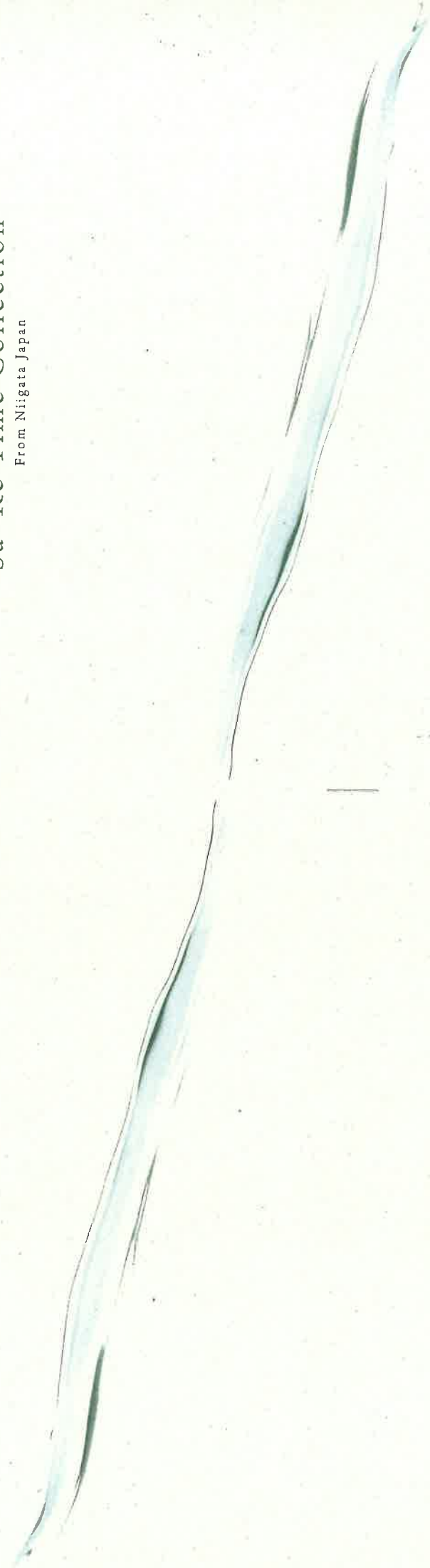




Sa・Ke Time Collection
From Niigata Japan



THE CENTENNIAL VALUE COLLECTION

From Niigata Japan

The "Centennial Value Collection" from Niigata proudly presents items for the next generation of lifestyle culture. Turning away from mass production, these items are offered as limited editions, engineered for long-term use. Thanks to the exquisite craftsmanship from Niigata they appeal to the character and values of their individual users. Anyone lucky enough to possess these items will treasure them as objects of value or consider them the perfect gift. Together, the items constitute a system that creates a new quality of lifestyle culture.

