

Next Market In-

CONTEMPORARY JAPANESE DESIGN PROJECT

UNIT 1

JAPAN x FRANCE

Craftsmen x Designers



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The Contemporary Japanese Design Project.

We want to merge Japanese tradition and innovation and make more global and exciting creations. The Contemporary Japanese Design Project (CJD-P) was begun with this concept in mind. We gathered 25 companies; manufacturers and craftsmen with excellent proprietary techniques from various places around Japan. We built a wide network of experienced advisors and distributors from France and Germany. We married producers with six German and French designers, all overflowing with talent. Under the conceptual banner of “tradition is continuing innovation,” the CJD-P started in 2015 as an international project with the support of the Japanese government.

Japanese craftsmen and manufacturers and the international advisors and designers all met in Japan and shared a variety of experiences and emotions. In January and February of 2016, after a full year of hard effort, the crystallization of this creative work will be unveiled in the worlds largest trade fair, Maison et Objet / Frankfurt Ambiente. We will introduce beautifully innovative and functional products, the likes of which have never been seen before.

Please have a look at the creativity and sure skill of the CJD-P Team.

Japan - Tradition and Innovation

Japan. The long passage of time has made for a unique history and culture here. Spring, summer, fall, winter, all transition distinctly; a culture of craftsmanship continuing for hundreds of years among this rich natural beauty.

Japan. Bleeding-edge technology is born here. Innovation in the industries of electronics, automobiles, and robotics make Japan a world leader.

In the Metropolis of Tokyo, it is unbelievably advanced. The automated features of the city; the latest fashions, creations, and technologies; or pop culture including manga, one cannot help but be filled with excitement and surprise.

In the ancient capital of Kyoto, surrounded by an amazing atmosphere that makes palpable tradition and culture, one finds himself moved. Hospitality; the face of the city that changes with the seasons; the beauty of a traditional cityscape centered around temples and shrines; and traditional arts, entertainment, and spirituality are all born of a seemingly eternal history.

The coexistence of tradition and innovation is one of Japan's unique points. It could be said that it forms Japan's identity.

Title: HOTDESK

Designer: Elisabeth Vidal

Promoting lacquer for more than 180 years, the Isuke brand greatly contributes to the continuation of the beautiful urushi craft tradition.

In the mainly artificial world that represents our office environments, we feel the need to relate to natural matters. HOTDESK is a collection of «deskware», entirely created from natural materials; offering a sensitive and charming way of enjoying a tea or a coffee at one's desk. «Slowly» made in the mountains of Kyoto district, masterly curved, urushi lacquered from Ash wood blocks, HOTDESK objects are light, heat isolating and offer a soft sound while in contact with the desk. Its design explores the limits of this wonderful knowhow, playing with variations of thickness to offer the best interface answering to our need for sensorial comfort in the office. The grain of the wood is a feature of HOTDESK objects. Lacquered with the resin extracted from the urushi tree, tinted from natural red or black pigment, there are underlined with gold powder.

ISUKE has 180 years' history in the field of Japanese natural lacquer "urushi" in Kyoto. Nowadays we have gained wide popularity in the market, incorporating design and functions which match well in modern life. We originally propose contemporary tableware that is made from our historic techniques and new design. We established "isuke" as a new lacquer brand, with the cooperation of domestic and overseas designers.

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Title: AWASE LIGHT COLLECTION

Designer: Arthur Leitner

Daiko Industrial is a Sudare producer. From the ancestral Sudare to the more contemporary sunblind, the company confirmed his capacity to research and innovate with the Sudare know-how. Since 2014, Daiko is making a step further by developing Sudare furniture and lighting products.

The Awase light collection is using the Sudare's flexibility to wrap the light source and create a soft and warm light. Declined as a table, floor, wall and pendant lamp, the products invite users to manipulate the Sudare and modulate light intensity.

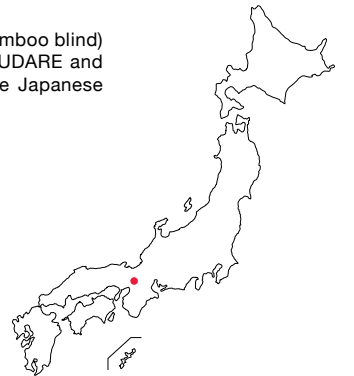
In closed position, the delicate Sudare edges draw a soft curve reminding kimono collar lines. This shape can evolve as the user opens the lamp. The table and wall lamp can be opened widely until the Sudare becomes a flat surface. In this position, the lamp is turned into a completely different object, diffusing a generous light reflected by the textured Sudare surface.

