

General Manager : Masaki Nakamura

Design Manager : Chiaki Murata

Executive Producer : Kiyoshi Takemoto

Project Team(NICO) : Hiroyuki Tsuchida, Shuichi Haga, Hayato Kazama, Kei Kawamura, Akiko Kawashima

Editing : Takao Ito

Creative Director : Gen Wakaki

Senior Manager : Hirotaka Ishiduka

Art Director / Designer : Takehiro Kondo

Retoucher : Yoshihiko Yaginuma

Photo Director : Toru Ishii

Photographer : Norihito Yamaguchi

Stylist : Fuudo Office, Asuka Yamada

Location : Ichishima Sake Brewery Inc. UNCLE PEPE

Printing : SEIKOSHA CO., LTD.



Video introducing 2019 models  
What is the Centennial Value Collection ?  
Introductory Video



Niigata  
Industrial  
Creation  
Organization

**Niigata Industrial Creation Organization [NICO]**

5-1, Bandaijima, Chuo-ku, Niigata-city, 950-0078 JAPAN / PHONE:+81-(0)25-246-0025 FAX:+81-(0)25-246-0030 E-mail:hyaku@nico.or.jp

@hyakunenmonogatari

@hyakunen\_monogatari

[www.nico.or.jp/hyaku/](http://www.nico.or.jp/hyaku/)



2019/2019

2018/2018

2017/2017

2016/2016

2015/2015

2014/2014

2013/2013

2012/2012

2011/2011

2010/2010

2009/2009

2008/2008

2007/2007

2006/2006

2005/2005

2004/2004

2003/2003

*Time goes by*

## 【 Hyakunen-Monogatari 】

Establishing the international reputation of Niigata's lifestyle industries.

To achieve this goal we started the 'Centennial Value Collection' initiative in 2003.

This collection is not about mass production or mass consumption. It's based on the concept of creating 'tools to be treasured for a hundred years that enable the enjoyment, sustenance, and continuation of a cultured lifestyle'

The Niigata companies that support this concept develop products with the same common theme and have created many attractive products that enhance daily life.

Through tools, the Centennial Value Collection showcases to the world Niigata's attractiveness and strength as a manufacturing center.



*Tell to the future*

Making future lifestyles  
more fun, more joyful,  
more beautiful.

## From Niigata to the world

The world is now a place where a variety of cultures meet and new lifestyle cultures are born each day.

People demand lifestyles that incorporate nature, enjoy a material's freedom and enjoy a sensibility that beautifies their lifestyle.

In accordance with that, the Centennial Value Collection seeks to build on the tools and lifestyles that have gone before while pursuing and creating new lifestyle possibilities.



TOMITA Co., Ltd.	05
ISHIYAMA MOKKOUSHO INC.	06
SUWADA Blacksmith Works, Inc.	07
Prince Industry Inc.	08
Nomura wood arts'	09
Storio Corporation	10
ADACHI SHIKI KOGYO Co., Ltd.	11
SAKAI KOUGYO Co., Ltd.	12

Design Manager

**Chiaki Murata**

- Hers Experimental Design Laboratory Inc CEO
- Kobe Design University Visiting Professor
- Kyoto University of Art & Design Visiting Professor
- Kyushu University Part-Time Lecturer
- Ministry of Internal Affairs and Communications Regional Human Resources Network Regional Force Creation Adviser
- Japan Design Consultants Association Director
- Japan Industrial Designers' Association Member
- Japan Design Producer's Union Member
- Eco Design Network Director

It can be said that the products of all the participating companies this time provide 'experiential value'. Rather than being an era of buying things based only on comparisons of function and price, in today's world it is more about selling a sensibility.

In this year's collection we have managed to gather together products that, when you use them, make you feel that they are different to what has gone before.

### 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 artisans of Niigata, Japan. Products developed in this way carry a seal of quality certifying their excellence.



#### 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 bird that symbolizes Niigata Prefecture, indicating that the item is produced by the excellent skills of the local artisans of Niigata Prefecture.



