

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 the next generation. The collection is bas theme of creating "heirlooms that enab njoyment, sustenance and continuation tyle". Unlike tools that are nass-consumption, the tools in mass-pro this colled re all limited editions designed for and to suit the needs of the individual. As longevity 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 vibrant culture of Niigata and help the charn 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

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.



excellence.

### 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.



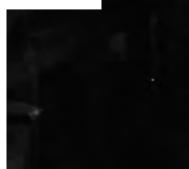
A third marking indicating the year in which the item was developed. In addition to the Christian era, the Japanese also use the twelve signs of the Japanese zodiac to designate a calendar year. For instance, the year 2014 is also the year of the Horse, and the Japanese character for Horse is displayed on the marking to indicate the year of development.

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## 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."





#### THEME 1

### The aesthetics of poise and demeanour

To live your life in your own style. To express yourself in your own language. To co-ordinate your outfits according to your own taste. To enjoy a pipe at your own sweet leisure. This is what we refer to here as "dandyism".

#### THEME 2

### Bring aesthetic sensibilities into work

Being able to focus and take pleasure in your work is something you do in your own inimitable style. Of course it is essential that the right tools are chosen. A carefully worked wooden stationery or collection box, a celluloid card case that speaks of time

gone by. It is the small things in life that give great pleasure.

#### THEME 3

### Bring aesthetic sensibilities into leisure

Treating leisure time as something precious, making memories on the way. Create something new by assembling wooden blocks. Or, create nothing new from them but simply take pleasure in building with them! What is important is not the aim of a project but the pleasure and relaxation to be gained therein.

### THEME 4

#### Bring aesthetic sensibilities into everyday life

Sleeping, enjoying a coffee, making furniture, all the tiny chores of everyday life are to be treasured. Fine gauze bed linen, a sliding coffee table, a carpenter's tool set and apron designed with functionality in mind. All of these items carefully chosen by oneself.



Design Advisor **Chiaki Murata** Managing Director of the Hers Experimental Design Laboratory, Inc.

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# AYAKU NENE GATART

## The aesthetics of poise and demeanour

TRG2-01\_Primavera FORZE **p04** TRG2-02\_WANDANA Pocket tools **p06** TRG2-03\_KISERU **p08** 

## Bring aesthetic sensibilities into work

 TRG2-04\_AvanWood
 p10

 TRG2-05\_monge plus
 p12

 TRG2-06\_Kinomo Box
 p14

 TRG2-07\_Shape Line
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Bring aesthetic sensibilities into leisure TRG2-08\_KUMU p18

## Bring aesthetic sensibilities into everyday life

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TRG2-09\_Gauze relaxation wear p20 TRG2-10\_IKSKI p22 TRG2-11\_Tool Closet p24 TRG2-12\_MATOI II p26

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Primavera FORZE

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Just a T-shirt is dull! Knitwear for adults that allows you to enjoy the spring

Spring knitwear that is designed to be worn over a T-shirt on your day off during those chilly spring

## Feel-good spring knitwear

A collection of feel-good spring knitwear made with a type of rolled yarn known as lily yarn which gives incredible breathability and smoothness to the touch. Made with 100% natural fibres, a combination of silk and linen in a universal design that you will want to go on wearing for 100 years! The pieces are made using the latest low guage knitting looms in a process called garment knitting which means there are no unsightly joins or seams as in the case of cut-and-sewn garments.

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## 

#### Cardigan

Material: SILK58% LINEN42% Colour: Brown, Yellow, Navy, Green, Beige

## 

Pullover [ with stole ] Material: SILK58% LINEN42% Colour: Brown, Yellow, Navy, Green, Beige

Vest Material: SILK58% LINEN42% Colour: Brown, Yellow, Navy, Green, Beige

## Bringing the knowledge and experience gained from creating ladies knitwear into the mens knitwear collection.

S.

As a manufacturer of ladies knitwear only there was no opportunity for the male members of the Forze team to wear their own products. It was decided, during a particular workshop, to rise to the challenge of creating a range for men. The garments would have to meet the standards of the harshest critics – the makers themselves. It was a long journey of trial and error but finally Forze have come up with a collection of which they are justly very proud.





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## COICOCO FORZE Co.,Ltd. 4.2.6 Terazawa, Gosen-city, 959-1837 JAPAN http://www.forze.co.jp

## aesthetics

# demeanour

**a**/

WANDANA Pocket tools

snugly in the bre

Urushi and stainless steel accessories to decorate a man's chest

The second round from traditional crafts manufacturer Niigata Urushi design label, WANDANA. A new concept in men's pocket accessories.