The Awase light collection applies the sun-blind traditional use to show the beauty and refinement of this material through indoor light products.

DAIKO is a company conveying a Japanese traditional SUDARE (bamboo blind) in the present age. We succeed the traditional technique of the SUDARE and repeat much improvement and they are used for a window of the Japanese Shinkansen recently now.

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3. SOESEN

Tableware

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Title: KOTOBUKI BRUNCH

Designer: Elisabeth Vidal

In Ureshino, on Kyushu island of West Japan, a craftsman exalts the light of the porcelain surface by engraving dots on to the surface of cups and tea pots. This very old and acclaimed craft is called “KAKIOTOSHI”.

KOTOBUKI BRUNCH is a tableware collection for cold and hot drinks, designed to highlight this beautiful mastery. Its production comes out of a collaboration between the Soejima cousins workshops.

The collection includes a double spout jug and a cup. Both objects are dressed with crafted dots bringing quality to eyes perception as well as hand perception, by catching the light on the edges, creating a texture, a tactile and grip effect. On each object, some of the dots are positioned ‘off the formal’, making each piece, formed and signed by the KAKIOTOSHI master, unique.

*In Japanese, “KOTOBUKI” means a long and happy life.

Soesen Seito-sho produces porcelain tableware, also called Hizen Yoshida porcelain ware after its production site, the Yoshida district of Ureshino City, Saga Prefecture. Polka-dotted tableware unique to the pottery was produced in large quantity around 1965 in the high-growth period, but its production gradually decreased to a level barely sustained by demand from eating houses and public institutions. In recent years, however, with its nostalgic but somewhat new designs free of obsolescence over time supported by many people, the tableware has been attracting attention even from younger generations because of its feel of Showa and refined shapes. In 2010, it received the Good Design Long Life Design Award, highly appreciated as “worth positioning as a symbol of the Japanese dining table.” Kenichi Soejima, the third master of Soesen Seito-sho, is Japan’s only craftsman hand-drawing these polka dots one by one.

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Title: MIKI STOOL

Designer: Arthur Leitner

Since four generations, Ogura's family has been improving their wood turner and lacquer skills. His rich know-how allows him to control the whole production process, from the choice of the tree trunk to the wipe Urushi delicate application.

The Miki stool is made out of a single trunk, turned in one piece, following soft curves. The round shape of this furniture piece is made to enhance the continuity of the natural wood grain around the stool. Each single piece will have its unique grain pattern. The refined wipe Urushi finish with a very light gradation of lacquer layers highlights the soft shape and its grain pattern.

This furniture piece is a rare high end product, result of a perfect control of every production step.

Founded in 1876 (Meiji 9) and incorporated in 1976 (Showa 51), we are a Nagiso woodturning shop engaged in the manufacturing and distribution of wheel-carved wooden vessels in a village of kijishi (woodturners) in Nagiso Town, Kiso County, Nagano Prefecture. Nagiso wood turning, originating 1,000 years ago in the Heian period, is a traditional craft designated by the government under the Act on the Promotion of Traditional Craft Industries. The wooden vessels are characterized by the beauty of their effectively used grain of wood.

While our manufacturing and distribution are focused on Western tableware such as wooden dishes and salad bowls, we have recently developed diffraction-type cylindrical speakers using woodturning techniques.

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Title: INDIGO SHADES collection

Designer: Elisabeth Vidal

For centuries, indigo plants have grown in the once called Awa, Tokushima Prefecture area. Their particular blue shades still have a large influence on the Japanese textile aesthetic and culture. Awa Ai is the name given to this natural indigo dyeing process which is traditionally part of the local culture and commerce. In 2009, Mister Yamada, CEO of Kinuya, decided to explore Awa Ai using leather, with the desire to bring it into other fields. He succeeded in 2011, the year of the rabbit, giving birth to a new leather goods brand.

