LTD.
Designer: Mutsuhiro Kato
Material: (Chisel) (Blade) High-Carbon Vanadium Steel
(Handle) Red Oak
Finish: Oil finish

TOOL

KAKURI Akagashi Wood Chisel,
Set of 6 (6.12.19.25.32.38mm)

Company Name: KAKURI WORKS LTD.
Designer: Mutsuhiro Kato
Material: (Chisel) (Blade) High-Carbon Vanadium Steel
(Handle) Red Oak
Finish: Oil finish
Size: W75×H100×D340mm
Weight: 1,500g

KAKURI Akagashi
Wood Chisel 15mm

Size: W34×H34×D255mm
Weight: 210g

KAKURI Akagashi
Wood Chisel 30mm

Size: W34×H34×D255mm
Weight: 270g

KAKURI Akagashi
Wood Chisel 9mm

Size: W34×H34×D255mm
Weight: 190g

KAKURI Akagashi
Wood Chisel 19mm

Size: W34×H34×D255mm
Weight: 220g

KAKURI Akagashi
Wood Chisel 32mm

Size: W34×H34×D255mm
Weight: 280g

KAKURI Akagashi
Wood Chisel 22mm

Size: W34×H34×D255mm
Weight: 240g

KAKURI Akagashi
Wood Chisel 38mm

Size: W38×H34×D255mm
Weight: 290g



I want to be a person who makes dreams My Image
2007 LIFESTYLE TOOLS FOR MEN



Artisans use different tools
according to the use



The handle is made from very strong, highly durable oak and finished carefully, one by one by hand. The item is distinct for its ease of use that fits comfortably in the hand and the pure texture of natural wood.

TOOL

KAKURI Fine Cut Saw Series
(Every blade and handle is interchangeable)

KAKURI Fine Cut Saw,
Flush Cut 180mm

Size: W35×H23×D340mm
Weight: 130g

KAKURI Fine Cut Saw,
Keyhole Rough Cut 100mm

Size: W60×H23×D290mm
Weight: 110g

KAKURI Fine Cut Saw,
Fine Cut 180mm

Size: W60×H23×D410mm
Weight: 170g

KAKURI Fine Cut Saw,
Rough Cut 210mm

Size: W60×H23×D360mm
Weight: 140g

KAKURI Fine Cut Saw,
Semi Fine Cut 250mm

Size: W60×H23×D490mm
Weight: 190g

KAKURI Fine Cut Saw
Set (1) Standard Set

Size: W105×H36×D340mm
Weight: 500g

Company Name: KAKURI WORKS LTD.
Designer: Mutsuhiro Kato
Material: (Blade) Japanese High Carbon Steel
(Handle) Japanese Red Oak
Finish: Oil finish

KAKURI Fine Cut Saw,
Keyhole Fine Cut 150mm

Size: W60×H23×D340mm
Weight: 120g

KAKURI Fine Cut Saw,
Hard Wood 210mm

Size: W60×H23×D360mm
Weight: 140g

KAKURI Fine Cut Saw,
Universal Cut 270mm

Size: W60×H23×D510mm
Weight: 200g

KAKURI Fine Cut Saw,
Rough Cut 270mm

Size: W60×H23×D510mm
Weight: 200g

KAKURI Fine Cut Saw,
Inlay Cut 90mm

Size: W45×H23×D280mm
Weight: 130g

KAKURI Fine Cut Saw
Set (2) Precise Work Set

Size: W105×H36×D280mm
Weight: 400g



Kakuri fine cut saw

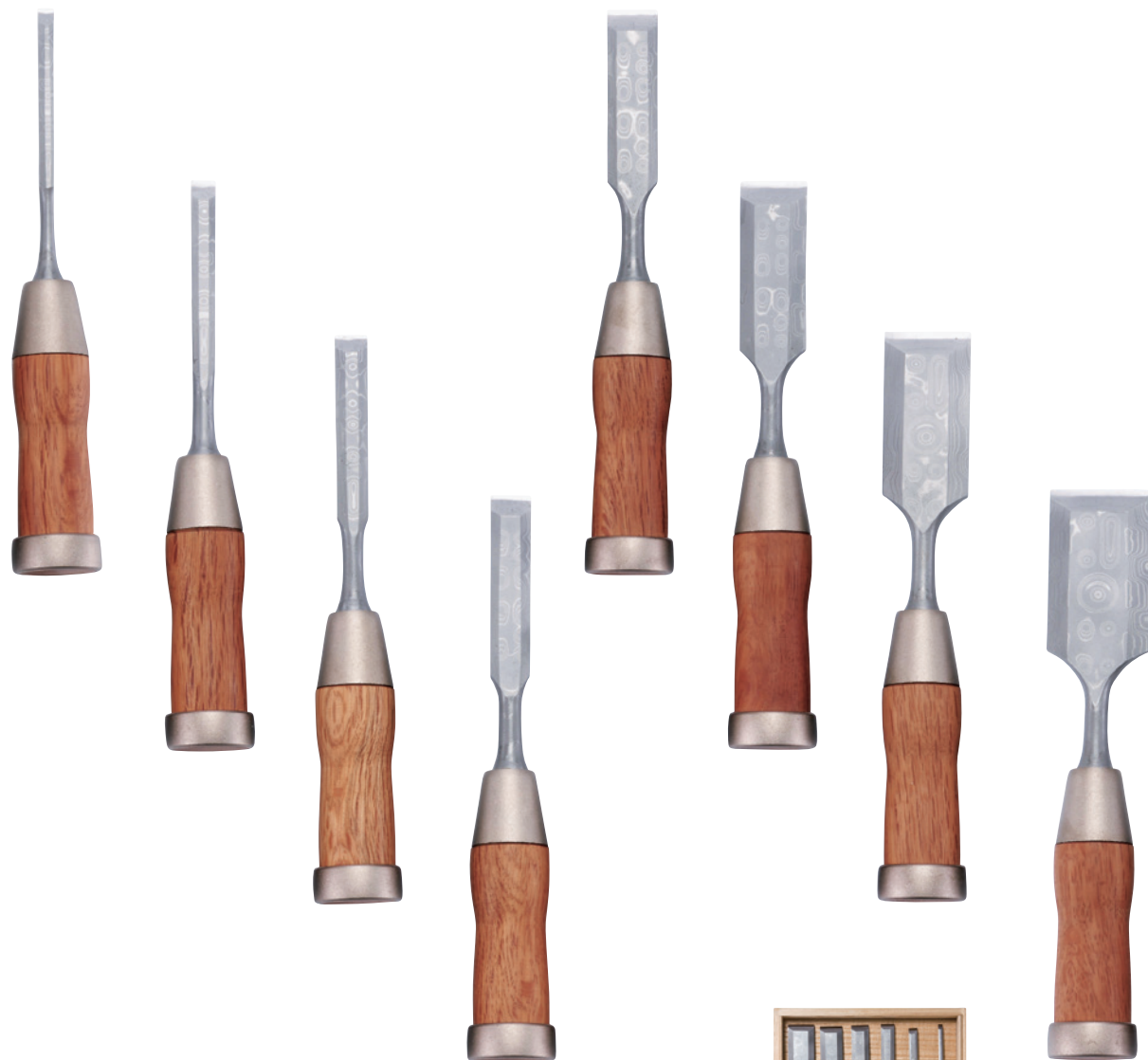


I want to be a person who makes dreams My Image
2007 LIFESTYLE TOOLS FOR MEN

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Wave pattern that guarantees quality

Craftsmanship



TOOL

KAKURI "Tanryu" Wood Chisel Series

KAKURI "Tanryu" Wood Chisel,
in a Wooden Box, Set of 6

Material: (Chisel) (Blade) Laminated Steel
(Blue Paper Steel and Soft Iron)
(Handle) Red Oak

Finish: Oil finish
Size: W280×H50×D250mm
Weight: 1,600g

KAKURI "Tanryu" Wood Chisel,
in a Wooden Box, Set of 8

Material: (Chisel) (Blade) Laminated Steel
(Blue Paper Steel and Soft Iron)
(Handle) Red Oak

Finish: Oil finish
Size: W380×H50×D250mm
Weight: 1,900g

Company Name: KAKURI WORKS LTD. Designer: Mutsuhiro Kato



Set of 6



Set of 8



Vulcanized fiber as a material. There are many types of colors and thicknesses.



The first paper knife that the company developed. The part of the blade that was cut is burnt, making it appear like growth rings. When the sharpness deteriorates, it can be polished with sandpaper to make it cut well again. The burn mark eventually becomes lighter and more stylish after continued use.

Paper — Kami

Company &
Technology

Used for plastrons in Kendo,
durable paper born in Europe.

The company was established in 1942, right in the middle of World War II. The current president of the company, Machio Adachi, is the third-generation head. The founder was a kimono merchant, but the managed economy at the time meant clothing could not be traded freely. Coincidentally, a nearby paper mill was making a material called vulcanized fiber. It was a type of material developed in Europe over 100 years ago and the raw materials were wood pulp and cotton. It was made from intertwined fibers so it had good strength, durability and electrical insulation, with a warmth and nostalgic quality that was different from plastic or metal. Since steel and leather were sent to battlefields at the time, this fiber was used as a substitute in Japan. National and local governments were also offering incentives for processing companies, so the founder changed his business and started the company. At the time, the company worked on items such as daily goods and cases to carry materials.

Fibers are paper, but they cannot be shaped without heat or other methods such as those to process steel plates. From around 1944, the company was asked, "Can you make plastrons for kendo (Japanese fencing) using fiber?" and began manufacturing them. Until then, plastrons were made by attaching tanned leather to the surface of woven bamboo and they were thick and heavy. Those made from fiber were thin, strong and ultimately lighter in weight.



The idea of "cutting paper with paper",
which surprised the world.
A practical renewal to make it more like paper.

The answer lies within the day-to-day.
That is the true value of craftsmanship.

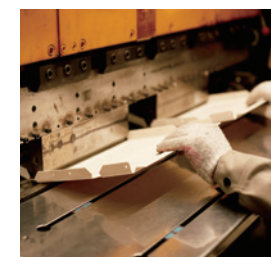
The company took part in the first "Centennial Value Collection" and presented a paper knife under the bold concept of "cutting paper with paper". At the time, the theme of the "Centennial Value Collection" for the year was decided after companies raised their hand to take part in it. The theme for the first year was "MY TOOLS". "We are a papermaker, so there was a big fuss over 'What will we make?'" recalled the company's president, Adachi, laughing. As the company searched for ideas, there was a person within the company who processed paper into a spatula. The company said, "Perhaps we can make a paper knife," and began development. The raw materials for fiber are plants, so the image of a "leaf" was used for the design. The most difficult part, the blade, was cut with a machine and finished off by hand. Prototypes were made many times for the angle of the blade to achieve the perfect cutting ability, which was not to cut too much. The bold product of "cutting paper with paper" was born as a result of a diligent accumulation of techniques. The god of craftsmanship may praise the company. (The company received the "Design Plus Award" when the Centennial Value Collection was first exhibited at the Frankfurt Messe in 2005.)

A renewal of the product will be announced in 2017. The product will be thinner and even more practical, and in more colors. By changing the color of the blade and the exterior, the product was made more colorful, giving customers more options. "Since our establishment, we have been using fiber, PASCO and corrugated cardboard. Going forward, it will be a challenge to see what we can make from these materials," said the company's president, Adachi.



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The process of molding. Despite being paper, the material is hard, so it is pressed like metal.



Japan, known as a "culture of trees and paper," is good at handling paper. The company wants to pursue what paper can do and how it can be useful.



■ To enjoy alcohol itself

- ...Kasumi Series
- ...Sake Bottle Series

■ Carry around and enjoy anywhere

- ...Paper Made Series
- ...Shinobi - Sake

■ Celebrate festive occasions

- ...WA-ZEN

■ Enjoy parties

- ...Kitchen tools for men

2008 *Design manager*



Product Designer
Toshiyuki Kita
President
TOSHIYUKI KITA
DESIGN LABORATORY LTD.
<http://www.toshiyukikita.com/>



2008

Time to enjoy alcohol Tools × Culture
Ideas for a cultured lifestyle to enjoy alcohol alone, with someone,
with family or with friends to feel comforted, to celebrate, add flair or to feel nature

Sa-ke Time Collection

Have fun with drinks,
have fun with glasses

Kasumi



TABLEWARE

Kasumi Series

Oldfashion Kasumi

Size: (Main Body) W75×H90×D75mm
(Case) W90×H105×D90mm
Weight: (Main Body) 120g
(Main Body+Case) 155g

Collins Glass Kasumi S

Size: (Main Body) W45×H145×D45mm
(Case) W165×H57×D60mm
Weight: (Main Body) 115g
(Main Body+Case) 170g

Collins Grass Kasumi L

Size: (Main Body) W45×H180×D45mm
(Case) W207×H57×D65mm
Weight: (Main Body) 125g
(Main Body+Case) 190g

Champagne flute Kasumi S

Size: (Main Body) W46×H135×D46mm
(Case) W158×H55×D58mm
Weight: (Main Body) 70g
(Main Body+Case) 125g

Champagne flute Kasumi M

Size: (Main Body) W46×H155×D46mm
(Case) W180×H55×D58mm
Weight: (Main Body) 80g
(Main Body+Case) 140g

Tumbler Kasumi L

Size: (Main Body) W65×H130×D65mm
(Case) W140×H70×D73mm
Weight: (Main Body) 140g
(Main Body+Case) 220g

Tumbler Kasumi LL

Size: (Main Body) W70×H145×D70mm
(Case) W165×H82×D85mm
Weight: (Main Body) 180g
(Main Body+Case) 260g

Wine Column Kasumi S

Size: (Main Body) W78×H130×D78mm
(Case) W158×H88×D90mm
Weight: (Main Body) 115g
(Main Body+Case) 220g

Wine Column Kasumi L

Size: (Main Body) W85×H155×D85mm
(Case) W182×H96×D100mm
Weight: (Main Body) 170g
(Main Body+Case) 290g

Wine Stem Kasumi S

Size: (Main Body) W78×H160×D78mm
(Case) W185×H88×D90mm
Weight: (Main Body) 105g
(Main Body+Case) 215g

Wine Stem Kasumi L

Size: (Main Body) W85×H195×D85mm
(Case) W220×H95×D100mm
Weight: (Main Body) 145g
(Main Body+Case) 280g

Company Name: Glass Studio Craft-U
Designer: Yasunori Tokuma
Material: Borosilicate Glass
Finish: Burner work & sandblast

A presence that enhances the alcohol

Sake Tokkuri



TABLEWARE

Sake Tokkuri

Company Name: Isoda kibutsu Co., Ltd.
Designer: Naoki Isoda
Material: Copper
Finish: Colored finish applied by chemical processing
Size: (Main Body) W170×H170×D280mm
(Case) W190×H190×D310mm
Weight: (Main Body) 850g
(Main Body+Case) 1,380g
Color: Patination
Accessories: Cord, Cork stopper



Pack your favorite
things and go outdoors

OUTDOOR PICNIC BOX

Company Name: ADACHI SHIKI KOGYO Co., Ltd.
Designer: Hiroyuki Tazawa
Material: PASC0 (Specialty hardend fibre board)
Finish: Water-based paint coating
Size: (Main Body) W400×H260×D200mm
(Case) W420×H325×D235mm
Weight: (Main Body) 2,600g
(Main Body+Case) 3,100g
Color: Green, Craft, Navy



Paper Made



Let's go out with a trunk filled with a feast



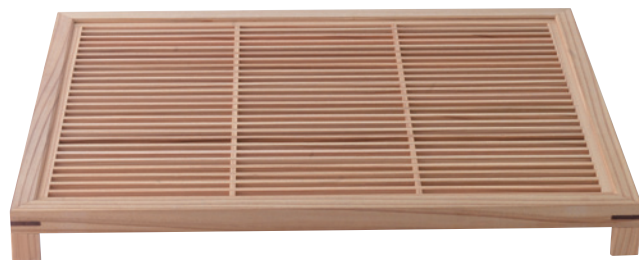
Shinobi – Sake



OUTDOOR Shinobi – Sake

Company Name: Ominato Bunkichi Shoten Co., Ltd.
Designer: Masaki Nakamura, Naoto Hirota
Material: (Main Body) Paulownia
(Hundle) Leather
Finish: Urethane Coating
Size: (Main Body) W412×H313×D125mm
(Case) W430×H320×D150mm
Weight: (Main Body) 2,500g
(Main Body+Case) 3,000g

The scent of Japanese cedar adds
flair to parties



TABLEWARE

WA-ZEN

Company Name: Ominato Bunkichi Shoten Co., Ltd.
Designer: Yosuke Ominato
Material: Cedar
Finish: Natural finish, Water resistant finish
Size: (Main Body) W420×H40×D306mm
(Case) W430×H50×D310mm
Weight: (Main Body) 300g
(Main Body+Case) 500g



WA - ZEN

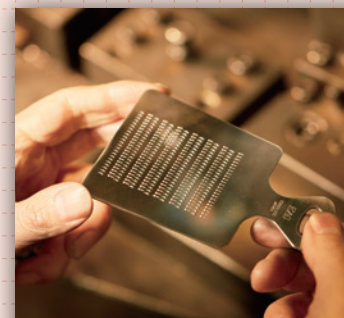
OWL

Create a sense of
fun before
the toast

TABLEWARE

Wine opener (OWL)

Company Name: Prince Industry Inc.
Designer: Mitsunobu Hagino
Material: Stainless steel, ABS plastic
Finish: Hairline finish
Size: (Main Body) W35×H135×D14mm
(Case) W110×H180×D44mm
Weight: (Main Body) 106.7g
(Main Body+Case) 215.2g



For example, the process of lifting the teeth of the grater. No matter how advanced machinery becomes, the human hand is the best way to achieve cutting quality. An artisan's experience and delicate sensitivity are needed because the cutting quality changes with just a small difference in the height of the teeth.