#### **Functional lacquer accessories**

Accessories designed to be clipped onto the breast pocket of a suit jacket, the visible hook part is coated in traditional "Urushi" giving the item a distinctively different feel. The function of the accessories ranges from a small mirror which enables subtle checks of one's appearance, a ticket holder to keep the readily misplaced tickets handy and a shoe horn, the essential tool of any man about town. All are designed to fit snugly in the breast pocket and are easily removed when the need arises. The accessories can also be clipped onto the pockets of a bag.

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TRG2-02



## T/h/e aesthetics of poise and demeanour

## KISERU

One pull on a KISERU. It is a pipe that speaks of Japan's traditional culture, a moment of pure bliss.

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cco canisters become even more beautiful with use.

Made with

The inheritance of pipe culture and techniques As times and lifestyles have changed over the years the accoutrements of traditional Japanese smoking culture have been preserved by only a niche group of devotees. However, as people revisit ancient customs and practice the tools of this old pastime are being viewed with renewed interest. At the same time, the number of chilles a compared by the same time. At the same time, the number of skilled craftsmen who are able to make traditional pipes has dwindled to a tiny few and even in Tsubame, which used to be the centre of this technique, there are only a few craftsmen left skilled in traditional pipe making techniques. Inheriting these skills, and proud of its 200 year history, is the long established Gyokusendo.

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Dynamic "oo-zuchime" design and unique colouration processes.

Taking the classic hammered finish ("tsuchime") one step further in a bold, dramatic expression is this distinctive look known as "oo-zuchime" (or "tsuchime grande"), a look that appeals directly to the aesthetic sensibilities of the male. Using Gyokusendo's unique colouration process to add vibrancy and tone to the copper in 3 colourways, this dynamic hammering technique further enhances the appeal of the finished piece

KISERU "Oo-zuchime"

W185xH25xD16mm/ Weight 60g \* 0o Zuchime\* (Shape version) Size: W185xH25xD14mm/ Weight: 50g Material: Copper/ Finish: Coloured/ Colour: Blue, Copper, White silv

Tobacco canister

1

#### What is hammered copperware?

During the production process tens of different iron bars and metal hammers are used. Rather than hammering and stretching the copper is hammered and squeezed at the same time. This squeezing and rounding is all done instinctively by the master craftsmen. The copper becomes hard through the hammering process so is then placed in the middle of a hot flame to soften it and make it malleable again. Finally, the unique Gyokusendo colouration techniques are applied and the piece is finished - the culmination of many highly skilled processes.

GYOKUSENDO Co., Ltd. http://www.gyokusendo.com Designer : Makoto Susa

### 3064 2-chome, Chuo-douri, Tsubame-City 959-1244 JAPAN 6 t f



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# e i hetic e n s i b i l i t i e s oto work

## AvanWood

Bentwood of natural, untouched beauty - AvanWood.

A world first, our innovative manufacturing technique means that wooden products can be bent to very small degrees, something that has not been possible until now. Using this technique as a base, we create functional and stylish wooden design pieces.

Born from our innovative manufacturing techniques, a beautiful and highly functional pen case With an outer of bentwood and a leather inner lining this sliding pen case protects your precious fountain pens from damaging knocks and other impact. The compact design and layout of the case at just 10cm makes it very easy and convenient to use. The single pen case is very compact in size and fits easily inside a pocket or bag. The inside of the cases for 2 or 3 pens have is designed to keep the pens apart whilst the upper part of the case doubles up as a convenient tray.

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## AvanWood – making the impossible possible

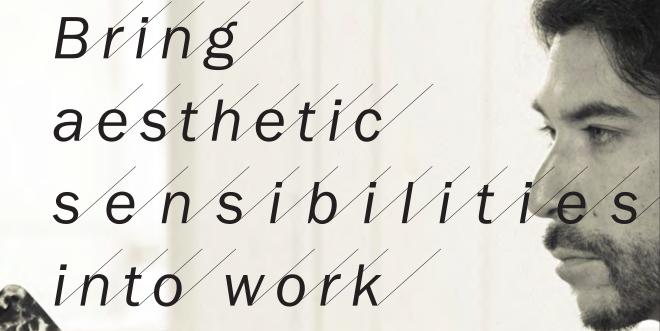
A design that allows for the easy and smooth removal of the pens, protects them from damage and brings out the true natural beauty of the texture and markings of bentwood.

