



ESSENCE
OF
JAPAN

MASTERY
COLLECTION

HANEDA AND JETRO CREATION

2020



JETRO
Japan External Trade Organization

羽田 HANEDA
FUTURE RESEARCH INSTITUTE, INC.

経済産業省
Ministry of Economy, Trade and Industry

E S S E N C E

O F

J A P A N

M a s t e r y C o l l e c t i o n

H A N E D A A N D J E T R O

C R E A T I O N 2 0 2 0

Toyama



07 / Amano Shikki Co.,Ltd.



08 / Miyazu Co.,Ltd.



09 / Yotsui Co.,Ltd.

Ishikawa



10 / Amaike Textile Industry Co.,Ltd.

Kyoto

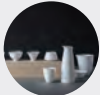


13 / Kyoto Marubeni Co.,Ltd.



18 / Rebirth Project Trading Co.,Ltd.

Saga



19 / Yamahei Kamamoto Corporation



20 / Arita Porcelain Lab Inc.

Hiroshima



16 / Hiroshima Artist Brush Manufacturing. Co.,Ltd.

Okayama



15 / Kimono Terrasse

Osaka



14 / Anaori Carbon Co.,Ltd.

Tokushima



17 / Dairi Lumber Co.,Ltd.

Ehime

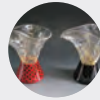


18 / Rebirth Project Trading Co.,Ltd.





Hokkaido

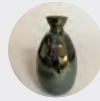


01 / Jun Kobo

Yamagata

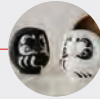


02 / New Tech Shinsei Inc.



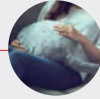
03 / Narushima yaki Wakuigama

Gunma

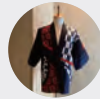


04 / Imaidarumaten NAYA Co.,Ltd.

Tokyo



05 / Yukai Engineering Inc.



06 / Surprise Creative Co.,Ltd.

Shizuoka



12 / Nissho Kogyo Co.,Ltd.

Gifu



11 / Jusengama



PRODUCT 01
HOKKAIDO



JUN KOBO



We have some exhibitions not only in Japan but also in USA, China, UK, Taiwan, Australia and Singapore. We are aiming to create our own design and a carbon-neutral studio.

迄今为止，我们不仅在日本，也在美国、中国、英国、台湾地区、澳大利亚、新加坡等全球各地举办了展览会。淳工房以打造绝无仅有的独特设计为目标，力争成为二氧化碳零排放的工作室。

The glass studio "JUNCOBO" was established at Asahikawa in Hokkaido 1986. There are many artists and artisan of wood in Asahikawa. So we started to make Ki(wood)-Gkass series co-operating with them. Drinking cups and lightings are used in a lot of unique bars, restaurants and hotels. Now making 8000 works every year.

淳工房于1986年在北海道的旭川设立。在旭川，有许多木工工艺师和木工工匠。我们充分利用他们的木工技术，合作打造了“木玻璃系列”，其中包括酒杯和灯具等，在多家具有个性的餐饮店、酒店和日式旅馆深受好评。目前，已发展至每年可生产8000余件产品的规模。

COMPANY

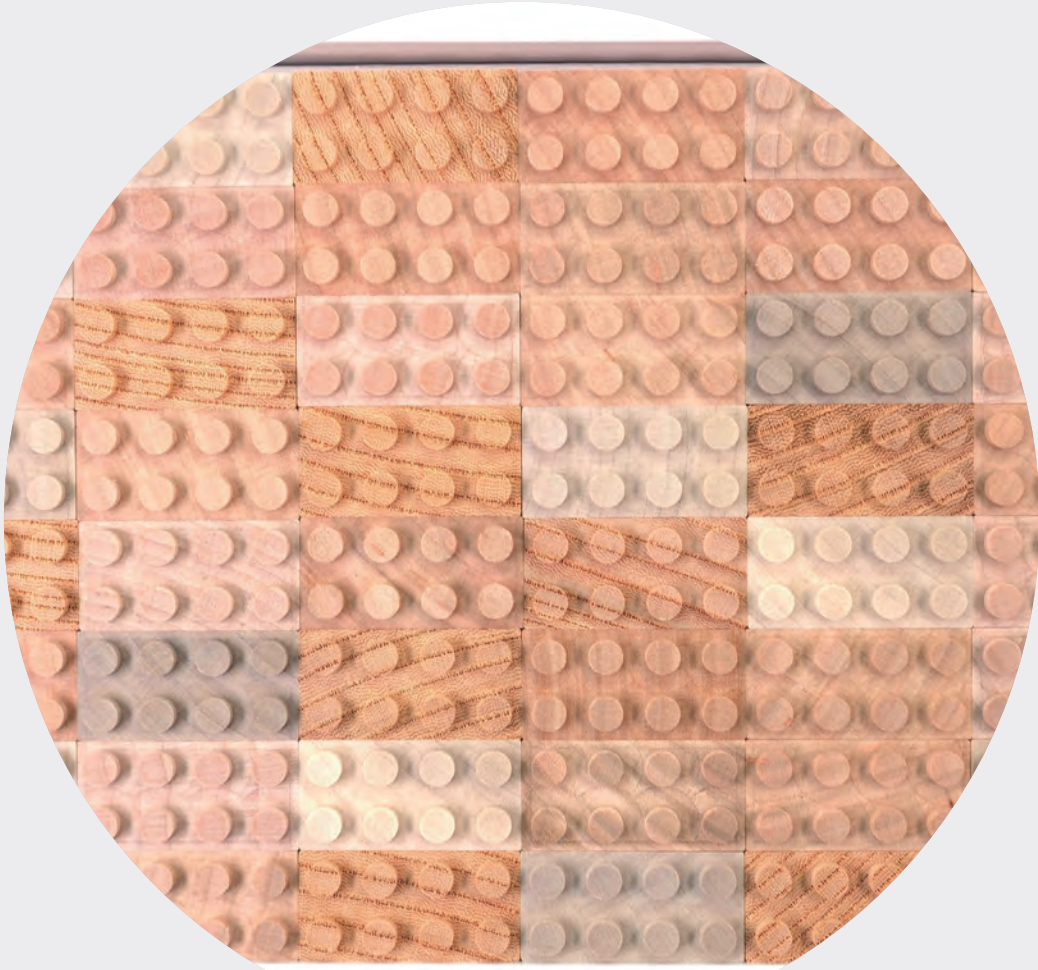
Language support	Japanese, English	Email	glassjun@aqua.ocn.ne.jp	Number of Employees	4 people
Name	Jun Kobo	Establishment	1986	Representative	Junsuke Sugai
Address	2-8-1, Asahioka, Asahikawa-shi, Hokkaido, 070-0822 Japan	Business Description	Table ware (glass and wood)		
		Products	Sake cup "Ki-Glass"		

ABOUT THE VISIT

Visit Available	Visitation Hours	All day 10-18	Time required for observation (min)	60
	Number of Visitors Allowed	5	Application Deadline	email, 10 days prior



PRODUCT 02
YAMAGATA



NEW TECH SHINSEI INC.