Products that were easy to make and needed in bulk, and those that could be made equally well by others all shifted to production abroad, where they could be manufactured cheaply. Products that were difficult to develop and make, and needed in small lots remained. As a result, the company nurtured its craftsmanship skills.

The Soul — Tamashii

Company &
Technology

What is essential is invisible to the eye.
A tool's real value is realized when it is used.

There is a world-famous classic called, "The Little Prince". There is a quote in the book: "What is essential is invisible to the eye." Prince Industry Inc. was established as a can opener manufacturer in 1964, 21 years after the publication of the book. The can openers are known to cut well and have become a long-selling item, with the highest production and sales volume in Japan and as many as 300,000 manufactured in a month even to this day. Furthermore, the company applied the "cutting quality" that it mastered for can openers to make other products such as peelers and graters. The "cutting quality" does not only refer to the sharpness of the blade. For example, kitchen scissors are mostly used to cut vinyl, but they become dull when covered with the fat of meat and fish. To resolve this, the company inserted a groove into the blade in a different area than other products. "It cuts so well, you can hardly believe it. That sensation travels from the hand to the brain and the feeling that makes you want to use it again travels back to the hand. The cutting quality, ease of use and the technology and experience that went into making the product cannot be seen, but that is the value-added for this scissor," said Nobuo Takano, the company's president.

When a product is released into the world, someone else is bound to copy it. Stores begin to sell similar products and consumers buy items based on packaging and promotional lines. "But the person who first developed the product knows why the product was designed a certain way and how it was produced. That is the soul of the designer and you cannot copy the soul," said Takano.



You can make the same shape,
but you cannot copy the soul.
Let's have craftsmanship that makes people happy.

Products that did not exist in this world
can be made by ourselves with new concepts.

The company conducts sales demonstration all over Japan. Customers can experience the company's products and can compare them with other companies' products that they use at home. As a result, they say, "I want this kind of function" or "I'm having trouble without this kind of tool." The company wants to respond to such requests and that is where the starting point of craftsmanship lies. In recent years, it has learned that while Japanese knives are selling well around the world, foreigners are unable to sharpen those knives. The company thought hard about how it could be done easily and came up with the idea of a new product, "togisamurai KNIFE SHARPENER". The shape and method of sharpening is the first of its kind in the world. Japanese people have never seen it before, either. When products do not exist yet in the world, they can be made with new ideas.

What value does Takano, the company's president, seek? "For example, when a child falls, you help them and tell them to be careful. When you do something nice, you feel good. What you remember from the past are the ordinary, happy times you had with your family. Real happiness is those small moments of enjoyment and I want to make tools that make people happy on a daily basis, rather than a special product. People who have strong souls do not waver in their beliefs. Our company would like to make products that have soul and do not waver, even if such qualities cannot be seen." The prince of Niigata's craftsmanship seeks what is essential and invisible to the eye, today and tomorrow.



Prince Industry Inc.

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When "togisamurai KNIFE SHARPENER" is used, a sharp cutting quality is achieved, as if it was sharpened by an experienced cook. Food can be cut without much force, so even sashimi can be cut smoothly, with a beautiful cross-section and good taste.



I heard in Europe, products are used for a long time. People use pots that were used by their grandmothers. That is nice. But when people use them for too long, our products won't sell (laughs).

2009 *A man's way of spending* *TOOLS for*

time Ver.1
MEN



- Create fun for the weekend
Hobbies and leisure
– time just for yourself
…Prince Black Series
- Supporting work time
Have your own pride and style
…Lifestyle Tools Series

2009 *Design manager*



Teruhiko Doi
Editorial Director
World Photo Press.Co.,Ltd

The stylish black paint is proof that it is a man's kitchen tool



Prince Black Series

KITCHEN TOOL

① Grater (Large)

Size: (Main Body) W98×H275×D24mm
 (Case) W110×H290×D30mm
 Weight: (Main Body) 158.9g
 (Main Body+Case) 205.7g

KITCHEN TOOL

② Peeler

Size: (Main Body) W70×H145×D28mm
 (Case) W85×H170×D40mm
 Weight: (Main Body) 53.8g
 (Main Body+Case) 87.7g

KITCHEN TOOL

③ Grater (Small)

Size: (Main Body) W75×H205×D44mm
 (Case) W90×H220×D30mm
 Weight: (Main Body) 97.9g
 (Main Body+Case) 135.5g

TABLEWARE

④ Can opener

Size: (Main Body) W35×H170×D30mm
 (Case) W85×H170×D40mm
 Weight: (Main Body) 117.2g
 (Main Body+Case) 153g

TABLEWARE

⑤ Wine opener (black)

Size: (Main Body) W35×H135×D14mm
 (Case) W85×H170×D40mm
 Weight: (Main Body) 106.8g
 (Main Body+Case) 145.2g

TABLEWARE

⑥ Bottle opener

Size: (Main Body) W22×H150×D18mm
 (Case) W85×H170×D40mm
 Weight: (Main Body) 50.7g
 (Main Body+Case) 89.1g

Company Name: Prince Industry Inc. Designer: Mitsunobu Hagino
 Material: Stainless steel Finish: fluorocarbon polymer coating

Kitchen tools for men

Chopsticks are a way to communicate Japanese culture to the world
 Carrying around chopsticks is a culture to appeal to the world

Lifestyle Tools Series

STYLING

Carry-along Yoji Set

Ebony

Material: Ebony, Silver
 Finish: Polished finish
 Size: (Main Body) W7.5×H70×D3mm
 (Case) W16.5×H95.5×D10mm
 Weight: (Main Body) 1g
 (Main Body+Case) 15g

STYLING

Carry-along Yoji Set

Shitan

Material: Shitan, Silver
 Finish: Polished finish
 Size: (Main Body) W7.5×H70×D3mm
 (Case) W16.5×H95.5×D10mm
 Weight: (Main Body) 1g
 (Main Body+Case) 15g



STYLING

Carry-along Hashi Set235 Ebony

Material:
 (Chopsticks Main parts) Ebony wood
 (Chopsticks Parts) Silver, Stainless steel, Brass
 (Case Main parts) Ebony wood
 (Case Parts) Silver, Magnet
 Finish: Polished finish
 Size: (Main Body) W10×H235×D10mm
 (Case) W32×H155×D23mm
 Weight: (Main Body) 28g
 (Main Body+Case) 95g

STYLING

Carry-along Hashi Set235 Shitan

Material:
 (Chopsticks Main parts) Shitan
 (Chopsticks Parts) Silver, Stainless steel, Brass
 (Case Main parts) Shitan
 (Case Parts) Silver, Magnet
 Finish: Polished finish
 Size: (Main Body) W10×H235×D10mm
 (Case) W32×H155×D23mm
 Weight: (Main Body) 28g
 (Main Body+Case) 95g

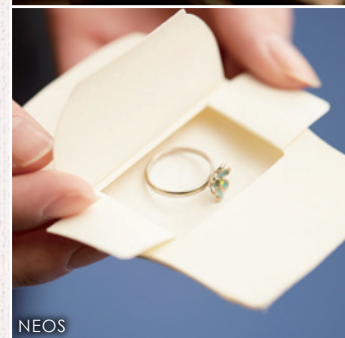


Wooden Life

Company Name: MARUNAO CO.,LTD
 Designer: Takahiro Fukuda



MARUNAO

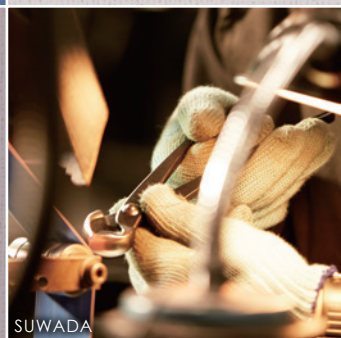


NEOS

Taste

味

Expressions using the word “taste” such as “good cutting taste (cuts well)” and “taste coming out (having character)” are often used in craftsmanship. They refer not only to the sense of taste, but to all sensations, connotations and impressions. They are human expressions that cannot be explained with numbers.



SUWADA



Nagayanagi Pottery



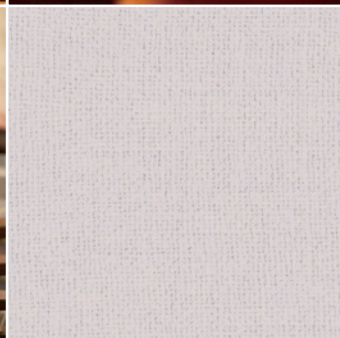
NOMURA MOKKOU



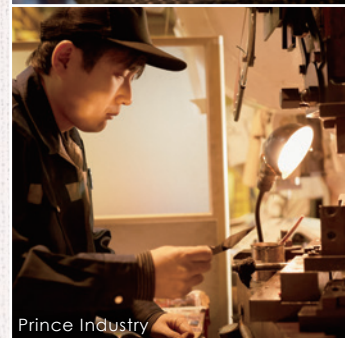
Gyokusendo



Niigata Shikki



Maruto Hasegawa Kosakujo



Prince Industry



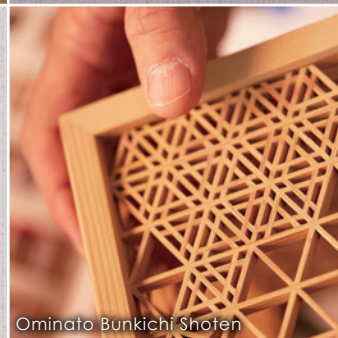
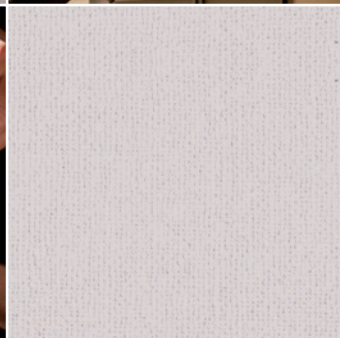
ADACHI SHIKI KOGYO



ao



Storio



Ominato Bunkichi Shoten



The basic processes are wood conversion, rough cutting, sanding and painting. There is also the delicate process of hammering in silver into a laser-processed groove that is 1.4 mm deep.



A sharp tip is created for the chopstick with sanding, where the artisan's skills shine. The founder's techniques and spirit of engraving Buddhist statues has been handed down within the company.

Worldview — Sekaikan

Company & Technology

Beauty of chopsticks crafted with sharp skills
The soothing tension fascinates people.

The history of Marunao began in 1939 when the founder, Naoyoshi Fukuda, who engraved Buddhist statues for temples and shrines, created sumitsubos, a carpenter's tool. The company long manufactured tools for carpenters such as string spools, awls and pins used with sumitsubos. From around 2000, the company began working on wooden items and started making “chopsticks”, which are its main product line today. For the 2009 “Centennial Value Collection”, it exhibited portable chopsticks and toothpick sets with the overseas market in mind, and the products were received positively.

Marunao's chopsticks are the antithesis of “simple” and “warm” – words often used to describe wooden items. They are masterpieces that are sharp and edgy, with a tough image. The materials used are ebony and rosewood, the finest woods used to make Buddhist altars and high-quality furniture. The grain is beautiful and gives off a stately feeling, while the wood is extremely hard, requiring advanced processing techniques. It does not absorb water easily so it is hygienic, making it appropriate for eating utensils. The fit in the hand, the sensation felt in the fingertips, the feeling when brought to the mouth. The company pursues the comfort of use to an extreme, combining the elaborate skills handed down by its founder and today's cutting-edge processing techniques. In this way, chopsticks with a “soothing tension” are born.



Appropriate for the finest woods such as ebony and rosewood, a worldview that “pursues the essence”.

The cutting-edge of manufacturing is in Tsubame-Sanjo, Sending the strong message out to the world.

Surprisingly, the company thinks about the “household” when developing a product. “More people are seeking luxury not in upscale hotels and restaurants but where they are now,” said the company's president, Takahiro Fukuda. They want something special, more than something that is of high quality: something that transcends the place where it is used, and the age and gender of the people using it. More people overseas have also started to share Marunao's worldview of “seeking the essence”.

On the other hand, the company is also conscious of its manufacturing base, Tsubame-Sanjo. Manufacturing bases such as those for Arita ware and “wajima-nuri” lacquer ware typically have “one manufacturing method, using one material,” but Tsubame-Sanjo is one of the rare regions in the world where combinations of many materials and manufacturing methods are used. The materials include wood, resin, stainless steel and titanium, while manufacturing methods include pressing, polishing and casting. Marunao opened a factory with tours for visitors and a company store in 2014 to showcase the craftsmanship of Tsubame-Sanjo to the world.

The new product for the 2017 “Centennial Value Collection” is a card case that uses linen Micarta, a special linen material. It has moved away from wood, which had been its focus for many years. This is perhaps one step towards the company's path to realize its ideal worldview.



Ebony and rosewood are hard, heavy woods and require advanced techniques to process. It is heavy like metal and rock, and has a regal appearance.



“We want to constantly renew ourselves to meet the expectations of our customers who value us,” said the third-generation president, Takahiro Fukuda.



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- My Time My after 5
...Hanshidou Flower Vase Series
- My Time My Weekend
...Kitchen tools for men
- Business Time on the Desk
...Forest on the Desk
- Business Time With Hand
...A Man's Bag

2010 *Design manager*



Teruhiko Doi
Editorial Director
World Photo Press.Co.,Ltd



2010

A man's way of spending time Ver.2
TOOLS for MEN



A "single-flower vase" that holds just one flower is a part of Japanese traditional culture
The beauty of "one flower" ... the foundation for flowers in a tea room



Rougata Chukin item made beautiful
by careful polishing work



MOONLIGHT WALK

INTERIOR

Hanshidou Flower Vase Series

MOONLIGHT WALK BLACK MOON (S)

Material: Bronze
Finish: Hanshidou Black finish
Size: D64×H66mm
Weight: (Main body) 470g
(Main body+Case) 970g

MOONLIGHT WALK BLACK MOON (M)

Material: Bronze
Finish: Hanshidou Black finish
Size: D83×H66mm
Weight: (Main body) 700g
(Main body+Case) 1,200g

MOONLIGHT WALK BLACK MOON (L)

Material: Bronze
Finish: Hanshidou Black finish
Size: D102×H66mm
Weight: (Main body) 850g
(Main body+Case) 1,350g

MOONLIGHT WALK BLACK MOON (Lid "Dragonfly")

Material: Bronze
Finish: Hanshidou Black finish
Size: W32×H28×D23mm
Weight: (Main body) 10g
(Main body+Case) 510g

Company Name: Okubo Casting 4th Generation Seiun Souemon Hara Designer: Satoshi Hara, Yoshiko Hara



Cookware and utensils for men
made uniformly in black



KITCHEN TOOL Slicer & Grater

Company Name: Prince Industry Inc.
Designer: Mitsunobu Hagino
Material: (Main Body) Stainless steel
(Blade) Stainless steel
(Cover) AS resin
(Case) Polypropylene
Finish: (Main Body) fluorocarbon polymers
(Cover) Mirror finish
(Case) Emboss
Size: (Main Body) W145×H78×D50mm
(Case) W160×H85×D55mm
Weight: (Main Body) 187.2g
(Main Body+Case) 226.3g

Kitchen tools for men

KITCHEN TOOL Pasta measure

Company Name: Prince Industry Inc.
Designer: Mitsunobu Hagino
Material: Stainless steel
Finish: fluorocarbon polymers
Size: (Main Body) W135×H69×D2mm
(Case) W140×H70×D8mm
Weight: (Main Body) 84g
(Main Body+Case) 97.8g

KITCHEN TOOL Measuring spoon

Company Name: Prince Industry Inc.
Designer: Mitsunobu Hagino
Material: Stainless steel
Finish: fluorocarbon polymers
Size: (Main Body) W170×H33×D13mm
(Case) W175×H39×D17mm
Weight: (Main Body) 66.2g
(Main Body+Case) 78.6g



Pasta measure



Measuring spoon



Stationery that portrays a
“forest on top of the desk”



FOREST ON THE DESK

STATIONERY RULER “mono”

Company Name: MARUNAO CO.,LTD
Designer: Takahiro Fukuda
Material: Ebony, Silver
Finish: Polished finish
Size: W190×H9×D25mm
Weight: 35g



RULER“mono”

STATIONERY RULER “di”

Company Name: MARUNAO CO.,LTD
Designer: Takahiro Fukuda
Material: Ebony, Silver
Finish: Polished finish
Size: W190×H7×D30mm
Weight: 24g



RULER“di”

STATIONERY RULER “tri”

Company Name: MARUNAO CO.,LTD
Designer: Takahiro Fukuda
Material: Ebony, Silver
Finish: Polished finish
Size: W190×H18×D20mm
Weight: 40g



RULER“tri”



Business Time With Hand
2010 TOOLS for MEN

2
0
1
0
寅

A formal bag that uses a motif
of traditional Japanese shapes
and forms



STYLING

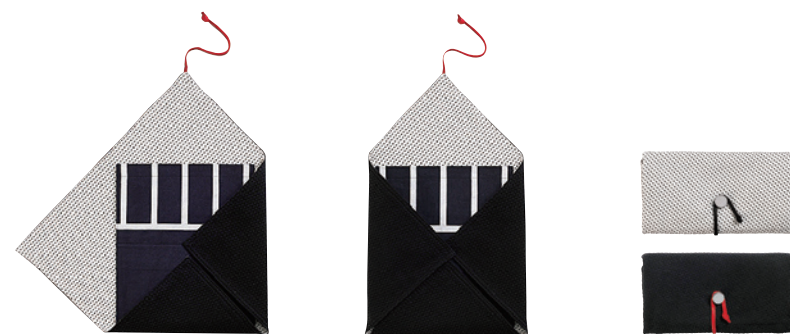
FLAT BAG (Black)

Company Name: ECHIGO-KAMEKONYA
FUJIOKA Dye-works
Designer: Toshiaki Fujioka
Material: (Main Body) Cotton
(Hundle) Genuine Leather
(Button) Stainless steel
Size: (Main Body) W230×H144×D16mm
(Main Body+Casa) W260×H160×D40mm
Weight: (Main Body) 80g
(Main Body+Casa) 100g

STYLING

FLAT BAG (White)

Company Name: ECHIGO-KAMEKONYA
FUJIOKA Dye-works
Designer: Toshiaki Fujioka
Material: (Main Body) Cotton
(Hundle) Genuine Leather
(Button) Stainless steel
Size: (Main Body) W230×H144×D16mm
(Main Body+Casa) W260×H160×D40mm
Weight: (Main Body) 80g
(Main Body+Casa) 100g



FLAT BAG



There are about 50 steps to produce a nail clipper as it is passed on from one artisan to another. Each step must reach a level of perfection, or the following steps will suffer. Each process requires careful work.



