

REFINED

# TOOLS FOR A REFINED GENTLEMAN

"If I wasn't hard, I wouldn't be alive. If I couldn't ever be gentle, I wouldn't deserve to be alive."



# Tools for the next 100 years, inspired by those from the last 100 years.

A collection of tools that draw on a century of heritage, the "Centennial Collection" presents lifestyle tools for the next generation. The collection is based on the theme of creating "heirlooms that enable the enjoyment, sustenance and continuation of a cultured lifestyle." Unlike tools that are mass-produced for mass-consumption, the tools in this collection are all limited editions designed for longevity and to suit the needs of the individual. As such they have been designed as tools that mirror the characteristics of the individual and appeal to his sense of value. They are tools that will be treasured, and can be given as gifts that will be admired for their craftsmanship, tools that express the charm and vibrant culture of Niigata and help create a support system for an enhanced lifestyle.

# The Centennial Seal of Quality

The Centennial Value Collection, a range of products representing new values and showcasing the way a new generation of products can be, is the fruit of the collaboration between the industries and craftsmen of Niigata, Japan. Such a collaboration was made possible by NICO (Niigata Industrial Creation Organization),

a foundation set up by Niigata Prefecture to assist networking for businesses and creators, in addition to supporting the development of new products. Items created with the assistance of NICO carry a seal of quality certifying their excellence.

# This seal of quality is constructed from the following three components



# CENTENNIAL VALUE COLLECTION

A certification marking indicating that the item is of a quality and based on a vision befitting its place in Tales of a Century: The Centennial Value Collection.



# FROM NIIGATA JAPAN

A second marking bearing the motif of a Japanese crested ibis - a beautiful bird that symbolizes Niigata Prefecture, indicating that the item is produced by the excellent skills of the local craftsmen in Niigata Prefecture. Incidentally, the Japanese crested ibis, with the scientific name of Nipponia nippon, is also a bird that represents Japan.



# YEAR OF THE SNAKE 2013

A third marking indicating the year in which the item was developed.

In addition to the Christian era, the Japanese also use the twelve signs of the Japanese zodiac to designate a calendar year. For instance, the year 2013 is also the year of the Snake, and the Japanese character for Snake is displayed on the marking to indicate the developing year.



# TOOLS FOR A REFINED GENTLEMAN

"If I wasn't hard, I wouldn't be alive.

If I couldn't ever be gentle, I wouldn't deserve to be alive."

# Select the best tools

Our work is part of ourselves. We deserve the best tools to carry out this work. Stationery and glasses cases inspired by the love of reading – we present our collection of tools for your life and for your life's work.

# Live with style

Everybody wants to live their lives as authentically as possible and to express themselves in their own unique style. To that end, we need to use our time in the way that suits each of us as individuals and to clothe ourselves in what most perfectly complements our lifestyles and personalities.

# Spruce up

Our appearance is what we present of ourselves to the outside world and what we use to communicate with those around us. For men, enhancing the beauty of what we wear and what we surround ourselves with is one step towards sprucing up our strengths and attractiveness.

# Get to the essence of flowers

Men understand the importance of living in harmony with Nature. We want to be skilled at flower gardening, and we treat with reverence and respect the tools that allow us to do so.

# Master the art of living

The ability to use one's time well, to properly treasure and enjoy our free-time, is one of the special gifts of being a man. Savouring coffee from a vessel made of Japanese copper, one feels relaxed and enriched. It is incredibly attractive to see a man who can serve food in a refined and elegant manner, likewise a man who has good and tasteful command of the furniture in his home and can alter the mood of an interior to suit his tastes.



Design Advisor

Chiaki Murata

Managing Director of the Hers Experimental Design Laboratory, Inc.





# Select the best tools

TRG-001 ONIMARU/KOKUTOU TRG-002 WANDANA Lacquered card case TRG-003 AvanWood Glasses Case

# Live with style

TRG-004 Free From Shirt/Stole TRG-005 My Top + My Bottoms TRG-006 Matoi Sling bag/Cap

# Spruce up

TRG-007 Prince Foot Care Set TRG-008 Slit line Cartridge Razors

# Get to the essence of flowers

TRG-009 Alyssum Florist's nippers

# Master the art of living

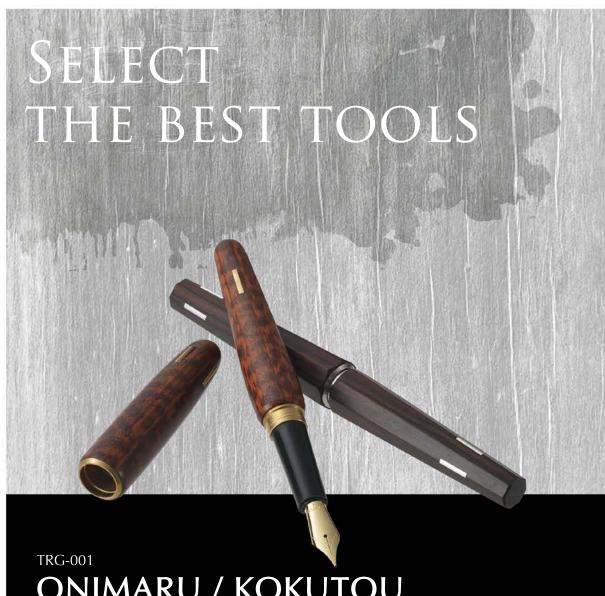
TRG-010 Coffee collection TRG-011 IKSKI Extendable bench TRG-012 Tongs







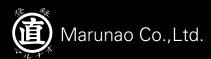




# ONIMARU / KOKUTOU

# The pen is mightier than the sword

Bushido – the commitment and allegiance an individual feels towards his community. Within that story, a single brushstroke. Japanese morality has evolved over time and we feel that we have inherited the soul of Japan, or "Bushido".