MOKULOCK is made to deliver the gift of rich nature of Yamagata at handy size in your palm to the people of different ages and places.

我们利用山形丰富的自然资源制作拼插积木。本产品虽只有手掌大小，却能为全球男女老少都带来欢笑。

"MOKULOCK had come to birth as our new business to make a toy which nurtures children's senses by utilizing the local resources about 10 years ago. MOKULOCK was developed for many people to enjoy rich nature of Yamagata prefecture where 70% of its land is mountainous and forestry.

Now, the product gives a new mission to abandoned timbers, maintains the healthy environment of mountains, generates jobs and most of all, is being loved by so many people of the wide range of age groups."

拼插积木作为一项新业务诞生于10年前，旨在利用地区资源制作能够培养孩子们感官的智力玩具。山形县拥有丰富的自然资源，森林面积占到了七成。为了让顾客能够更方便容易玩耍，特开发了拼插积木。如今，拼插积木为愁无所用的木材赋予了新的使命，不仅完善了山地环境，创造了工作机会，更成为了一款深受男女老少各年龄层顾客喜爱的商品。我们在制作拼插积木时，希望这一产品能够让顾客在日常玩耍时感受到比保护森林更加深远的意义。

COMPANY

Language support	Japanese, English	Email	info@mokulock.biz	Products	Personal computer assembly
Name	New Tech Shinsei Inc.	Establishment	1980	Number of Employees	150 people
Address	3075-1, Hanazawa, Yonezawa-shi, Yamagata, 992-0021 Japan	Business Description	Personal computer assembly & repair, magnetic tape drive assembly & repair, printer assembly, and other office machine assembly, polishing processing and machining processing, wooden toy and parts production	Representative	Akira Kuwabara

ABOUT THE VISIT

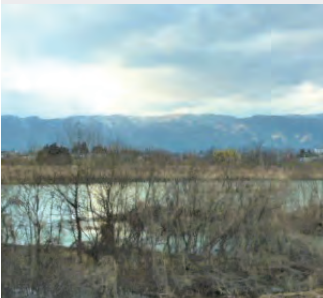
Visit Available	Visitation Hours	Weekday 10-15	Time required for observation (min)	60
	Number of Visitors Allowed	30	Application Deadline	Phone, fax, email, 2 weeks prior



PRODUCT 03
YAMAGATA



NARUSHIMA YAKI WAKUIGAMA



"We have a 250 years history of continuing the traditional Narushima Yaki, our aim is to keep on protecting our tradition. We make our products with a vision of the future.

We use only local clay, for glaze we use blend of ash from straw, bran and soil, all by-products from rice crops. We are particular about our work full of originality expression. All of our works are done by the hand of skilled craftsman's hand with their full emotions, we do not use any form to create the shape. Our work is formed with a potter's wheel and Slab forming, the shape is the same but each one has a different expression and the scene. Each work is original and has the craftsman's originality.

我们想要守护拥有250年悠久历史的成岛烧陶瓷。我们想要制作领先于时代的作品。素材等选用本地陶土，釉药则使用稻草灰、糠灰、土灰等水稻种植时的副产品，并使用氧化矿物作为颜料，通过专有技术设定烧制温度和烧制环境，制作仅此一家、充满原创性的陶瓷。所有作品均不使用模具，通过拉坯成型、泥板成型充分发挥制作者的技术，每一件都是富有创意的手工作品，即使形状相同，也会呈现出不同的表情和风景。作为（公益社团）日本工艺会的会员，我们希望能够为日本传统工艺的发展贡献一份力量，让世界知道传统工艺的出众之处。我们努力参与地区建设，通过让幼儿园小朋友、小学生、中学生、高中生以及养护学校的孩子们参观我们的工艺制作车间、体验制作陶器等，让他们理解传统工艺、关注传统工艺，促进继承者的培养，提高地区文化意识，为获得地区居民的支持而不断努力。

"Narushima Yaki was established as a potteries of the Yonezawa Domain in the middle of the Edo era, as a part of industry promotion under the instruction of Yozaan UESUGI.

Narushima Yaki reached their peak at the end of Taisho Era, but then disappeared.

At the beginning of Showa Era, our grandfather Toshizo WAKUI who was the second son of 「Shin Kame Ya」 a potteries of Hirashimizu Yaki in Yamagata city, moved to Nagai city for the better pottery clay. Then he started his own business manufacturing and selling of clay pipes to succeed.

江户时代中期，中兴之祖米泽藩藩主上杉鹰山重视殖产兴业，建造米泽藩的藩窑，开始制作成岛烧陶瓷。大正时代末期迎来全盛时期，而后则逐渐衰败。到了昭和初期，山形县制作平清水烧的“新盆屋”家的次子和久井利藏（我的祖父）为寻求优质的陶土而移居至长井市，在此建窑并开始制作和销售陶管等，并获得了成功。之后，我的父亲虽然一直在家里帮忙，但始终未能放弃成为陶艺家的梦想，他不顾周围的反对，前往濑户、京都修行，并创建了“长井烧”，自立门户。之后他一直作为陶艺家从事创作，后来为了回应米泽地区人民希望复活、重振成岛烧陶瓷的热切期望，独自研究数十年，终于在1965年左右复兴了成岛烧陶瓷。

COMPANY

Language support	Japanese	Email	o.c.wakui@topaz.plala.or.jp	Number of Employees	2 people
Name	Narushimayaki Wakuigama	Establishment	1830	Representative	Osamu Wakui
Address	1812, Imaizumi, Nagai-shi, Yamagata, 993-0033 Japan	Business Description	Pottery and porcelain artist		
		Products	Pottery and porcelain works		

ABOUT THE VISIT

Visit Available	Visitation Hours	Weekday require prior booking	Time required for observation (min)	60
	Number of Visitors Allowed	20	Application Deadline	Upon request



PRODUCT 04
GUNMA



IMAIDARUMATEN NAYA CO.,LTD.



Our aim to create Daruma is to let people both in Japan and overseas know its value as a traditional craft as well as a cultural symbol in Japan.