Scrap material left over from forging is used by artisans to create items of artwork, lighting equipment, and door knobs. It is a way of showing gratitude and respect to waste that was sacrificed to make products.

Company &
Technology

Forging — Kaji

The artisan who puts hard work into craftsmanship
Delivers the work and receives much in return.

"When people ask what we do, I say we are blacksmiths" said Tomoyuki Kobayashi, the company's president. The company's nail clippers are sold in 15 countries. The company has expanded particularly in Europe, where it uses its London office as a base, and its products have become popular not only among individuals but also among luxury hotels and salons. Forging is a method of metal processing that has existed for over 3,500 years. Metal is heated and hammered before the metal structure is tempered, then shaved, polished, and shaped for its intended use. There were many production sites around the world in the past, but most of them have been closed down due to automation and production shifting to countries with cheap labor where products can be made more easily. It is a miracle that forging still remains as an industry in Niigata prefecture's Tsubame-Sanjo district. Perhaps it is because Niigata is a region with heavy snowfall, that the people have perseverance, work hard and are serious about craftsmanship. They do not give in and say "That's good enough."

The company accepts repair work for its products indefinitely and sometimes has people bringing in nail clippers from 60 years ago. The items bring back memories such as "It was made by that artisan when he was young, just after he hurt himself while fishing." A closeness and connection are formed between the customer and the artisan through the product. Even though it is the artisan's job to make and deliver the product, the artisan receives much from the process and the customer, when hard work is put into it. The sense of achievement, pride, memories, happiness... there are countless rewards.



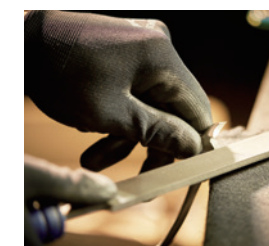
SUWADA
SINCE 1926

Fifty employees all work
with the same mindset
That is the only way to create good products.

An open factory that defies preconceived notions
Every moment counts in a long history.

The company's factory is stylish and clean, with air conditioning even in rooms that use fire. The company is mindful of its employees' health, using a dust collector full-time to absorb particles from metal shavings. "It takes 10 years to become a full-fledged artisan in our company. If the working conditions were tough on top of that, no one would want to work here. Not many people place priority on providing a proper work environment because it does not directly affect productivity, but it is impossible to survive in this industry unless you change with the times. It is our responsibility, the current generation, to pass a good baton to the next generation, the next group of people. That is why we have an open factory, so people can see how we work," said the company's president, Kobayashi. To thrive and not just survive, one must evolve. To do so is to find a way to add value, and that is up to the individual. "I talk about this because I represent the company, but I want all of my employees to feel the same way. If you speak to people in the factory, they will say the same thing. That is the only way to create good products."

The history of iron goes back 3,500 years, but that of cutting tools goes back more than 2 million years, compared to that, a person's life is over in an instant. However a dream the company had 10 years ago came true, and the dream it has now will hopefully come true in the next 10 years. Even if a person dies, a tool will last for 100 years. When that day comes, the company hopes to be closer to the customer. For that to happen, the company is committed to working together as one and making every moment count.



The process involves adjusting the left and right blades so they fit perfectly. The work is so detailed and difficult it requires a magnifying lens. Experienced artisans called the "gods of nail clippers" make final adjustments with a file by hand.



Among different types of forging, the company's nail clippers are categorized as "scissors forging" because they cut when two blades come together. Under that category nail clippers fall under the group of "cutting nippers." The categorization can be broken down to forging → cutting tool forging → scissors forging → cutting nipper forging.

SUWADA
SINCE 1926

SUWADA Blacksmith Works, Inc.

1332 Koanji, Sanjo-city, Niigata 959-1114 JAPAN
TEL:+81(0)256-45-6111 FAX:+81(0)256-45-4528
<http://www.suwada.co.jp> suwada@suwada.co.jp

2011 Tools that create a better time for two people

Good time tools for Two



- We can have nature as a friend
...Farming Tools
- We consider breakfast as very important
...OXYNIT Iron Frying Pan
...Tableware Series
...KATSUO
- We have time for relaxation and healing
Time of comfort with light and alcohol that can be felt with the skin
...A sake set for men
...Washi Lighting Series
...Midare-kumiko Series
- We will choose tools that feel suitable
Time to enjoy unique belongings
...Paper Made Series

2011 *Design manager*



Architect
Product designer
Masayuki Kurokawa
President
K&K Company Limited
<http://www.k-system.net/>



We can have nature as a friend
2011 Good time tools for Two

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Enjoy getting close to the soil and feeling
happy to nurture with refined tools



[98]

We can have nature as a friend
2011 Good time tools for Two



GARDENING
hira-kuwa

Company Name: Aida Godo Factory Co., Ltd.
Designer: Satoshi Aida
Material: (Head) Stainless steel/iron/steel
(Handle) oak
Finish: Polished
Size: W120×H1,050×D270mm
Weight: 1,750g



GARDENING
fumi-suki

Company Name: Aida Godo Factory Co., Ltd.
Designer: Satoshi Aida
Material: (Head) Stainless steel
(Handle) oak
Finish: Polished
Size: W160×H1,100×D120mm
Weight: 2,200g



We consider breakfast as very important
2011 Good time tools for Two

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The start of a healthy morning for two
Healthy iron tableware that looks beautiful
on the table



Kitchen tools for men



KITCHEN TOOL

OXYNIT Iron Frying Pan (20cm)

Company Name: Prince Industry Inc.
Designer: Mitsunobu Hagino
Material: (Pan) Iron
(Handle) Bamboo, Stainless steel
Finish: (Pan) OXYNIT finish
(nitridization finish)
Size: (Main Body) W200×H340×D90mm
(Case) W230×H340×D80mm
Weight: (Main Body) 610g
(Main Body+Case) 800g

KITCHEN TOOL

OXYNIT Iron Frying Pan (26cm)

Company Name: Prince Industry Inc.
Designer: Mitsunobu Hagino
Material: (Pan) Iron
(Handle) Bamboo, Stainless steel
Finish: (Pan) OXYNIT finish
(nitridization finish)
Size: (Main Body) W260×H420×D100mm
(Case) W285×H410×D85mm
Weight: (Main Body) 950g
(Main Body+Case) 1,200g

We consider breakfast as very important
2011 Good time tools for Two



Wooden Life

When Japan's culture of chopsticks and
wood livens up the world's tables

TABLEWARE

Tableware Series

Sweet Morning Ebony

Material: Ebony, Silver
Finish: (Chopsticks) Polished finish
(Spoon, Rest) Urethane coating
Size: (Chopsticks) W9×H235×D9mm
(Spoon) W38×H180×D13mm
(Rest) W70×H150×D15mm
Weight: (Chopsticks) 20g, (Spoon) 12g,
(Rest) 8g

Sweet Morning Shitan

Material: Shitan, Silver
Finish: (Chopsticks) Polished finish
(Spoon, Rest) Urethane coating
Size: (Chopsticks) W9×H220×D9mm
(Spoon) W38×H180×D13mm
(Rest) W70×H150×D15mm
Weight: (Chopsticks) 20g, (Spoon) 12g,
(Rest) 8g



Shitan butter knife L

Material: Shitan, Silver
Finish: Urethane coating
Size: W13×H180×D20mm
Weight: 27g

Shitan fork L

Material: Shitan, Silver
Finish: Urethane coating
Size: W27×H180×D13mm
Weight: 28g

Ebony wood butter knife L

Material: Ebony, Silver
Finish: Urethane coating
Size: W13×H180×D20mm
Weight: 27g

Ebony wood fork L

Material: Ebony, Silver
Finish: Urethane coating
Size: W27×H180×D13mm
Weight: 28g

Company Name: MARUNAO CO., LTD Designer: Takahiro Fukuda



The aroma of freshly shaved
bonito brings the Japanese
breakfast table to life



The sound of the kitchen



KITCHEN TOOL

KATSUO (Flat type)

Company Name:
KAKURI WORKS LTD.
Designer: Katsuhiko Kato
Kouko Sakagami
Material: (body) red oak
(blade) laminated steel
(Blue Paper steel
and soft iron)
Finish: Oil finish
Size: W68×H94×D190mm
Weight: 550g



We have time for relaxation and healing
Time of comfort with alcohol that can be felt with the skin
2011 Good time tools for Two

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Tonight, I drink with you again and
talk with you from the heart



TABLEWARE

A sake set for men

Japanese traditional
method rost wax, Pitcher

Material: Bronze
Finish: Hanshidou Black finish and Japan
Size: W50×H150mm
Weight: 500g

Japanese traditional
method rost wax, Cup

Material: Bronze
Finish: Hanshidou Black finish and Japan
Size: W47×H60mm
Weight: 150g

Japanese traditional
method rost wax,
Arabesque Lid Cooler

Material: Bronze
Finish: Hanshidou Black finish and Japan
Size: W150×H120mm
Weight: 1,500g

Japanese traditional
method rost wax,
Arabesque Candle Holder

Material: Bronze
Finish: Hanshidou Black finish
Size: W55×H115mm
Weight: 600g

Company Name: Okubo Casting 4th Generation Seiun Souemon Hara
Designer: Satoshi Hara, Yoshiko Hara

Mark the time of relaxation with a light that
sways as if breathing

INTERIOR

Washi Lighting Series

Japanese paper lamp
(persimmon tannin・short)

Material: Japanese paper (kouzo),
Persimmon tannin, Silk thread, Steel
Finish: (Steel stick) Surface treatment
(Cation black painting)
Size: (Main Body) W332×H480×D332mm
(Case) W410×H520×D30mm
Weight: (Main Body) 500g
(Main Body+Case) 1,200g

Japanese paper lamp
(persimmon tannin・long)

Material: Japanese paper (kouzo),
Persimmon tannin, Silk thread, Steel
Finish: (Steel Stick) Surface treatment
(Cation black painting)
Size: (Main Body) W332×H980×D332mm
(Case) W410×H1,050×D30mm
Weight: (Main Body) 700g
(Main Body+Case) 2,000g



Japanese paper lamp
(persimmon tannin・short)



Japanese paper lamp
(watermark・short)

Material: Japanese paper (kouzo),
Silk thread, Steel
Finish: (Steel stick) Surface treatment
(Cation black painting)
Size: (Main Body) W332×H480×D332mm
(Case) W410×H520×D30mm
Weight: (Main Body) 500g
(Main Body+Case) 1,200g

Japanese paper lamp
(watermark・long)

Material: Japanese paper (kouzo),
Silk thread, Steel
Finish: (Steel stick) Surface treatment
(Cation black painting)
Size: (Main Body) W332×H980×D332mm
(Case) W410×H1,050×D30mm
Weight: (Main Body) 700g
(Main Body+Case) 2,000g

Japanese paper lamp
(white solid color・short)

Material: Japanese paper (kouzo),
Silk thread, Steel
Finish: (Steel stick) Surface treatment
(Cation black painting)
Size: (Main Body) W332×H480×D332mm
(Case) W410×H520×D30mm
Weight: (Main Body) 500g
(Main Body+Case) 1,200g

Japanese paper lamp
(white solid color・long)

Material: Japanese paper (kouzo),
Silk thread, Steel
Finish: (Steel stick) Surface treatment
(Cation black painting)
Size: (Main Body) W332×H980×D332mm
(Case) W410×H1,050×D30mm
Weight: (Main Body) 700g
(Main Body+Case) 2,000g

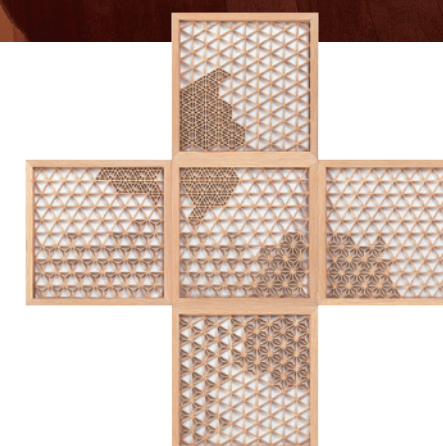
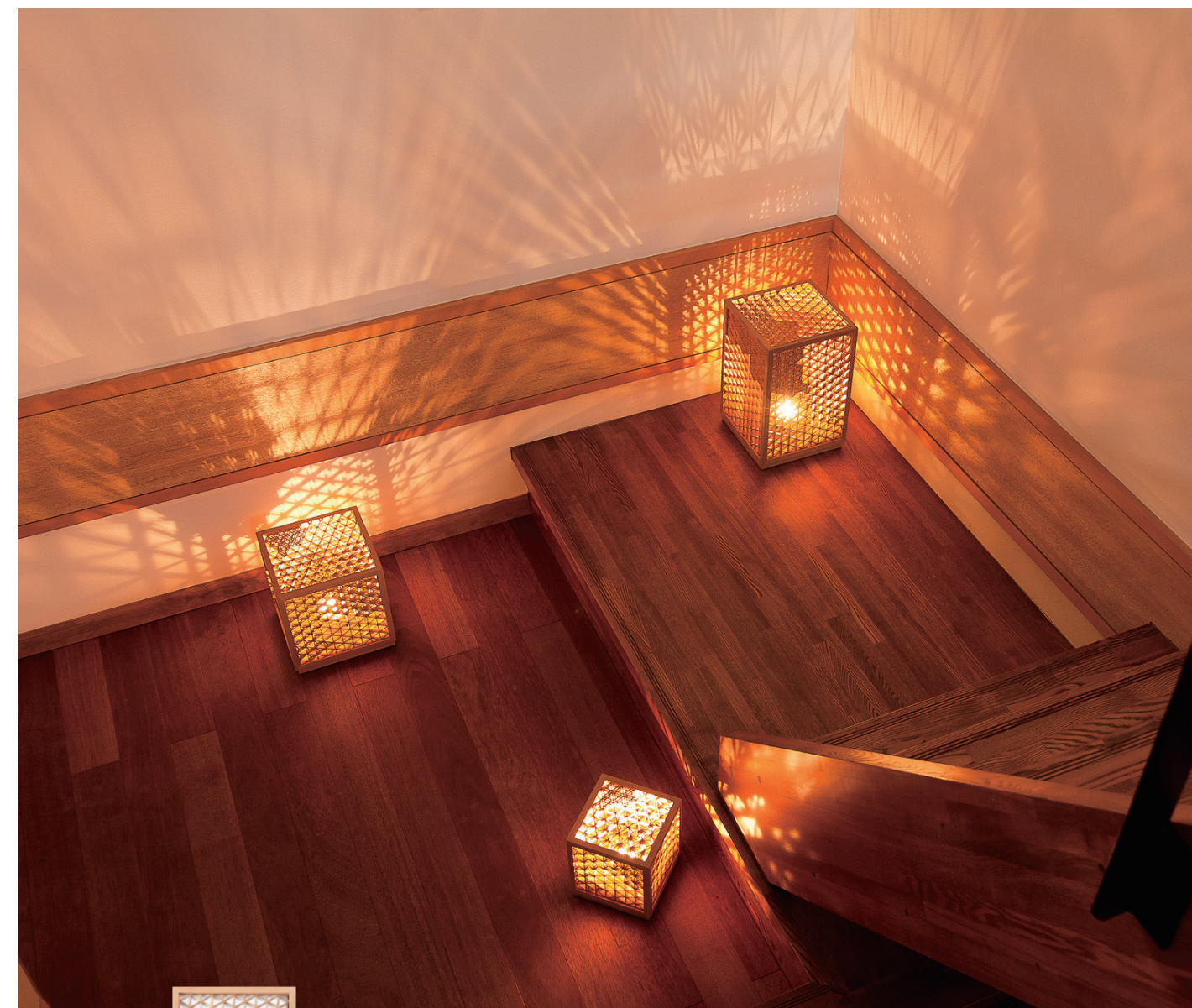
Company Name: NEOS CO.,LTD Designer: Atsushi Yamamoto

We have time for relaxation and healing
Time of comfort with light that can be felt with the skin
2011 Good time tools for Two



A light that shines with Japanese
beauty through each pattern of
latticework

Midarekumiko Andon



INTERIOR

Midare-kumiko Lantern (M)

Company Name:
Ominato Bunkichi Shoten Co.,Ltd.
Designer: Yosuke Ominato
Material: Cedar
Finish: Natural finish/Waterproof
Size: (Main Body) W208×H223×D208mm
(Case) W250×H250×D250mm
Weight: (Main Body) 1,500g
(Main Body+Case) 2,000g



We will choose tools that feel suitable
Time to enjoy unique belongings
2011 Good time tools for Two

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Beautifully organize
your belongings

Paper Made Life Voyager



STYLING

Clutchbag Big Dipper

Company Name:
ADACHI SHIKI KOGYO Co.,Ltd.
Designer: Hiroshi Kobayashi
Material: Vulcanized Fibre
Finish: Black matte paint
Size: (Main Body)
W250×H45×D150mm
(Case) W240×H85×D40mm
Weight: (Main Body) 160g
(Main Body+Case) 210g

STYLING

Clutchbag Planet

Company Name:
ADACHI SHIKI KOGYO Co.,Ltd.
Designer: Hiroshi Kobayashi
Material: Vulcanized Fibre
Finish: Black matte paint
Size: (Main Body)
W250×H45×D150mm
(Case) W240×H85×D40mm
Weight: (Main Body) 160g
(Main Body+Case) 210g



Big Dipper



Planet

Company &
Technology

Unearth — Horiokosu

Traditional Oguni handmade Japanese paper
For refined interiors to decorate modern living.