**TRG-001** 









2-12-10 Minamiyokkamachi, Sanjo-city 955-0852 JAPAN http://www.marunao.com http://www.facebook.com/Marunao1939 Designer: Takahiro Fukuda



Designed to bring out the natural beauty of the wood

"ONIMARU" follows a rounded shape to make the most of the dynamic, snake-like markings on the wood. The grip is designed to complement the classic form of the pen shaft.

"KOKUTOU" features the natural streak or stripe inherent in the grain of the wood and with its octagonal shape exudes masculinity. The form of the pen shaft has been designed to make the pen hugely pleasurable to use.

Both models exhibit the same sharpness of form as the sword of the samurai.

# Rare, precious materials and outstanding craftsmanship - a new era of excellence in fountain pen manufacture

The materials used in both the Snakewood and Ebony models are extremely rare and difficult to source. Our snakewood is taken from the broadleaf trees of South America. Known as the heaviest and hardest wood in the world it is used to make bows for stringed instruments.

Our ebony is from the persimmon family of trees and epitomizes the natural strength of hardwood. The natural stripe or streak in the grain is particularly highly prized.

The joining of these much treasured, scarce materials with the metal parts to create the pen itself requires highly skilled craftsmanship. Marunao take great pride in being one of the only companies in the world adept at such techniques.

18 carat gold is used in the nib of Snakewood model. Gold perfectly embodies both the pliability and hardness required for a pen that will be used with as much pride and care as a samurai would use his sword.

ONIMARU

Size: W16.5xH145xD16.5mm

Material: pen: Snake wood, nib: 18carat gold Weight: 30g

KOKUTOU

Size: W16xH145xD16mm

Material: pen: Ebony wood, nib: Stainless Steel Weight: 25g

Finish: Polished

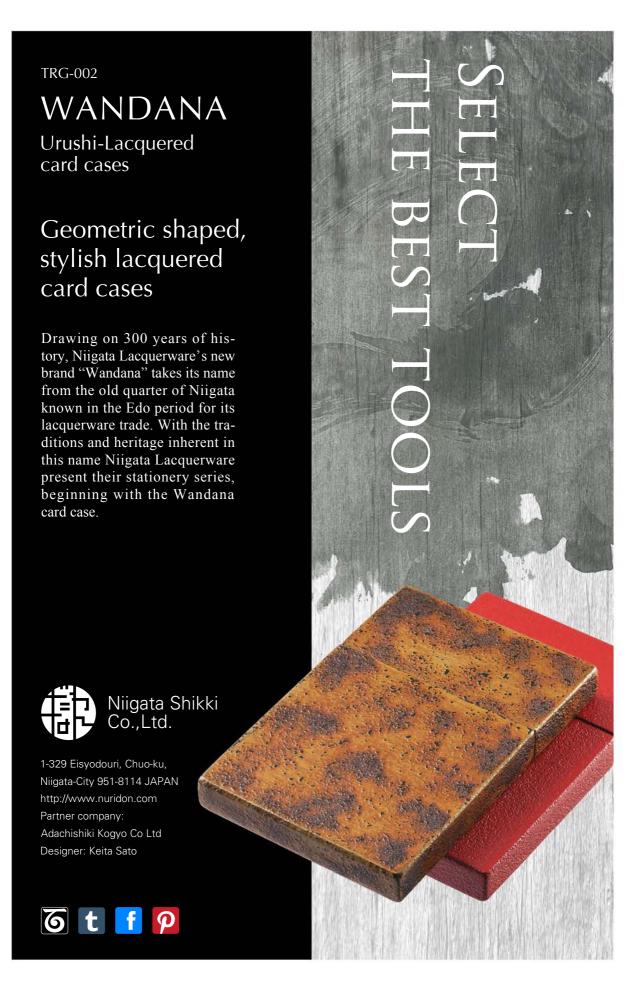








2-12-10 Minamiyokkamachi, Sanjo-city 955-0852 JAPAN http://www.marunao.com http://www.facebook.com/Marunao1939 Designer: Takahiro Fukuda



**TRG-002** 



# Bringing 300 years of craft tradition into the workplace

Niigata lacquerware is unusual, even by Japanese standards, in the profusion of different lacquering techniques that are still used today. The richness of these diverse methods is distilled in the simple card case, bringing some of the spirit of Niigata's crafting history into the boardroom.



We use high-grade vulcanized fibre pulp in the creation of our incredibly hard, resilient fibre board. Not only does the toughness of this hornlike material mean it can withstand years of use, it is also the perfect base for the application of lacquer.

# Designed to be used and treasured

Specifically shaped to fit in the breast pocket of a suit jacket our cases can hold up to 30 business cards. Every tiny detail of the case has been thoughtfully designed with the user in mind, from the shape of the inside which is specially shaped for the smooth insertion and removal of cards to an embedded magnet closure which gives a satisfying sense of the oneness of case and cover. The solidity of the simple geometric shape and the lustre of the lacquered finish combine to create something truly special to be used and treasured.