#### YEAR OF THE BOAR 2019

A third marking indicating the year in which the item was produced. In addition to the Christian era, the Japanese also use the twelve signs of the Japanese zodiac to designate a calendar year. 2019 is the year of the Boar and the Japanese character for boar is displayed on the marking to indicate the year of development.



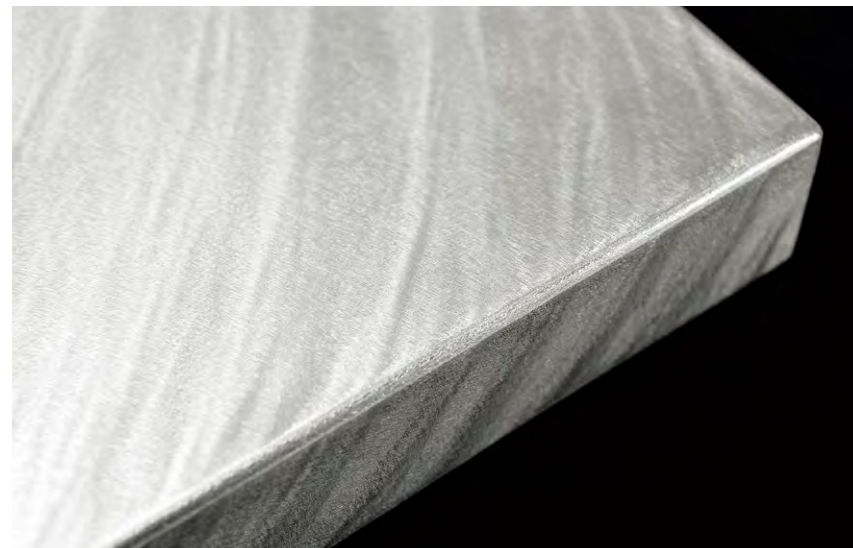


## Enhancing the appearance and taste of food enrei dinner plate

A stainless steel plate with a function that enables the insertion of hot water or ice, keeping hot food hot and cold food cold, allowing food to be enjoyed at its appropriate temperature. The unique surface finish on the top has a pattern that evokes nature, with each one having a different look and although it is metal it has a warm and soft feel, stimulating the imagination of those who use it.



Maintain appropriate temperature by inserting ice or hot water into the inlet on the underside.



TOMITA Co., Ltd.

2602 Oomagari, Tsubame-city, Niigata 959-1263 JAPAN  
<http://www.tomita-kogyosho.co.jp>

①pt-e1-12045038m Size/W120×H38×D450mm Weight/1,700g temperature control type ②pt-e1-10030053m Size/W100×H53×D300mm Weight/1,100g temperature control type  
③pt-e1-12045038gb Size/W120×H38×D450mm Weight/1,700g temperature control type ④pt-e1-10030053gb Size/W100×H53×D300mm Weight/1,100g temperature control type  
⑤pt-e1-21021038g Size/W210×H38×D210mm Weight/1,300g temperature control type  
Material/Stainless steel Finish/Silver: Fingerprint proof hard coat paint, Black: Ion plating + Fingerprint proof hard coat paint Each item is available in matte and glossy Made in Niigata Japan

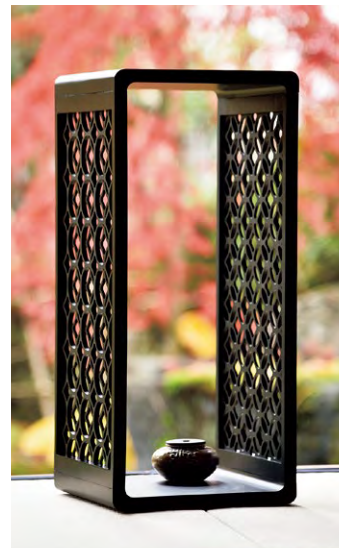
## Products



Carving art place mat ①

## Beautifully engraved, a new value Carving art place mat & shelf

Creating new value by using modern processing technology on traditional patterns. Variations on two kinds of Japanese traditional patterns - 'a pattern of waves in a blue ocean' representing tranquility, and the 'seven treasures' representing harmony. We would like such beauty to be incorporated into everyday life. Each pattern's meaning is contained within that wish.