Nagaoka is the birthplace of Nishikigoi (colored carp). This lamp shade expresses its elegant presence with translucent Japanese paper. The light passing through the Japanese paper becomes a soft glow.



"It's about how to promote local resources with the power of design. I want to create products that will be embraced by the young generation and people overseas, rather than old, traditional handicrafts," says Atsushi Yamamoto, the company's president.

It all began in 2004. When NEOS Co., Ltd., which had catered to many customers' needs in advertising and design, decided to take a new step to "create an original product", Atsushi Yamamoto, the company's president, thought of "Oguni Japanese paper". Papermaking in Oguni had been handed down as a valuable source of income during winter in the region with heavy snowfall since the beginning of the Edo period. After the war, the craft risked disappearing with the influx of Western paper, but the Oguni Paper Technique Preservation Society was established and it was designated as an intangible cultural property by the country in 1973. Currently, about 20 artisans are working to preserve and hand down the technique and tradition.

"I thought of the scenes of papermaking and yukisarashi (spreading out cloth in the snow to expose it to the sun) I saw when I was young and wondered if I could apply them to create an original product for the company," recalls the company's president, Yamaoka, who is from the Oguni area in Nagaoka city (formerly Oguni town, Kariwa district). The Nagaoka Institute of Design had just opened in 1994 and Seizaburo Hiura, the mayor of Nagaoka at the time, was promoting "Design City Nagaoka" and opportunities for local design in Nagaoka were increasing. NEOS proposed a design for a pattern to apply onto handmade Japanese paper for a producers' cooperative. The pattern was used for modern lighting equipment and tapestries, sparking interest in the area where it was made.



わらぶ

Creating new value for local resources with the
power of design.
Persistent efforts nurture future brands.

Seeking to unearth Nagaoka's hidden treasures.
Efforts over the past decade enter the next stage.

Oguni Japanese paper is made from 100% paper mulberry and the fiber is long and firm. The Japanese paper handmade by artisans combines durability and a warm texture. For the "Centennial Value Collection", solid coasters in 2008 and the lamp shade "REN" in 2011 were made. In particular, "REN" applied the modern techniques of two-color printing for silk screens and laser slit processing at 3mm intervals to traditional handmade Japanese paper, enabling a new and impressive way to display light. The following year, the company created the flower vase "IKEDAMA" with Almo Co., Ltd., an aluminum casting manufacturer in Nagaoka city. It worked to unearth local resources.

In 2017, it will launch its latest Oguni Japanese paper product, "Fukura". It refined the pattern and manufacturing method for a product made by designer Naho Kobayashi for her thesis project in college. Similarly, designer Michio Nishiyama will create 3D data necessary for making a solid press mold. NEOS is working on joint projects with the region, centered around such young designers. The company's persistent efforts for over a decade are also nurturing young talent committed to the region. "I would like to apply Nagaoka's resources more and create new designs," said Kobayashi, with a smile.



"IKEDAMA" was developed jointly with a company in Nagaoka city. It was an exciting challenge for the company, which usually manufactures parts for trains and cars.



The obstacle to developing "Fukura" was the solid mold. Through trial and error, success was achieved in creating a uniform thickness from a piece of Japanese paper by pressing the wet paper web before it is dried.



わらぶ

NEOS CO.,LTD

Partners Plaza 1-3-10 Saiwaicho, Nagaoka-city, Niigata 940-0084 JAPAN
TEL:+81(0)258-33-8836 FAX:+81(0)258-33-8837
<http://www.neos-design.co.jp> info@wa-love.jp



2012

My style - Good tools make people happy

MY WAY OF LIFE

■ An artistic lifestyle

Create art with living

- ...Incense Burner and Case
- ...Roll of Tenugui Cloth Series
- ...Laptop Computer Stand
- ...Niigata Lacquer Techniques Picture Book - Mamezara (Small Plate) Collection
- ...Nest table made with techniques for fixtures

■ Discover new beauty

- ...Flower Vase Series for Moss and Flowers
- ...DAMASCUS COLLECTION Series

■ Enjoy being creative

- ...Prince Black Series
- ...Wood Working Tool Set for Women

■ Enjoy having coffee, with various styles

- ...Espresso Time Series

2012 Design manager



Leimei Julia Chiu

Professor
Visual Communication Design,
The Faculty of Musashino
Art University





An artistic lifestyle Create art with living
2012 MY WAY OF LIFE

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Enjoy the aroma and take a moment to relax

Leaf



INTERIOR

Incense Burner and Case

Hanshidou Incense box (Leaf)
persimmon Black

Company Name:
Okubo Casting 4th Generation Seibun Souemon Hara
Designer: Satoshi Hara, Yoshiko Hara
Material: bronze
Finish: Hanshidou Black finish
Size: W105×H12×D52mm
Weight: 180g

Hanshidou Incense box (Leaf)
persimmon

Company Name:
Okubo Casting 4th Generation Seibun Souemon Hara
Designer: Satoshi Hara, Yoshiko Hara
Material: bronze
Finish: Hanshidou
Size: W105×H12×D52mm
Weight: 180g

Hanshidou Incense box (Leaf)
ginkgo tree Black

Company Name:
Okubo Casting 4th Generation Seibun Souemon Hara
Designer: Satoshi Hara, Yoshiko Hara
Material: bronze
Finish: Hanshidou Black finish
Size: W105×H12×D62mm
Weight: 180g

Hanshidou Incense box (Leaf)
ginkgo tree

Company Name:
Okubo Casting 4th Generation Seibun Souemon Hara
Designer: Satoshi Hara, Yoshiko Hara
Material: bronze
Finish: Hanshidou
Size: W105×H12×D62mm
Weight: 180g



An artistic lifestyle Create art with living
2012 MY WAY OF LIFE



Integrate traditional patterns
into everyday life

Hand-dyeing TENUGUI cloth



INTERIOR

Roll of Tenugui Cloth Series

Optical illusion 'Wave'
1m

Size: L1m×W340mm
Weight: 40g

Gradation 10m

Size: L10m×W340mm
Weight: 390g

Optical illusion 'Wave'
3m

Size: L3m×W340mm
Weight: 120g

Japanese tea set 1m

Size: L1m×W340mm
Weight: 40g

Optical illusion 'Wave'
10m

Size: L10m×W340mm
Weight: 390g

Japanese tea set 3m

Size: L3m×W340mm
Weight: 120g

Optical illusion 'Three
dimensional shape' 1m

Size: L1m×W340mm
Weight: 40g

Japanese tea set 10m

Size: L10m×W340mm
Weight: 390g

Optical illusion 'Three
dimensional shape' 3m

Size: L3m×W340mm
Weight: 120g

Electrical message board
1m

Size: L1m×W340mm
Weight: 40g

Optical illusion 'Three
dimensional shape' 10m

Size: L10m×W340mm
Weight: 390g

Electrical message board
3m

Size: L3m×W340mm
Weight: 120g

Electrical message board
10m

Size: L10m×W340mm
Weight: 390g

Gradation 1m

Size: L1m×W340mm
Weight: 40g

Gradation 3m

Size: L3m×W340mm
Weight: 120g

Company Name:
ECHIGO-KAMEKONYA FUJIOKA Dye-works
Designer: Ayumi Fujioka
Material: cotton100%
Finish: Sulfuration stain



Japanese tea set

Electrical message board



Optical illusion
'Three
dimensional shape'

Gradation

Optical illusion
'Wave'





An artistic lifestyle Create art with living
2012 MY WAY OF LIFE

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Use the laptop comfortably
and beautifully



INTERIOR

Laptop Computer Stand 1

Company Name:
Ominato Bunkichi Shoten Co.,Ltd.
Designer: Yosuke Ominato
Material: Paulownia, Hiba
(Thuja dolabrata)
Finish: Urethane Coating
Size: (Main Body) W400×H145×D332mm
(Case) W430×H170×D370mm
Weight: (Main Body) 2,200g
(Main Body+Case) 2,600g

INTERIOR

Laptop Computer Stand 2

Company Name:
Ominato Bunkichi Shoten Co.,Ltd.
Designer: Yosuke Ominato
Material: Paulownia
Finish: Urethane Coating
Size: (Main Body) W330×H80×D300mm
(Case) W360×H115×D340mm
Weight: (Main Body) 1,500g
(Main Body+Case) 1,800g

Enjoy the patterns and lacquering
Set a beautiful and elegant dining table

Niigata lacquer mamezara-collection



① "Makie" (Kiku) ⑤ "Makie" (Koumori) ⑥ "Take-nuri + Makie" (Awase-ume) ⑧ "Take-nuri + Makie" (Sakura-ni-mizu) ⑨ "Take-nuri + Makie" (Mitsu-ume) ⑪ "Take-nuri + Nishiki-nuri"

TABLEWARE

Niigata Lacquer Techniques Picture Book – Mamezara (Small Plate) Collection

- | | | | |
|--|---|---|--|
| ① Niigata urushi
mamezara-collection
"Makie" (Kiku) | ⑥ Niigata urushi
mamezara-collection
"Take-nuri + Makie" (Awase-ume) | ⑪ Niigata urushi
mamezara-collection
"Take-nuri + Nishiki-nuri" | ⑬ Niigata urushi
mamezara-collection
"Take-nuri + Aogai-nuri" |
| ② Niigata urushi
mamezara-collection
"Makie" (Kine) | ⑦ Niigata urushi
mamezara-collection
"Take-nuri + Makie" (Sakura) | ⑫ Niigata urushi
mamezara-collection
"Take-nuri + Shibuichi-nuri" | ⑭ Niigata urushi
mamezara-collection
"Take-nuri + Seidou-nuri" |
| ③ Niigata urushi
mamezara-collection
"Makie" (Chou) | ⑧ Niigata urushi
mamezara-collection
"Take-nuri + Makie" (Sakura-ni-mizu) | ⑬ Niigata urushi
mamezara-collection
"Take-nuri + Shibuichi-nuri" | ⑮ Niigata urushi
mamezara-collection
"Take-nuri + Ishime-nuri" |
| ④ Niigata urushi
mamezara-collection
"Makie" (Budou) | ⑨ Niigata urushi
mamezara-collection
"Take-nuri + Makie" (Mitsu-ume) | ⑭ Niigata urushi
mamezara-collection
"Take-nuri + Seidou-nuri" | |
| ⑤ Niigata urushi
mamezara-collection
"Makie" (Koumori) | ⑩ Niigata urushi
mamezara-collection
"Take-nuri + Makie" (Shouchikubai) | ⑮ Niigata urushi
mamezara-collection
"Take-nuri + Ishime-nuri" | |

Company Name: Niigata Shikki Co., Ltd.
Designer: Keita Sato
Material: beech, lacquer
Finish:
①~⑩ Lacquered and decorated with MAKIE
⑪~⑮ Lacquered
Size: W105×H12×D105mm
Weight: 30g

An artistic lifestyle Create art with living
2012 MY WAY OF LIFE



A nest table combining the skills of
artisans for wooden fittings
Each one creates its own expression of space

Nesting Table



INTERIOR

IKSKI Nesting Table

Company Name:
NOMURA MOKKOU co.,LTD
Designer: Taiji Nomura
Material: Walnut
Finish: Urethane Coating matte
Size: (Main Body) W590×H400×D370mm
(Case) W650×H450×D400mm
Weight: (Main Body) 16.2kg
(Main Body+Case) 18kg



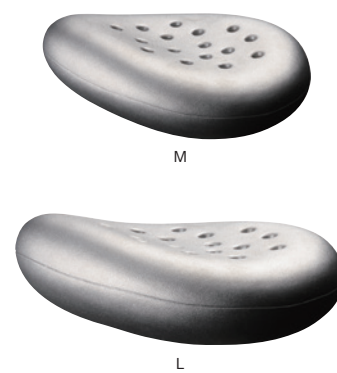
Discover new beauty
2012 MYWAY OF LIFE

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Enjoy a variety of flowers and greenery
in everyday life ... nature's beauty!



IKEDAMA



INTERIOR

Flower Vase Series for
Moss and Flowers

IKEDAMA ishi S

Material: Aluminum
Finish: Alumite processing
Size: (Main Body) W130×H53×D98mm
(Case) W160×H77×D123mm
Weight: (Main Body) 382g
(Main Body+Case) 500g

IKEDAMA ishi M

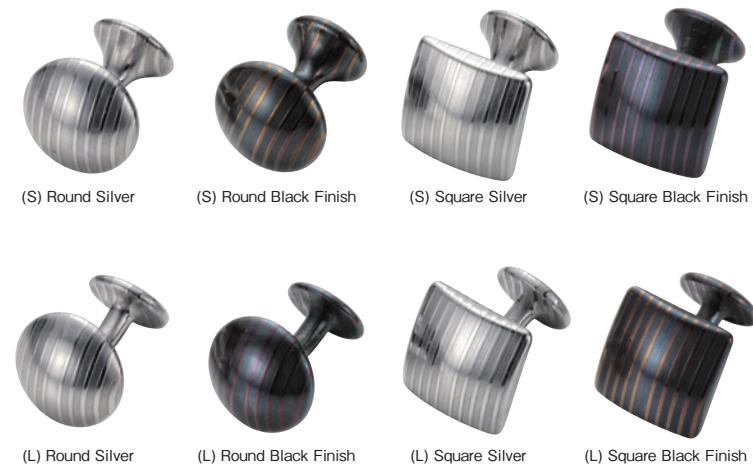
Material: Aluminum
Finish: Alumite processing
Size: (Main Body) W185×H63×D139mm
(Case) W212×H82×D165mm
Weight: (Main Body) 883g
(Main Body+Case) 1,083g

IKEDAMA ishi L

Material: Aluminum
Finish: Alumite processing
Size: (Main Body) W300×H79×D218mm
(Case) W330×H100×D246mm
Weight: (Case) 2,072g
(Main Body+Case) 2,472g

Company Name: NEOS CO., LTD
Designer: Atsushi Yamamoto

Wear the beauty of blade steel



STYLING

Damascus Cuff-links (S)
Regular/Round

Size: (Main Body) W13×H13×D20mm
(Case) W80×H45×D35mm
Weight: (Main Body) 8g
(Main Body+Case) 68g
Accessories: Packing Box
Color: Silver

STYLING

Damascus Cuff-links (S)
Regular/Round Black Finish

Size: (Main Body) W13×H13×D20mm
(Case) W80×H45×D35mm
Weight: (Main Body) 8g
(Main Body+Case) 68g
Accessories: Packing Box
Color: Black

STYLING

Damascus Cuff-links (S)
Regular/Square

Size: (Main Body) W15×H15×D20mm
(Case) W80×H45×D35mm
Weight: (Main Body) 10g
(Main Body+Case) 62g
Accessories: Packing Box
Color: Silver

STYLING

Damascus Cuff-links (S)
Regular/Square Black Finish

Size: (Main Body) W15×H15×D20mm
(Case) W80×H45×D35mm
Weight: (Main Body) 10g
(Main Body+Case) 62g
Accessories: Packing Box
Color: Black

STYLING

Damascus Cuff-links (L)
Regular/Round

Size: (Main Body) W15×H15×D20mm
(Case) W80×H45×D35mm
Weight: (Main Body) 18g
(Main Body+Case) 70g
Accessories: Packing Box
Color: Silver

STYLING

Damascus Cuff-links (L)
Regular/Round Black Finish

Size: (Main Body) W15×H15×D20mm
(Case) W80×H45×D35mm
Weight: (Main Body) 18g
(Main Body+Case) 70g
Accessories: Packing Box
Color: Black

STYLING

Damascus Cuff-links (L)
Regular/Square

Size: (Main Body) W15×H15×D20mm
(Case) W80×H45×D35mm
Weight: (Main Body) 18g
(Main Body+Case) 70g
Accessories: Packing Box
Color: Silver

STYLING

Damascus Cuff-links (L)
Regular/Square Black Finish

Size: (Main Body) W15×H15×D20mm
(Case) W80×H45×D35mm
Weight: (Main Body) 18g
(Main Body+Case) 70g
Accessories: Packing Box
Color: Black

STYLING

Damascus Button (S)
8pcs

STYLING

Damascus Button (S)
8pcs Black Finish

Size: (Main Body) W15×H15×D2mm
(Case) W138×H74×D27mm
Weight: (Main Body) 2g (for one)
(Main Body+Case) 100g
Accessories: Packing Box
Color: Silver, Black

STYLING

Damascus Button (L)
6pcs

STYLING

Damascus Button (L)
6pcs Black Finish

Size: (Main Body) W20×H20×D2mm
(Case) W138×H74×D27mm
Weight: (Main Body) 5g (for one)
(Main Body+Case) 110g
Accessories: Packing Box
Color: Silver, Black



Company Name: SUWADA Blacksmith Works, Inc. Designer: Tomoyuki Kobayashi Material: Damascus layered steel Finish: Mirror Finish

Discover new beauty
2012 MYWAY OF LIFE



Damascus Layered





Enjoy being creative
2012 *MYWAY OF LIFE*

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Let's make dried vegetables



Vegetable slicer



Vegetable shredder



Vegetable peeler

KITCHEN TOOL Vegetable slicer

Company Name: Prince Industry Inc.
Designer: Nobuo Takano, Mitsunobu Hagino
Material: stainless steel
Finish: fluorocarbon polymer coating
Size: (Main Body) W98×H275×D26mm
(Case) W110×H290×D30mm
Weigh: (Main Body) 170.4g
(Main Body+Case) 221.7g