Niigata Lacquerware have long been known for our tableware and furniture but, with the support of the Hyakunen Monogatari team, we have embarked upon a new journey. Our new brand showcases the beauty of lacquer in the new format of stationery and lifestyle accessories.

Item Name: Card cases Size: W70xH105xD12mm Material: Vulcanized fibre

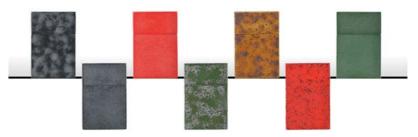
Finish: Laquer Weight: 50-57g

Colour: Black ("ishimenuri")/Black ("black copper nuri")/Brown ("shibuichinuri")/Red ("ishimenuri")/

Red ("shakudonuri")/Green ("ishimenuri")/

Green ("seidonuri")





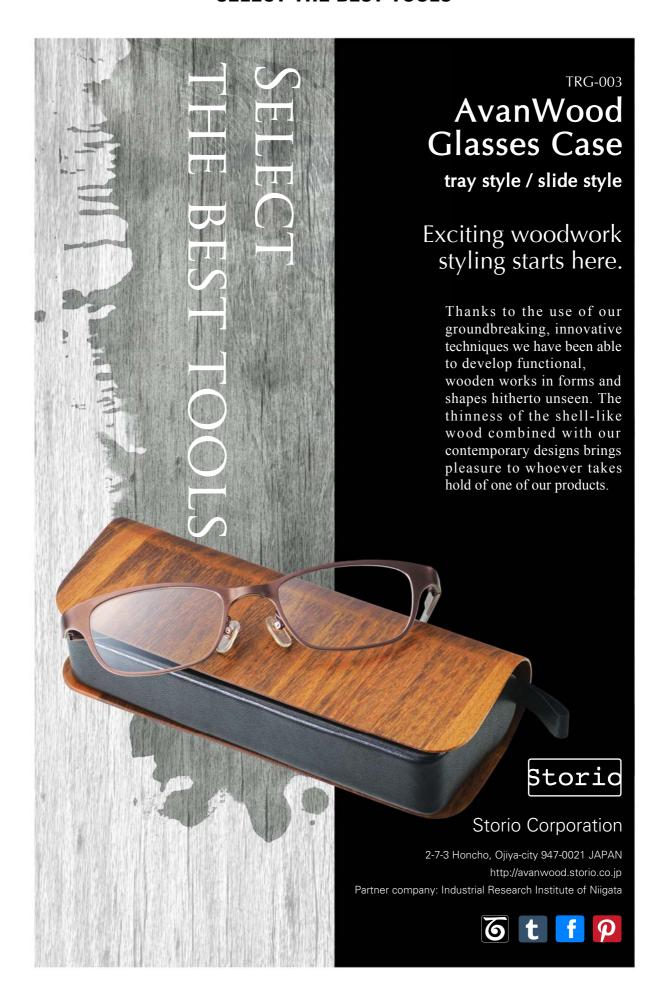


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1-329 Eisyodouri, Chuo-ku, Niigata-City 951-8114 JAPAN http://www.nuridon.com Partner company: Adachishiki Kogyo Co Ltd

Designer: Keita Sato

# **SELECT THE BEST TOOLS**



**TRG-003** 



The pliability of the wood becomes its main feature

# AvanWood Glasses Case (tray style)

In order to optimize the elasticity of the wood in our innovative open and close mechanism we carefully calculate the balance

- 1. the natural features of the wood
- 2. the angle of the curve
- 3. the bending technique
- 4. the thinness of the wood (0.8mm)

When the product is open it acts as a tray, when closed it is more of a case for storage - a glasses case with dual functionality.

# AvanWood Glasses Case (slide style)

We have teamed a leather inner case with a thin bentwood shell to create our slide glasses case. Turning the case on its axis, glasses can be stored safely away. The eggshell thin and yet extremely durable solid wood shell protects your valuable alasses

Combining the thinness of our design with the natural beauty of solid wood

Wood that is carved this thinly often breaks or loses its shape when used. Until now it has been standard practice to use molded plywood, but there is a limit to the thinness and pliability that can be achieved with this material.

Now, using our special technique we have been able to achieve hitherto unseen levels of bending workability whilst maintaining the strength of the wood. As a result, we have created a series of products that combine this curviness, durability and pliability even when carved to a thinness of 0.8mm.

# A new accessory for gentlemen

The case a man uses to store his valuable glasses should be something he is proud to have on his person. With our new technique of creating incredibly thin, shell-like solid wooden products we are sure they will be carried around with great pleasure.

Item name: AvanWood Glasses Case (Tray style/Slide style)

Size: W174xH52xD63mm Material: Maple

Finish: Stained, Painted

Slide style

Size: W174xH69xD42mm Material: Walnut, Japanese zelkova

Finish: Painted







2-7-3 Honcho, Ojiya-city 947-0021 JAPAN http://avanwood.storio.co.jp Partner company: Industrial Research Institute of Niigata

# Live will

TRG-004

# Free From Shirt/Stole

Exquisite softness and feel

Clothe yourself in the beauty of natural materials. Shirts and stoles crafted from

"Ojiya Chijimi"

(a hemp fabric produced for over a thousand years around Ojiya City and designated an item of National Intangible Cultural Heritage).