Carving art shelf ②



ISHIYAMA MOKKOUSHO INC.

5-26 Shineicho, Kamo-city, Niigata 959-1381 JAPAN  
<http://ishiyama-mokkousho.co.jp>

①Size/W440×H15×D340mm Weight/260g ②Size/W225×H500×D225mm Weight/1,850g Material/Synthetic Wood Finish/Urethane Paint Color/ Black, Red (Display shelf is black only)  
Types/Seven Treasures, Blue Ocean Waves Made in Niigata Japan





## The Perfect Partner for the Perfect Meat SUWADA KNIFE

When we considered what was needed to enhance the enjoyment of a main dish, we aimed for this knife set with an organic design that would linger in the memory together with food. We fundamentally revised the conventional method of cutlery making and finished it with high pressure forging and an artisan's handwork.

Steak knife ① Steak fork ② Cutlery rest ③



SUWADA Blacksmith Works, Inc.  
1332 Koanji, Sanjo-city, Niigata 959-1114 JAPAN  
<http://www.suwada.co.jp>

①Size/W14×H215×D20mm Weight/76g ②Size/W23×H210×D20mm Weight/76g ③Size/W100×H19×D16mm Weight/65g Material/Stainless cutting steel Finish/Mirror finish Made in Niigata Japan

## Daily Tools Evolve Day by Day. HOVAL

Made with a simple, timeless design due to the high level processing technology. It provides a 'sensibility value' that is transmitted from the hand to the brain and the brain to the hand.



Stainless Steel Mandoline Slicer ①

Thickness can be freely adjusted with the screw at hand.



Stainless Steel Kitchen Scissors ②



Stainless steel peeler (replaceable blade) ③



Serrated blade ④

Shredding ⑤

Blade (straight, serrated, shredding) can be easily changed simply by turning the screw.



Prince Industry Inc.

313-1 Kanekoshinden, Sanjo-city, Niigata 955-0814 JAPAN  
<http://prince-kk.jp>

①Size/W310×H30×D90mm Weight/400g ②Size/W205×H10×D65mm Weight/120g ③Size/W125×H10×D55mm Weight/50g ④Serrated blade ⑤Shredding Material/Stainless steel Finish/ Beads Blast-Flouroethylene Resin Coatin Color/Silver・Black Made in Niigata Japan



## A Space to Sleep, Created by the Light of Wood

### Wooden breath light

An LED bedside lamp that seems to float in the air. Press down on the floating wood to adjust the position and degree of brightness, switch it on and off to make a room into a magical space. A simple design, free of waste, with a pleasant feel to the touch. A bedside lamp that makes you want to press down on its floating wood.