The sophisticated wood work processing and construction results in a design that is at once simple and incredibly stylish. As well as wood we use leather which also matures and becomes more beautiful with age – this is a pen case for the true man of taste.



#### Storio Corporation

2-7-3 Honcho, Ojiya-city 947-0021 JAPAN http://avanwood.storio.co.jp/en/index.html Designer : Keiko Yamamoto



## monge plus

The value of great work lies in the detail Moving away from the cool, sharpness of stainless steel, Monge is a design unit that seeks to express freedom and creativity through innovative approaches to the material.

#### Handshake

The handshake is a simple gesture recognised the world over as a symbol of offering friendship and communication. The design of this card case takes the symbol of 2 joined hands as its motif. It also expresses our purpose of uniting the different materials and techniques developed in the indigenous industries of two different cities: Tsubame City (a hub of the metalwork industry) and Sabae City (a centre of spectacles manufacturing). The custom of exchanging business card can actually unite people, an idea reflected in the design. TRG2-05

GtfP



Handshake





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### Pleasant greetings, polished manners

Business cards - what we exchange when we meet somebody for the first time. The way we take the card from its case is full of significance and should be as smooth and polished a gesture as possible. This case features a stainless steel section which slides away to reveal the mouth set at the perfect angle to allow the cards to slip smoothly out, one by one. In total the case can hold up to 15 to 20 cards.

monge monge

10-1, Matsumidai, nishi-ku, Niigata-city 950-2072 JAPAN http://monge-works.jimdo.com 6 Designer : monge

Fine art collection box for a man of style

## Bring aesthetic

Kinomo

## A collection box series you will want to collect and keep

ities

The perfect size to fit alongside your treasured collection, an item to do you proud.

## The first of its kind! A collection box pleasing to the eye and the touch.

Until now the art of kumiko has mainly been real 2-dimensional form but we have designed this 3-dimensional kumiko collection box that can be appreciated by both visual and tactile senses.

## Вох

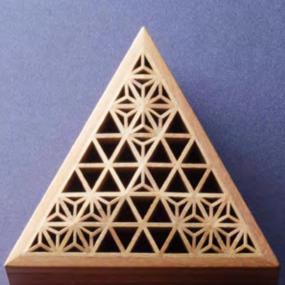
We have chosen a simple, classic form which never ceases to appeal and created a piece of exquisite quality that feels great to the touch.

Collection box with lid featuring the Japanese art form of "kumiko". Realising the kumiko pattern in 3-dimensional form means that the piece is not only pleasing to the eye but to the touch also. \*"Kumiko" = an exquisite Japanese art form comprising of pattern making through the assembly of tiny pieces of wood.

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Hemp leaf triangular small box



Hemp leaf hexagonal small box

Hemp leaf 12 sided small box



Hemp leaf 12 sided small box







Hemp leaf triangular small box



## Beautiful Japanese wood

We have selected only Japanese woods, the Enju and Mountain Sakura, both of which express an air of calm and dignity. "Enju" means longevity in Japan. In this way, for Japanese people the wood has long been associated with good fortune in warding off disease and living a long and healthy life. When we hear "Sakura" we immediately think of the blossom but the wood itself is also of great beauty and grows even more so with age. Both woods achieve an incredible lustre when polished.

#### Beautiful kumiko artwork is born of high precision and experience of skill.

Kumiko artwork demands exceedingly high levels of precision and accuracy in assembling 1mm pieces of wood. We want to express the beauty of this exquisite art form to the rest of the world.

Inomata art joinery workshop 3-7 Koudocho, Joetsu-city 943-0823 JAPAN http://latticeart.jp/ Designer : Kazuhiro Inomata

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# Tools for the debonair Bring

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Mais il faut aller 11 bas

Deux jours plus tard, l'attorn de Stilltown, Louisiane, voyait

Monsieur, II y r

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Essentiel, ce temol

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Premier point : Elmer room

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### Special design and functionality

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suscitait. Ce qui obligea la police : enquête un peu bâclée. Il est vrai que ton déplaisait à tout le monde et coupable idéale... A condition The carving on the ebony conveys a clean, sharp look whilst the distinctive motif lends the pieces an air of exquisite quality. **Business Card Case** 

For a businessman the custom of exchanging cards is highly significant and the case one uses to store business cards is a meaningful expression of one's tastes and sensibilities. Collector's Loupe

A distinctive design featuring both mirror and lens. The main body of the piece slides down to reveal the lens. One can look at a mirror through the lens for extra detailed visibility





Business card case





### Painstakingly selected materials and techniques

Marunao uses ebony from the Ebenaceae family of trees, a by-word for "hard wood". Striped sections of the wood are highly prized and are used in the manufacture of musical instruments. Unmalleable and difficult to work, ebony requires a high level of skill and craftsmanship in order to realise a sharp, clean finish. Marunao are also experts in bringing out the best in the sheen of the wood with their specialised polishing processes.