# Free From

Ojiya Orimono Dogyo Kyodo Kumiai

1-8-25 Jyonai, Ojiya-city 947-0028 JAPAN http://www.ojiya.or.jp Designer: Kazutaka Yamamoto















# Cooling and comfortable to wear

Only the finest ramie fibres go into making our hemp shirts. The characteristically finely crinkled texture of the fabric creates space between the surface of the skin and the fabric. This allows for the easy passage of air and thus wicks sweat away from the skin, increasing comfort and wearability. Our stoles are woven from extremely thin linen thread and our signature crinkled finish creates unbelievable softness, lightness and comfort.



# Simple and stylish

Our shirts showcase the natural charms of the fabric accented by subtle detailing. The neck has a fly front with concealed buttons and the pockets are set in to create a simple, unfussy silhouette. The tips of the collar have snap closures on the underside so that the shirts can be worn equally well with a suit jacket or with an open neck on their own. The shirts are available in 5 colour options including the signature basic tonal shade. Our stoles are of a simple design and also available in 5 colour options to suit your mood. The perfect accessory to our shirts, please enjoy making your own bespoke combinations!



# Rooted in tradition

Ojiya Chijimi has been made for over 1000 years and starts with the careful cultivation of the finest hemp plants. The fibres of the plant are spun and woven into fabric which is then kneaded by hand in hot water in a process which creates the characteristic fine crinkles. This crinkled texture is not destroyed by washing so the wearer is able to enjoy the refreshing and cooling sensation of the fabric which just gets softer and softer with repeated use.



Item name: Shirts/Stoles Shirts Size: M, L, LL Material: 100% ramie Weight: M190g, L215g, LL225g Colour: 5colours AS#1-14 Navy, AS#1-H4 Gray, AS#9-I ST Navy, AS#9-Be ST Beije, AS#10-B ST Black

Stoles Size: W210x1,800mm Material: 100% linen Weight: 80g Colour: 5colours Off-White, Graysh-green, Dull-orange, Graysh-vioret,Khaki

Finish: Crape







# Free From

Ojiya Orimono Dogyo Kyodo Kumiai

1-8-25 Jyonai, Ojiya-city 947-0028 JAPAN http://www.ojiya.or.jp Designer: Kazutaka Yamamoto



TRG-005

# My Top + My Bottoms

Gauze clothing that complements our individual style.

Lounge and leisure wear to suit the individual

Clothing to keep you cool in the summertime as you enjoy time just being yourself

# Live with style

ao, inc. 942 Nakashuku, Itoigawa-ci

942 Nakashuku, Itoigawa-city 941-0003 JAPAN http://www.ao-daikanyama.com Designer: Masako Kubo / Tomoki Kikuchi















# Summer leisure wear to suit the individual

Gauze is both highly absorbent and quick drying and wicks sweat from the skin making it the ideal fabric for summer clothing. Based on the theme of comfort and relaxation during the hot season the fabric has a beautiful touch and each piece is designed to be incredibly easy to pull on and take off - for cotton gauze leisure wear it can only be Ao.

# Japanese kimono - the inspiration behind the designs

Inspired by the kimono, Ao has created a collection of pieces that can be adjusted to fit all sizes. Easy to adjust, the clothes can be worn as loosely or as closely as one prefers. The design of the tops is based on the styling of traditional Japanese "jinbei" with a collar added to prevent the neck hanging too loosely. The loose weave of the gauze allows for the easy passage of air making the tops incredibly cooling when worn as a single layer. The stitching on the collar and along the front edge is similar to the stitching common on martial arts wear. These features, along with the inside pockets make for highly functional leisure/lounge wear.



One can select from 4 different colour and fabrication options for both tops and bottoms. The tops are available in 3 options in addition to the standard soft double-layer organic gauze. The colours are a traditional Japanese palette of 3 colours as well as the standard undyed natural ecru. The bottoms are available in 3 options as well as the standard gauze lined half weight denim. There are 4 colours to choose from including indigo. Please create your own bespoke combination!

# Ao take pride in using only the finest fabrics and sewing techniques

Ao fabrics benefit from the drape and touch only cotton can provide and are woven at precise speeds under particular tensions. No refined chemicals or bleaches are used. The construction of each piece is carefully developed with the feel of the fabric in mind. Innovative methods are used to ensure the durability of the woven fabric.

# Proof that our soft fabrics contribute to a sense of well-being

Development tests at Shinshu University have evidenced the contribution to a sense of well-being made by the soft texture and feel of our fabrics. Trials proved that stress levels can be reduced when wearing clothes made of our cotton gauze.