希望外国友人能够了解高崎达摩不倒翁的魅力。也希望日本的消费者能够重新发现日本传统工艺的魅力。

"Toyooka Town of Takasaki City, Gunma Prefecture, is a No.1 producer of Daruma in Japan. Imai Daruma NAYA has a history of over 80 years. Hirohisa Imai, CEO and Chief Craftsman at Imai Daruma NAYA, is passionate to create new and modern styles of Daruma while preserving and protecting the traditional style of Daruma. All products of the Designer's Series contain both traditional and modern elements, and they have received many positive feedbacks in Japan and abroad. Hirohisa is determined to pass down the traditional Daruma-making techniques and artistry to the future generations.

群馬县高崎市是日本国内最大的达摩不倒翁产地。今井达摩不倒翁NAYA公司拥有超过80年的历史。代表董事今井裕久同时也是匠人之首。他坚持使用达摩不倒翁的传统制作方法，并倾注心血打造时尚风格的达摩不倒翁。所有设计师系列的达摩不倒翁都兼具传统与创新元素，在海内外均获得高度评价。今井裕久决心通过自己的努力，将达摩不倒翁的制作工艺和匠人精神传承下去。



COMPANY

Language support	Japanese	Email	shop@imai.shop-pro.jp	Number of Employees	10 people
Name	Imaidarumaten NAYA Co.,Ltd.	Establishment	1930	Representative	Hirohisa Imai
Address	78, Kamitoyooka-machi, Takasaki-shi, Gunma, 370-0871 Japan	Business Description	Producing and manufacturing of Takasaki daruma		
		Products	Daruma		

ABOUT THE VISIT

Visit Available	Yes	Visitation Hours	Mon-Sat	Time required for observation (min)	60
		Number of Visitors Allowed	10	Application Deadline	email



PRODUCT 05
TOKYO



YUKAI ENGINEERING INC.



We excluded a face and limbs from Qoobo's design to draw the users' attention to the tail. This creates "room for imagination," enabling users to see Qoobo in their minds as a dog, cat or whichever animal they want it to be and to become emotionally joined in. We also paid extra attention to the weight and texture of the device to ensure it feels comfortable and lifelike, as if a real animal was snuggling in the user's arms or sitting on one's lap. To achieve this authentic feel, the casing for the mechanical parts is also shaped to resemble an animal's bone structure.

Qoobo通过只保留“尾巴”部分的象征性设计,实现了激发人们想象力的“设计余白”。Qoobo不受个人喜好的左右,通过用户自身的想象力自由变换形态,更易于用户寄托情感。其大小和重量使得用户在将其放在膝盖上或抱紧时更具稳重感,抚摸时的触感也十分讲究。不仅如此,Qoobo的机械部分参考了动物骨骼结构,采用有机的形状,力争实现小动物般的动感。

I consider robots as an "interface that can warm our hearts and inspire us into action." In the world I envision, our everyday technology-infused environment will be intelligent enough to decode the meanings of our behaviors and turn the information into digital cues for devices to respond accordingly. This will make the interactions between humans and machines so natural and seamless that communicating with machines will feel like talking to humans or live animals. I consider robots as the embodiment of this "presence" that IoT networks can create. I believe robots will replace smartphone screens as the interface of choice for the next generation. It is our hope to develop the robots that will be recognized as the world's standard interface.

我将机器人定义为“能够打动人心、促使人付诸行动的界面”。具体来讲,就是让我们日常已经住惯的环境迎来“智能化”。即以人的行为为契机,通过机械实现与生物互动般的效果。机器人是将IoT网络的“迹象”呈现于现实生活的媒介,是继智能手机屏幕之后,打动人心的新一代界面。我们希望能够通过自己的双手打造出能够成为世界标准的机器人。

COMPANY

Language support Japanese
Name Yukai Engineering Inc.
Address 16-11-101,Tomihisa-cho,
Shinjyuku,Tokyo, 162-0067 Japan

Email pr@ux-xu.com
Establishment 2007
Business Description Robot / Hardware Development / Manufacturing / Sales
Products Robot / Hardware

Number of Employees 30 people
Representative Shunsuke Aoki

ABOUT THE VISIT

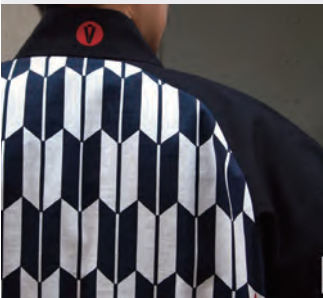
Visit Not Available



PRODUCT 06
TOKYO



SURPRISE CREATIVE CO.,LTD.



"It is one of the traditional Japanese costumes ""Happi"" coats.

We will refine our Happi into a modern style while preserving its long tradition.

""Connecting the times. Connecting people."" Having those feelings, We will keep designing those."

“法被”是日本传统服饰的一种。我们在守护传统的同时，对其加以改进，使其与现代生活更加契合。将“连结时间。连结人心。”的理念融入设计之中。

"Our happi connect the people wearing them to the people seeing them.

"Happi"" coats is a traditional Japanese costume that has been loved by common people for many years. During the Edo period, following the lead of the samurai, who began wearing ""happi"" coats, in which a large representation of the family crest is left undyed, craft workers and firefighters began to do the same. In addition, a more varied form of the happi with shorter sleeves called the ""hanten,"" which commoners began to wear around the 18th century, came to be widely worn by craft workers and shop employees. However, by the late Edo period, when happi began to be worn by the masses, it became difficult to distinguish the forms and designs between these garments, and ""shirushi banten,"" on which the wearer's name, intention, or family crest is dyed, came to be widely recognized as ""happi"".

In order to pass down these wonderful coats that people at the time loved to later generations while respecting traditions, we provide designs that suit various scenarios in modern life. We think that ""happi"" is not only a fashion but also a feather fabric that can connect people."

