

Next Market In-

# CONTEMPORARY JAPANESE DESIGN PROJECT

**JAPAN x GERMANY**  
Craftsmen x Designers

[www.c-japandesign.net](http://www.c-japandesign.net)



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# CONTEMPORARY JAPANESE DESIGN PROJECT

UNIT 2

**JAPAN x GERMANY**

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Craftsmen x Designers

Ambiente, Frankfurt, Germany, 2016

## Credit

### Next Market In - Contemporary Japanese Design Project

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Photo: Yuko Minamide

Contemporary Japanese Design Project

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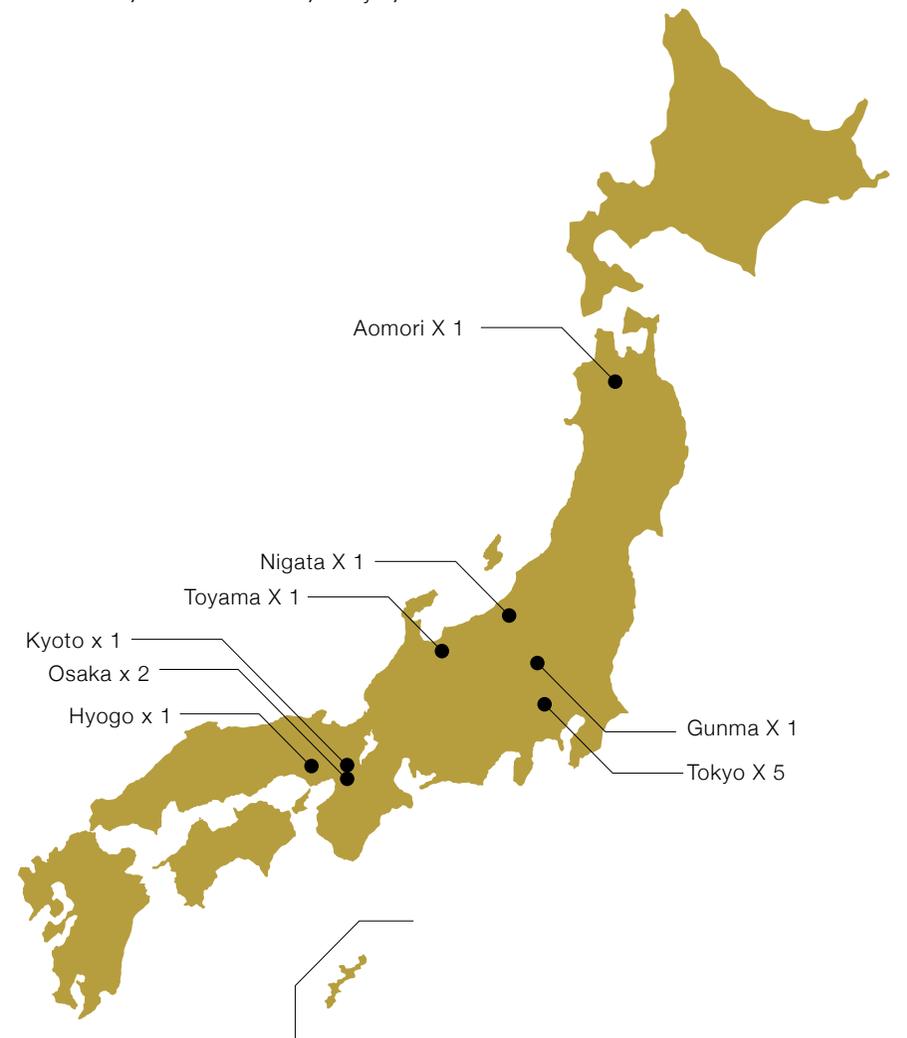
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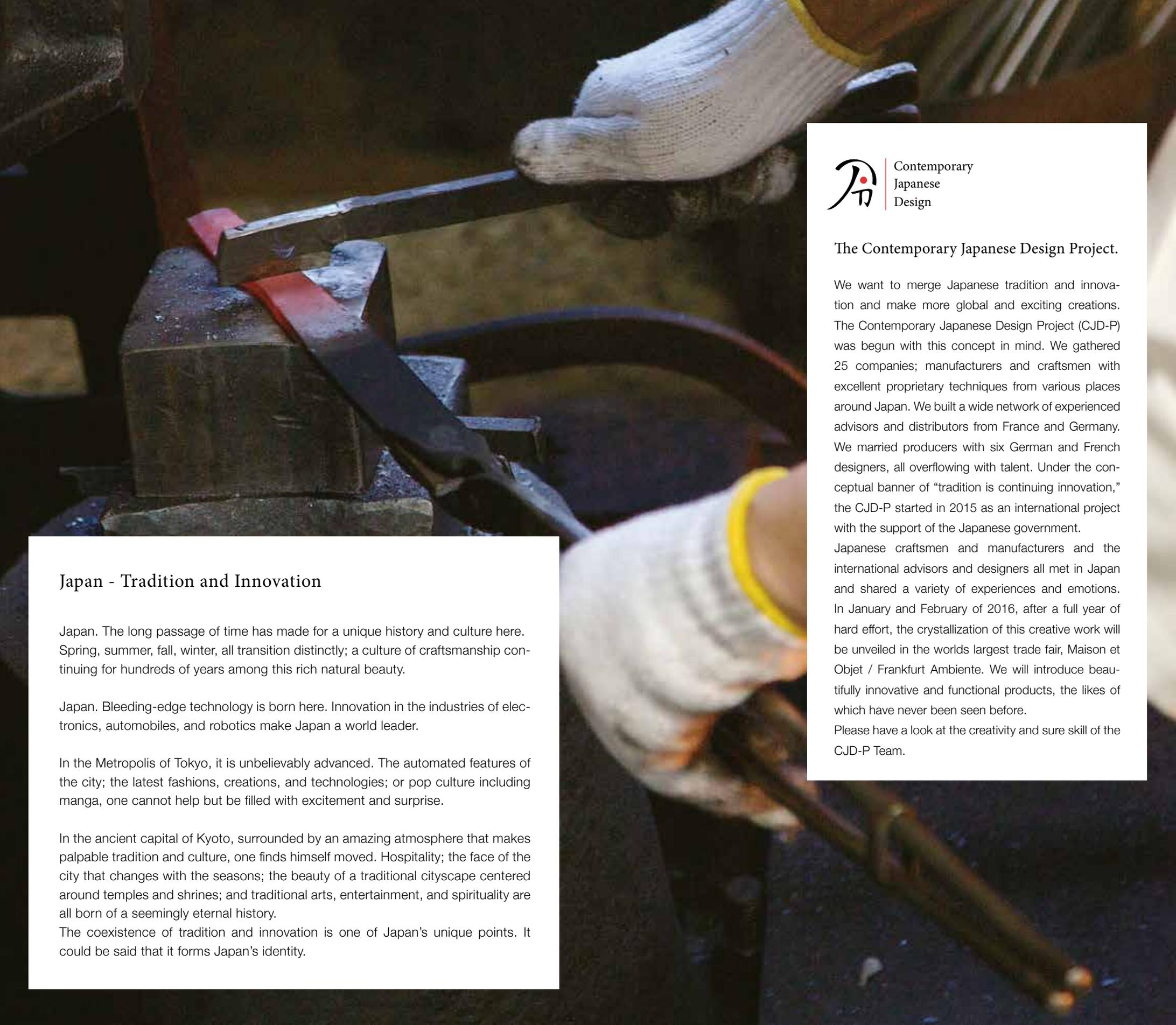
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## Japan - Tradition and Innovation