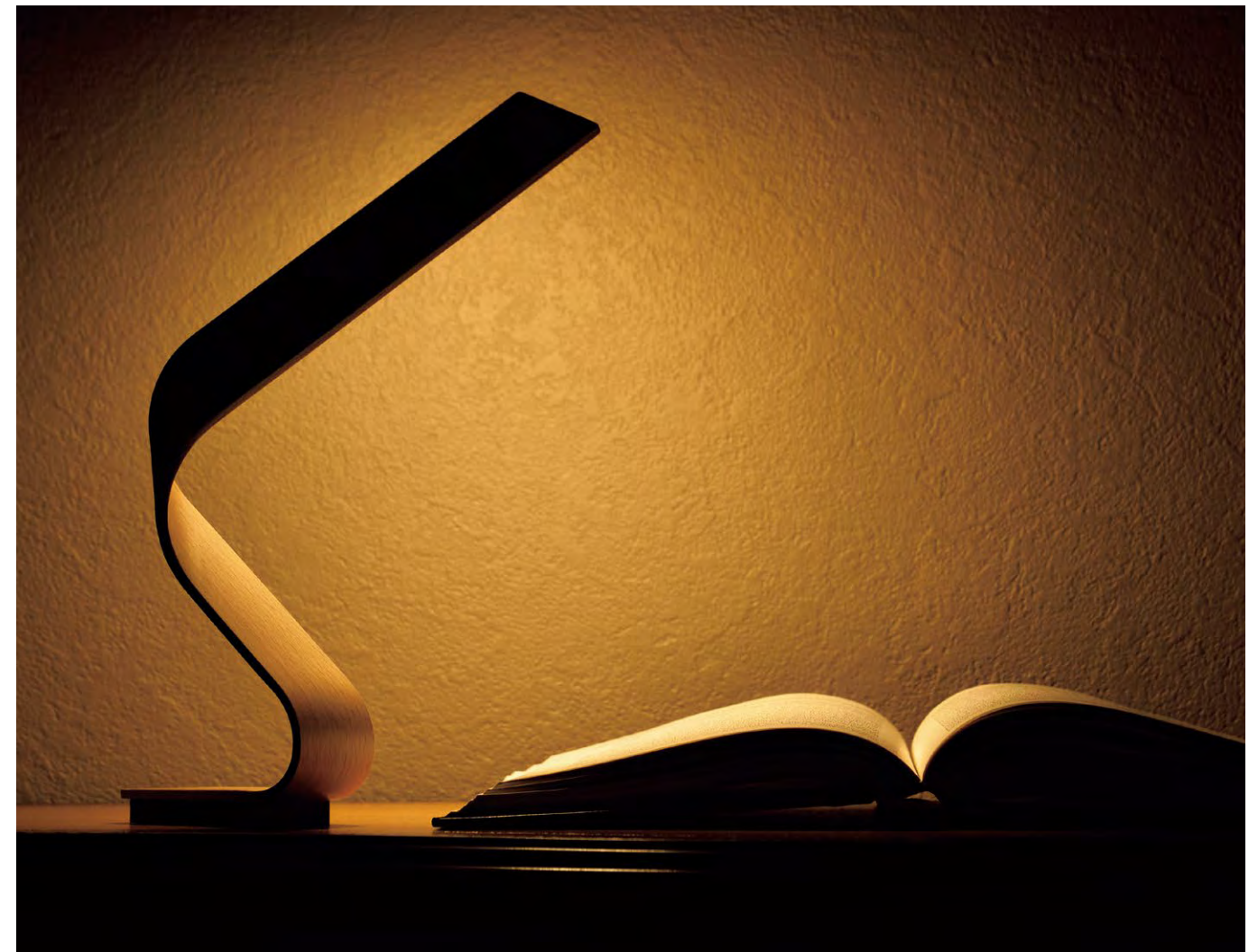


Nomura wood arts'

1-7-16 Nissekicho, Nagaoka-city, Niigata 940-0095 JAPAN  
http://nomuramo.com/



①Size/W420×H100×D40mm Weight/980g ②Size/W300×H90×D30mm Weight/680g ③Size/W420×H100×D40mm Weight/980g ④Size/W300×H90×D30mm Weight/680g  
Material/Beech, Walnut Finish/Urethane Matte Varnish Made in Niigata Japan



## A beautiful space, made with shadows and shapes

### TANZAKU Lamp

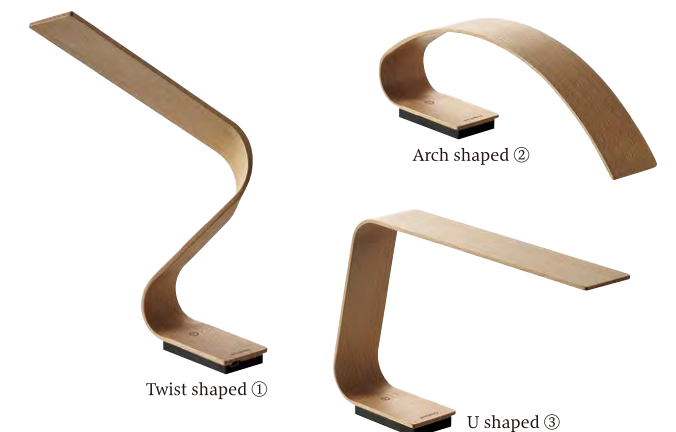
Time spent with someone special, time enjoyed alone, Making a tranquil space. A table lamp with gracefully bent rectangular strip shaped wood. The beauty of the shadows when switched on, the beauty like an objet d'art when switched off, visually enhances any space.