我们制作的“法被”将穿着者与观赏者连接起来。法被多年来一直是深受普通百姓喜爱的日本传统服饰。江户时代，武士们将大大的家纹染在自己穿着的法被上，以此为开端，工匠、街道消防员等都开始穿着法被。到了18世纪左右，普通百姓普遍开始穿起了“禅缠”。禅缠袖子比法被短，有很多种类，深受工匠、店员等人们的喜爱。但是，到了法被开始在坊间出现的江户时代末期，由于两者在外形和设计上难以区别，印有穿着者姓名、信念或特定纹样等的“印禅缠”被人们认为是法被。为了能够在尊重传统的同时，将法被这一在过去备受人们喜爱的优秀外套留存后世，我们努力改善设计使其与现代生活的各种场景更加契合，并加以宣传。我们认为法被不仅是一种时尚，更是一种能够连结人与人的外披。

COMPANY

Language support	Japanese, English	Email	ryo.tsuchiya@surprise-creative.jp	Number of Employees	4 people
Name	Surprise Creative Co.,Ltd.	Establishment	2015	Representative	Masaru Sugiura
Address	2-29-11-7F, Asakusabashi, Taito-ku, Tokyo, 111-0053 Japan	Business Description	Planning, design and sale of fabric products (Happi coats, shop-curtain, banner, cotton bags, OEM products, other)		
		Products	Happi		

ABOUT THE VISIT

Visit Available	Visitation Hours	Mon-Fri 11-17	Time required for observation (min)	60
	Number of Visitors Allowed	Upon request	Application Deadline	email, at least 3 days - 1 week prior



PRODUCT 07
TOYAMA



AMANO SHIKKI CO.,LTD.



“Raden glass” was developed as an original product utilizing the abalone shell technique that is the characteristic of Takaoka lacquerware. When you actually add sake, the mysterious sparkles of Raden will spread based on the shape of the cup like a kaleidoscope. I hope this product will increase the number of people who are interested in Takaoka lacquerware.

我们通过灵活应用高冈漆器独特特色的螺钿（鲍鱼贝）技法，开发出原创商品“螺钿玻璃”。在杯中倒入日本酒，即可看到螺钿绽放出的神秘光彩，同时根据杯子的形状，光彩如万花筒般绽放，产生令人惊叹的美感，令使用者雀跃不已。希望通过这款商品让更多的消费者知道和了解高冈漆器。

Taking advantage of the traditional technology of “Takaoka Lacquerware” cultivated since its establishment in 1892, we are seeking new possibilities for lacquerware and working to create products that match modern living spaces and lifestyles.

自1892年创业以来，我们充分发挥“高冈漆器”的传统技术，探索漆器新的可能性，努力打造与现代生活空间、生活习惯相契合的商品。

COMPANY

Language support	Japanese	Email	info@amanoshikki.com	Number of Employees	7 people
Name	Amano Shikki Co.,Ltd.	Establishment	1892	Representative	Takahisa Amano
Address	245, Haoka,Takaoka-shi, Toyama, 933-0958 Japan	Business Description	Lacquerware production and sales		
		Products	Lacquerware		

ABOUT THE VISIT

Visit Available	Yes	Visitation Hours	Mon-Fri 9-17	Time required for observation (min)	60
Number of Visitors Allowed	5	Application Deadline			email 2 weeks prior



PRODUCT 08
TOYAMA



MIYAZU CO.,LTD.



With the aim of providing high quality and original tea utensils, we produce our product with local skillful craftsmen.

与本地拥有卓越技术的工匠和金属器工艺师一起，为顾客奉上经久耐用的精品。

From Takaoka city of Toyama prefecture boasting the history of metal industry for more than 400 years, we introduce products rooted in the community, along with Japanese culture, and aim to contribute to the industry.

坚持向日本及全球各年龄段顾客宣传“日本手工艺之美”

COMPANY

Language support Japanese, English
Name Miyazu Co.,Ltd.
Address 3-18 Sengokumachi, Takaoka-shi,
Toyama, 933-0847 Japan

Email miyaz-sh@pl.tcnnet.ne.jp
Establishment 1938
Business Description planning, manufacturing, whore sale of copper ware and iron ware
Products tea utensils, flower utensils

Number of Employees 3 people
Representative Takeshi Miyazu

ABOUT THE VISIT

Visit Available **Visitation Hours** Mon-Sat (excl National Holidays) 9-16 **Time required for observation (min)** 30
Number of Visitors Allowed 5 **Application Deadline** email, fax 1 week prior



PRODUCT 09
TOYAMA



YOTSUI CO.,LTD.



"Takaoka Copperware" has been handed down for over 400 years.

We are a production company that conveys the craftsman's skills and heart to the present age. In commemoration of the 71th anniversary of our founding, we planned collaboration products with other production areas.

传承了400余年的“高冈铜器”。我们是一家制造公司，在现代传播匠人们的技术和精神。为纪念公司创业71年，特策划了与其他产地合作的商品。

Takaoka kettle is a cast using high-precision wax mold technology.

Decorated with high artistic quality by inlaying and foil application.

We have a wide selection of products, such as the supreme iron kettle series with gold foil and platinum foil on the entire surface, iron sand iron kettles made of rare materials, iron kettles with a simple and easy-to-use design, and works that combine gorgeous line inlay and cloth inlay.

高冈铁壶利用高精度的蜡模铸造，并施以象嵌、贴箔等具有较高艺术性的装饰加工。商品种类丰富，不仅有整体上都贴有金箔、铂金箔的最高级铁壶系列等采用稀有金属制作的砂铁壶，也有设计简约便于使用的铁壶以及通过华丽的线象嵌和布目象嵌装饰的铁壶。

COMPANY

Language support	Japanese	Email	info@yotsui.co.jp	Number of Employees	17 people
Name	Yotsui Co.,Ltd.	Establishment	1948	Representative	Hiroaki Yotsui
Address	3-5, Mizuho-cho, Takaoka-shi, Toyama, 933-0955 Japan	Business Description	production, wholesale and retail of Takaoka copperware		
		Products	Takaoka copperware		

ABOUT THE VISIT

Visit Available	Visitation Hours	Mon-Fri 10-16	Time required for observation (min)	60
	Number of Visitors Allowed	4	Application Deadline	email, 2 weeks prior



PRODUCT 10
ISHIKAWA



AMAIKE TEXTILE INDUSTRY CO.,LTD.



Located in Ishikawa Prefecture, where synthetic fibers are famous for as a local product, we have established the technology to weave 7 denier fabric in 2005. We got into scrape due to the competitive price in the domestic market and the bankrupt of business partner, but we put the focus on development such as interlacing silk and nylon with polyester and adding digital prints. As a result, our unique and highly advanced processes enable us to produce the very thin and light fabric "Amaike Super Organza" and we have received good evaluations from domestic and overseas brands and theaters since it went on the market.

我们的工厂位于合成纤维的产地石川县，2005年成功确立了7D超薄面料的纺织技术。在国内价格竞争激烈，交易厂商纷纷破产的大环境下，我们最终得以幸存，利用不同素材交织的数字打印技术，全心投入到研发当中，最终实现了其他公司无法匹敌的技术能力，打造出了全球最轻薄的蝉翼纱“天女羽衣”。自对外公布以来，获得了海内外品牌、剧场的高度评价。



Founded as a contractor for clothing fabrics. We have been developing ourselves from yarn processing to weaving process for high value-added textiles such as interior, sports, and industrial materials, aiming to establish the foundation of "technological development manufacturer".