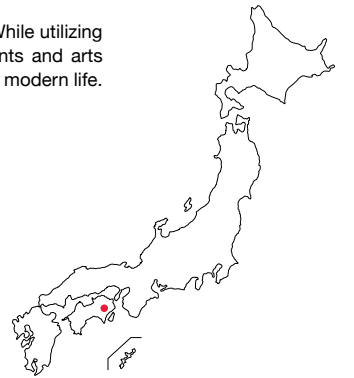
The INDIGO SHADES collection is composed of unfussy objects, soft to handle, highlighting the beautiful and natural indigo leather dyeing skills of Mister Yamada. This textured skin, obtained by the SHIBORI(tie-dye) process, is used from the outside to the inside of each object, bringing to it a highly sensorial quality. Each piece is unique, cut out of an individual skin and a specific pattern.

"Kinuya" in Tokushima celebrated its 100th anniversary in 2012.

The main product of Kinuya is kimono (traditional Japanese clothing). While utilizing traditional crafts' dyeing techniques and designs, as well as ornaments and arts cultivated through kimono production, we propose products that enrich modern life.

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Title: BLOWBOWL and DAILY COSY

Designer: Elisabeth Vidal

KUMAGAI is a very active company promoting Kyoto ceramic culture and skills. There, one craftsman delivers great beauty through "HANA KESSHO"* expression on porcelain, a glazing process which gives an uniqueness and a specific beauty to each singular piece. BLOWBOWL and DAILY COSY are two projects focusing on sublimating this skill.

Blowbowl is a light and ample serving dish, designed to enhance your culinary creations and serve whatever you wish in a bowl. Its « inflated » aspect offers a highly comfortable grip. It plays with the perception of a monolith made object of crystallized flowers and its contrasting light weight.

Daily cosy is a little collection bringing coyness to meal times with a flower, a candle, and not forgetting salt and pepper. This set is composed of four little sculptural objects, emphasizing the contrast between "HANA KESSHO"* texture and the rough porcelain surface.

*In Japanese "HANA KESSHO" means flower crystallization.

K in "K+" stands for Kumagai, Kyoto, Kyoto ware, Kiyomizu ware. Plus (+) is the collaboration with designers and artists with different culture backgrounds in various fields, which would lead to some chemical reaction. Our goal is to create original and contemporary ceramic products. By introducing "K+" to Japan, and all over the world, we hope to pass over Excitement, Enjoyment to people's daily life.

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6. KUMAGAI Tableware



Title: Kitayama sideboard

Designer: Saint Antoine

The Kitayama Sugi sideboard uses the very unique natural texture of the wood as a lively décor. Trunks are cut in a specific manner in order to use most of the wood and keep its natural bumps. Each plank can be used in natural, black dyed or burnt finish in the Japanese traditional way. Sideboard structure and interior are made with black dyed Oregon pine wood.

Nakagen Co., Ltd. undertakes operations consistently from tree planting and farming through lumber sawing and sale.

Since the foundation more than 130 years ago, we have been growing Kitayama cedar trees with affection for each tree while carefully selecting nursery trees, mountains and seasons. Winning an array of distinctions such as the Emperor's and the Crown Prince's visits and the Minister of Agriculture, Forestry and Fisheries Award while putting out Kitayama logs of a distinctive quality, we inherit the wood culture Japan boasts to the world. From the viewpoints of log quality, inheritance of traditional culture, and environmental conservation, we place special emphasis on the lumber preparation and polishing processes.

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7. NAKAGEN Wood cabinet



Title: KIHADA PROJECT /
IRORI MASU COLLECTION / DEKO BOKO MASU COLLECTION

Designer: **Arthur Leitner**

Ohashi Ryoki developed various box shapes and wood treatment in order to make the Tradition evolve and widen its perspectives.

The Kihada project follows the footsteps of these developments and offers a study focused on the box's skin. By creating different wood finishes this collection tries to push further the material research and creates two brand new products.

Irori Masu collection is a traditional Masu box which external side is gently burnt.