A space to enjoy with food and drink



For evenings spent enjoying movies



**STORIO** Storio Corporation  
1-3-1 Honcho, Ojiya-city, Niigata 947-0021 JAPAN  
http://avanwood.storio.co.jp/

①Size/W170×H260×D105mm Weight/120g ②Size/W250×H100×D42mm Weight/120g ③Size/W230×H180×D42mm Weight/120g Material/Beech Finish/Urethane Paint Made in Niigata Japan





Paper makes living beautiful,  
makes movements beautiful.

## Paper Made Shoehorn

The Paper Made Shoehorn has a warm feel peculiar to paper and a strength that makes it hard to believe it's actually paper. The beautiful curved area has a shadow with a twist that gives it just the right amount of flexibility and makes it easy to use. Lightweight and with a shape that fits easily in the hand, it makes the action of putting on shoes enjoyable.

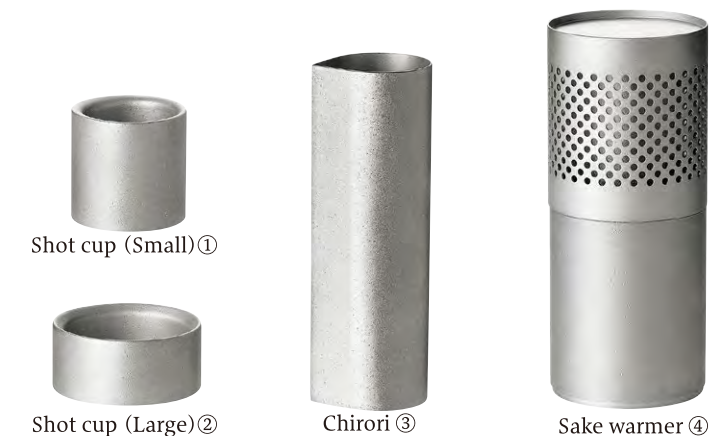


ADACHI SHIKI KOGYO Co., Ltd.  
2-7-30 Higashizao, Nagaoka-city, Niigata 940-0029 JAPAN  
<http://www.adachishiki.co.jp/>



## Carry Around the Pleasure of Sake Yukihoju

Makes it easy and simple to enjoy Japanese Sake anywhere. If taken outdoors we hope you enjoy its unique flickering flame. That is sure to heighten your expectation of the sake. Also, we hope you enjoy Japanese sake at various temperatures with different types of food.



SAKAI KOUGYO Co., Ltd.  
4-7-44 Sugue-cho, Sanjo-city, Niigata 955-0832 JAPAN  
<http://sakaikougyo.co.jp>



*Hundred of things*

## Participating Companies



### TOMITA Co., Ltd.

2602 Oomagari, Tsubame-city, Niigata  
959-1263 JAPAN  
TEL : +81(0)256-62-5962  
FAX : +81(0)256-62-5183  
<http://www.tomita-kogyosho.co.jp>



Representative Director Masatoshi Tomita

We work hard at manufacturing while always seeking to provide products that delight and meet the diversified needs of customers. We process a variety of materials, including stainless steel, iron, aluminium, and titanium and can offer fully integrated processing, from the production of one piece up to mass production. From items for consumption to items that serve a useful purpose. While always keeping a creative spirit, our aim is to pursue manufacturing that can make a contribution to society.