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.



### 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.

Title: Horatio

Designer: Axel Hildenbrand

What if a print was strong enough to shape the material it is applied to? What if from pure printed shape a form could be created that is durable, strong and develops a piece of fabric into a work of art? The solution is an invention from the Japanese printer Kenichi Shirai. His company Aporo has been experimenting with a special, innovative silkscreen printing technique that Shirai san calls “muscle print”. Axel Hildenbrand has designed several circular patterns that enfold to be a spherical shape once attached to a cord. Hildenbrand and Aporo let this cord be an electrical cord that holds a bulb socket and a mounting and – quite magically – turns a simple piece of cloth into a stylish lamp shade. This new way of applying the “magic muscle printing” technique literally illuminates the cooperation between the German designer and the Japanese techie with a passion for print and results in a product development that can be an individual design piece and eventually a consumer product for a larger target group. This is what happens when people start thinking in 3D.

We are an energetic small factory that is good at special printings that China or other competition printers do not have know-how, are not equipped or are not willing to do. Particularly, we are good at 1) UV silk screen printing, 2) 7-color ink jet printing, 3) non-paper printing and processing such as on metal, leather, glass, cloth, plastic, etc. and 4) exceptionally 3-dimensional, non-paper special material printings.

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Title: LEVITATE

Designer: Axel Hildenbrand

One could elaborate on the difficult and extremely time-consuming task of designing, preparing and creating cloisonné enamel objects, but all the hard work seems to become insignificant once the finished object shows its incredibly precious colors and utter perfection. Just like a good drink after a hard day's work. The collaboration of Axel Hildenbrand and Hatakeyama san began in exactly this situation. "Do you like Sake?", "Yes. Do you?", "Yes." was all to say the first evening and all that needed to be said to work out the idea for the "Levitate" cup-set. Orient and occident united: the form of the cups with different shapes albeit with the same filling capacity is designed to be produced from 925 sterling silver in a 3D-printer. The meticulous cloisonné technique which requires quite a large number of hours of the artist's time remains untouched and exclusive. The cup-set consisting of four cups that can be stacked as a beautiful sculpture of single drops will be produced in an exclusive art edition of 8 pieces. To be levitated to higher spirits even before drinking.

Over 35 years since I inherited my father's shippo manufacturing, I have been fascinated by its brilliant colors, and observing its tradition, I have taken in new techniques, trying to produce works that can be used and loved by many people. I am determined to work on new expressions of shippo in collaboration with wonderful designers.

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Title: Calyx Beer Glass collection - U & O -

Designer: Wolf Wagner

Beer glass collection for connoisseurs of individual and valuable craft beers. The current craft beer trend gives rise to new flavors. The guest tastes different varieties and has a completely new beer experience. The glasses of the series Calyx allow to enjoy different formed beer tastes. The beer goblet is on a massive glass base (ice). So the beer is put into a special position. Offered are glasses in size 0.2 / 0.3 l.

We produce all glass with craftsmanship. We are KIMOTO GLASS TOKYO.

For over 80 years, we have been watching the market trend as a wholesaler. What do consumers demand in glass products? What elements differentiate products that sell and don't. What is required in glass products that are admired by people nowadays? Making full use of our outlook as a wholesaler, we will proceed in creating new world of glass product by striving together with downtown Tokyo's handmade glass factories, Edo Kiriko craftsmen, designers, and creators.

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Title: Tea Tin Set

Designer: Wolf Wagner

Tea Tin Set For Kisen

Wolf has designed three tins. They are for tea and sweets besides the tea. The tea tins are proportioned as a beautiful product family.



In Takaoka the founders soul has been handed down four more than four centuries.

Our classic trade name "KISEN" is filled with pride of generations as funders. "Kisen" was reborn to respire the KISEN's tradition to modern lifestyles. It was found to be with your happy moments as you gather, cook, dine and relax. Kisen will introduce products that help bond you with someone you love.

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Title: FEM -Function & Emotion Light-

Designer: Wolf Wagner

FEM combines function + emotion

FEM is based on individual spheres of light in diameter of 60 mm. They can be installed separately or in various arrangements. So individual places can be built - for example in the gastronomy or even complete installations.

The FEM light illuminates either purely functional in the desired brightness or emotional - in a cycle between the individual spheres controlled by an App. The result depends on the setting from harmonic to active dynamic lighting effects.

From the day of establishment in 1952, Kuroi Electric has been growing as an innovative company, maintaining originality and ingenuity. We have always given the highest priority to the development of new products. Our products have taken the Japanese lighting industry by storm. We have developed epoch-making products, such as wooden lamps with see-through ribbed patterns incorporating Japanese traditional handicraft, microprocessor controlled dimmer switches and electronic ballasts, which have become very popular in the Japanese market. Following our company slogan, "Human Electronics and Lighting", we combine high-tech and high-touch in the ancient capital city of Kyoto. The main advantage of our company is that we can design and manufacture the final products as requested by our customers and that integration of development and manufacturing brings speed, low cost, and high quality to our products.

We are now being requested to reduce our load on the environmental. We have cultivated energy-saving and resourcesaving technologies in the lighting industry and we are applying them to other fields.