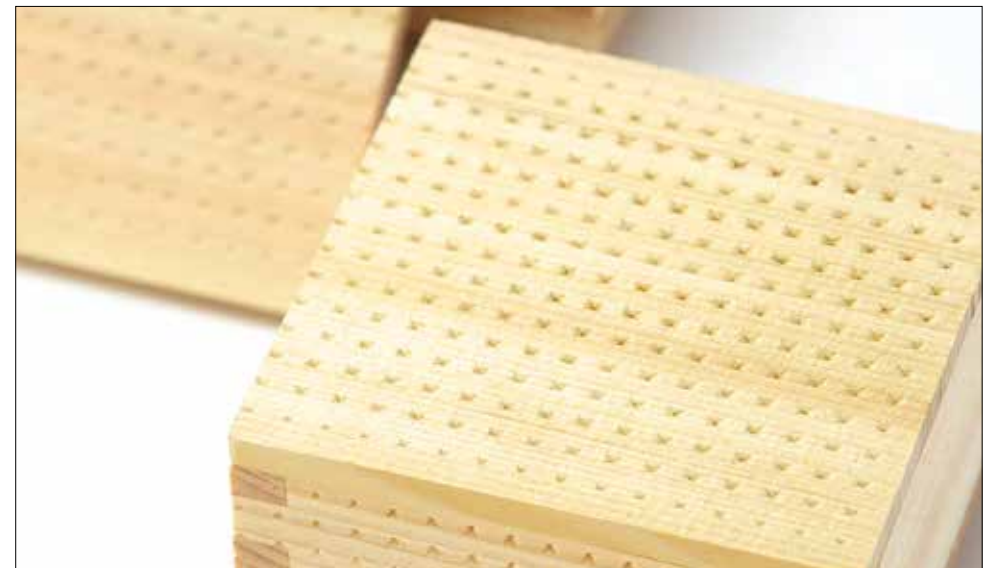
This delicate burning gives a deep dark brown color to the Masu. After burning, a brushed and oiled treatment fixes the finish and makes it ready to be used. The inside of the box keeps its natural light wood color. While opening the box, elegant Cypress and deep burnt smells melt and create a comforting home feeling.

Deko Boko Masu collection is the result of a research on the wood surface relief.

By strongly stamping the boxes, Ohashi gives the wood a textured pattern. This new skin animates the wood surface by catching the light. These numerous little holes also stimulate the touch during the box manipulation.

For over 60 years our company has been the leading manufacturer of traditional hand-crafted "Masu" boxes in Ogaki, Japan. Over 80% of all Masu boxes produced are made here. We have made these traditional Masu products to feature as an interior design in your everybody life.

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Title: Igusa daybed

Designer: Saint Antoine

Soejima Isao Shoten is a company developing products using Japanese Igusa, a plant that grows in the damp areas, without pesticides and fertilizers. Soejima uses only high quality Igusa, choosing the right diameter and strength. Igusa is then dyed to give it rich colors and weaved according to various possible patterns.

The Igusa daybed uses Igusa's health benefits: it absorbs polluted air particles and moisture to create a nice atmosphere. Lying on the daybed allows its user to have a perfect comfort and rest, in a very natural feel. The mattress is filled with PLA-rain, a three-dimensional mesh which characteristics complete perfectly Igusa's benefits. The wood structure is in tulip tree wood.

The Igusa reed (*Juncus effusus*) is the raw material for tatami mats, well known to all Japanese. Igusa reeds are slightly pliable, so that they give and are safe when children fall over. In addition, they maintain a comfortable atmosphere in a room by absorbing carbon dioxide and humidity, and acting as heat insulators. They muffle and insulate against noise but also its calming scent of natural plant material creates an effect of being in the woods.

Recently, a large quantity of Chinese-made Igusa has been imported into Japan. However, because there are persisting problems from the agricultural chemicals used in its cultivation, there is no real confidence in its safety. On the other hand, Soejima Isao Shoten, by using domestic Igusa and by maintaining consistent control over production, has earned a high level of trust within Japan.

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Title: SHIKISAI INDEN COLLECTION

Designer: Arthur Leitner

Since three generations, Yamamoto family is training his Inden know-how to produce refined leather goods.

The extreme delicateness of the natural lacquer application on deer leather turns this material into a high-end soft skin with meticulous patterns.

This unique technique is applied on the five leather goods items of the Shikisai Inden collection.

From the small coin case to the Tote bag, passing by a pocket, clutch and handbag, this collection is offering simple and functional elements.

These two-tone leather products are made with two pairs of colors: A wine red with a bright yellow and a deep blue with a flashy orange.

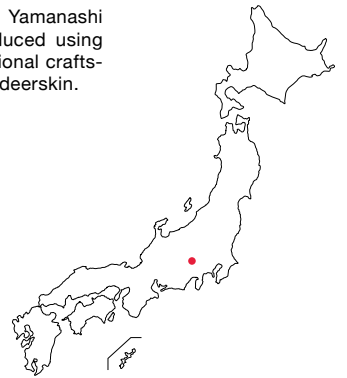
On each item, the outside leather has a dark color and is covered with lacquer while the leather inside element is made out of bright color leather.