Marunao Co.,Ltd. 2.12.10 Minamiyokkamachi, Sanjo-city 955-0852 JAPAN http://www.marunao.com/



Wooden blocks to fire the imagination

## Bring aesthetic s e n s i b i l i t i e s into leisure



Linking and building with wooden blocks. Allow your mind to empty and enjoy going where your imagination takes you. A set of blocks to allow a man to enjoy his own personal space and creative freedom.

## Enjoy building!

From natural objects like plants and animals to man-made objects like buildings and vehicles, enjoy building whatever appeals to you. Alternatively, create something entirely new from your imagination. With this kit of wooden blocks there are no rules. Each piece features a joinable part and is angled so that it forms a single unit that can be assembled into a complex form.

What can be created from the 60 units is something for you to imagine and enjoy. Enjoy expressing your ideas through block building using the power of your creative imagination.

ot f P





## We use high quality natural wood

We have select walnut for the blocks due to its resistance to breakage and becoming misshapen and have left the wood untreated so that you can more immediately enjoy its natural characteristics. This also means that you are able to enjoy the gradual development and change of the tone and colour of the wood over the years.

KIMUSUBI



Ohminato Bunkichi Shoten Co.,Ltd.

1-26 Akifusa, Kamo-city 959-1356 JAPAN http://www.oominatobunkichi.com/ Designer : Yuki Ominato



otf p

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aesthetic

everyday

Bring

into

life

## Gauze relaxation wear

Relaxation wear and bed linen. Being made of 60 count non-twist yarn, this triple layered gauze is incredibly light and airy.

## For a deep sleep Cultivating a deep, healing sleep

When looking to develop the softest, lightest, most airy fabric to make relaxation wear and bed linen the most challenging aspect is the durability of the fabric. Linking forces with an experienced towel maker Ao has managed to create a fabric that is both airy and hard-wearing for their relaxation range of 4 items: pillowcases, sheets, blankets and pyjamas.

Fabric, sewing technique and patterns specially developed Material....Triple layered gauze carefully made from 100% cotton 60 count zero twist 100 count yarn in order to increase durability.

Production.... In order to create items that are pleasing to the touch and incredibly comfortable to wear we are con and selecting the very best threads to improve yet further the finished article. Pattern .... We carefully adjust our patterns for each batch of fabric as the degree of tension of different fabrics can vary considerably. Recording data for each batch and using our research and expertise we ensure the patterning is perfectly adjusted to produce the most durable articles.

cosiest of sleeps

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looms. The middle layer is made of

stantly working on reducing seam allowance

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Marshmallow Gauze pyjamas Size: L, LL, XXL Weight: Tops 226g Bottoms 194g (LL) Material: 100% cotton Colour: natural undyed, grey, dark navy



Marshmallow Gauze Pillow Case Size: W480xH930mm Weight: 120g Material: 100% cotton Colour: natural undyed, grey, dark navy



Marshmallow Gauze Sheet Size: W1,600xH2,600mm Weight: 520g Material: 100% cotton Colour: natural undyed Marshmallow Gauze Blanket Size: W1,550xH2,000mm Weight: 1,120g Material: 100% cotton Colour: natural undyed



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## Functionality and design developed with a cosy sleep in mind

Pillowcase – extra large to accommodate most pillow types. Simplicity of design featuring picot edging. Available in 3 colourways: natural undyed, grey and dark navy.

Sheets – one size up from standard single sheets. Simplicity of design featuring picot edging. Available in natural undyed colourway. Blanket – developed with comfort in mind, this triple layer gauze blanket uses gauze for the trim also. Simplicity of design featuring picot edging. Available in natural, undyed colourway. Using marshmallow gauze even for the edging ensures all-over evenness of touch. Pyjamas – Easy fit design to enable absolute comfort. Simple, easy fit design of classic, tailored pyjamas with collar with Ao's red stitched branding on the breast pocket. Available in 3 colourways: natural undyed, grey and dark navy and in 3 sizes: L, XL and XXL. Each of the 4 items are made of triple layered, low density gauze so are quick drying.