创业之初，主要从事服装纺织代工业务。从家居内饰、体育运动、工业物资等高附加值纺织品的丝线加工到纺织工序，本公司均可独立进行生产开发，为力争成为“技术研发型”厂商夯实基础。

COMPANY

Language support	Japanese, English	Email	asai.superorganza@gmail.com	Number of Employees	38 people
Name	Amaike Textile Industry Co.,Ltd.	Establishment	1956	Representative	Mototsugu Amaike
Address	59-1, To-bu Kokuga, Nanao-shi, Ishikawa, 926-0037 Japan	Business Description	Weaving and dyeing manufacturer		
		Products	Industrial materials, garment fabrics		

ABOUT THE VISIT

Visit Available	Visitation Hours	Weekday 9-12, 13-17	Time required for observation (min)	90
	Number of Visitors Allowed	20	Application Deadline	email. 3 weeks prior



PRODUCT 11
GIFU



JUSENGAMA



We make vessels and glazes called zinc crystal glazes.

In order to crystallize crystals, the raw materials are mixed and the amount of glaze is determined, bake in a limited area inside the furnace.

Since the raw material is a natural product, the ingredients vary slightly depending on the lot purchased. We continue to make collections for the subtle differences.

我们使用锌系结晶窑变釉药制作器皿。为了使结晶析出，在对原料进行调和后再决定施釉量，然后在窑内有限的空间里装窑烧制。由于原料均为天然物质，因此根据进货批次的不同成分上略有不同。我们会一边调整这些细微的不同，一边制作。

Even though I knew it would happen, it was hard to find the right mix and baking method for my kiln. It took six years to establish.

即使知道会产生结晶，但找到适合自己的窑的调和比例、烧制方法仍十分困难。从开始研究到最终确定，我们花费了6年的时间。

COMPANY

Language support Japanese
Name Jusengama
Address 4-65-5, Kitamachi, Tajimi-shi,
Gifu, 507-0055 Japan

Email jyusen@re.commufa.jp
Establishment 1972
Business Description Ceramic manufacturing
Products Tea set, sake set

Number of Employees 3 people
Representative Hiroyasu Ando

ABOUT THE VISIT

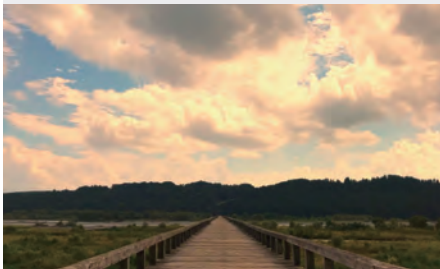
Visit Not Available



PRODUCT 12
SHIZUOKA



NISSHO KOGYO Co.,LTD.



“Beauty” is inherently a value that is not affected by the color of eyes and the color of the skin, culture and faith, male and female sex. And “food” is the same, happy time everyone in the world has. PROGRESS's proposes is new, exciting and delicate new lifestyles by removing various boundaries and dressing up food.

“美”具有一种不分人种、肤色、文化、宗教、性别的价值。“饮食”也同样，是世界上每一个人都能够享受到的幸福时光。PROGRESS打破一切边界隔阂，通过装饰“饮食”，为消费者带来前所未有的、充满刺激且注重细节的全新生活体验。

The birth begins with a single glass plate. A glass test piece that is casually discarded at the production site. One day, the spirit of a single employee, who has begun to see the glamorous shine, begins to move. I want many people to know the beauty of “color of light” that I have never seen before. The pleasure I received from the glass plate I met at that time was the same as drinking delicious wine, which led to the birth of a glass. With the concept of “everyday is extraordinary,” just a glass of PROGRESS will make the dining table a special space, and the story will make the taste beautiful from the sight. The story of PROGRESS will continue.

PROGRESS的诞生源于一块玻璃板。一块不知被谁扔在生产车间的玻璃试验片。一天，一个员工看到这块玻璃片绽放出艳丽的光芒，心为所动。为了能让更多的人知道这前所不见的“光的颜色”之美，他每天都在不断地思考。他偶然发现到，感受到玻璃板之美的喜悦与喝到美味葡萄酒时的感受十分相似，由此便诞生了这一酒杯。以“日常中的非日常”为理念，PROGRESS酒杯的存在将餐桌变为一个特别的空间，从视觉上为每一餐增添美味。PROGRESS的故事仍将继续。

COMPANY

Language support Japanese
Name Nissho Kogyo Co.,Ltd.
Address 528-1, Nakagawa, Shimada-shi,
Shizuoka, 427-0103 Japan

Email nissho@trad.ocn.ne.jp
Establishment 2010
Business Description Manufacturing and sales of Jewelry glass
Products Jewelry glass

Number of Employees 12 people
Representative Hiroo Konagai

ABOUT THE VISIT

Visit Not Available



PRODUCT 13
KYOTO



KYOTO MARUBENI CO.,LTD.



"Kyoto Marubeni" has been handling Japanese-style items since its inception in 1858. Its history can be said to last more than 150 years. At present, what Kyoto Marubeni does is to expand the horizons of kimono users by providing small and casual kimonos so that a wide range of generations can get familiar with Japanese clothing. In addition, we need to deepen our product production by making use of our network with kimono production areas nationwide such as Kyoto, Kanazawa, and Yuki.

自1858年丸红创业以来，“京都丸红”一直从事和服饰品业务。其历史已有150余年。现在，京都丸红为了让男女老少都能了解并接触到和服，提供了许多和服配饰和休闲款式的和服，努力扩大和服的穿戴者范围。此外，我们还有效利用与京都、金泽、结城等全国知名和服产地间的网络，开展更为深入的商品制作。

Shinobu Ichikawa, the first president of Marubeni Corporation, gave a reminder of the purport that "First, be correct," "Always be new," and "The most desirable thing is" wa. " To this day, the management spirit of "Sei-Shin-Wa" has been handed down as Marubeni's corporate motto.