As it passes through one side stitches, this inside element remains visible from outside, creating an original detail. Close to the dark color leather and its Inden textured pattern, this bright color slice is a striking detail that gives the collection its special look.

Inden, or decoratively lacquered deerskin, is a traditional craft of Yamanashi Prefecture. At Inden-no-Yamamoto, small leather goods are produced using time-honored techniques under the guidance of Japan's only traditional craftsman for inden. These products are characterized by the soft feel of deerskin.

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10. YAMAMOTO
Leather goods

Title: SABI SCREEN

Designer: Saint Antoine

Yokoyama produces a great variety of bamboo products since the beginning of 20th century. It both maintains traditional skills and develops new applications.

The bamboo screen is a room divider that uses a very specific square bamboo, a Kyoto technique used in Japanese interiors. Bamboo poles are used to create a graphic effect, and partially hide the view without taking out the light. The unique finish of the bamboos called "sabitake" is a natural texture that evokes sesame pattern. It also exists in dyed black finish.

Yokoyama Bamboo products was established in 1919 located west in the neighborhood of the Imperial Palace. We have kept the tradition and the history of bamboo processing skills ever since we have started. We have been working for the head of tea ceremony, "Urasenke Konnichi-an" and many places all over the world, creating a beautiful Japanese atmosphere for around 100 years.

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11. YOKOYAMA

Bamboo furniture



Title: PLA-rain cushions

Designer: Saint Antoine

Wako is a plastics producer, established 10 years ago in Shiga. The company developed a very unique three-dimensional mesh called PLA-rain.

PLA-rain has very useful characteristics:

- its structure is mainly composed of air, allowing the body in contact to breathe;
- the three-dimensional mesh supports the body and distributes its weight uniformly;
- it is easy to clean.

Three applications have been developed to demonstrate the benefits of PLA-rain with the body: a baby playmat, an Igusa mattress and seating cushions. PLA-rain is used as a very high quality filling material that has serious advantages over usual foam cushioning.

As a plastic processing and molding manufacturer, we are ready to respond to customer needs ranging from prototyping to mass production.

In 2013 we developed the original product PlaRain, which is widely used as an interior material.

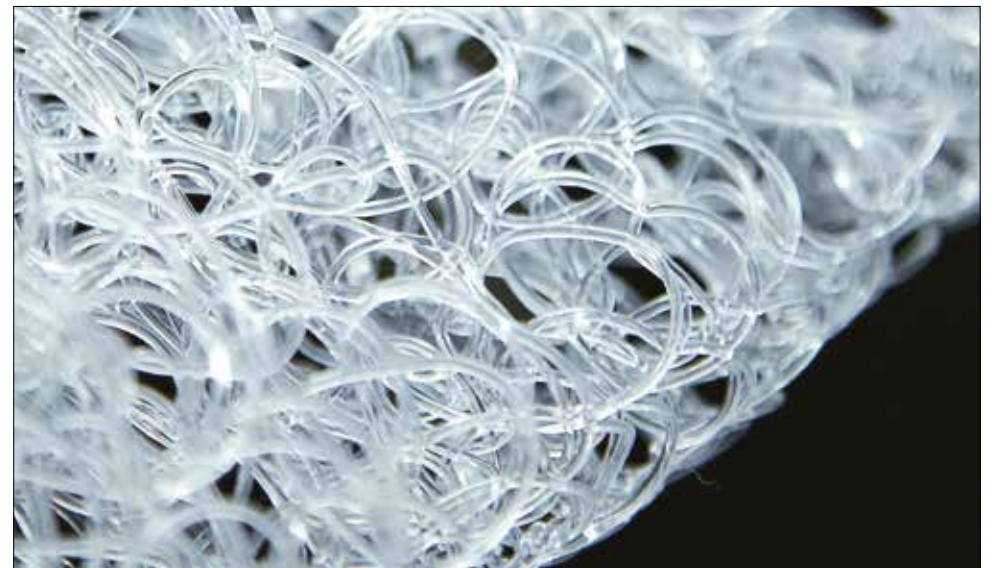
CONTACT:

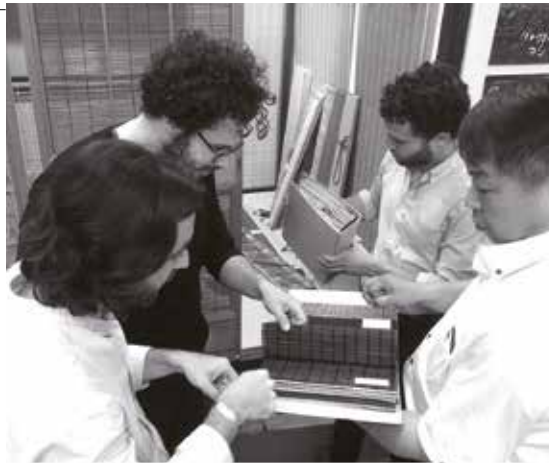
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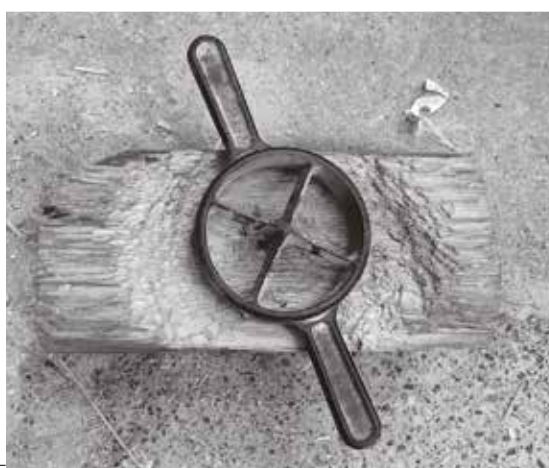
12. WAKO

PlaRain®





GLOBAL COLLABORATIONS



Contemporary Japan Design Project

Member Introduction

HEADQUARTERS

Main Coordinator



Kotaro Nishibori (Japan)

Representative of T.C.I. Laboratory, LLC.

TCI Representative Kotaro Nishibori has developed foreign-oriented designer products and spread them into the markets of 15 new countries, all while running the long-established Kyoto store, Hiyoshiya. With that track record as a base, he was tasked with planning and managing the cultivation of international trade in Kyoto and led the program to success in European and Chinese markets. Our enterprise's fundamental goal is to spread this to the whole country.

International Advisor (Distributor)



Xavier Lesage (France)

Representative of Melys Consulting

Mr. Lesage runs Melys Consulting, a consulting company specialised in developing business relationships between Japan and Europe. With a focus on interior design, homeware and fashion accessories, he holds deep insight into a wide variety of products, and has an extensive network of recognised experts in many fields. He also works as an associate professor of strategy and international business in French and European universities.

PR Advisor



Kentaro Kata (Japan)

Executive Partner of EXA Partners

Born in 1972 in Kamakura (Kanagawa, Japan). Kentaro worked for The Ministry of Land, Infrastructure and Transport (Tokyo) as legal official, The Boston Consulting Group (Tokyo & Paris) as Principal, and then he started EXA Partners (Paris) since 2010. Living in France for over 10 years, Kentaro has been advising Japanese companies for their business development in Europe including M&A, strategic alliances, marketing and branding as well as launching start-ups in France: EXA-AIR (manufacturing of innovative film packaging / cushioning materials) and Le Canal (PR & digital marketing). Graduated from The University of Cambridge (LL.M. and MBA) and The University of Tokyo (Bachelor of Law)

UNIT 1 - FRANCE

Coordinator



Isao Kitabayashi (Japan)

CEO of COS KYOTO Co.,Ltd. / T.C.I Laboratory / Doshisha Univ. Lecturer

His concept of business is "Unite materials, techniques and people, and refine by Kyoto sense". He will hold "Design Week Kyoto" in 21-28 Feb. 2016. He was one of TEDxKyoto Directors until 2014.

International Producer (Distributor)



Anna Takino (France)

Representative of JAPAN ROOTS&TREND / EXA partners

Ms. Takino is engaged in translation business for Japanese/French media. She has been inaugurated as a tourism advisor for the Japanese National Tourist Organization, Paris Office. Since 2009, she has managed the Kyoto Europe-Japan Office and acts as a tourism representative for incoming visitors to the cities of Kyoto and Kanazawa. She is also responsible for coordinating Paris exhibits for Kyoto City international market cultivation business, Kyoto Contemporary.