KITCHEN TOOL Vegetable peeler

Company Name: Prince Industry Inc.
Designer: Nobuo Takano, Mitsunobu Hagino
Material: stainless steel
Finish: fluorocarbon polymer coating
Size: (Main Body) W79×H140×D27mm
(Case) W85×H170×D40mm
Weigh: (Main Body) 54.9g
(Main Body+Case) 89.9g

KITCHEN TOOL Vegetable shredder

Company Name: Prince Industry Inc.
Designer: Nobuo Takano, Mitsunobu Hagino
Material: stainless steel
Finish: fluorocarbon polymer coating
Size: (Main Body) W98×H275×D26mm
(Case) W110×H290×D30mm
Weigh: (Main Body) 168.4g
(Main Body+Case) 218.2g

Kitchen Tool Series



Shoulder bag

Swagger bag

TOOL

Female craftsman Wood working tool set (Shoulder bag)

Company Name: KAKURI WORKS LTD.
Designer: Katsuhiko Kato
Material:
(Blade replaceable) (Saw) high-carbon steel
(Handle) red oak
(Plane) (Blade) blue paper steel and soft iron
(Body) red oak
(Chisel) (Blade) high-carbon vanadium steel
(Handle) red oak
(Hammer) (Head) high-carbon vanadium steel
(Handle) red oak
(Tool bag) mixture cloth (hemp and cotton), iron
Finish:
(Saw Handle, Plane Body, Chisel Handle, Hammer Handle)
Oil finish
Size: W240×H630×D80mm
Weigh: 1,330g



TOOL

Female craftsman Wood working tool set (Swagger bag)

Company Name: KAKURI WORKS LTD.
Designer: Katsuhiko Kato
Material:
(Blade replaceable) (Saw) high-carbon steel
(Handle) red oak
(Plane) (Blade) blue paper steel and soft iron
(Body) red oak
(Chisel) (Blade) high-carbon vanadium steel
(Handle) red oak
(Hammer) (Head) high-carbon vanadium steel
(Handle) red oak
(Tool bag) mixture cloth (hemp and cotton),
iron, rubber tube, brass
Finish:
(Saw Handle, Plane Body, Chisel Handle, Hammer Handle)
Oil finish
Size: W250×H420×D80mm
Weigh: 1,420g

For women starting woodwork

Female craftsman



Enjoy having coffee, with various styles
2012 *MYWAY OF LIFE*



Spend precious time alone with wood
that is hundreds of years old

Wooden Life



TABLEWARE

Espresso Time Series

Espresso cup & Saucer Ebony

Material: Ebony, Silver
Finish: Urethane coating
Size: (Cup) W75×H55×D75mm
(Saucer) W120×H12×D85mm
Weight: (Cup) 48g, (Saucer) 48g



Espresso cup & Saucer Ebony

Dessert knife Ebony-wood

Material: Ebony, Silver
Finish: Urethane coating
Size: W107×H17×D9mm
Weight: 3g

Tea spoon Ebony-wood S

Material: Ebony, Silver
Finish: Urethane coating
Size: W12×H120×D9mm
Weight: 5g

Espresso cup & Saucer Shitan

Material: Shitan, Silver
Finish: Urethane coating
Size: (Cup) W75×H55×D75mm
(Saucer) W120×H12×D85mm
Weight: (Cup) 48g, (Saucer) 48g



Espresso cup & Saucer Shitan

Dessert knife Rose-wood

Material: Shitan, Silver
Finish: Urethane coating
Size: W107×H17×D9mm
Weight: 3g

Tea spoon Rose-wood S

Material: Shitan, Silver
Finish: Urethane coating
Size: W12×H120×D9mm
Weight: 5g

Company Name: MARUNAO CO.,LTD Designer: Takahiro Fukuda



Dignity

凾

There is a suitable level of tension
where craftsmanship takes place.
When exposed to such an atmosphere,
one becomes more dignified.
Emotions such as sincerity, ambition, concentration
and pride spin around like molecules.
At times, artisans can seem like a samurai or a Zen priests.



Prince Industry



ADACHI SHIKI KOGYO



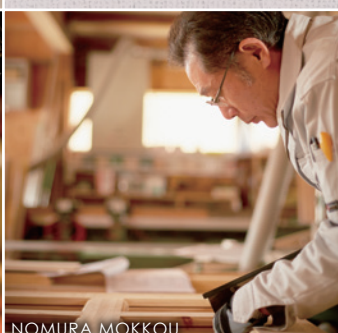
Niigata Shikki



Maruto Hasegawa Kosakujo



Nagaynagi Pottery



NOMURA MOKKOU



SUWADA



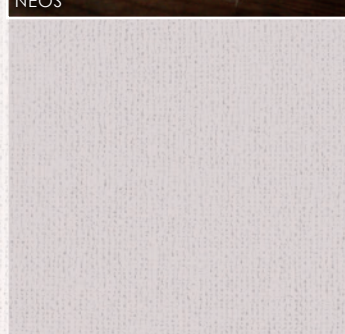
NEOS



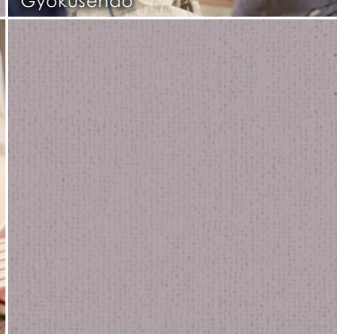
Gyokusendo



MARUNAO



Storio



Ominato Bunkichi Shoten



In a world where it takes 10 years of training to become recognized as a fully qualified lacquer artisan, Ms. Sanada decided to pursue the profession four years ago. She trains over 10 hours every day and has grown to be trusted with important new products.



After whetstone powder, which is the undercoat, is applied with a spatula, many layers of lacquer are painted on. When the drying period is short, the color is subdued, and when it is long, the color becomes vibrant.

Lacquering — Nuru

Company &
Technology

Edo's refined playfulness is given life "Kawari-nuri (experimental lacquer)" is Niigata lacquer ware at its best

Lacquer ware has existed in Japan since the Jomon period, over 9,000 years ago. It has been used for tableware and combs because when items are coated with the sap of a lacquer tree, the wood becomes durable, while the lacquer also prevents the wood from decaying and has antimicrobial qualities. The colors are mainly glossy vermilion and black, but during the Edo period, lacquering techniques from around the country found their way to Niigata city, the port of call for cargo ships that sailed the Japan Sea. There, a distinct lacquer culture flourished. The history of Niigata lacquer ware began around 400 years ago in the early Edo period and at its peak, there were 400 lacquerers, or over 1,000 when related artisans were included.

The biggest characteristic of Niigata lacquer ware is "kawari-nuri (experimental lacquer)". Common types include "take-nuri" in which lacquer is shaped to produce the look of a bamboo joint, "ishime-nuri" in which charcoal powder is sprinkled on to produce a fine, rough surface and "nishiki-nuri" in which many layers of lacquer are applied and then polished to expose the color of the surface. The playfulness of the Edo period, during which a "guessing culture" of making things appear as something else was popular, is carried on today. Furthermore, take-nuri and ishime-nuri originated in Edo, while nishiki-nuri originated in Tsugaru, Aomori prefecture. It is interesting to note that techniques that have ceased to exist in their places of origin have been handed down in Niigata city.



To challenge while preserving tradition.
To hand down Niigata lacquer
ware to the future.

After 200 years, a rare lacquering technique
is revived and combined with modern design.

We visited the workshop of a young Niigata lacquer ware artisan, Momoko Sanada. The 100-year-old warehouse can maintain its temperature and humidity relatively well and can create an environment that is suitable for making lacquer ware, with a temperature around 20°C and 70-80% humidity. In addition, lacquer ware requires primer coating, intermediate coating and final coating, and each step requires repeated coating, drying and polishing. There are nearly 30 steps in total and it takes at least three months to finish an item.

For the "Centennial Value Collection", a card case was made using a specialized material called vulcanized fiber in 2013 and applied with kawari-nuri. In 2016, a tableware series titled "Homage" was created, reproducing the technique of "Oboro-gin painting" used by Zeshin Shibata, a lacquer artist from the Edo and Meiji periods. It was a lacquering technique that paid homage to an extraordinary lacquer artist while advancing his skills even further. The unique look is like brass that has slowly aged, but also like new, cutting-edge material. Keita Sato, managing director of Niigata Japanese ware Co., Ltd. who was involved with the development said: "Take-nuri was originally used to decorate the sheath of a sword, but when swords became prohibited in the Meiji period, artisans were able to survive by reapplying the technique to tableware and vases. We would like to also think hard about how we can hand down Niigata lacquer ware and create new products."



Niigata Shikki Co., Ltd.

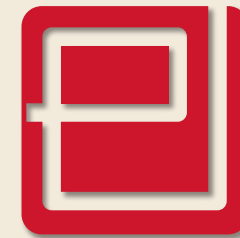
1-329 Eishodori, Chuo-ku, Niigata-city, Niigata 951-8114 JAPAN
TEL:+81(0)25-265-2968 FAX:+81(0)258-33-8837
<http://www.niigatashikki.jp> nuridon311@ma.tlp.ne.jp



Managing Director Sato, who entered the world of lacquer ware by succeeding his father, is the president of the Niigata City Lacquer Ware Guild. He also presides over classes that train young artisans.



Handling the spatula delicately and confidently. The important step in "take-nuri" in which the lacquer is shaped to produce the look of a bamboo joint. It is said that there are 100 other experimental lacquering techniques.



- Master the art of living
Make time in your everyday,
Enjoy pursuing
...Tools to relax and enjoy coffee
 "Coffee Break"
...Relaxing Space IKSKI Series
...Table Tongs
- Select the best tools
Make work tools stylish
...STORIO Series
...Wooden Stationery Series
...Card case made with experimental
 lacquering technique
- Spruce up
Make your body beautiful and strong
...Foot Care Tools

2013 *Design manager*



Product Designer
Chiaki Murata
President
hers design inc.
<http://www.hers.co.jp/>
Social Design Institute Director/
Professor
Kyoto University of Art and Design

2013

A man's aesthetic tools:
"Beauty" and "strength" groom a man
Ver.1

TOOLS FOR A REFINED

You cannot live without being strong;
you have no right to live unless you are kind

GENTLEMAN



Master the art of living
Make time in your everyday, Enjoy pursuing
2013 *TOOLS FOR A REFINED GENTLEMAN*

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Enjoy the ultimate coffee experience

Coffee collection



Smoky silver

TABLEWARE

Coffee kettle Hammered-mosaic finish Bluish-purple and silver color bottom(900ml)

Company Name: Gyokusendo
Designer: Hiroki Tamagawa, Tomokazu Minowa
Material: Copper
Size: W125×H180×D255mm
Weight: 650g

TABLEWARE

Coffee kettle Textured hammered pattern Smoky silver(900ml)

Company Name: Gyokusendo
Designer: Hiroki Tamagawa, Tomokazu Minowa
Material: Copper
Size: W125×H180×D255mm
Weight: 650g

TABLEWARE

Coffee kettle Two-tone and metallic wave(900ml)

Company Name: Gyokusendo
Designer: Hiroki Tamagawa, Tomokazu Minowa
Material: Copper
Size: W125×H180×D255mm
Weight: 650g

TABLEWARE

Coffee dripper Textured hammered pattern Smoky silver

Company Name: Gyokusendo
Designer: Hiroki Tamagawa, Tomokazu Minowa
Material: Copper
Size: W114×H73×D135mm
Weight: 246g



Master the art of living
Make time in your everyday, Enjoy pursuing
2013 *TOOLS FOR A REFINED GENTLEMAN*



Extend and shorten,
a chair that
makes the heart sing



INTERIOR

IKSKI Extendable bench
Walnut

Company Name: NOMURA MOKKOU co.,LTD
Designer: Taiji Nomura
Material: Walnut
Finish: Natural oil finishes
Size:
(Main Body) W890~1,500×H300×D375mm
(Case) W950 ×H350×D450mm
Weight: (Main Body) 21kg
(Main Body+Case) 23kg

INTERIOR

IKSKI Extendable bench
Beech

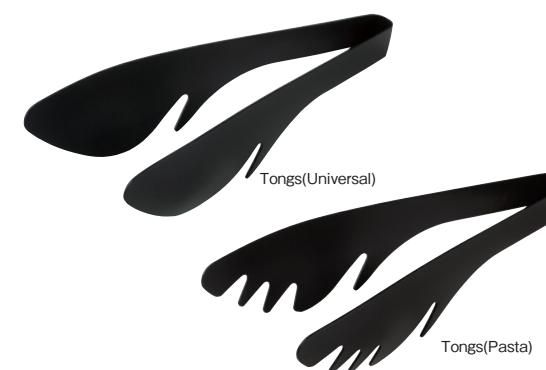
Company Name: NOMURA MOKKOU co.,LTD
Designer: Taiji Nomura
Material: beech
Finish: Natural oil finishes
Size:
(Main Body) W890~1,500×H300×D375mm
(Case) W950×H350×D450mm
Weight: (Main Body) 21kg
(Main Body+Case) 23kg

IKSKI



IKSKI Extendable bench
Beech

A man's stylish way of serving



KITCHEN TOOL

Tongs(Universal)

Company Name: Prince Industry Inc.
Design: Nobuo Takano,
Mitsunobu Hagino
Material: stainless steel
Finish: fluorocarbon polymer coating
Size:
(Main Body) W170×H68×D44mm
(Case) W175×H40×D30mm
Weight: (Main Body) 59.6g
(Main Body+Case) 73.4g

KITCHEN TOOL

Tongs(Pasta)

Company Name: Prince Industry Inc.
Design: Nobuo Takano,
Mitsunobu Hagino
Material: stainless steel
Finish: fluorocarbon polymer coating
Size:
(Main Body) W170×H68×D44mm
(Case) W175×H40×D30mm
Weight: (Main Body) 56.5g
(Main Body+Case) 70.2g



It can be set on the edge of a plate

Tongs



Select the best tools Make work tools stylish
2013 *TOOLS FOR A REFINED GENTLEMAN*

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The start of a thrilling wood design

STORIO



STATIONERY
STORIO Series

Glasses Case (slide style)
Walnut Natural Wood

Material: Walnut, Genuine Leather
Finish: Clear matte coating
Size: (Main Body) W174×H69×D44mm
(Case) W190×H55×D77mm
Weight: (Main Body) 100g
(Main Body+Case) 170g

Glasses Case (slide style)
Walnut Black

Material: Walnut, Genuine Leather
Finish: Clear matte coating
Size: (Main Body) W174×H69×D44mm
(Case) W190×H55×D77mm
Weight: (Main Body) 100g
(Main Body+Case) 170g

Company Name: Storio Corporation Designer: Keiko Yamamoto

The powerful stroke of the pen

Onimaru / Kokutou



STATIONERY
ONIMARU

Company Name: MARUNAO CO., LTD
Designer: Takahiro Fukuda
Material: Snakewood, 18-karat gold,
sus304 stainless steel, Iron,
Brass, Artificial Marble,
Plastic
Finish: Polished finish
Size: W20×H150×D20mm
Weight: 39g

STATIONERY
KOKUTOU

Company Name: MARUNAO CO., LTD
Designer: Takahiro Fukuda
Material: Ebony wood, 18-karat gold,
Silver plated plastic
Finish: Polished finish
Size: W20×H150×D20mm
Weight: 39g



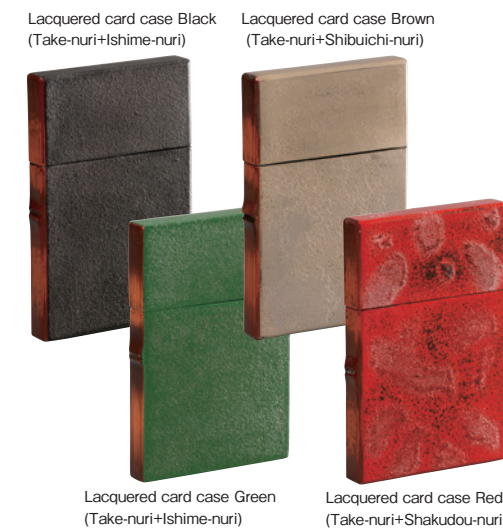
Select the best tools Make work tools stylish
2013 *TOOLS FOR A REFINED GENTLEMAN*



A square, stylish lacquer card case

STATIONERY

Card case made with experimental
lacquering technique



WANDANA
Lacquered card case Black
(Take-nuri+Ishime-nuri)

Company Name: Niigata Shikki Co., Ltd.
Designer: Keita Sato
Material: Vulcanized fibre
Finish: Lacquered
Size: W70×H105×D12mm
Weight: 66g

WANDANA
Lacquered card case Brown
(Take-nuri+Shibuichi-nuri)

Company Name: Niigata Shikki Co., Ltd.
Designer: Keita Sato
Material: Vulcanized fibre
Finish: Lacquered
Size: W70×H105×D12mm
Weight: 66g

WANDANA
Lacquered card case Green
(Take-nuri+Ishime-nuri)

Company Name: Niigata Shikki Co., Ltd.
Designer: Keita Sato
Material: Vulcanized fibre
Finish: Lacquered
Size: W70×H105×D12mm
Weight: 66g

WANDANA
Lacquered card case Red
(Take-nuri+Shakudou-nuri)

Company Name: Niigata Shikki Co., Ltd.
Designer: Keita Sato
Material: Vulcanized fibre
Finish: Lacquered
Size: W70×H105×D12mm
Weight: 66g

WANDANA Card cases

WANDANA
Lacquered card case Red
(Shakudou-nuri)