# Item name: MY TOP/MY BOTTOMS

MY TOP

Size: L(Length 66.7cm, Bust114cm), XL(Length 72.7cm, Bust 123cm)

Weight: 205g

Colour/Material: 4colours/Gauze Cotton 100%

Natural Undyed Ecru/40 double-layer gauze OG – standard soft organic cotton double-layer gauze Iron Blue/Single-layer voile gauze-fresh, cooling single-layer gauze using hard twist yarn Lead/Nep kersey double-layer gauze

Lead/Nep kersey double-layer gauze-the surface is a nep yarn kersey whilst the inside is made of a 40 double-faced double-layer gauze

Gold/Jersey double-layer gauze-woven with a slub yarn this jersey gauze has good stretch and a wonderfully feel to the touch

# MY BOTTOMS

Size: L(Waist 102cm, Length 87.2cm), XL(Waist 110cm, Length 94cm)

Weight: 370g

Colour/Material: 4colours/Gauze Cotton 100%

Ink Black/Single-layer voile gauze-fresh, cooling single-layer gauze using hard twist yarn Gold/Nep kersey double-layer gauze-the top side is a nep yarn kersey whilst the lining is made of a

40 double-faced double-layer gauze Indigo/Denim double-layer gauze-half the weight of standard denim with gauze lining. Available

Indigo/Denim double-layer gauze-half the weight of standard denim with gauze lining. Available with redline selvedge.

Iron Blue/Slub double-layer gauze-topside has an uneven surface due to the use of slub yarn, the inside is a 40 double-faced double-layer gauze













942 Nakashuku, Itoigawa-city 941-0003 JAPAN http://www.ao-daikanyama.com Designer: Masako Kubo / Tomoki Kikuchi

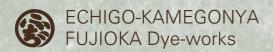


TRG-006

Matoi Sling bag / Cap

Express your own style with fabric that has been given new life

As the print of each individual piece we create is unique you can truly feel that you have your own bespoke cap or bag. Using off-cuts from traditional Japanese workwear and festival uniforms we re-dye the fabric and cut it to make entirely new creations. Your own unique fashion accessory.



2-11-6 Chuo-cho, Agano-city 959-2021 JAPAN http://www.kamegonya.com http://www.facebook.com/kamegonya Designer: Ayumi Fujioka



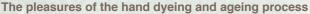




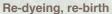




There has always been something of a competitive element to the highly original designs of "shirushibanten", or traditional Japanese festival uniform particular to a specific area or group. As a dyeing factory deeply rooted in our locality we are immensely proud of our rich heritage and huge archive of original designs. With such a rich archive to choose from and with bold reworking we create our collection of highly original pieces.



The traditional process of "hikizome" (brush dyeing) involve the artisan using a brush to apply and blend the dye to the fabric. The more the dye is worked the better the effect, and one can also enjoy the changes that occur in the colours over time.



Traditional Japanese festival wear tends to be of rich and vivid designs but we have found that, by dyeing over this background with a grey colour, we can achieve entirely new nuances in tone. Drawing on our rich design archives we have added an element of subtly and chic charm.

# **High functionality**

Our 100% cotton twills are extremely hard wearing and durable. The designs of our sling bags are inspired by the furoshiki, or traditional Japanese wrapping cloths worn on the backs of travellers of the Edo period. They are amazingly easy to pack away. Our caps allow for great breathability and are resistant to damp so can be worn throughout the seasons.





Item name: Sling bags/Caps Material: Cotton 100% Colour: base colour grey





2-11-6 Chuo-cho, Agano-city 959-2021 JAPAN http://www.kamegonya.com Planning/Summarize: Toshiaki Fujioka Designer: Ayumi Fujioka











# Our feet are the foundations of our self-sustainability

Our feet enable us to stand upright, walk and run. As such, they are an incredibly important part of our bodies. It is said that our posture and bearing protect our skeleton and blood pressure and therefore have a huge effect on our general health and wellbeing.

# Our feet are overused and abused

Our feet support all the movements we make, but we misuse them by squeezing them into different shaped and ill-fitting shoes, creating all kinds of pressure and wear. This leads to the formation of corns, and the thickening of callused and hard skin which then results not only in ugly looking feet but also painful symptoms like blisters, athlete's foot and so on.

# The importance of using the right tools to properly care for your feet

To protect against the many different foot health problems and to heal feet that have not been cared for properly it is very important to acquaint oneself with the correct foot care procedures. The comprehensive Prince Foot Care Set has been specifically created with this in mind. Developed by dedicated foot care specialists but user friendly for everyone.

# Stainless steel for hygiene and enhanced performance precision cutting. Easy to use and aesthetically pleasing design.

Tools that help us to care for our feet should of course enable us to remove unwanted skin without pain or damage but it is also important that this is done in a sterile environment. To that end Prince Kogyo Co Ltd have selected stainless steel as the most appropriate material and in using their high precision technologies and finishing techniques have created a collection of extremely high performance foot care tools. Moreover, the tools are incredibly easy to handle for fine precision work and have been specially designed to prevent slippage even if the user's hand should tremble.

Item name: Corn Remover/Corn Cutter/Cuticle Remover (delicate, tough types)

Set (with leather case) Size: W170xH190xD8mm Weight: 250g

Corn Remover Size: W7xH135xD7mm Weight: 20g

Corn Cutter Size: W45xH141xD22mm Weight: 100g



Corn Cutter Size: W45xH141xD22mm Weight: 100g

Cuticle Remover (delicate, tough types) Size: W22xH170xD6mm Weight: 50g(each) Material: Stainless steel

Finish: Polished stainless steel (one part with blast finish)

Colour: stainless steel metallic



313-1 Kanekoshinden-hei, Sanjo-city 955-0814 JAPAN http://www.ginzado.ne.jp/~avec/prince/index.html Designer: Mitsunobu Hagino / Nobuo Takano







prince kk

Made in Japan



# Enhance your lifestyle



SUWADA BLACKSMITH WORKS, INC.