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

## into everyday life

## IKSKI

a e s the s e n s i k

Bra

One extendable coffee table, an array of different expressions

The "IKSKI" label brings techniques from Japanese architecture and construction into the home in the form of sliding furniture.

Combining the disciplines of joinery and furniture manufacture we express the beauty of traditional Japan. Taking one of the most archetypal items of traditional Japanese joinery, the lattice, and creating a coffee table in an entirely new form. The size of the table top can be adjusted according to desire with a simple slide of the perfectly pitched bars. The size and form of the whole piece can be edited to suit the mood or si The table forms a beautiful silhouette similar to that of a lattice door opening and closing and, if caught in sunlight, the shadow of the piece creates a mesmerising shadow upon the v and floor

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In order to achieve the sliding function we have used highly sophisticated methods of construction. This has been made possible through utilising the skills and expertise of master craftsmen with experience in traditional Japanese joinery, creating fittings and furniture for the home. We have used the signature IKSKI walnut and perfected the piece with an easy maintenance natural oil finish NOMURA MOKKOU Co.,Ltd. 1-7-16 Nissekicho, Nagaoka-city 940-0095 JAPAN http://nomu.s1.bindsite.jp/ Designer : Taiji Nomura



## a esthetic sensibilities close into

Bring

Tool set for everyday use

Combining the warmth of wood with the functionality to share your everyday life with.

## I need tools that more perfectly match my lifestyle

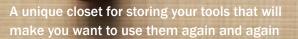
The tools that we use in our everyday lives need of course to be functional but we also desire that they are more attractive to the eye. The Tool Closet comprises 12 basic tools that help with every day maintenance and with making basic furniture and other interior accessories for the home. We have sought to create a range of tools that are pleasing to the eye without compromising on functionality.

## Handles you just have to touch

and

Hand tools are just that, tools to be held in the hand. We seek to make a seamless join between the human hand with the tool it is holding and through utilising the warmth of natural wood have created handles that just beg to be

Wood is not only a material of great warmth but it has useful moisture absorbing properties that mean the handle does not become slippery. We have not simply put wood and metal together in creating this collection of tools but have carefully designed a thoughtful range of tools that make the most of the advantages of both materials. **TRG2-1** 



Awl

The storage closet allows you to quickly and easily take out the tool of your choice. It features an insertion system that allows you to replace individual tools with ease. Where most tool sets are stored in collapsible cases that are stored out of sight this tool closet features a cylindrical cover which can itself be used as a device, and fits perfectly into the interior of your home.

Mini bar

Mini plane

ũ

Chisel for interior us

## **KAKUPI** KAKURI WORKS LTD. 3.53 Nishihonjoji 2-chome, Sanjo- city 955-0854 JAPAN

Hamme

Saw, Blade replaceable

Monkey wrench

Tool case

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Screwdriv

Steel tape

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Steel square

http://www.kakuri.co.jp/ Designer : Katsuhiro Kato

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## MATOI II

A highly functional work apron that enables you to secure your tools, it is wearable DIY apron.

The numbers of men who are turning to DIY in order to enhance and renovate their living spaces is on the rise. At these times the right tools and the right kit is essential.

## Based on traditional Japanese customs, a new type of work apron

We have taken the motifs of the traditional work apron worn since ancient times by Japanese workmen and the "tare" of traditional kendo protector and combined the functionality of both articles in our design. Both fasten snugly at the hip and alleviate the burden of weight on the body.

Making the side pockets as separate entities from the front section of the apron means that they don't get in the way if the user needs to make larger movements or take long strides - a function inspired by the "tare" apron of the kendo protector. The fabric of the apron is dyed in the traditional Japanese brush dyeing technique and the resulting colour becomes richer and more beautiful with each wash.

**o**tfp



Weight: 1,830g Material: Cotton, Suede Colour: Black



Sitting on a chair, climbing a step-ladder, bending down to the floor – by simulating all the different positions and poses of a busy workman we have come up with the most ideal size and design to suit his every need. The separation of the front section from the side pockets means the apron can be worn at all times without restricting movement.

The front section has been made slightly longer to enable the wearer to use his lap as a work surface when seated. The pockets can be attached or removed easily with the snap fasteners and come in 3 types, a full-sized pocket for hand with glove, a 2 sectioned pocket and a 3 sectioned pocket. The lining is in a hard-wearing cotton sashiko fabric whilst the inside of the pockets are in a suede lining which will not catch or snag on nails, screws and so on.