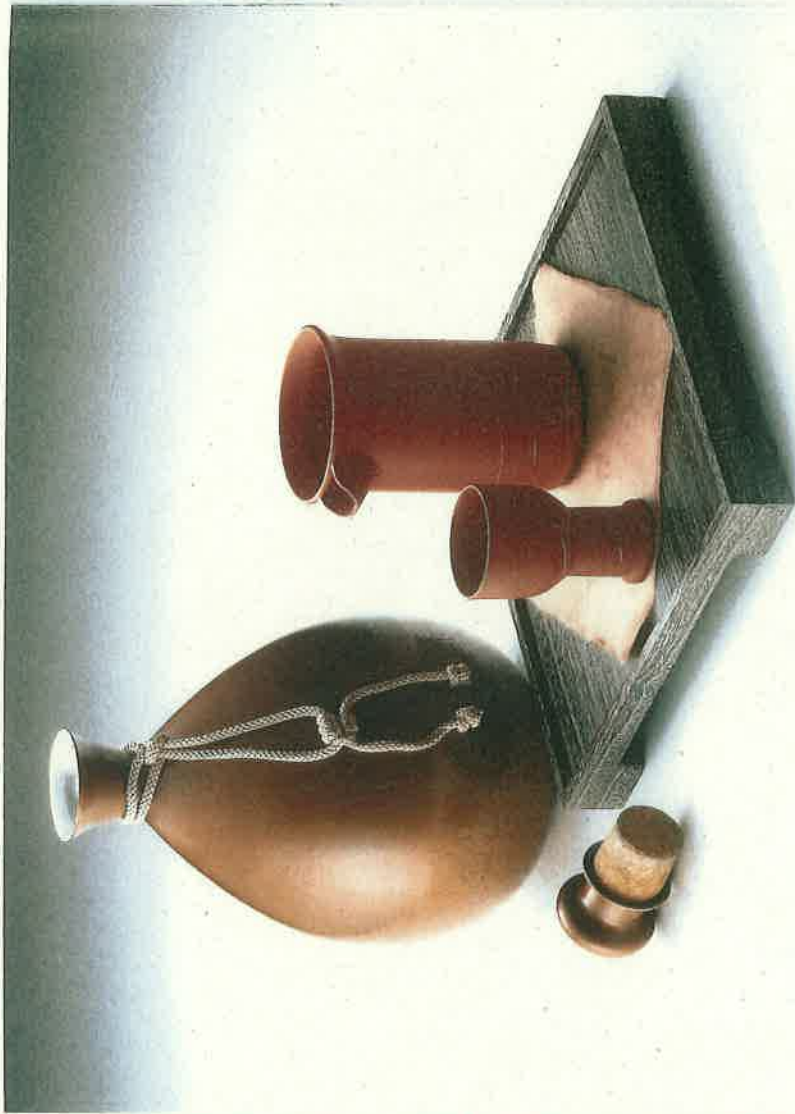
Sa-Ke Time Collection

Introducing A Japanese Style to your Drinking Experience

The Japanese believe that a proper drinking culture enriches our lives and can be a positive addition to our lifestyles and society.

Our product development theme for this year's collection is showcasing items that will enhance your drinking experience, while introducing styles based on the drinking culture of Niigata and Japan.





Drinking Accessories to Enjoy Moments Alone

Time spent alone is important: in order to relax, restore energy for the next day, and expand one's horizon. Enjoying a drink certainly complements these experiences. We would like to present items for your quality time alone.



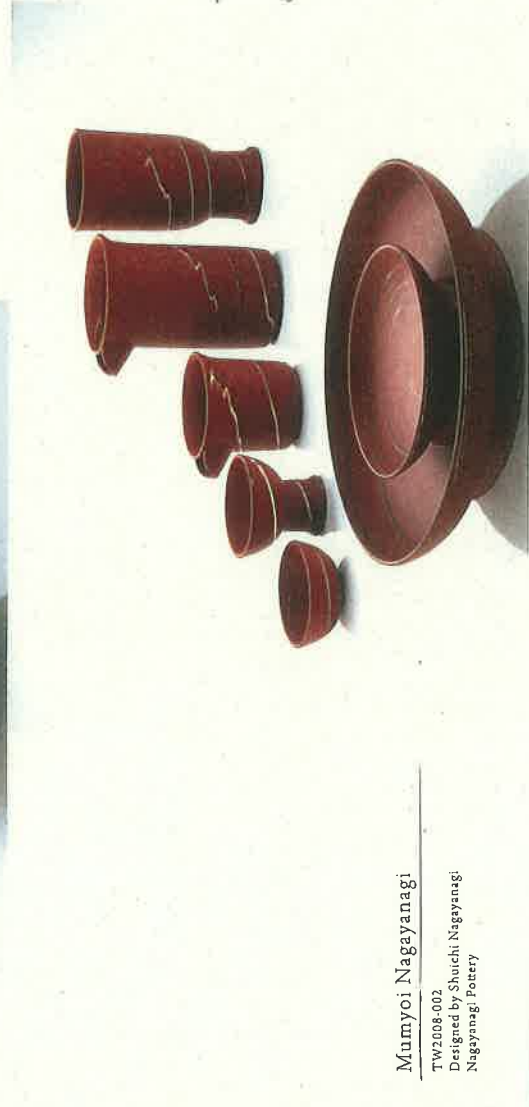
Sake-Tokkuri

TW2008-001
Designed by Naoki Isoda
Isoda Kibutsu Co., Ltd.