1332 Koanji, Sanjo-city 959-1114 JAPAN http://www.suwada.co.jp

Designer: Wataru Matsuzaka / Kaori Kobayashi / Tatsuro Miura









# **Effective slippage prevention**

The slits in the middle of our stainless steel handles alleviate much of the slip and slide of a standard razor. whilst the combination of the textured finish and mirrored surface further helps to prevent accidental slippage. The mirror surface help to prevent accidental slippage.

# Lightness of touch

The flowing shape wide slits of the handle create a pleasing lightness of touch. The raised part at the base of the handle can be used to adjust the angle of the razor to suit the needs of the user.

# Hygiene and safety

The razors have been designed with hygiene and safety as matters of prime importance. If placed on the wash-basin during use the head of the razor will be suspended in midair and not come into direct contact with the worktop.

# Suwada: aiming for the next step in grooming perfection

This collection of grooming tools is a natural progression from Suwada's signature product range, the internationally renowned nail clippers. The Hyakunen Monogatari 2013 collection showcases the Suwada Razor, a must-have for the discerning gentleman. Like the nail clippers, the razor is a grooming product that has been created to be used and cherished for a lifetime.

Item name: Cartridge Razors Size: W20mmxH120mmxD20mm

Material: Stainless steel Finish: Polished Colour: Silver





SUWADA BLACKSMITH WORKS, INC.

1332 Koanji, Sanjo-city 959-1114 JAPAN http://www.suwada.co.jp Designer: Wataru Matsuzaka / Kaori Kobayashi / Tatsuro Miura





# Keen cutting edge

The finishing of the edge of each one of our blades is carried out by hand by our master craftsmen. The blades are not only incredibly sharp and precise but have been crafted to give that real sense of satisfaction when something is cut.

Knives and scissors for cutting plants need to have extremely keen and precise blades so that the membrane of water transporting ducts are not damaged. Using the bespoke C70 carbon steel used to cut wire the blades of our wire nippers and cutters are of the highest levels of strength and precision.

# A handle designed to be held

The handles of our tools follow a smooth, undulating form that men, almost without realizing it, just want to keep in the hand. To avoid slippage the flat surface and the edge curves gently in the direction of the blade in an ergonomically and aesthetically beautiful form.

# **Functional starter set**

A set designed with the beginner in mind, this comprises the 4 basic tools necessary to get you started: shears, knife, wire cutter and wire nippers. We are confident that even the most discerning tool lover will be delighted with this collection.

# A new challenge for the master tool maker

Keiba, a specialist tool manufacturer internationally recognised for excellence. A new journey has begun to further hone the technical skills of the experts.

Item name: Florist's nippers' Size: W22mmxH155mmxD20mm Material: Steel Finish: Mirror finished Colour: Silver





16-1 Doba, Sanjo-city 955-0831 JAPAN http://www.keiba-tool.com Designer: Shunsuke Nakamura

# Master the Art of Living



The ultimate coffee experience.

TRG-010 Coffee collection

Coffee pot / Coffee stocker and coffee spoon / Coffee dripper

Copperware crafted especially for use with coffee. Combining functionality of design with the beautiful natural characteristics of copper, our vessels draw out the very best in the taste of coffee.





# GYOKUSENDO CO.,LTD.

3064 2-chome, Chuo-douri, Tsubame-city 959-1244 JAPAN http://www.gyokusendo.com http://www.facebook.com/gyokusendo Designer: Hiroki Tamagawa/Tomokazu Minowa













# The beauty of technique

The story of our coffee collection begins with the coffee pot, created from a patiently hammered sheet of copper. The copper, when hammered, vastly increases in strength and resilience and can then be used to craft products that will last a lifetime. Because the pieces are hand crafted they can be moulded to any desired form. With our traditional surface finishing each piece is beautiful in its own right, as well as providing the perfect stylish accent to the space in which you enjoy your coffee.

# The beauty of function

The design of our coffee pot is the result of an exhaustive pursuit of the perfect pouring experience. The dome shaped lid keeps the water from boiling over, and the wide opening allows for both easy stirring and effective drainage when the pot is washed. Our coffee caddy is designed along similar lines to the Gyokusendo tea caddy, modified for use with coffee, and our coffee spoon has been thoughtfully created with easy storage in mind. The dripper is a tool you simply cannot be without when making filtered coffee and has been painstakingly designed to distill to perfection.

# The beauty of materials

Each piece in the coffee collection is made of pure copper, with tin coating on the inside parts that may come into direct contact with objects that are placed in the mouth. The chemical components of copper mean that the water is given added mildness which takes away any bitter taste allowing for the perfect tasting cup of coffee.

# The beauty of originality

As each piece is hand crafted individually no two vessels are the same. Gyokusendo are known worldwide for their skill at bringing out the incredible natural colours of copper. The lustre of the vessels deepens and becomes more beautiful over time with repeated use. There is no limit to how long you can enjoy your very own piece of functional art, created uniquely for you.