Company Name: Niigata Shikki Co., Ltd.
Designer: Keita Sato
Material: Vulcanized fibre
Finish: Lacquered
Size: W70×H105×D12mm
Weight: 66g

WANDANA
Lacquered card case Black
(Ishime-nuri)

Company Name: Niigata Shikki Co., Ltd.
Designer: Keita Sato
Material: Vulcanized fibre
Finish: Lacquered
Size: W70×H105×D12mm
Weight: 66g

WANDANA
Lacquered card case Green
(Ishime-nuri)

Company Name: Niigata Shikki Co., Ltd.
Designer: Keita Sato
Material: Vulcanized fibre
Finish: Lacquered
Size: W70×H105×D12mm
Weight: 66g

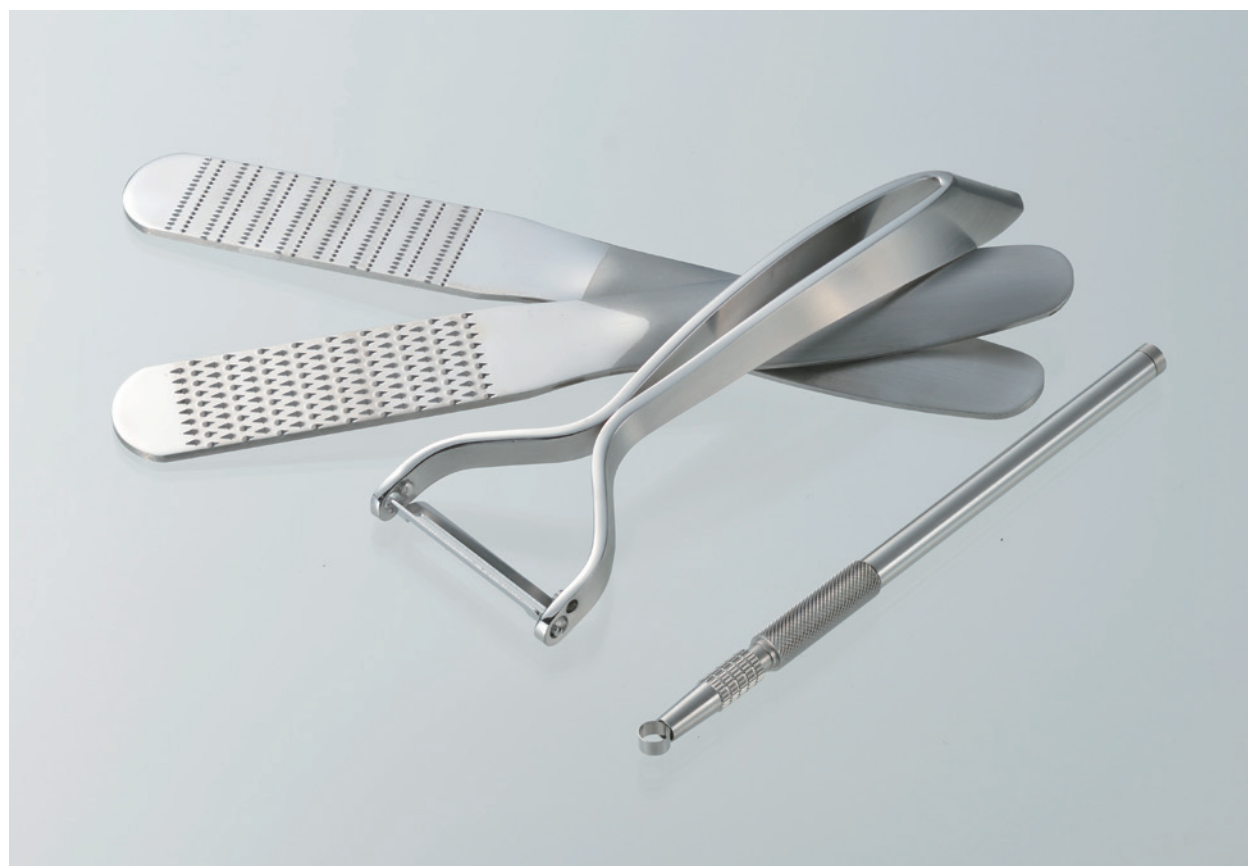




Spruce up Make your body beautiful and strong
2013 TOOLS FOR A REFINED GENTLEMAN

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The foundation of beauty, groomed feet



Prince Foot Care Set



HELP & HEALTH Foot Care Set

Company Name: Prince Industry Inc.
Designer: Nobuo Takano, Mitsunobu Hagino
Material: (Main Body) Stainless steel
(Case) Genuine Leather
Finish: Polished stainless steel
(one part with blast finish)
Size: W170×H190×D8mm
Weight: 209g

Bend — Mageru

Company &
Technology

From design and technology blending together
A new form is born.



The company went so far as to make a machine to test durability. The wood will not break even if the test is repeated a million times.



Fine woodcutting requires precision. An eye for wood and a precisely programmed NC machine make it possible.

The "fountain pen case" made by Storio Corporation was one of the products in the 2014 "Centennial Value Collection" lineup that attracted attention. The product uses technology used for the first time in the world that bends a 0.8-1.5 mm board of pure wood into a small angle and keeps its shape. According to the company's president, Kazuhisa Kimura, there were three big encounters that led to the creation of the product.

First, there was the encounter with a worker at the prefectural government who introduced and taught him the technology for bent wood. He made a smartphone stand with bent wood and submitted it to the 2011 "Niigata IDS Design Competition". There, he received high marks from the judges, leading him to take part in the "Centennial Value Collection". That was the second encounter. The third was the encounter with the design that showcases the beauty of bent wood to its fullest. The smartphone stand was created by applying the "technology" of bent wood, but for the "Centennial Value Collection", there was a need to change the direction of technological development and make it better, in addition to the "design". As a result, the company established underlying technology such as bending the wood into an "M" shape, bending it at a sharper angle and adding dimensional stability to the bent wood. Countless other functional improvements were also added, such as the touch when opening and closing the case and the ease of use when taking the pen in and out of the product.



STORIO

Bending 1.5mm natural wood into sharp angles.
Innovative technology brings out
new possibilities for wood.

Elevating "movement" to "posture".
Elegance is born from the fingertips.

Storio's main business is designing DIY kits for custom-made furniture. The company developed machinery exclusively for bent wood by applying the knowledge and know-how it mastered on wood, in addition to the experiences Kimura, the president, gained while working for a consumer electronics manufacturer. It developed card cases and electronic money clips under the brand name for the technology, "AvanWood".

The company seeks to achieve thinness and durability unimaginable for wood, as well as the elegance it exudes when used. For example, the business card case. When the case is taken out of the pocket and the thong is unwound, the bent wood opens by itself and the card can be taken out smoothly. An ordinary movement becomes graceful posture.

Many types of wood from Niigata prefecture, such as maple, zelkova and walnut are used as materials. The beauty of the grain stands out more when the wood is sawed while it is still fresh. "It would make me happy if our company's products can encourage people to look at the local mountains and nature more closely. I would like to build a system that spurs the natural cycle of the mountains while rewarding their owners," said Kimura, the president, dreaming of new possibilities for his business. He would like to value the "story" behind everyone who becomes involved with Storio. The thought that went into naming the company is the inspiration for creating the products.



Electronic money clips with a beautiful combination of natural wood and stainless steel. The shape is curved so it fits into a pocket at the hip.



The company developed its own machinery exclusively for bent wood. "New technology leads to new designs and functions. It was the first thing that we wanted, as a technology-based company with no history that aimed to continually be sought after by the world," said Kimura, the president.

STORIO

Storio Corporation

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TEL: +81(0)258-81-0006 FAX: +81(0)258-81-0007
<http://avanwood.storio.co.jp/> avanwood@storio.co.jp



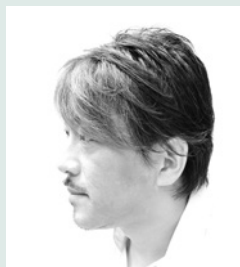
2014 TOOLS FOR A

A man's aesthetic tools:
"Beauty" and "strength" groom a man
Ver.2

REFINED GENTLEMAN

- Bring aesthetic sensibilities into everyday life
 - ...Relaxing Space IKSKI Series
- Bring aesthetic sensibilities into work
 - ...STORIO Series
 - ...Kinomo Box Series
 - ...Wooden Stationery Series
- The aesthetics of poise and demeanor
 - ...Tools for Smoking Series
 - ...Men's Grooming Series

2014 Design manager



Product Designer
Chiaki Murata
President
hers design inc.
<http://www.hers.co.jp/>
Social Design Institute Director/
Professor
Kyoto University of Art and Design





Bring aesthetic sensibilities into everyday life
2014 TOOLS FOR A REFINED GENTLEMAN

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Enjoy various expressions
Extendable Coffee Table



INTERIOR

IKSKI Table-Z

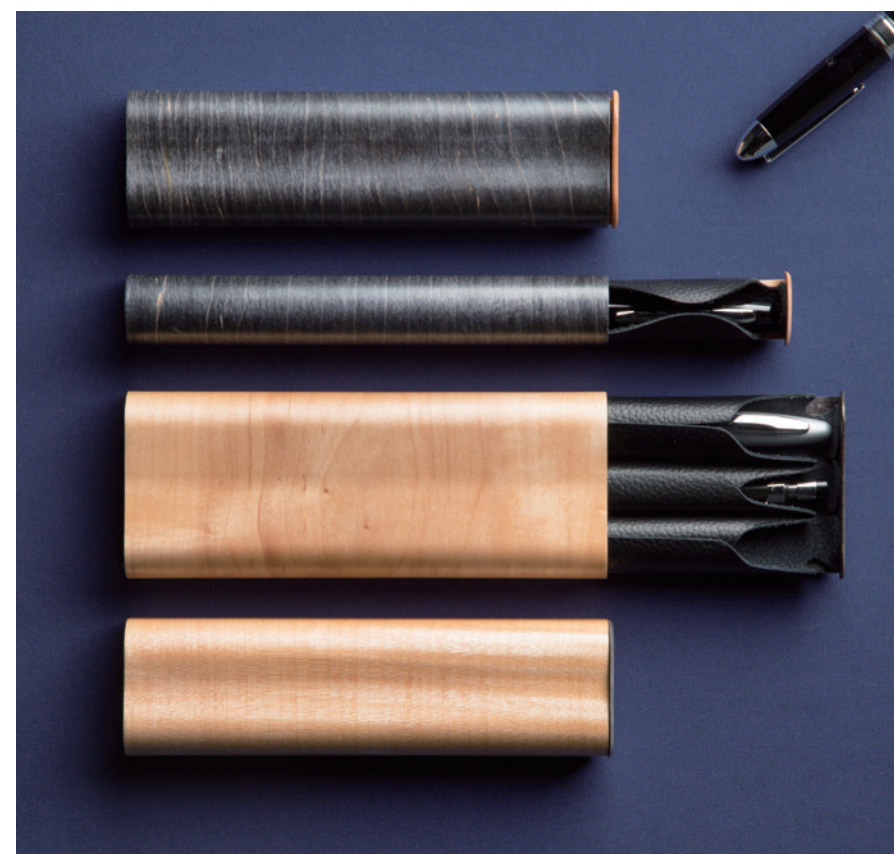
Company Name: NOMURA MOKKOU co.,LTD
Designer: Taiji Nomura
Material: Walnut
Finish: Natural oil finishes
Size: (Main Body) W600×H300×D200mm
(Case) W650×H400×D380mm
Weight: (Main Body) 6,000g
(Main Body+Case) 7,000g

IKSKI Coffee table



Bring aesthetic sensibilities into work
2014 TOOLS FOR A REFINED GENTLEMAN

The beauty of solid wood
New bent wood



STATIONERY

STORIO Series

①Fountain pen case (for a single pen)

Natural colour

Size: (Main Body) W160×H27×D23mm
(Case) W197×H33×D90mm
Weight: (Main Body) 35g
(Main Body+Case) 113g

②Fountain pen case (for a single pen)

Black

Size: (Main Body) W160×H27×D23mm
(Case) W197×H33×D90mm
Weight: (Main Body) 35g
(Main Body+Case) 113g

③Fountain pen case (for 2 pens)

Natural colour

Size: (Main Body) W160×H25×D45mm
(Case) W197×H33×D90mm
Weight: (Main Body) 55g
(Main Body+Case) 138g

④Fountain pen case (for 2 pens)

Black

Size: (Main Body) W160×H25×D45mm
(Case) W197×H33×D90mm
Weight: (Main Body) 55g
(Main Body+Case) 138g

⑤Fountain pen case (for 3 pens)

Natural colour

Size: (Main Body) W160×H25×D62mm
(Case) W197×H33×D90mm
Weight: (Main Body) 80g
(Main Body+Case) 158g

⑥Fountain pen case (for 3 pens)

Black

Size: (Main Body) W160×H25×D62mm
(Case) W197×H33×D90mm
Weight: (Main Body) 80g
(Main Body+Case) 158g

Company Name: Storio Corporation Designer: Keiko Yamamoto
Material: Maple, Leather Finish: Clear matte coating

STORIO



Bring aesthetic sensibilities into work
2014 *TOOLS FOR A REFINED GENTLEMAN*

2
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1
4
年

Fine art collection box for stylish men



Bring aesthetic sensibilities into work
2014 *TOOLS FOR A REFINED GENTLEMAN*

STATIONERY

Hemp leaf 12 sided small box,
Enju

Material: Enju (Japanese pagoda tree)

STATIONERY

Hemp leaf 12 sided small box,
Sakura

Material: Sakura (Japanese prunus)

Company Name: Inomata Art Fittings Company
Designer: Kazuhiro Inomata
Finish: Beeswax finish
Size: (Main Body) W123×H87×D123mm
(Case) W150×H120×D150mm
Weight: (Main Body) 170g
(Main Body+Case) 270g
Color: Natural Wood
Accessories: Packing Box



Hemp leaf 12 sided small box, Sakura



Hemp leaf triangular small box, Sakura



STATIONERY

Hemp leaf triangular small box,
Enju

Material: Enju (Japanese pagoda tree)

STATIONERY

Hemp leaf triangular small box,
Sakura

Material: Sakura (Japanese prunus)

Company Name: Inomata Art Fittings Company
Designer: Kazuhiro Inomata
Finish: Beeswax finish
Size: (Main Body) W132×H87×D115mm
(Case) W150×H120×D150mm
Weight: (Main Body) 180g
(Main Body+Case) 280g
Color: Natural Wood
Accessories: Packing Box



Hemp leaf hexagonal small box, Sakura



STATIONERY

Hemp leaf hexagonal small box,
Enju

Material: Enju (Japanese pagoda tree)

STATIONERY

Hemp leaf hexagonal small box,
Sakura

Material: Sakura (Japanese prunus)

Company Name: Inomata Art Fittings Company
Designer: Kazuhiro Inomata
Finish: Beeswax finish
Size: (Main Body) W95×H55×D81mm
(Case) W120×H100×D120mm
Weight: (Main Body) 80g
(Main Body+Case) 160g
Color: Natural Wood
Accessories: Packing Box

Kinomo Box Collection



Bring aesthetic sensibilities into work
2014 *TOOLS FOR A REFINED GENTLEMAN*

Sharp tools for competent men



STATIONERY

Business Card Case

Company Name: MARUNAO CO.,LTD
Designer: Takahiro Fukuda
Material: Ebony, Silver, Magnet, sus410
Finish: Polished finish
Size: W66×H115×D107mm
Weight: 80g



STATIONERY

Collector's Loupe

Company Name: MARUNAO CO.,LTD
Designer: Takahiro Fukuda
Material: Ebony, Silver, Stainless steel, Glass
Finish: Polished finish
Size: W94×H38×D14mm
Weight: 55g

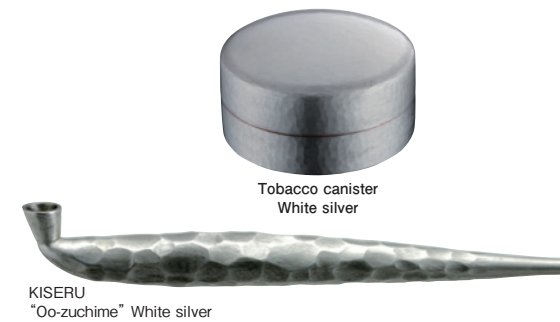
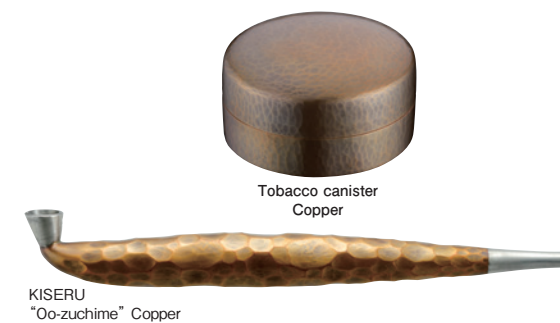
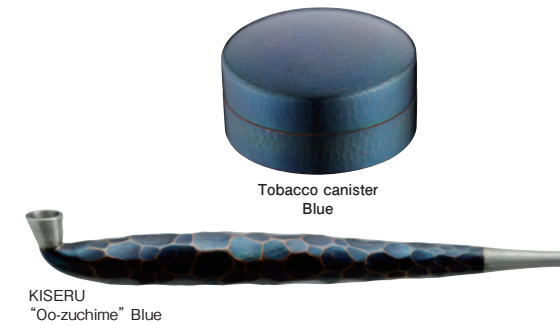


Shape Line Business Card Case / Loupe



The aesthetics of poise and demeanor
2014 *TOOLS FOR A REFINED GENTLEMAN*

KISERU Traditional Japanese pipes



STYLING

Tools for Smoking Series

Company Name: Gyokusendo Designer: Makoto Susa
Material: Copper

KISERU "Oo-zuchime" (shaped version) Blue

Size: W185×H25×D14mm
Weight: 50g

KISERU "Oo-zuchime" (shaped version) Copper

Size: W185×H25×D14mm
Weight: 50g

KISERU "Oo-zuchime" (shaped version) White silver

Size: W185×H25×D14mm
Weight: 50g

Tobacco canister Blue

Tobacco canister Copper

Tobacco canister White silver

Size: W60×H32×D60mm
Weight: 100g

KISERU "Oo-zuchime" Blue

Size: W185×H25×D16mm
Weight: 60g

KISERU "Oo-zuchime" Copper

Size: W185×H25×D16mm
Weight: 60g

KISERU "Oo-zuchime" White silver

Size: W185×H25×D16mm
Weight: 60g



The aesthetics of poise and demeanor
2014 *TOOLS FOR A REFINED GENTLEMAN*

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年

“Lacquer and stainless steel accessories”
to embellish a man’s look

STATIONERY

Men’s Grooming Series



WANDANA Pocket tools
Ticket holder Green

Size: W30×H100×D5mm
Weight: 33g



WANDANA Pocket tools
Ticket holder
Black/Triangle

Size: W30×H100×D5mm
Weight: 33g



WANDANA Pocket tools
Ticket holder
Black/Square

Size: W30×H100×D5mm
Weight: 33g



WANDANA Pocket tools
Shoehorn Black

Size: W30×H100×D5mm
Weight: 26g



WANDANA Pocket tools
Shoehorn Brown

Size: W30×H100×D5mm
Weight: 26g



WANDANA Pocket tools
Shoehorn Green

Size: W30×H100×D5mm
Weight: 26g



WANDANA Pocket tools
Mirror Red

Size: W30×H100×D5mm
Weight: 28g



WANDANA Pocket tools
Mirror Black

Size: W30×H100×D5mm
Weight: 28g



WANDANA Pocket tools
Mirror Green

Size: W30×H100×D5mm
Weight: 28g

Company Name: Niigata Shikki Co., Ltd. Designer: Keita Sato Material: Stainless steel Finish: Lacquered

WANDANA Pocket tools
Ticket holder / Shoehorn / Mirror



Wood is not forced into something, but used in places where its special qualities will shine. Such is the thoughtfulness of artisans for the wood.