Kasumi

TW2008-003
Designed by Yasunori Takama
GLASS STUDIO craft-U



Mumyoji Nagayanagi

TW2008-002
Designed by Shuichi Nagayanagi
Nagayanagi Pottery



Nutcracker

TW2008-004
Designed by Tomoyuki Kobayashi
SUWADA Blacksmith Works, Inc.

Glamorous Accessories for Your Party Guests

We address human growth by meeting new people, exchanging views, accepting each other, and sharing precious moments. Sharing a drink with someone makes us open-minded and puts us in a comfortable mood, allowing us to interact with each other with ease. In this catalog we introduce items perfect for your intimate gatherings.



Kiri - Zen
TW2008-008
Designed by Makoto Asano
Asano Tansu Co., Ltd.



Mumyoi Gyokuzan
TW2008-007
Designed by Katsuki Nakashiz
Gyokuzan



Organic Line
TW2008-005
Designed by Motoyuki Tanigawa
Gyokusendo Co., Ltd.



O W L
TW2008-006
Designed by Mitsuobu Hagino
PRINCE KOGYO Co., Ltd.

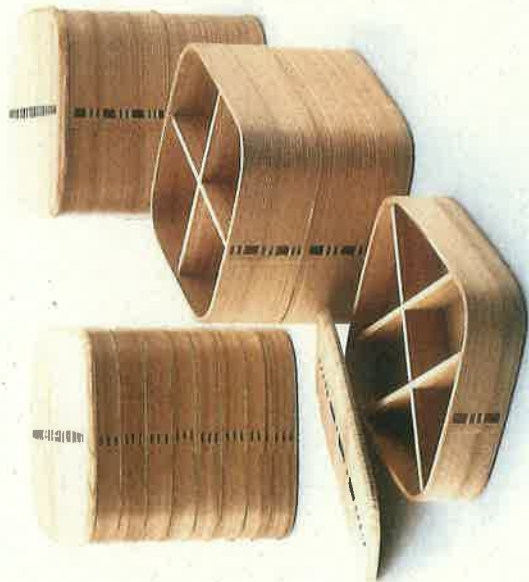
Accessories to Celebrate Life's Special Moments

As we celebrate seasonal holidays and important occasions from New Year, Day and Christmas to birthdays and anniversaries, we are in constant proximity of times spent together with loved ones. The right beverage can be a wonderful addition to do so, to invite, and help create heart warming moments. We're happy to introduce you to our multi purpose occasions.



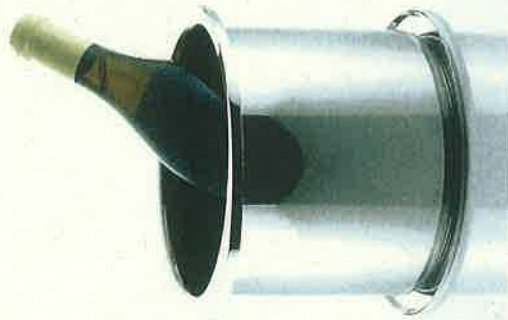
Mage-ki

TW2008-009
Designed by Kazuhisa Adachi
Adachi Shigetaka Shoten



Wine cooler

TW2008-010
Designed by Kazuhiro Sasage
Nihon-Yoshokki Co. Ltd.