Item name: Coffee pot/Coffee stocker and coffee spoon/Coffee dripper

Coffee pot Size: W125xH180xD255mm Weight: 620g

Coffee stocker and coffee spoon Size: W114xH125xD114mm

Material: Copper Finish: Colouring, tin plating







3064 2-chome, Chuo-douri, Tsubame-city 959-1244 JAPAN http://www.gyokusendo.com http://www.facebook.com/gyokusendo Designer: Hiroki Tamagawa / Tomokazu Minowa







# Master the Art Living



TRG-011

Extendable bench

Extend and shorten, a love chair to make the heart sing

Master the use of a new type of chair, a new style. We have taken the beauty of the traditional Japanese lattice door and incorporated a slide extension function.

A new era in designer furniture.



NOMURA MOKKOU CO., LTD.

1-7-16 Nissekicho, Nagaoka-city 940-0095 JAPAN http://nomu.s1.bindsite.jp











# For me, for us

A chair which is designed for use when alone or when spending cosy times with a loved one. The bench can also be used as a coffee table and adds flexibility, functionality and chic styling to any interior.

# Impeccable design

By sliding 2 units together or apart the user can arrange the bench to suit every need. The construction of each unit can be clearly seen at the point of overlap making a highly attractive design feature. The width to which you extend the bench is entirely optional making the bench a flexible asset to your living space.

# The perfect marriage of traditional and modern techniques

The sliding extension mechanism is inspired by traditional Japanese joinery techniques. We have taken the method and applied it to the piece of home furniture that requires most strength - the chair. These tough requirements are met by using durable, shock-resistant beech.

# Treat objects of beauty with care and respect

Thanks to the sophisticated crafting techniques used we have been able to preserve the inherent natural beauty of the wood. In order to preserve this beauty for as long as possible we would ask that you avoid putting unnecessary pressure on the bench and leaving it out in extreme conditions. It is a chair created expressly for you to share special moments with your loved one and deserves the same tender care.







Item name: Extendable bench

Size: W890mm(W1500mm)xH300mmxD375mm Material: Laminated beech/Laminated walnut

Finish: Natural oil finishes





# NOMURA MOKKOU CO., LTD.

1-7-16 Nissekicho, Nagaoka-city 940-0095 JAPAN http://nomu.s1.bindsite.jp Designer: Taiji Nomura



# Master the Art Living



TRG-012

# Tongs The art of the male host

Men's cooking tends to be a dynamic event! Preparing delicious dishes and serving them with gusto and pride, guests taking what they want from the plates, conversation getting lively - a fun and vibrant meal! Serving generous portions, taking care over colour and presentation, arranging garnishes, keeping an eye on the aesthetics of the meal while enjoying the conversation around the table. Balancing more complex dishes, allowing simple ingredients to speak for themselves, never forgetting the importance of good hospitality - all of these add up to a picture of a charming and gracious male host. The FD serving tools were developed with precisely this man in mind.



FD Inc.

Kigyoka Center 102, 1-11-1, Abuminishi, Chuo-ku, Niigata-city, 950-0915 Japan http://www.fdn.co.jp http://www.facebook.com/fdstore.niigata Designer: Mitsunobu Hagino

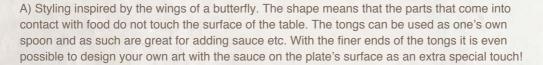


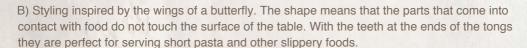






Until now there have been no cooking tongs that expressed a sense of playfulness and fun whilst still being stylish and chic to look at. The male chef or waiter demands both robust generosity and a delicacy of touch. Our tongs, made from one piece of easy-care stainless steel, require a specialist spring system to create their pliability.





C) Shaped to be used in place of chopsticks these tongs are small enough to serve smaller, finer foods with delicacy and precision. Thanks to the inverted shape of the ends the tongs do not damage or crush soft morsels but allows for them to be handled them with gentleness and care. These smaller sized tongs are excellent for serving the more delicate dishes.









Item name: Tongs Size: W60xH245xD25mm Material: Stainless steel Finish: Silicone paint Colour: Matt black



FD Inc.

# Our factories are here for you

The Niigata manufacturers of Hyakunen monogatari products, possess excellent skills and intuition which can be seen in this group of products. They want to use these abilities to be beneficial worldwide. How about creating the next generation of superior tools by combining your life experience with the Niigata manufacturer's ability? Our factories are here for you.



# MARUNAO Co., Ltd.

2-12-10 Minamiyokkamachi, Sanjo-city 955-0852 JAPAN http://www.marunao.com/ http://www.facebook.com/Marunao1939

## Contributors:

Yasuyuki Yamada, Masato Maruyama, Junichi Takahashi, Megumi Tachibana, Mina Okada, Miyuki Kamiyama, Asuka Yamagishi

Marunao draws on 70 years of experience in crafting wooden accounterments for temples and shrines. With the perfect fusion of traditional handcraft techniques and the very latest in woodwork technologies and using much sought after and highly prized materials we are proud to present our range of exclusive lifestyle



# Niigata Shikki Co.,Ltd.

1-329 Eisyodouri, Chuo-ku, Niigata-city 951-8114 JAPAN http://www.nuridon.com

## Contributors:

Masaru Imura, Atsushi Imura, Hiroshi Kobayashi (Adachi Shiki Kogyo Co., Ltd.), Hiromi Sato

We are dedicated to the pursuit of new ways in which to preserve 300 years of crafting expertise in the creation of products that are relevant to a contemporary



# Storio Corporation

2-7-3 Honcho, Ojiya-city 947-0021 JAPAN http://avanwood.storio.co.jp

manufacture products according to customer's specifications. We hope this system is useful to our customers both at home in Japan and abroad.

