### Offering High-quality Products Under Strict Quality Control

Following the enactment of the Traditional Industry Law, Yamanaka Lacquerware was certified as a local special product in 1975. Many of the artisans in each field of production are certified by the government as Traditional Craft Artisans, a title that gives them credit and respect, and are working on training young artisans. The association's members not only work on refining their own skills; there are new projects that members work on together that are unique to Yamanaka. The JOY (Japan Original Yamanaka) certification mark is one such example related to traditional lacquerware. Certifications are only issued after a strict quality check is performed. The value of the certified craft is guaranteed by providing the names of the artisans in four fields of production: woodwork, base lacquer coat, finishing lacquer coat, and gold powder decoration. Yamanaka was the first production area in Japan to take this approach, and it has received very positive feedback from consumers and distributors







#### **Developing Safe Materials and Re-using Resources**

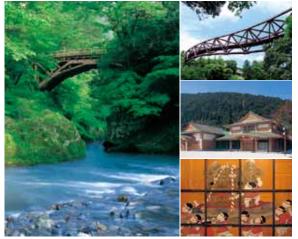
The association has initiated a research project for modern lacquerware. The project involves building a new Yamanaka brand that focuses on environment-friendly products and a healthy lifestyle. One of the results of this project is the development of "school lunch dishes" that are completely free of EDC (endocrine-disrupting chemicals) at all

stages including wood, coating and the ink for decoration screen printing. PET resin, the main material, does not emit dioxin when burned and can be recycled. Using advanced technology and designs with a focus on functionality, we were able to develop environment- and user-friendly dishes for children.



# **BORN OF WOOD**

#### Yamanaka – A Town of History, Lacquerware and Hot Springs



As the Chinese characters for Yama (mountain) naka (inside) indicate, the town of Yamanaka, which stretches out along the Daishoji River, is encompassed by mountains. Over the 1,300 years that have passed since the beginning of the operation of hot springs in the area, in addition to visitors seeking relief from ailments, poets and calligraphers have stayed in Yamanaka for extended period of time. Even the noted haiku poet Basho visited and wrote that Yamanaka was one of Japan's three best hot springs. The town offers comfort and relaxation for those enjoying the hot springs and the delightful local dishes of the Hokuriku area. Also, the Yamanaka lacquerware displayed in the lobby of Yamanaka-za hall, is not to be missed. Yamanaka-za itself is an impressive work of art with pillars made of fine keyaki trees coated with lacquer, and a latticed ceiling decorated with gold, silver and colorful lacquer.



#### Yamanaka Lacquerware Cooperative Association

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#### The 450 years of Yamanaka Lacquerware began with woodwork

Yamanaka Lacquerware originated during the Tensho period (1570-1592). Its history began when a woodworker seeking an ample wood supply moved into the settlement of Manago, upstream from Yamanaka Hot Springs. Gradually, items for daily use such as dishes and boxes produced by means of woodturning techniques became popular as souvenirs among the hot spring visitors. That popularity led to woodturning techniques being further developed and refined; the foundation for today's Yamanaka Lacquerware production was established.

## Skilled woodworkers and lacquer artisans were recruited from all over Japan

During the Edo period, in addition to basic woodwork techniques, high-level techniques for woodturning and lacquer were aggressively adopted. From 1648 to 1818, many skilled artisans were recruited from Kyoto and other places all over the country. They developed advanced techniques such as "shu-tamenur" (vermilion urushi) and "koma-nur" (multicolored layer decoration), refining techniques to establish the features of today's Yamanaka Lacquerware. Over the course of time, splendid lacquerware



odturning by hand from the 8th century to the 19th century

items such as bowls, plates, trays, and tea ceremony implements with glamorous gold powder/lacquer decoration were produced by means of delicate woodturning techniques.

#### Modern lacquerware made Yamanaka Japan's largest lacquerware producer.

Around the decade from 1955 to 1965, lacquerware artisans in Yamanaka were quick to challenge themselves to create innovative products using synthetic materials. A large variety of products were developed by taking advantage of the features of practical modern lacquerware such as easy handling and care, no restrictions on color or shape, and cheap and speedy mass production. From daily-use lacquerware to tableware for the food service industry, in addition to gifts and interior decorating markets, products came to be sold not only in Japan but also worldwide, and the Yamanaka brand was established.



Elegant and delightful, Yamanaka Lacquerware brings color to your table.

Whether the table setting be Western or Japanese,

Yamanaka Lacquerware, with its simplicity and modern feel,

blends in while asserting its presence.

The quaint "hatsuri" tray is perfect for casual hors d'oeuvres.

And what would look better in the black serving dish than a colorful salad?

The exquisite wood grain patterns give an extra-special

touch that will delight guests at your parties.

Be creative and impress your family and

friends with your use of lacquerware.

The more lacquerware is used,

the deeper the gloss and flavor become.

Yamanaka Lacquerware has presented,

and will always present, quality dishes

that add a delightful accent to casual meals.



At a special occasion or as an embellishment for the dinner table, gold powder decoration is part of the feast



When served in a lightly coated lacquer One of the traditional Yamanaka bowl presented on a red lacquer tray, ordinary soup becomes a treat.



Lacquerware bowls even has a lid that is gorgeously decorated with gold powder inside - perfect for celebrations.

Yamanaka Lacquerware adds a vivid and colorful touch to any ordinary dish or dessert



Served on a black lacquerware tray, a ready-made pack of sushi turns into an elegant dish.

Glasses, porcelain and a lacquer tray. Even ordinary candies look elegant when served on a lacquer tray.





patterns of wood grains complement the treats served on the tray.



Yamanaka Urushi-za offers a wide selection of Yamanaka Lacquerware from traditional to modern - produced by over 40 companies.

- Open from 9:00 am to 5:30 pm
- Closed during the year-end and New Year's holiday.
- Admission: Free



Finish

\*Although lacquerware tends to be associated with luxurious table settings, there is a lot of affordable lacquerware suitable for casual modern-day use. Add a little accent to your table with lacquerware.

#### The more it is used, the deeper the beauty becomes. Hidden processes bring out the best in lacquerware.

Yamanaka Lacquerware is cut out of cross-sectioned wood blocks. quality lacquerware, as there is of many unique features of





Cutting

Preliminary



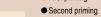




coating











 Fourth priming Preliminary lacquer coating - second lacguer coating



coating

Finish

Gold powder

decoration

#### Infinite Possibilities for Shape and Color Product Development for the Next Generation

Sturdy and easy to care for, modern lacquerware can be used for many different occasions. Yamanaka specializes in developing products based on analyses of user needs. The focus is not only on design and variations in shape, but also on developing earth-friendly materials.





Gold powder

decoration

CG designs are printed with a silkscreen