丸红株式会社的初代社长市川忍曾教导我们“首先要‘堂堂正正’”、“时刻要‘求新求变’”、“最理想的是‘以和为贵’”。如今的丸红也继承了“正、新、和”这一企业经营方针。

COMPANY

Language support	Japanese	Email	i-izaki@kyobeni.co.jp	Number of Employees	80 people
Name	Kyoto Marubeni Co.,Ltd.	Establishment	1858	Representative	Isao Izaki
Address	No.60 Kyoto Karasuma Manjuji building F4, 369, Gokuishi-cho, Manjuji-dori, Karasuma Nishi-iru, Shimogyo-ku, Kyoto-shi, Kyoto, Japan	Business Description	Manufacturing and wholesale of textile products mainly in Kimono and related items		
		Products	Kimono and related products		

ABOUT THE VISIT

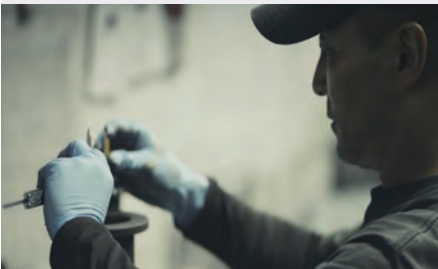
Visit Available	Visitation Hours	Mon-Fri 9:15-17:30	Time required for observation (min)	90
	Number of Visitors Allowed	30	Application Deadline	email, 2 weeks prior



PRODUCT 14
OSAKA



ANAORI CARBON CO.,LTD.



Special carbon materials that have been used only for industrial use so far have very suitable properties for cooking. Many people know this wonderful characteristic, and I want to make a product with the surprise experience that makes the table full of smiles.

迄今为仅应用于工业的特殊碳材，其特性亦非常适用于烹调。为了能让更多人了解这一出众的特性，我们致力于产品制造，希望这一惊人的体验能够为百姓的餐桌送去欢笑。

When I was a very young child, when I went to the factory, my father baked sweet potatoes with carbon. I haven't forgotten its deliciousness, and since I took over the company, I developed cooking utensils in parallel with the industrial carbon business. I am very happy and proud to be able to deliver this all-carbon cookware to everyone.

在我小时候，每次去工厂，父亲都会给我吃碳烤红薯。那时的美味令我终身难忘。继承公司后，我便在开展工业用碳材业务的同时，努力开发烹调用具。此次能为大家奉上全碳材制造的烹调器具，我感到非常高兴和自豪。

COMPANY

Language support	Japanese	Email	t.nishimura@anaori.co.jp	Number of Employees	80 people
Name	Anaori Carbon Co.,Ltd.	Establishment	1962	Representative	Eiichi Anaori
Address	6-20, Hatakeda-cho, Ibaraki-shi, Osaka 567-0028 Japan	Business Description	Industrial carbon products manufacturing		
		Products	Firing furnace parts		

ABOUT THE VISIT

Visit Available	Visitation Hours	Weekday 10-17	Time required for observation (min)	30
	Number of Visitors Allowed	5	Application Deadline	email



PRODUCT 15
OKAYAMA



KIMONO TERRASSE



After the Great Hanshin-Awaji Earthquake, I lost my home, my neighbor and my hometown. When I lived in Okayama, I accidentally knew that there was a place called “the street of textiles”. In Kojima, Kurashiki City, there are denims, Sanadahimo, 80% nationwide Tatamiberis are owned, 70% sailclothes are owned and other various textile industries. And the city is supported by the people involved in it. In a city, if the industry continues for a long time, the city will remain with life. As long as children call this place their hometown, we want the city to last forever. Then, I made Obi and Kimono combining different fibers of Kojima. Originally, denim and Tatamiberi are made for a different purpose than Kimono. And these industries will continue to the future. We hope that these Obi and Kimono will be used as dignified products in the new field of Japanese folk costumes, and we will continue to make proposals.

阪神淡路大地震令我失去了家园，亲近的邻居也都四散分离，我深深地感到原来失去故乡是这样的凄凉。正是那时，我搬到了冈山，得知那里有一个地方被称为“纺织之城”。仓敷市儿岛中聚集了各种各样的纺织产业，除了牛仔布，还有真田绳、占全国市场份额8成的榻榻米包边、占全国市场份额7成的帆布等。而从事纺织业的人们则支撑着整个城市。只要产业能够持续下去，人们就能生活，城市就能留存。只要还有将此地称为故乡的孩子，我希望整个城市能够长久地存在下去。于是，作为一个每天穿着和服生活的人，我尝试用不同的面料制作和服与腰带。过去，牛仔布或榻榻米包边并非为制作和服所织，未来也将作为长寿产业一直持续下去。而我则希望这些材料也能被用于日本民族服装这一新领域之中，成为具有格调的商品。未来我也将不断推出新的商品。

Recently, few people wear Kimono. As an individual with the title of Dr. Okayama Kimono, I believe that the spread of Kimono is an important mission, but I thought that some impact was necessary for that. Originally, Tatami-Beri is a building material, but by using a material with tension, it is possible to form a variety of Obi knots, and it is a nicely designed band combined with denim and Sanada-himo. Due to the fun and design of the materials, generations who are sensitive to fashion are also attracting attention, and the number of people who want to wear Kimono is increasing little by little. In addition, we are interested in local textile industry officials as a new way of using materials, and we want to continue to promote the textile industry in Kojima, along with Kimono, as a theme of our own life.

最近，穿和服的人越来越少。既然我荣幸地被评为冈山和服博士，普及和服便成为我重要的使命。为此，我便开始思考需要怎样的突破。本来榻榻米包边是建筑材料，而将这一具有弹性的材料用于腰带，则能够创造出花样翻新的腰带扣形状，再与牛仔布和真田绳相结合，便能够制作出具有独特设计性的腰带。材料的特性与设计性亦受到对时尚潮流敏感人群的关注，慢慢地在我身边想穿和服的人也越来越多。不仅如此，材料的新用法也引起了本地纺织产业相关人士的兴趣。今后，我也会将普及和服和儿岛的纺织产业作为自己人生的课题而不断努力。

COMPANY

Language support Japanese
Name Kimono Terrasse
Address 294-2, Niwase, Kita-ku, Okayama-shi,
Okayama, 701-0153 Japan

Email natsukazu71@gmail.com
Establishment 2017
Business Description Retail usiness
Products Kimono, obi-belt, accessory

Number of Employees 1 people
Representative Natsuko Nasu

ABOUT THE VISIT

Visit Not Available



PRODUCT 16
HIROSHIMA



HIROSHIMA ARTIST BRUSH MANUFACTURING. CO.,LTD.



