

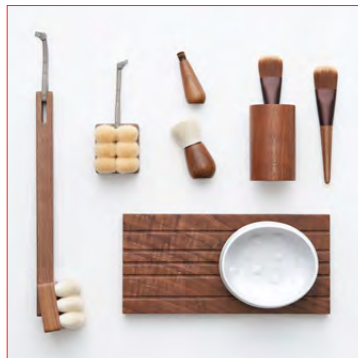


# DENSAN

(The Association for the Promotion of Traditional Craft Industries)

**will introduce the great Japanese Traditional crafts to the world  
at Ambiente 2015**

**From 13th to 17th February 2015, DENSAN -The Association for the Promotion of Traditional Craft Industries will exhibit the Japanese traditional crafts at Ambiente 2015, the leading international trade fair for the consumer goods in Frankfurt, Germany.**



## Aim and Intention

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Densan -The Association for the Promotion of Traditional Craft Industries- participates in Ambiente 2015 for the second time, aiming for making an opportunity for introducing the beauty of JAPANESE traditional handicrafts produced by great craftsmen.

Since February 2014, Densan has made effort to generate brand awareness and create brand value in Europe, especially at Ambiente and Maison et Objet.

In recent years, there is a new trend in traditional products, which seeks for being well-designed, high-quality, and unconventional. Densan's mission is to publicize these crafts and to develop an overseas market.

In this year Ambiente, we present you the finely selected approximately 20 traditional crafts (21 companies for business, 3 companies for reference exhibit), which fit easily to modern lifestyle and culture. Furthermore, we give presentations relating to DENSAN products within the context of Japanese food,

## Concept of DENSAN booth at Ambiente

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### ① DENSAN for Everyday life

- We define "DENSAN products" as traditional products with Japaneseness (history, high quality, good design, regional characteristics, and safety), which the world has sought for today.
- DENSAN introduces products from the high-end segment to the general market segment which propose a new style of "luxury" .

## ② Publicizing traditional handicrafts in the context of Japanese food

In this year Ambiente, we give presentations relating to DENSAN products within the context of Japanese food, which has been recognised by UNESCO as an Intangible Cultural Asset and is popular all over the world.

## What is DENSAN

DENSAN Association is established in 1975 for the promotion of Traditional Craft Industries in Japan, affiliated with Ministry of Economy, Trade and Industry (METI) and runs a shop in Aoyama, Tokyo. DENSAN is a word, which means the Traditional Crafts of Japan.

In Japan, there are various ranges of traditional crafts from porcelain / ceramics and lacquerwares to textiles and papers. Most recently 219 craft industries are recognized by the Minister of Economy, Trade and Industry.

<http://kougeihin.jp/>

## OUTLINE

### Ambiente

**Period:** February 13 (fri) - 17 (tue), 2015

**Venue: Messe Frankfurt**

Ludwig-Erhard-Anlage 1, 60327 Frankfurt am Main, Germany

<https://ambiente.messefrankfurt.com/>

**Exhibition booth:** Galleria 0. A04, A05

“DENSAN for Everyday life - In the scenery of Modern Japanese Cuisine - ”

### Perticipating companies and Handcraft type:

|  |   |
|--|---|
| SHIGA-KEN HEMP-RAMIE TEXTILE INDUSTRIAL ASSOCIATION (OMI-JOFU/weaving)                       | SHIMATANI SYOURYU-KOUBOU INC. (TAKAOKA-DOKI/metalware)      |
| TOKO CO.,LTD. (MASHIKO-YAKI/ceramics)  | TAKENAKA BRONZE WORKS CO.,LTD. (TAKAOKA-DOKI/metalware)     |
| TSUKAMOTO CO.,LTD. (MASHIKO-YAKI/ceramics)   | IKEDA TANRENJO (SAKAI-UCHIHAMONO/smithery)                  |
| BIZEN WARE SHOP DAIKURA (BIZEN-YAKI/ceramics)  | TANIGUCHI AOYA WASHI CO., LTD. (INSHU-WASHI/handmade paper) |
| HIRADO KOHSYO DANEMON KILN (MIKAWACHI-YAKI/porcelain)  | AWAGAMI FACTORY (AWA-WASHI/handmade paper)                  |
| B PRIZE CORPORATION (AIZU-NURI/lacquerware)  | HIROSHIMA ARTIST BRUSH MFG. CO., LTD. (KUMANO-FUDE/brush)   |
| AMANOSHIKKI CO.,LTD. (TAKAOKA-SHIKKI/lacquerware)  | MIZUHO BRUSH CO.,LTD. (KUMANO-FUDE/brush)                   |
| HATASHIKKI CO.,LTD. (YAMANAKA-SHIKKI/lacquerware)  | TOKYOMATSUYA INC. (EDO-KARAKAMI/decorated paper)            |
| KANEKIN OGURASEIBONJO (NAGISO-ROKURO-ZAIKU/woodwork)   | HIROTA GLASS CO.,LTD. (EDO-KIRIKO/cut glass)                |
| MORI WOODCRAFT, KEI (KYO-SASHIMONO/woodenwork)   | <b>&lt;Reference exhibit&gt;</b>                            |
| NARA PREFECTURE COOPERATIVE UNION TAKAYAMA TEA WHISK ASSOCIATION (TAKAYAMA-CHASEN/tea whisk) | TAIYOSHIKKI CO., LTD. (AIZU-NURI/lacquerware)               |
| CHUSHIN KOBO CO.,LTD. (YAMAGATA-IMONO/casting)   | NAKATA SHIKKI (KAGAWA-SHIKKI/lacquerware)                   |
|  | KEITOKU SEISAKUSHO CO.,LTD. (KABA-ZAIKU/cherry-bark work)   |

**Space design:** Mandai Architects (architect: Motosuke MANDAI)

**Graphic design:** GAIMGRAPHICS

## For high-resolution images:

The following images and DENSAN logo are available for media use.

To request images, please contact the public relations office shown below.



SHIGA-KEN HEMP-RAMIE TEXTILE INDUSTRIAL ASSOCIATION  
「'OMI-JOFU' Placemat (Ramie and Linen)」 OMI-JOFU



B PRIZE CORPORATION  
「'NODATE-MUG' & 'KOBUKUSA'」  
AIZU-NURI



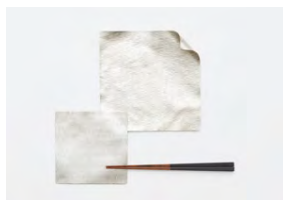
HATASHIKITEN CO.,LTD.  
「col. series 'BORDER' wooden container」 YAMANAKA-SHIKKI



MORI WOODCRAFT  
「'KEI' wooden kitchen ware」  
KYO-SASHIMONO



CHUSHIN KOBO CO.,LTD.  
「'CHUSHIN KOBO' iron kettles」  
YAMAGATA-IMONO



SHIMATANI SYOURYU-KOUBOU INC.  
「'SUZUGAMI」 TAKAOKA-DOKI



IKEDA TANRENJO  
SAKAI-UCHIHAMONO



MIZUHO BRUSH CO.,LTD.  
「'SUVÉ' brushing skin care」  
KUMANO-FUDE

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