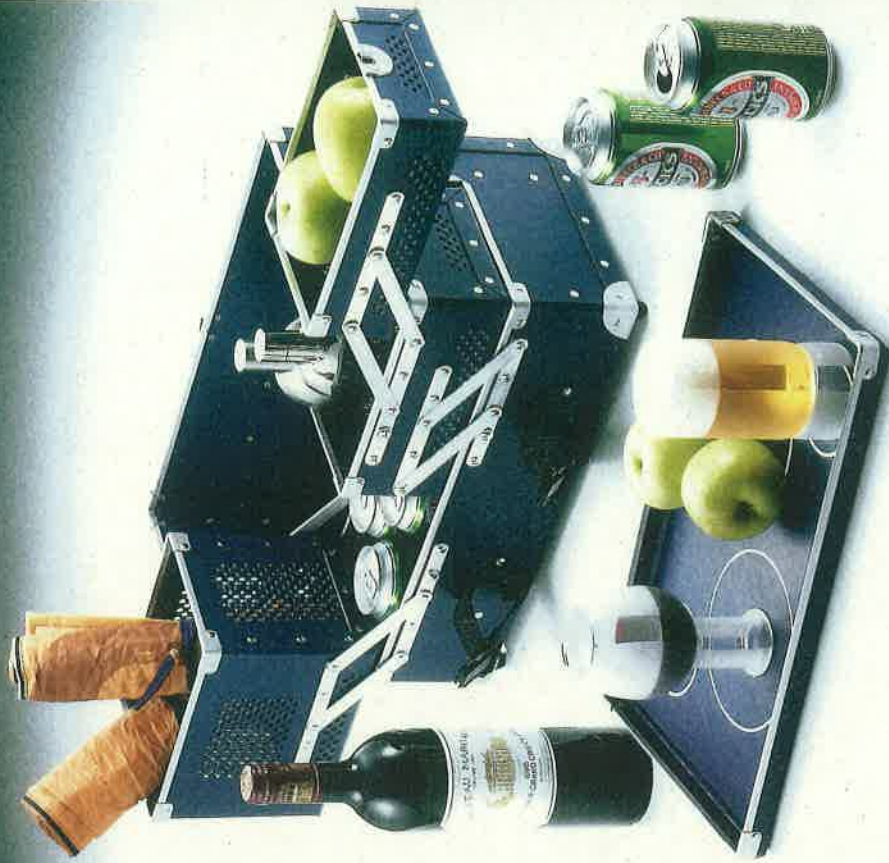


Urushi-ki

TW2008-011
Designed by Toyohiko Okura
Okura Kasegi

Reconnecting with Nature- Fun Items for Your Outdoor Gathering

Japanese people have traditionally enjoyed cherry blossom viewing in spring and moon viewing in autumn as annual outdoor parties. It is through these outdoor gatherings that we can feel that we are one with nature, and that people are deeply connected to changes in the environment. Such understanding helps us become humble and respectful towards Mother Nature. Relaxing and enjoying a drink can also enhance our senses so that we feel connected with nature. We believe that these items will help you reconnect with the things that are important.



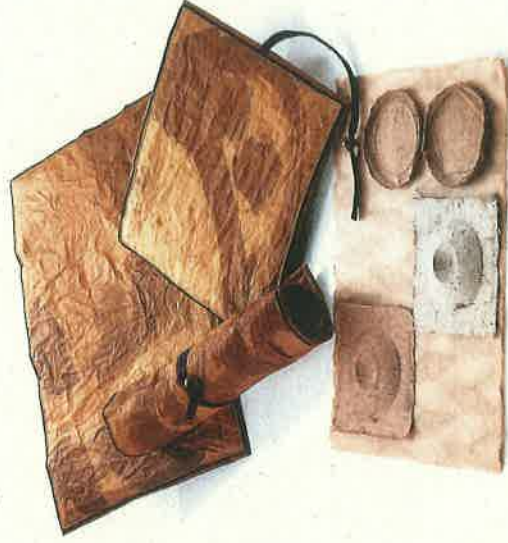


Shinobi-Sake

TW2008-012
Designed by Masaki Nakamura, Naoto Hirota
Ominato Bunkichi Shoten Co., Ltd.