The history of our company has a close relation with the history of fude-making (brush-making) in Kumano Town. About 180 years ago (the end of the Edo-period), the young villagers, who were the pioneers of fude-making in Kumano Town, learned the skills from fude craftsmen in Kinki area in Japan. At the same time, Hiroshima clan encouraged selling fude as one of Hiroshima's crafts toward all over the country. Then both fude-making and selling toward the other area was established in Kumano Town. Mr. Yasubei Shiromoto (great-great-grandfather of the current President) became a brush craftsman in 1868 (Meiji 2) and started fude-making in Kumano Town. Mr. Shodai Joichi Shiromoto (Joichi Shiromoto I (First)) received the license from Hiroshima Prefecture as "Fude Yui (making and selling brushes)" first in Kumano Town in January 1881 (Meiji 14), and we, as a company named "Shiromoto Shouten," started brush manufacturing and selling, officially. Therefore, January 1881 is the official foundation year of our company.

本公司的历史与熊野町制笔的历史颇有渊源。距今约180年前(江户时代末期),熊野町的年轻人纷纷前往近畿地区或将技术人员请至熊野努力学习制笔技术。同时,因广岛藩工艺的推广,毛笔的销路遍布全国,确立了熊野町的毛笔生产和销售体制。本公司的制笔始祖城本保兵卫(现任社长的高祖父、即祖父的祖父)于1869年(明治2年)成为制笔师,开始在熊野町制笔。初代城本穰一在1881年1月作为熊野町的第一位“笔结”(毛笔的制造、销售企业)从广岛县获得了“鉴札”(使用许可),正式设立公司“城本商店”,开始了毛笔的制造及销售工作。因此,1881年便是本公司的创业之年。(今年是创业的第137年,制笔的第149年。)第二代城本穰一为了能够提高熊野笔生产者的技术并实现原材料的联合采购,成立了熊野毛笔事业协同组合(熊野笔事业协同组合的前身),并就任了初代理事长。其子城本胜司亦作为第二代熊野笔事业协同组合理事长,为促进熊野笔的发展鞠躬尽瘁。本公司为感谢祖先及町中的制笔师前辈,于1870年在公司的土地上建立了保护町中百姓的观音堂。该观音堂于1964年翻建,仅保留了最初的石灯笼。我们衷心地希望熊野町和公司的未来能够繁荣兴盛。

The speciality of Kumano-Fude is using the hair of natural animals and NOT cut off the brush tip. This makes users very comfortable when brush touches face, this also makes either power or liquid smoothly put on face. The brush also makes power or liquid uniformly put on your face.

熊野笔的特点是使用动物的自然毛发,制笔时不修剪毛尖。由于未修剪毛尖,肌肤的触感非常柔软。也因为未修剪毛尖,化妆品(或粉或液体)可进入毛与毛之间,切实抓取。而在熊野笔尖接触皮肤的瞬间,化妆品则能够轻薄均匀地附于皮肤之上。功能性十分出众。

COMPANY

Language support English
Name Hiroshima Artist Brush Manufacturing. Co.,Ltd.
Address 4-7-24 Nakamizo, Kumano-cho, Aki-gun, Hiroshima 731-4214 Japan

Email shiromoto@artbrush-hiroshima.com
Establishment 1869
Business Description Manufacturing and selling brushes for calligraphy, paintings, makeup, and the other special brushes

Products paintings(sumi-e, watercolor, & oil), makeup, coloring brush pen, and the other special brushes
Number of Employees 20 people
Representative Kenji Shiromoto

ABOUT THE VISIT

Visit Not Available



PRODUCT 17
TOKUSHIMA



DAIRI LUMBER CO.,LTD.



“Ai,” or indigo; a natural dye with history, also known as Japan Blue. In the past, Awa indigo, a beautiful dye that steadfastly keeps its color, was known throughout Japan as an indispensable dye for the creation of high grade dyed goods. It is common knowledge, though, that the importance of indigo has been on the decline due to the appearance of synthetic dyes and other factors.

In recent years, however, indigo fields have in fact been on the rise in Tokushima prefecture. We believe that the perceived value of indigo is on the increase thanks to global market expansion and changes in lifestyles. It is our wish to raise awareness about Tokushima’s long-held indigo related expertise and technology throughout Japan and abroad and to contribute to the realization of a richer lifestyle by collaborating with a variety of different industries in the creation of new indigo products.

“蓝”是一种历史悠久的天然染料，也作为“Japanese Blue”而广为人知。染色后颜色艳丽不易脱色的阿波蓝，在过去作为高级染制品制作中不可或缺的染料而闻名全国。然而，随着化学染料的兴起，蓝的需求逐渐下滑。但是，德岛县内的蓝草田却在近几年呈增加的趋势。随着全球市场的扩大和生活方式的改变，蓝的需求较之供给有所增加。我们将不仅仅止步于德岛多年来形成的色彩表现，还希望能够通过在国内外推广蓝的相关知识和技术，实现不同行业间的对接，进而打造出前所未有的蓝染产品，为实现丰富的日常生活做出贡献。



Dairi Lumber offers interior and building materials including logs as residential building materials, and we have the largest market share in the Shikoku area in the manufacture of two-by-four home houses paneling.

大利木材主要提供住宅建材，包括原木等家装建材、建筑材料，在2×4工法住宅的板材制造领域市场份额位居四国首位。在建材方面我们拥有丰富的知识和悠久的历史。我们专注于木材，并围绕木材开展多种多样的业务。

COMPANY

Language support	Japanese, English	Email	info_abroad@dairinet.com	Number of Employees	25 people
Name	Dairi Lumber Co.,Ltd.	Establishment	1959	Representative	Takahiko Kohama
Address	7-68, Tsudakaigan-cho, Tokushima-shi, Tokushima, 770-8001 Japan	Business Description	Assembling of two-by-four lumbers, precut, panel and truss production to building contracting, selling flooring, panels, other building material as well as		
		Products	Import and sales of raw woods, manufacturing and sales of construction wood material		

ABOUT THE VISIT

Visit Available	Visitation Hours	Mon-Fri 9:00-17:30	Time required for observation (min)	180
	Number of Visitors Allowed	3	Application Deadline	email



PRODUCT 18
EHIME / KYOTO



REBIRTH PROJECT TRADING CO.,LTD.



We have been promoting the “Ehime Silk Project” since 2016 with the aim of creating a new silk industry, developing products using domestic silk, branding, and developing sales channels both in Japan and overseas. Currently, in order to further promote the project, we are aiming to establish a system that can perform everything from cocoon production to processing, product development, manufacturing, and sales. I want to create an industry with a new concept that has never been seen before, and to promote business while coordinating stakeholders across regional and field boundaries, increasing the value of silk materials and passing it on to the next generation.