International Designer



Arthur Leitner (France)

Managing director of Studio Arthur Leitner

After obtaining his architecture degree, Arthur Leitner decided to focus on furniture and product design to be able to follow the creation process step by step, to the very beginning till it is completed. He wanted to get closer to the makers. After working for the Studio Campana in Sao Paulo, he spent two years on the Louis Vuitton Nomade Objects collection development. Through both of these experiences, he was able to work with high-end craftsmen on iconic furniture pieces. He is currently working as a design consultant for the Carpenters Workshop Gallery and as an independent designer for editors and craftsmen.



Saint Antoine (France)

Guillaume Garnier and Florent Linker. Directors and designers of the studio.

Saint Antoine is a design studio dedicated to unique and limited edition pieces of furniture and lighting. Saint Antoine works with architects and decorators to create products for their unique spaces. We develop the project with them and take care of the entire process: from concept to delivery. For that we have created a network of craftsmen, selected for the uniqueness of their know-how.

Saint Antoine also offers craftsmen and manufacturer to help them develop their business on very high-ended markets. Starting from a complete analysis of the workshop's skills and tools, we design products that fit the requests of high-ended customers.



Elisabeth Vidal (France)

Elisabeth graduated at the Ecole Supérieure de Design Industriel in Paris and received a Master's Degree at Domus Academy in Milan in 1990. First teaching assistant, she started her designer profession in 1993 in Netherlands, with projects related to agriculture. Back in Milan in 1994, she worked for Susani&Trimarchi and for Isao Hosoe Design, on projects related to office furniture, travelling interiors and tableware. In 1998 she created her own studio in Milan, specialized in the design of objects and retail context, collaborating with companies from Italy and abroad. In 2012, she sets up her business in Montpellier, her native city, in southern France. Her work is characterized by the gentleness of form, the studies of gestures and their innovation, the rigor of detail.

UNIT 2 - GERMANY

Coordinator

**Takuya Hotta (Japan)**

CEO of Culture Generation Japan Co., Ltd / T.C.I. Laboratory, LLC.

Takuya Hotta is a founder and CEO of Culture Genration Japan Co., Ltd. MBA in Monaco University.

The company provides a business consulting for manufactures who wants their local products to global market. Funding, Business development, Brand development, assists them in each phases. CGJ has experienced many government projects and accomplished a great success to introduce Japanese brands to global, especialiy European market.

International Producer (Distributor)

**Satomi Suzuki**

SATOMI SUZUKI TOKYO Co., Ltd. / Managing Director
Sa:Su Network GmbH / Managing Director
SHU SHU Contemporary Japanese Design / Concept Store Owner

SATOMI SUZUKI is living in Munich, Germany since 21 years and working in several fields. Since over 20 years, she has been working as a Japan Trade Fair Specialist and managing her own company offering services at international trade fairs and consulting Japanese companies and governmental offices. Additionally, she owns a concept store in the city center of Munich, selling selected Japanese design products for high-end international customers as well as distributing to design stores and museum shops for already 5 years.

In 2013, she established her company in Tokyo, Japan, promoting Japanese design and developing - in cooperation with Japanese manufactures - contemporary Japanese products for the European market.

Her motto is ALWAYS HAVE FIRE! IN YOUR HEART!

International Designer

**Wolf Wagner (Germany)**

Managing director of Studio Arthur Leitner

Wolf U. Wagner, 49 is owner and managing director of Studio Wagner: Design, headquartered in Frankfurt am Main. Studio Wagner: Design develops products for brands, assists companies in all stages of product development, cares for brands as creative full-service agency. Wolf relies on the tradition of German design and his own methodology. Wolf studied architecture and industrial design in Germany and the UK, is a guest lecturer at universities.

Studio Wagner: Design has been awarded more than 40 design awards.

For more information: www.wagner-design.de

**Ines Blume (Germany)**

Managing Partner at GARDENERS

Founding and Managing Partner at GARDENERS,
cultivating ideas since 2000.

Director int. of the German Designer Club.

Credo: Good design contributes to the success of brands and products.

**Axel Hildenbrant (Germany)**

Managing director of rutan studio

Axel is a founding partner of rutan studio for Design in Darmstadt, Germany. Along the lines of its credo „we like ideas“, rutan is offering interdisciplinary design solutions in the areas of graphics, IT applications, product design and architecture. Stepping off the beaten path, the studio is always one step ahead in technology and trends and continuously provides momentum for design.



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www.c-japandesign.net