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



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## 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.

**FORZE Co.,Ltd.** 4-2-6 Terazawa, Gosen-city, 959-1837 JAPAN http://www.forze.co.jp

All product development, manufacture, wholesale and retail is conducted in-house at Forze's knitting factory. It is a very small operation with just 10 members of staff (5 of whom are family) so the factory is extremely pro-active about working collaboratively with other designers and industry specialists.



## Niigata Japanese ware Co.,Ltd.

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

Making the most of our 300 year legacy of tradition and expertise we seek to create innovative items to suit the modern day lifestyle.



## GYOKUSENDO Co., Ltd.

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

Founded by Kakuhei Tamagawa in. Since then, for almost 200 years, Niigata's Gyokusendo Co has been creating beautiful articles of copperware. Gyokusendo's products have been awarded several prizes at international exhibitions and, as well as the honour of having been selected for use in the Japanese Imperial Court, their techniques and art form has been designated an Intangible Cultural Property by the Agency of Cultural Affairs, Niigata prefecture. In 2010, Norio Tamagawa, 2nd son of the 5th generation of the Tamagawa family, was designated a Living National Treasure



## Storio Corporation

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

The Storio system is an entirely novel model in which we design, develop and manufacture products according to customers' specifications received via the internet. We hope this system suits our customers both at home in Japan and abroad. www.storio.co.jp



## monge

10-1, Matsumidai, Nishi-ku, Niigata-city 950-2072 JAPAN http://monge-works.jimdo.com

Monge is a design unit set up by craftsmen from Tsubame Sanjo. Tsubame is an area known for its metalwork and forging industries, particularly the manufacture of western style tableware and interior accessories. At Monge we aim to give rise to new ideas through the senses of vision and touch. Staying true to the indigenous materials and techniques of our locality we design and manufacture products using stainless steel.



## Inomata art joinery workshop

3-7 Koudocho, Joetsu-city 943-0823 JAPAN http://latticeart.jp/

Founder, Seiichi Inomata, entered the woodwork workshop as an apprentice in 1951 then, in 1963 set up his own independent Inomata workshop. His first born son, Kazuhiro, inherited the business in 1989. When they moved workshops in 1994 the name of the business was changed to Inomata Art Joinery Workshop. Using the kumiko technique the workshop merges tradition and innovation to create design led art works of superb quality.



## Marunao Co.,Ltd.

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

With its heritage as a wood carver and decorator of shrines, Marunao Co Ltd has been in business for 70 years. The company's beautiful products with their fine and intricate detailing are possible because of this legacy. Following in the steps of their forefathers, the Marunao craftsmen challenge themselves to create ever more beautiful products by exploiting the huge potential of wood. With masterly command of their eminent skills and techniques the Marunao team create their collection of wooden chopsticks, cutlery and stationery.



#### Ohminato Bunkichi Shoten Co...Ltd. 1-26 Akifusa, Kamo-city 959-1356 JAPAN http://www.oominatobunkichi.com/

We are able to take bespoke orders on wood, paper and bamboo items. Established 140 years ago, we combine tradition with innovative techniques and strive to make the most of both elements to meet the needs of our customers



## ao Co.,Ltd

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

Ao is an original brand set up by apparel maker with 50 years of experience, Bisou Igarashi Co Ltd. Ao offer a cutting edge collection of gauze outerwear. Now, making the most of the soft touch of the cotton gause they have also developed a range of baby and inner wear. Ao was awarded the Good Design Award in 2010.



## NOMURA MOKKOU Co., Ltd.

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

Established 85 years ago, Nomura Mokkou is a group of craftsmen pursuing the techniques and beauty of Japanese joinery and furniture manufacture in to a new arena. Not simply relying on tradition, the craftsmen seek to make the form relevant to the modern interior.



## KAKURI WORKS LTD.

955-0854 JAPAN http://www.kakuri.co.jp/

Located in one of Japan's foremost centres of metalworking, Sanjo-city, Kakuri Works has cultivated generations of experience and expertise as a manufacturer of tools for woodwork and metalwork. Whilst always keeping focussed on the needs of their customers Kakuri seek to stay true to their ethos of "creating good products with good tools" and popularise the culture of working with fine hand tools.



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

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

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 create each and every tenugui and noren in our collection with the most meticulous care and attention to detail



















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