Views with lattice doors are original landscapes of Japan, which the president, Nomura, also treasures. He has worked hard to express this in his furniture.

Transition — Utsuroi

Company &
Technology

Using and applying wood by having a dialogue with it,
Fixture artisans with good skills and judgement.

Japanese people have treasured seasons and transitions of time from long ago, incorporating nature into their everyday lives. However, incorporating nature as it is can be hot, cold, too bright... To solve this, “lattice doors” were placed near the window of the home as a screen to loosely connect outside nature and the living space inside.

Nomura Mokkou, established in 1927, makes uniquely Japanese fixtures and furniture, such as lattice doors, paper sliding doors, sliding doors and transoms. It was located near Nagaoka Castle during the Edo period and the town’s name at the time of the company’s establishment was Daiku-machi (carpenter town). The town prospered with people involved in building houses, all working hard to improve their craft.

Japanese people are good at handling wood, and fixture artisans are especially talented, with skills to do anything involving wood. Moreover, natural wood, unlike metal, changes after it is shaped. It expands and contracts with humidity, and shows quirks afterward, becoming bent or warped. Artisans must not only have good skills but also make good judgement to determine how each wood will change in the future and how to use them appropriately. Not everyone can do it with 10 years or 20 years of experience; one must have a refined sensibility. However, Japanese housing conditions have changed drastically in recent years.



Sensing transitions in nature while staying indoors
Furniture that embodies
Japanese aesthetic sense.

No matter how far machinery advances,
ultimate precision is unmistakably achieved by human hand.

In Japan, at present, many fixtures have become ready-made products and use man-made materials instead of natural materials. Half of the local tategu-ya (fixture makers) have gone out of business over the past 10 years. The company’s president, Taiji Nomura, entered the furniture business while pondering over the future. He took advantage of the distinct technique used by tategu-ya (fixture makers) in latticework called “nuki (penetrate)”. Using this technique, he made functional furniture that expands and contracts beautifully. Although few in number, there must be some people in the world who will understand the playful spirit of Japanese art and appreciate its beauty. With this belief in mind, he presented his work and the response was better than expected, with people especially liking the shade created by the lattice. The shade, which changes color, intensity and length according to the season and time are like sun-dials. Lattice doors used as furniture are sure to express the transition of time in rooms around the world.

The company’s “IKSKI” series is made mainly by the factory manager (67 years old) with 49 years of experience as an artisan. He can tell the difference of 0.5 mm with just a quick glance. No matter how advanced a machine is used, finishing touches are ultimately made by hand. This is because machines do not have the sensitivity to make fine adjustments or modifications. Lattice doors are disappearing in Japan, but the techniques are handed down in furniture. Nomura, the president, hopes that Japanese aesthetic sense in his work should be enjoyed for generations, from parent to child.



NOMURA MOKKOU co.,LTD
1-7-16 Nissekicho, Nagaoka-city, Niigata 940-0095 JAPAN
TEL: +81(0)258-33-2014 FAX: +81(0)258-34-3712
<http://nomu.s1.bindsite.jp/> n.tategu@sage.ocn.ne.jp



Starting from nothing, to the excitement of “We did it” when the product is completed. This is at the foundation of craftsmanship.



When the finishing plane is used, the wood’s shine changes completely. The product is finished off beautifully by hand.

2015 *Tools for the Next*

As time and society change, evolve to the next way of life
Ver.1

Way of Life



- Evolve by design
 - …Three single-flower vases and a plate
- Evolve by function
 - …Throwing-type simple fire extinguisher
- Evolve by material
 - …STORIO Series
 - …Stainless steel and copper accessories
- Evolve by meaning
(narrative, culture, conduct)
 - …The aesthetics of conduct
 - …Mumyoui yaki breakfast crockery
- Evolve by technique
 - …A tea table made of fine wood

2015 *Design manager*



Industrial Designer
Design Consultant
Shinichi Yamamura
President
COBO DESIGN CO.,LTD.
<http://www.cobodesign.co.jp/>



Evolve by design
2015 Tools for the Next Way of Life

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A single flower to you as a gift
— Made with the sensibility of female artisans —



INTERIOR
Flower ball Sea (purple)

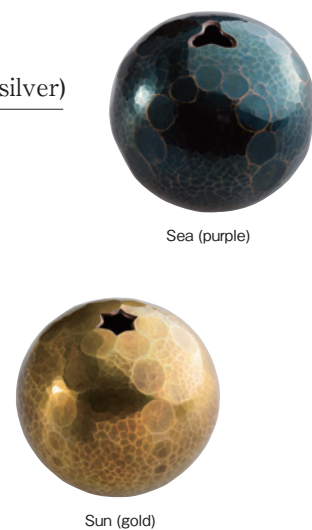
Company Name: Gyokusendo
Designer: Akiko Hara, Marie Ushio
Material: Copper
Size: W84×H64×D84mm
Weight: 120g

INTERIOR
Flower ball Sun (gold)

Company Name: Gyokusendo
Designer: Akiko Hara, Marie Ushio
Material: Copper
Size: W84×H64×D84mm
Weight: 120g

INTERIOR
Flower ball Moon (black silver)

Company Name: Gyokusendo
Designer: Akiko Hara, Marie Ushio
Material: Copper
Size: W84×H64×D84mm
Weight: 120g



Sea (purple)

Sun (gold)



Moon (black silver)

Oo-zuchime

Evolve by function
2015 Tools for the Next Way of Life



TOSS OUT



Throw and extinguish!
Put out a fire in its early stages
and secure an escape route.

DISASTER PREVENTION
TOSS OUT

Company Name: Japan Fire Protect, Inc
Designer: COBO DESIGN
Material: (Bottle) specialised plastic
(Liquid) potassium carbonate,
phosphoric acid ammonia etc
Size: W1,600×H1,640×D50mm
Weight: 710g



A shape that is easy to hold with
just one hand



It can be stored by a wall
when not in use



A liquid solution spreads
when it is broken





Evolve by material
2015 Tools for the Next Way of Life

STORIO

A beautiful shape is formed with ultrafine bent wood



STORIO series

STATIONERY

Electron money clip

Finish: Clear matte coating
Size: (Main body) W113×H10×D70mm
(Case) W154×H23×D112mm
Weight: (Main body) 20g
(Main body+Case) 80g

Walnut

Material: Body: Walnut
Clip: Stainless Steel

Black

Material: Body: Maple
Clip: Stainless Steel

Natural

Material: Body: Maple
Clip: Stainless Steel

Blue

Material: Body: Maple
Clip: Stainless Steel

Vermillion

Material: Body: Maple
Clip: Stainless Steel

Japanese zelkova

Material: Body: Zelkova
Clip: Stainless Steel

Ash

Material: Body: White Ash
Clip: Stainless Steel

STATIONERY

Business card holder

Material: Maple, Genuine leather
Finish: Clear matte coating
Size: (Main body (portrait)) W79×H105×D16mm
(Case (portrait)) W154×H23×D112mm
(Main body (landscape)) W115×H70×D16mm
(Case (landscape)) W154×H23×D112mm
Weight: (Main body) 40g
(Main body+Case) 100g

⟨portrait⟩
Natural

⟨landscape⟩
Natural

⟨portrait⟩
Vermillion

⟨landscape⟩
Vermillion

⟨portrait⟩
Black

⟨landscape⟩
Black

⟨portrait⟩
Blue

⟨landscape⟩
Blue

STYLING

Cigar case (holds 2 cigars)

Material: Maple, Genuine leather
Finish: Clear matte coating
Size: (Main body) W170×H53×D28mm
(Case) W197×H33×D90mm
Weight: (Main body) 70g
(Main body+Case) 150g
Color: Black, Blue



Company Name: Storio Corporation
Designer: Keiko Yamamoto

Evolve by material
2015 Tools for the Next Way of Life



Copper Stainless Damascus Layered

Enjoy the beauty of the pattern
created from interwoven steel and
stainless steel

STYLING

Copper Stainless Damascus Layered Cuff-links

Company Name:
SUWADA Blacksmith Works, Inc.
Designer: Tomoyuki Kobayashi
Material: Copper, Stainless
Finish: Mirror Finish
Size: (Main body) W15×H15×D20mm
(Case) W80×H45×D35mm
Weight: (Main body) 18g
(Main body+Case) 70g
Color: Silver
Accessories: Storage Box



STYLING

Copper Stainless Damascus Layered Tie Pin

Company Name:
SUWADA Blacksmith Works, Inc.
Designer: Tomoyuki Kobayashi
Material: Copper, Stainless, Silver
Finish: Mirror Finish
Size: (Main body) W60×H6×D15mm
(Case) W80×H45×D35mm
Weight: (Main body) 7.5g
(Main body+Case) 56g
Color: Silver
Accessories: Storage Box

STYLING

Copper Stainless Damascus Layered Bangle

Company Name:
SUWADA Blacksmith Works, Inc.
Designer: Tomoyuki Kobayashi
Material: Copper, Stainless
Finish: Mirror Finish
Size: (Main body) W65×H50×D10mm
(Case) W105×H80×D40mm
Weight: (Main body) 22g
(Main body+Case) 137g
Color: Silver
Accessories: Storage Box





Evolve by meaning(narrative, culture, conduct)
2015 Tools for the Next Way of Life

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A cane that exudes a man's dandyism



Gentleman's stick hawk

Gentleman's stick snake

STYLING

Gentleman's stick hawk

Company Name: MARUNAO CO.,LTD
Designer: Takahiro Fukuda
Material: Ebony, Silver, stainless steel
Finish: Polished finish
Size: W45×H860×D45mm
Weight: 355g



Each part can be disassembled



Gold and silver markings

STYLING

Gentleman's stick snake

Company Name: MARUNAO CO.,LTD
Designer: Takahiro Fukuda
Material: Snake wood, Gold, Synthetic rubber
Finish: Polished finish
Size: W920×H42×D42mm
Weight: 412g

The aesthetics of conduct



Evolve by meaning(narrative, culture, conduct)
2015 Tools for the Next Way of Life



A healthy day starts with a rich breakfast

Breakfast crockery



TABLEWARE

Bowl

Company Name: Nagayanagi Pottery
Designer: Shuichi Nagayanagi
Material: Mumyoui clay
Finish: vitrified (fired to a gloss)
Size: (Main body) ϕ 135×50mm
(Case) W150×H60×D150mm
Weight: (Main body) 200g
(Main body+Case) 285g
Color: Red

TABLEWARE

Mini Bowl

Company Name: Nagayanagi Pottery
Designer: Shuichi Nagayanagi
Material: Mumyoui clay
Finish: vitrified (fired to a gloss)
Size: (Main body) ϕ 80×35mm
(Case) W90×H70×D90mm
Weight: (Main body) 75g
(Main body+Case) 110g
Color: Red

TABLEWARE

Mug L

Company Name: Nagayanagi Pottery
Designer: Shuichi Nagayanagi
Material: Mumyoui clay
Finish: vitrified (fired to a gloss)
Size: (Main body) W115×H86×D88mm
(Case) W105×H95×D105mm
Weight: (Main body) 170g
(Main body+Case) 290g
Color: Red

TABLEWARE

Morning Plate

Company Name: Nagayanagi Pottery
Designer: Shuichi Nagayanagi
Material: Mumyoui clay
Finish: vitrified (fired to a gloss)
Size: (Main body) ϕ 200×30mm
(Case) W220×H35×D220mm
Weight: (Main body) 340g
(Main body+Case) 480g
Color: Red



Mug L

Mini Bowl

Bowl

Morning Plate



Evolve by technique
2015 Tools for the Next Way of Life

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A foldable tea table showcasing
the techniques for wooden fittings

IKSKI Tea Table

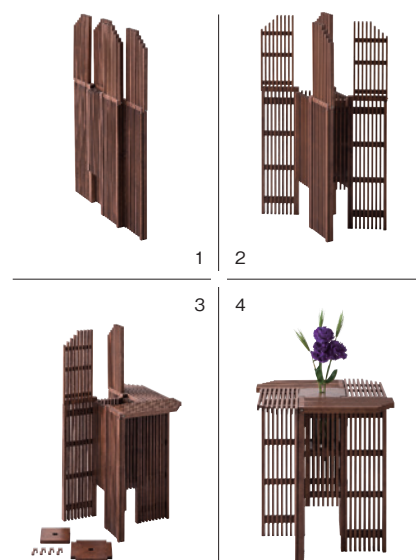
INTERIOR

IKSKI Tea Table

Company Name: NOMURA MOKKOU co.,LTD
Designer: Taiji Nomura
Material: Spruce
Finish: Oil Augustin clear lacquer
Size: (Main body) W630×H680×D630mm
(Case) W650×H800×D650mm
Weight: (Main body) 7,000g
(Main body+Case) 9,000g
Color: Dark mahogany



Assemble



Since he opened his pottery studio, he has met many people and they have helped him. Pottery brings out who you are as a person, so I need to live responsibly.



Anyone can knead clay, but it takes three years to turn it into clay for pottery that you want to make.

Life — Inochi

Company &
Technology

In Sado, regarded as Japan's greatest treasures,
untapped gold and vermillion.

In Niigata, there is Sado, famous as the "island of gold". The development of gold mines started in the early 1600s and was a source of funds for the Edo shogunate, during which peace reigned for over 260 years. Currently, the island is cited in the tentative list for UNESCO's World Heritage Sites as "the Sado complex of heritage mines, primarily gold mines". In Sado, red stoneware called Mumyoi can also be found on top of gold-silver veins. Among the components, 96% is ferric oxide and it was a hemostatic agent for mine workers long ago. Refined Mumyoi circulated at the same price as gold, with some samurai carrying it around in pillboxes as household medicine. It started being used for pottery around 200 years ago. Along with a boom for green tea from China, tea sets were also made to resemble Gikoyo, made from red stoneware. Three production sites were born in Japan, and one of them became the site for "Mumyoi ware".

Shuichi Nagayanagi's pottery studio is located at the foot of Sado Gold Mine. When the potter's wheel is spun, the shape emerges from the hand and when it is separated from the block of clay, it is like cutting the umbilical cord. The spirit of craftsmanship is having sincerity. "I will not betray my customers, myself or my work. I would like to apply all of my experiences and skills into my work and do my best at each moment," he said.



永柳陶房

Craftsmanship is fun.
Seeking to spend a lifetime on this path,
until I die.

The artisan's way of life is reflected in the pottery.
I want to pass on the energy of Sado

Mumyoi's particles are extremely fine and tighten when fired. It is earthenware, but it does not leak water even without a glaze, although this also means it shrinks considerably. Ordinary earthenware shrinks 10-15% during drying and firing, but Mumyoi ware shrinks around 30%. Despite Mumyoi being a difficult clay, Nagayanagi adds texture to it by mixing a different type of colored clay using a technique called "nerikomi (kneading)". Mixing clay with a different percentage of shrinkage was a Herculean task and he failed numerous times, but he did not want to say he could not do it. He even kept the items that did not turn out right, as a reminder that "I could only achieve this much today. From today to tomorrow, from tomorrow to the next day, I want to move forward, even if it is only by 1 mm". Despite difficulties, he says: "Craftsmanship is fun." He is happy from the bottom of his heart when customers grow fond of his earthenware and say "I need this", using the pieces until they become shiny.

Nagayanagi seeks to express Sado's nature. He recommends combining his pieces with tableware and using them as accents. He hopes people will feel the spirit of Sado such as the wind, sunset and snowy landscape, and that gatherings around the table not just in Japan but all over the world will become happier and richer.



The surface becomes smooth and gives off a distinct shine when it is used for many years. It is pottery that is worth nurturing.