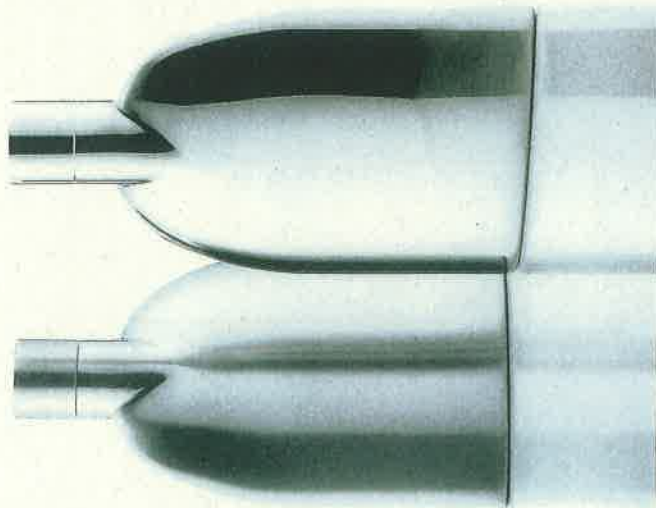
Shin

TW2008-013
Designed by Shinya Abe
Take Ko-bo Shin



Wa LOVE

TW2008-014
Designed by Atsushi Yamamoto
Wa LOVE / NEOS Co., Ltd.

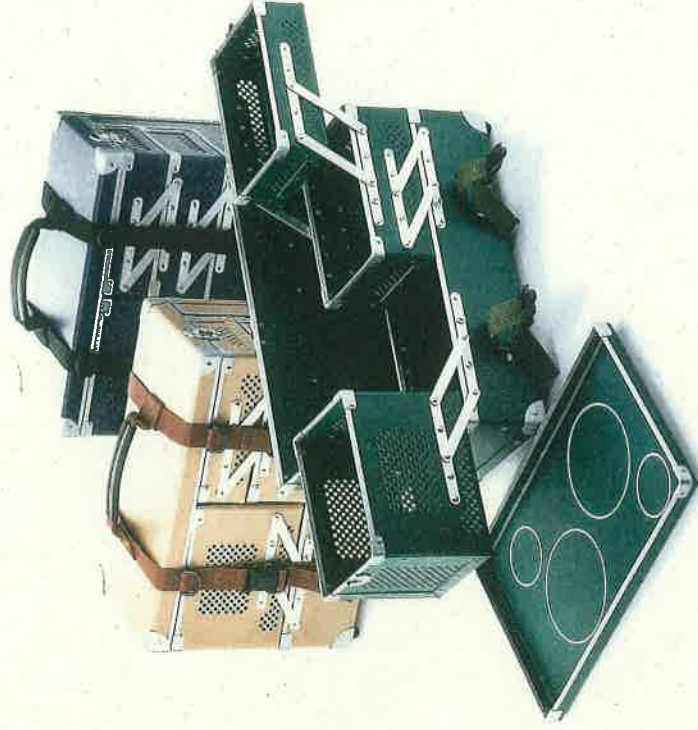


Titanium Flask

TW2008-015
Designed by LUCKYWOOD Design team
Kobayashi Industrial Co., Ltd.

PICNIC BOX

TW2008-016
Designed by Hiroyuki Tazawa
Adachi Shiki Kogyo Co. Ltd.



The Centennial Seal of Quality

The Centennial Value Collection, a range of products representing new values and the way new generation of items ought to be, is the harvest of collaboration between the industries and craftsmen in Niigata. Such 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 developments of new products. Items created via the assistance of NICO contain a seal of quality, certifying their superiority.

This seal of quality is constructed from the following three components



TALE OF A CENTURY

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.



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.



THE YEAR OF RAT 2008

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 Chinese zodiac to designate a calendar year. For instance, the year 2008 is also the year of the rat, and the Chinese character for rat is displayed on the marking to indicate the developing year.

General Manager Masaki Nakamura
Design Producer Toshiyuki Kita

Project team <NICO>

Rei Kurokawa, Supervisor

Sonoo Takemae, Manager

Shuichi Hagi, Project coordinator / Public relations

Takashi Oseki, Project coordinator / Arrangement

Nobuyoshi Watanabe, Sales coordinator

Ayako Hata, Assistant coordinator

Jun Yamazaki, Assistant coordinator

Siori Sekimoto, Assistant coordinator

Niigata Industrial Creation Organization <NICO>

5-1 Bandajima, chuon-ku Niigata-city 950-0078 JAPAN

PHONE: +81-(0)25-246-0025 FAX: +81-(0)25-246-0030

www.nico.or.jp/hyaku/index.html

Photo by Hisao Watanabe (Watanabe Hisao Photo Office / www.w-photo.jp/)

Editorial designed by NEOS Co., Ltd.