为打造新的丝绸产业，我们自2016年开始推进“爱媛真丝项目”，使用日本国产真丝进行产品开发，开展品牌推广，向海内外拓展销路。现在，为进一步促进项目发展，我们正努力构建从蚕茧生产、加工到商品开发、制造、销售的一条龙产品制作体制。以前所未有的新创意孕育产业，超越地区、领域的壁垒，与利益相关方携手合作推进业务的实施。同时希望能够提高真丝的价值，在新一代产品中得到传承。



REBIRTH PROJECT has a mission of “To survive the earth” and reconsider the impact of humanity on the environment and society, and propose new lifestyles for the future. When developing SILMORE, we first focused on utilizing by-products. About 17% of the whole cocoon turns into raw silk from the cocoon. We are working to utilize the remaining 83% of cocoons without waste, discovering the value of what was previously discarded, and trying to create new demand and supply flows by upcycling to high value-added products.

REBIRTH PROJECT提出“为了人类能够在地球上生存”的使命，重新审视人类迄今为止对环境和社造成的影响，通过新的商业模式打造未来生活。在研发SILMORE的过程中，我们首先关注的是如何有效利用副产品。整个蚕茧只有大约17%能够成为生丝。我们将焦点聚集在应如何有效利用剩余83%的蚕茧上，从以往会被扔掉的部分中发现价值，并将其加工为具有高附加值的商品，通过上升式循环利用，创造出新的供需流动。

COMPANY

Language support	English	Email	kiyotani@rebirth-project-tr.jp	Number of Employees	10 people
Name	Rebirth Project Trading Co.,Ltd.	Establishment	2016	Representative	Takashi Kawai
Address	3-3-38-301, Tachibana, Matsuyama-shi, Ehime, 790-0966 Japan	Business Description	creating new industry of silk products, regional trading, manufacturing uniform		
		Products	Silk products		

ABOUT THE VISIT

Visit Available	Weekday	Time required for observation (min)	120
Visitation Hours		Application Deadline	phone, email
Number of Visitors Allowed	5		



PRODUCT 19
SAGA



YAMAHEIKAMAMOTO CORPORATION



While maintaining the 400-year tradition of Arita porcelain, we aim to create products that meet the needs of the times and always want to be challengers. More delicious, more enjoyable, we will continue to make suggestions from people who value food.

我们希望守护有田烧400年传统的同时，打造符合时代需求的商品，时刻向未来发起挑战。为珍视食物的人们不断地奉上使料理变得更美味、令生活变得更愉快的餐具。

The first Heisaku Yamamoto was raised as the second son of the Arita porcelain kiln Yamasho kiln and is well-trained.

We have been studying to create products that meet the needs of the times while preserving the tradition from that time.

It has been handed down to the second and third generations, creating new techniques and technologies. The spirit of constantly challenging the next generation.

初代山本平作是有田烧制作工山庄窑家的次子，经过不断的修行，于20世纪50年代自立门户，拥有了自己的窑。从那时起，他便开始不断钻研，想要制作出既能守护传统又能顺应时代需求的商品。这一理念也被第二代、第三代传人所继承，不断孕育出新的技法、新的技术。希望我们不断挑战的精神能够永传后世。



COMPANY

Language support	Japanese	Email	info@yamaheigama.co.jp	Number of Employees	11 people
Name	Yamahei Kamamoto Corporation	Establishment	1950	Representative	Hirofumi Yamamoto
Address	2267-1, Otsu, Kuwakoba, Arita-cho, Nishimatsuura-gun, Saga, 844-0012 Japan	Business Description	planning, production and sales of Arita ceramic ware		
		Products	Table ware		

ABOUT THE VISIT

Visit Available	Upon request	Time required for observation (min)	Upon request
Visitation Hours	Upon request	Application Deadline	Upon request



PRODUCT 20
SAGA



ARITA PORCEALIN LAB INC.



Beginning with the JAPAN series expressing the four seasons in Japan, the design created from ARITA WARE tradition and modern sensibility, Each feature is characterized by a fine texture created by handicrafts by experienced craftsmen. We challenge to take over the 400 years history to our next era.

以表现日本四季的日本系列产品为代表，每一件作品都由经验丰富的工匠制作而成，兼具有田烧传统与现代感的设计和深邃高级的质感。为了能将拥有400年历史的有田烧传承给后代，我们将不断发起新的挑战。

Feel Japan, enjoy the luxurious moment with our modern Aritayaki. We care to enrich your experience at the table elegant form and colors, indepth radiance of high quality finish, refined functionality and superior durability to our each piece satisfy the sensitivity of the user provide the Nippon Modern Luxury all over the world, Arita Porcelain Lab continue to produce modern lifestyle tableware, by reinterpreting the tradition to connect the history of Aritayaki 400 years to the next generation.

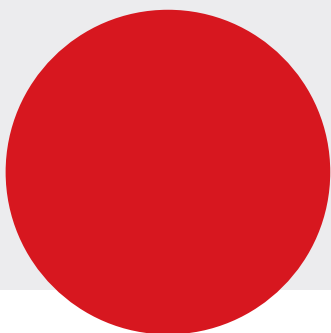
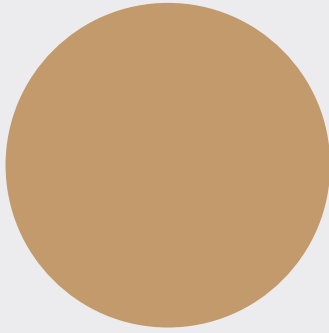
通过时尚的有田烧感受日本。享受奢侈的时光。我们所珍视的，是您与器皿共同度过的愉快时光。优雅而美丽的颜色和造型，深邃高级的光泽，出众的耐用性以及轻薄便捷的使用感。每一件作品都为满足用户的感官而存在。为了能让“Nippon” Modern Luxury走向世界，我们将坚持在守护传统的同时打造符合现代生活方式的产品，并将有田烧400年的历史传承给后代。

COMPANY

Language support	Japanese	Email	namba@aritaware.com	Number of Employees	40 people
Name	Arita Porcelain Lab Inc.	Establishment	1804	Representative	Satoru Matsumoto
Address	3037-8, Hei, Kuromuta, Arita-cho, Nishimatsuura-gun, Saga 844-0022 Japan	Business Description	Manufacturing and Retail of ceramic ware		
		Products	Porcelain		

ABOUT THE VISIT

Visit Available	Upon request	Visitation Hours	Upon request	Time required for observation (min)	Upon request
Number of Visitors Allowed	Upon request	Application Deadline	Upon request		



【Contact】

Japan External Trade Organisation(JETRO)
Digital Promotion Division, Digital Trade and New Industry Department
E-mail:DNA-project@jetro.go.jp