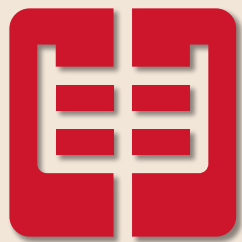


The difference between amateurs and professionals is the number of failures. Professionals seek to correct what is wrong. I like to hear customer's requests to "do this and that" even if it is bothersome, because there is no way for improvement if you fear such comments.

永柳陶房

Nagayanagi Pottery

11-1 Aikawa-Shimokyomachi, Sado-city, Niigata 952-1536 JAPAN
TEL:+81(0)259-74-3804 FAX:+81(0)259-74-3804



■ Evolve by design

- ...A box that defies
- ...From one box, a meal is spread out
- ...Handles designed for cutting
- ...Furniture created from a board

■ Evolve by function

- ...A beautiful tabletop

■ Evolve by meaning

- (narrative, culture, conduct)
- ...Blanking accessories

■ Evolve by technique

- ...The ultimate serving spoon for delicious rice
- ...Dress up with wood
- ...New sleepwear that even passed a comfort sensory test

2016 *Design manager*



Industrial Designer
Design Consultant
Shinichi Yamamura
President
COBO DESIGN CO.,LTD.
<http://www.cobodesign.co.jp/>



2016 *Tools*

As time and society change, evolve to the next way of life
Ver.2

for the Next Way of Life



Evolve by design
2016 Tools for the Next Way of Life

2
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To defy...

Pieces of furniture that refuse to
be seen just as furniture



Examples of use



Defy...

PN-02



PN-03



INTERIOR
PN-02

Company Name:
ISHIYAMA MOKKOUSHO INC.
Designer: Masaharu Ishiyama
Material: Laminated paulownia
Finish: Urethane paint
Size: (Main body)
W750×H680×D600mm
(Case) W790×H800×D650mm
Weight: (Main body) 24kg
(Main body+Case) 36kg
Color: Reddish Brown
Accessories: Packing Box

INTERIOR
PN-03

Company Name:
ISHIYAMA MOKKOUSHO INC.
Designer: Masaharu Ishiyama
Material: Laminated paulownia
Finish: Burned and polished
Size: (Main body)
W600×H680×D480mm
(Case) W625×H745×D505mm
Weight: (Main body) 20kg
(Main body+Case) 30kg
Color: Grey
Accessories: Packing Box

Evolve by design
2016 Tools for the Next Way of Life



Cooking that comes alive with stage settings
— Dishes are like stage settings for cooking —



Homage

TABLEWARE
ju-zen

Company Name:
Niigata Shikki Co., Ltd.
Designer: Ryuta Ishikawa (Frame inc.)
Material: MDF
Finish: Lacquered
Size: W310×H122×D310mm
Weight: 3,000g

When stored





Evolve by design
2016 Tools for the Next Way of Life

2
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The hand's sense of touch is passed on

Knife Urushi Lacquer



KITCHEN TOOL Knife Urushi Lacquer red 170mm

Company Name:
NIIGATA INVESTMENT CASTING CO.,LTD
Designer: Tsuyoshi Sato
Material: (Blade) 15Cr Stainless steel
(Handle) Stainless cast metal
Finish: Urushi painting coating
Size: (Main body) W18×H50×D300mm
(Case) W30×H80×D320mm
Weight: (Main body) 210g, (Main body+Case) 280g
Color: Red



KITCHEN TOOL Knife Urushi Lacquer black 170mm

Company Name:
NIIGATA INVESTMENT CASTING CO.,LTD
Designer: Tsuyoshi Sato
Material: (Blade) 15Cr Stainless steel
(Handle) Stainless cast metal
Finish: Urushi painting coating
Size: (Main body) W18×H50×D300mm
(Case) W30×H80×D320mm
Weight: (Main body) 210g, (Main body+Case) 280g
Color: Black

Evolve by design
2016 Tools for the Next Way of Life



A furniture set featuring the skills
and beauty of Japanese wooden fittings



INTERIOR Ply Cloud

Company Name: NOMURA MOKKOU co.,LTD
Designer: Taiji Nomura
Material: Tilia Plywood
Finish: Urethane paint
Size: W1,160×H850×D720mm
Weight: 18kg
Color: Woodgrain stain finish, natural finish
Accessories: Hook, wedge

Ply Cloud





Evolve by function
2016 Tools for the Next Way of Life

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Taste freshly shaved
dried bonito flakes
— Tabletop shaver —

KITCHEN TOOL

Dried bonito shaver,
“Akakou” Aogami steel × walnut

Company Name: Yamatani Works.Ltd
Designer: Shunsuke Yamatani
Material: (Box) walnut, (Plane) Oak, aogami steel
Finish: Oiled
Size: (Main body) W65×H58×D205mm
(Case) W115×H95×D315mm
Weight: (Main body) 490g
(Main body+Case) 750g
Color: Walnut



“Akakou” Aogami steel × walnut

“Akakou” Aogami steel × beech

KITCHEN TOOL

Dried bonito shaver,
“Akakou” Aogami steel × beech

Company Name: Yamatani Works.Ltd
Designer: Shunsuke Yamatani
Material: (Box) beech, (Plane) Oak, aogami steel
Finish: Oiled
Size: (Main body) W65×H58×D205mm
(Case) W115×H95×D315mm
Weight: (Main body) 490g
(Main body+Case) 750g
Color: Beech

Dried bonito shaver, “Akakou”



Evolve by meaning(narrative, culture, conduct)
2016 Tools for the Next Way of Life



Accessories from Waste



Breathe new life and
a new mission into
discarded material

FASHION

Bracelet

Company Name:
SUWADA Blacksmith Works, Inc.
Designer: Tomoyuki Kobayashi
Material: Brass, Silver
Size: W100×H100×D10mm
Weight: 22g
Color: Gold
Accessories: Storage Box





Evolve by technique
2016 Tools for the Next Way of Life

2
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申

A spoon to serve rice pleasantly, with elegance
— Non-stick for rice grains —

“UTAGE”



KITCHEN TOOL UTAGE

Company Name: Prince Industry Inc.
Designer: Mitsunobu Hagino
Material: (Resin part) Fluorine resin,
(Wooden part) Laminated reinforced wood
Finish: (Resin part) Moulded,
(Wooden part) Polished
Size: (Main body) W70×H200×D17mm
(Case) W75×H210×D27mm
Weight: (Main body) 80g,
(Main body+Case) 125g
Color: Black, Red, Natural

Evolve by technique
2016 Tools for the Next Way of Life



Accessories that apply
the “skills” of tradition and innovation



FASHION Turtle Brooch

Material: Ebony, Gold Powder
Lacquer
Finish: Polished finish
Size: W103×H6.5×D48mm
Weight: 17g

FASHION Turtle Shell

Material: Ebony, Gold Powder
Lacquer
Finish: Polished finish
Japanese ring size: 12, 14, 16, 18
Weight: 3.7g

FASHION Octagonal Turtle

Material: Ebony, 18-karat gold
Finish: Polished finish
Japanese ring size: 12, 14, 16, 18
Weight: 2.5g

FASHION Dragon and Crescent moon

Material: Ebony, silver powder
Silver950, lacquer
Finish: Polished finish
Japanese ring size: 12, 14, 16, 18
Weight: 5.3g

FASHION Dragon's gem

Material: Canatele, silver950
Finish: Polished finish
Japanese ring size: 12, 14, 16, 18
Weight: 4.7g

FASHION Dragon's claw pierced earring

Material: Ebony, silver950
Finish: Polished finish
Size: W12×H18×D12mm
Weight: 2g

FASHION Dragon and Cloud

Material: Canatele, silver950
Finish: Polished finish
Japanese ring size: 12, 14, 16, 18
Weight: 4.6g

Company Name:
MARUNAO CO.,LTD
Designer: Takahiro Fukuda

Ebony attired





Evolve by technique
2016 Tools for the Next Way of Life

2
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6
申

Combining the strength of washi paper
and the texture of gauze into one
— WASHI gauze —



Japanese paper gauze pillow case



Japanese paper gauze sheet

Relaxing WASHI gauze



Japanese paper gauze kashkur dress



Japanese paper gauze long tunic



Japanese paper gauze easy pants

HELP & HEALTH

Japanese paper gauze
easy pants

Company Name: ao Co., Ltd
Designer: Natsumi Nishikawa
Material: cotton 65%, unspecified fiber (japanese paper) 35%
Size: Waist 71.5 × hip 1,084 × length 910 × hem 155 mm
Weight: 186g
Color: Stripes
Accessories: Drawstring around the waist

HELP & HEALTH

Japanese paper gauze
kashkur dress

Company Name: ao Co., Ltd
Designer: Natsumi Nishikawa
Material: cotton 65%, unspecified fiber (japanese paper) 35%
Size: Dress length 1,030 × chest 94.8 × shoulder length 36.3 × sleeve length 47.4 mm
Weight: 383g
Color: Stripes

HELP & HEALTH

Japanese paper gauze long tunic

Company Name: ao Co., Ltd
Designer: Natsumi Nishikawa, Tomoki Kikuchi
Material: cotton 65%, unspecified fiber (japanese paper) 35%
Size: Dress length 1,000 × chest 1,105 × shoulder length 400 × sleeve length 51.5 mm
Weight: 253g
Color: White
Accessories: Button

HELP & HEALTH

Japanese paper gauze
pillow case

Company Name: ao Co., Ltd
Designer: Natsumi Nishikawa
Material: cotton 65%, unspecified fiber (japanese paper) 35%
Size: W 500 × H 5 × D 950 mm
Weight: 147g
Color: White

HELP & HEALTH

Japanese paper gauze
sheet

Company Name: ao Co., Ltd
Designer: Natsumi Nishikawa
Material: cotton 65%, unspecified fiber (japanese paper) 35%
Size: W 1,600 × H 5 × D 2,600 mm
Weight: 634g
Color: White



The artisans have acquired enough skills to say: "It is now easier to sew gauze than other fabric." Experienced members are working to hand down skills to younger members.



The company is careful not to apply stress to the fabric during the work process. The fabric is rolled up loosely before it is cut and right before cutting, the fabric is spread flat and rested, in a process called "houtan".

Comfort— Kokochi

Company &
Technology

Creating products for the sensation of the skin,
a challenge for the next generation

Techniques that seem achievable, but are not
The comfort of clothes changes when more work is put into it.

The company launched its factory brand "ao" 13 years ago, aiming to make self-manufacturing its strength. All of its products are gauze and it offers mainly clothing for adults. Gauze is a fabric that loosely twists cotton thread and weaves it loosely, alternating vertically and horizontally. It is light, absorbs well and dries quickly, and when it is stacked up, layers of air are created. It can be worn lightly in the summer and is warm in the winter, making it wearable all year long.

Despite its fluffy, soft image, the product was tough to develop. First, the sewing. Delicate gauze is difficult to handle, even by experienced artisans. Sewing double-layered or triple-layered gauze can easily cause the layers to become off-center or stuck. Furthermore, it can shrink by a total of 30 percent vertically and horizontally when it is washed in water. It is therefore usually given a resin treatment to reduce shrinkage, but then the soft texture that is characteristic of gauze is sacrificed. The company's president, Masaki Igarashi, has chosen to preserve the texture despite the difficult manufacturing process, and uses a pure form of gauze called "kibata" (gray fabric) which does not go through unnecessary processing. The shrinkage rate is calculated and the fabric is sewn from a special large pattern. Afterwards, it is washed and shrunk to the right size for the product. It is easy to describe, but there were multiple setbacks.



Stress relieved when it is worn.
The body desires "ao" gauze clothing.

There are things we want to express, dreams we want to fulfill.
From now on, don't stop, but go.

An industry-university joint project at Shinshu University's faculty of textile science and technology conducts research on the texture of clothing and stress. In 2011, it was asked to evaluate clothing by "ao". People usually feel stress when wearing clothes, but "ao" relieved stress to levels before the clothing was worn. The professor in charge of the evaluation was surprised at the result, which was the first in Japan.

Currently, the company is developing a new product combining washi (Japanese paper) and cotton. Japanese paper weighs a third of cotton, while absorbency is 10 times and strength is seven to eight times that of cotton. The company plans to use it to make thermal blanket for bedding with natural indigo dyeing. Indigo deodorizes and repels insects, and is said to be good for the skin. The company has begun growing indigo plants to use as material.

Many garment factories have transferred production overseas. In terms of value, the percentage of domestic production of textile products is just three percent. Companies that manufacture garments and sell them have become rare. However, one cannot stop moving forward. There are things that the company wants to express, as part of the industry. There are dreams that it wants to fulfill. The company has begun to grow cotton with cooperation of a local welfare facility of disabled people. It wants to make products using domestically grown cotton, even if it is not 100%.

The name "ao" comes from the color "blue" of nature's sky, ocean and mountains, but it also has another meaning -- green for "go" on traffic lights.



ao Co., Ltd

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"ao" updates classic pieces every season to incorporate fashion trends. It also works to improve materials little by little.



It may seem better to use machines, but using machines also means that as long as machinery is used, a product can be made by anyone, anywhere in the world. In reality, companies in the industry that use machines have all transferred production abroad where labor is cheaper. "It is difficult to find products made in Japan nowadays," said the company's president, Igarashi, worrying about the industry's future.

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Record of overseas exhibits, awards

Day	Event	Place
2005 2/11~15	Ambiente2005	Frankfurt, Germany
2005 2	☆Winner of Ambiente Design PLUS 2005 Award	Frankfurt, Germany
2005 10	☆Winner of the 2005 Good Design Award and Special "Award of the Japan Chamber of Commerce and Industry"	Japan
2006 2/10~14	Ambiente2006	Frankfurt, Germany
2006 4/5~10	Japan Design—Good Design Award 50 Years—	Milan, Italy
2006 9	☆Winner of the Design for Asia Award (Hong Kong Design Center)	Hong Kong
2007 2/9~13	Ambiente2007	Frankfurt, Germany
2007 2/22~12/31	Antenna Shop "Hyaku-Nen"	London, United Kingdom
2007 4/28~8/26	"Shapes: Modern Japanese Design" at the Frankfurt Museum for Applied Art	Frankfurt, Germany
2007 9/9~11	TOP Drower Autumn	London, United Kingdom
2007 9/20~23	TENT LONDON	London, United Kingdom
2007 10	☆Year of the Rooster product Nail Nipper (SUWADA Blacksmith Works, Inc.) Winner of the Good Design Award and Special "Award of Small and Medium Enterprises"	Japan
2008 2/8~12	Ambiente2008	Frankfurt, Germany
2008 11/1~2010 4	Antenna Shop "Hyaku-Nen"	London, United Kingdom
2009 2/13~17	Ambiente2009	Frankfurt, Germany
2009 9/19~27	LONDON DESIGN FESTIVAL 2009	London, United Kingdom
2009 10	☆Year of the Ox product Kitchen tools (Prince Industry Inc.) Winner of the Good Design Award	Japan
2009 11/7~12/31	LONDON VESSEL GALLERY	London, United Kingdom
2010 1	☆Winner of the Judges' Award in two categories for the Wallpaper* Design Award 2010	United Kingdom
2010 2/12~16	Ambiente2010	Frankfurt, Germany
2010 2/12~16	Ambiente2010/Tendence 2010 Windows kitchen	Frankfurt, Germany
2010 3/3~5/2	KATACHI die leise form aus japan	Berlin, Germany
2010 4/15~18	BOTTEGA VENETA Japan in Milan pop-up shop at Salone del Mobile	Milan, Italy
2010 9/18	LONDON JAPAN MATSURI	London, United Kingdom



Winner of the 2005 Good Design Award and Special "Award of the Japan Chamber of Commerce and Industry"



Winner of the Design for Asia Award 2006 (Hong Kong Design Center)



Ambiente2012

Day	Event	Place
2010 10/30~12/31	Japanese Knife Company	London, United Kingdom
2010 11/20~12/31	VESSEL GALLERY	London, United Kingdom
2010 11/22~28	Tea Smith	London, United Kingdom
2011 2/11~15	Ambiente2011	Frankfurt, Germany
2011 3/15~28	SHU SHU JAPANESE CONTENTPORARY DESIGN	Munich, Germany
2011 10	☆Year of the Rabbit (2011) Item, Stepping Spade (Aida Godo Kojin), Winner of the Good Design Award and Special "Award for Small and Medium Enterprises"	Japan
2011 12/13~17	ASIA HOUSE	London, United Kingdom
2012 2/10~14	Ambiente2012	Frankfurt, Germany
2012 2/16~22	SHU SHU JAPANESE CONTENTPORARY DESIGN	Munich, Germany
2012 4/15~20	Light & Building	Frankfurt, Germany
2012 11/26~12/7	Tableware and Kitchen tools from Niigata	New York, U.S.A.
2012 12/18~22	Japanese crafts Exhibition	London, United Kingdom
2013 2/15~9	Ambiente2013	Frankfurt, Germany
2013 2/15~19	Trends2013	Frankfurt, Germany
2013 2/21~3/6	SHU SHU JAPANESE CONTENTPORARY DESIGN	Munich, Germany
2013 10	☆Year of the Rabbit product KATSUO(KAKURI WORKS LTD.) Winner of the Good Design Award	Japan
2013 12/3~6	Niigata Crafts Exhibition	New York, U.S.A.
2014 2/7~11	Ambiente2014	Frankfurt, Germany
2014 2/13~26	SHU SHU JAPANESE CONTENTPORARY DESIGN	Munich, Germany
2015 2/13~17	Ambiente2015	Frankfurt, Germany
2016 2/12~16	Ambiente2016	Frankfurt, Germany
2016 11/28~12/11	Hong Kong Good Design Store Exhibition	Hong Kong



Niigata Crafts Exhibition 2013



Ambiente2015



Ambiente2016

List of participating companies

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Craft・U

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 百年物語
Centennial Value Collection
from Niigata JAPAN
2005 - 2017