### ISHIYAMA MOKKOUSHO INC.

5-26 Shineicho, Kamo-city, Niigata  
959-1381 JAPAN  
TEL : +81(0)256-52-0300  
FAX : +81(0)256-53-2379  
<http://ishiyama-mokkousho.co.jp>



Manufacturing Division Minoru Ishizuki

Woodworks Ishiyama is based in the city of Kamo, which has historically been an area where woodworking has thrived. Within the city there are several manufacturers of woodworking products, including the traditional furniture 'kiritansu' (a dresser). It was in such an environment that Woodworks Ishiyama began life over 65 years ago, with our roots in the Aomi shrine in the center of town. The company founder made a presentation of a lantern to the shrine and this led to the establishment of the company in 1949. Since then we have always sought to continually produce new products.



### 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>



Manufacturing Division Wataru Imura Head of Development Office Yoshikazu Sodeyama

We started business in 1926 as a blacksmith producing a product called a 'kuikir' that was a predecessor to nippers. Ever since, we have specialized in tools that cut by holding between two blades. Pursuing the original function of cutting that is possessed by edged tools, we do everything from forging to finishing by the hands of skilled artisans who have a sense and feeling that cannot be numerically quantified.



### Prince Industry Inc.

313-1 Kanekoshinden, Sanjo-city, Niigata  
955-0814 JAPAN  
TEL : +81(0)256-33-0384  
FAX : +81(0)256-35-2826  
<http://prince-kk.jp/>



Director and Plant Manager Hiroyuki Takahashi

Our company was established in 1964 with 'opening' as its theme. We have developed and produced can openers, bottle openers, corkscrews and other products. With a conviction to put our souls into 'making everyday products while working away from the spotlight', we approach manufacturing by always looking at existing products with questioning eyes and seeking to apply new ideas to them.



### Nomura wood arts'

1-7-16 Nissekicho, Nagaoka-city, Niigata  
940-0095 JAPAN  
TEL : +81(0)258-33-2014  
FAX : +81(0)258-34-3712  
<http://nomuramo.com/>



Representative Director Taiji Nomura

In 1927, the company founder, Shiro Nomura established Nomura Joinery in Daikuchō (now Nissekicho) in Nagaoka city, Niigata prefecture. Then, in 1962 it was incorporated as a limited company. Thereafter, his successor Yasuo and then his successor Taiji, were committed to the integrated processing of wooden products, that has been conducted since establishment. We continue today as a group of artisans who provide intricate skills and household fittings and furniture that offer a sense of comfort.



### STORIO Storio Corporation

1-3-1 Honcho, Ojiya-city, Niigata  
947-0021 JAPAN  
TEL : +81(0)258-81-0006  
FAX : +81(0)258-81-0007  
<http://avanwood.storio.co.jp>



Representative Director Kazuhisa Kimura

'Expand the potential of wood in order to create a framework for coexisting with nature' - one way we do this is with our technology for bending into small shapes the beech or maple that was grown in planted woodlands for firewood in bygone years. We made possible sharp and elegant shapes and realized wooden products that are suitable for modern lifestyles. The more we produce, the more we use and the more beautiful the planted woodlands become.



### ADACHI SHIKI KOGYO Co., Ltd.

2-7-30 Higashizao, Nagaoka-city, Niigata  
940-0029 JAPAN  
TEL : +81(0)258-24-2145  
FAX : +81(0)258-24-5597  
<http://www.adachishiki.co.jp>



Mana Adachi Takanori Adachi

ADACHI SHIKI KOGYO manufactures lifestyle goods using vulcanized fiber. We are one of the few companies in Japan to do so. By a process including the punching, thermal bending and forming of paper, we offer an assortment of products, including travel bags, protectors for use in martial arts, and many others.



### SAKAI KOUGYO Co., Ltd.

4-7-44 Sugue-cho, Sanjo-city, Niigata  
955-0832 JAPAN  
TEL : +81(0)256-33-2082  
FAX : +81(0)256-35-5449  
<http://sakaikougyo.co.jp>



Representative Director Masakazu Sakai

Established in 1936. At the time of establishment we manufactured sculpting knives but in the present day, centered around press working, we do everything from a variety of metalworking, to fully integrated production of finished goods. We think about the smile on the face of each and every employee, the happiness of their families and together we aim to create a company that shines. As a result, we thoroughly question what is needed and what we can do and try to put a smile on the face of customers too.