# Ojiya Orimono Free From Dogyo Kyodo Kumiai

1-8-25 Jyonai, Ojiya-city 947-0028 JAPAN http://www.ojiya.or.jp

Ojiya Chjimi has been used in the production of clothing for samurai since the Edo period. Whist preserving the traditions and heritage of the technique and combining them with modern methods we seek to create a rich and varied range of distinctive



# ao, inc.

942 Nakashuku, Itoigawa-city 941-0003 JAPAN http://www.ao-daikanyama.com

Masaki Igarashi, Eri Kawahara, Jiro Shimada, Mayumi Gomikawa, Ayako Yuo, Mai Higuchi, Hiromi Shimizu, Naomi Watanabe

"Ao", the original brand of Biso Igarashi Co Ltd, dressmakers with 50 years of manufacturing experience. The factory brand Ao was then incorporated as a company in its own right in February 2012 and oversees everything from planning, manufacturing through to sales. Specialists in the use of natural cotton gauze and inspired by the concepts of "re-creating the comfort of washed and worn gauze clothing' and "clothing to be worn time and time again", the Ao collection includes a wide variety of product ranges for ladies, mens, baby and home.



# **ECHIGO-KAMEGONYA FUJIOKA Dye-works**

2-11-6 Chuo-cho, Agano-city 959-2021 JAPAN http://www.kamegonya.com http://www.facebook.com/kamegonya

# Contributors

Toshiaki Fujioka, Ayumi Nozaki, Chika Enomoto, Miho Sakuma, Daisuke Kanda, Noriko Onuma, Atsuko Suzuki

A long established dyeing factory with over 260 years of history. Using the "hiki zome" (brush dye), "shinzen" (dip.dye), "sosogi zome" (pour-and-wash dye) and other traditional techniques that have remained unchanged over the years, we eate each and every tenugui and noren in our collection with the most meticulous care and attention to detail



# Prince Kogyo Co.,Ltd.

313-1 Kanekoshinden-hei, Sanjo-city 955-0814 JAPAN http://www.ginzado.ne.jp/~avec/prince/index.html

Prince Kogyo Co Ltd was established in 1964 as a manufacturer of opening instruments (bottle openers, corkscrews, cap openers and so on). With decades of manufacturing experience we continue to develop tools that are deeply satisfying to use. The Foot Care Collection is the most recent challenge we have set ourselve



# **SUWADA** BLACKSMITH WORKS, INC.

1332 Koanji, Sanjo-city 959-1114 JAPAN http://www.suwada.co.jp

Contributors: Tomoyuki Kobayashi

With a history of crafting the ultimate in cutting instruments, all processes from forging to finishing are taken care of by our own master craftsmen. Suwada is committed to the ongoing refinement of our production techniques in order to create instruments of the finest quality.



# MARUTO HASEGAWA KOSAKUJO INC.

16-1 Doba, Sanjo-city 955-0831 JAPAN http://www.keiba-tool.com

Yousuke Ogawa, Tetsuya Yoshihara, Masaharu Takizawa,

Maruto Hasegawa Kosakujo have inherited the skills and expertise of 89 years of manufacturing experience and continue in their pursuit of creating functional products of superior quality complemented by beautiful design. We enjoy a reputation for excellence as Japan's largest manufacturer of work tools and make approximately 2,000,000 work tools including pliers and nippers, every year



# GYOKUSENDO CO.,LTD.

3064 2-chome, Chuo-douri, Tsubame-city 959-1244 JAPAN http://www.gyokusendo.com http://www.facebook.com/gyokusendo

Niigata-based Gyokusendo has been making copperware for almost 200 years since Kakubei Tamagawa founded the company in 1816. Gyokusendo pieces have won numerous awards at international exhibitions over the years. In addition to the honour of having been selected for use in Japan's Imperial Court the art form of the manufacturing process has been designated an Intangible Cultural Property by the Agency of Cultural Affairs and by Niigata prefecture. In 2010, Norio Tamagawa, a member of the 5th generation of the Tamagawa dynasty, was designated a National Living Treasure



# NOMURA MOKKOU CO., LTD.

1-7-16 Nissekicho, Nagaoka-city 940-0095 JAPAN http://nomu.s1.bindsite.jp/

Takashi Yamazaki, Haruo Maruyama, Yoshiharu Wada, Haruo Kato, Keiko Nomura

Founded 85 years ago, Nomura Mokkou Co Ltd is a team of craft practitioners united in their pursuit of beauty through the use of traditional carpentry techniques. We are inspired by the traditions of the past but also highly motivated to move with modern times and create new products with ever changing techniques



# FD Inc.

Kigyoka Center 102, 1-11-1, Abuminishi, Chuo-ku, Niigata-city, 950-0915 Japan http://www.fdn.co.jp http://www.facebook.com/fdstore.niigata

FD Inc is a design office utilizing Niigata's indigenous craft industries. We take great care and pride in selling goods that have been made to original designs in the aim of sharing the skills and technical abilities of Niigata's craftspeople. Our ultimate aim is to bring to life designs that only Niigata's master craftsmen are capable of manufacturing and create simple but beautiful objects to be treasured and cherished

General Manager: Masaki Nakamura Design Advisor: Chiaki Murata

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