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Title: ICON Golf iron set / 4-9

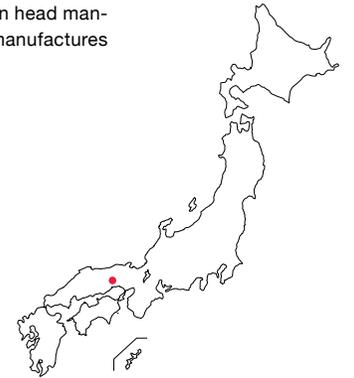
Designer: Wolf Wagner

It is an iconic design, with a new kind of dynamic design within the golf market.

Based on layers which motivate the player to focus to to the front direction, and it is focusing on the sweetspot as theme, it is memorable. The iconic symbol itself offers potentials to be a brand within the product line.

We have been in business of manufacturing solid-forged iron heads of golf clubs about 60 years since the foundation of a company in the home of Japan's golf here in Ichikawa, Kanzaki-gun. We are long-established mastery iron head manufacturer that have been producing iron heads for many golf club manufactures as well as professional golf players.

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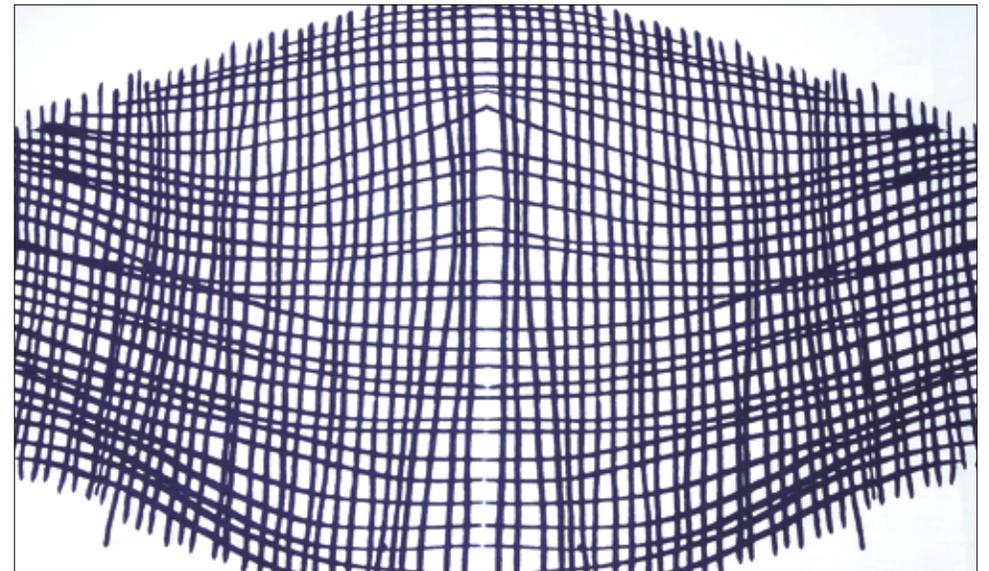
Title: LongLong

Designer: Ines Blume

LongLong is based on the Chusen dyeing technique used for the traditional Tenugui. Three times the length of a traditional Tenugui, LongLong is a decorative multipurpose product. As such it can be used as a table runner, wall picture or curtain. According to the nature of the dyeing process, both sides of the fabric have the same intensity of the color. Most images are based on hand drawings.

Nakani Co., Ltd was founded in 1966 as a dye-works, processing yukata (Japanese casual summer cotton kimono) and tenugui (cotton handcloth) using a special dyeing technique called chusen. In 1976 the company installed roll-printers and started making gift tea-towels and nightwear. We expanded the business and in 2008 introduced a new factory-made brand, Nijiyura, of original chusen-dyed tenugui in addition to existing commissioned work. These excitingly modern tenugui designs became popular and we opened 5 shops in Japan in just five years, also distribute the product to over 200 domestic retailers.

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Title: Anmon Kitchen Knife collection

Designer: Wolf Wagner

The company Niagara from Aomori has forged blades and knives for eight generations now! Each under scorching heat handcrafted knife, is like an unique work of art - and at the same time a highly functional product. Blade and handle are manufactured in one piece, the end of the grip zone is marked by a round cutout. When developing the knife series I was inspired by historical samurai swords. I learned that visualizing the function can produce perfect beauty. The blades are sharp and look sharp, they possess an aura around their sharpness, evoking respect and caution. You can feel the embedded power of the product, a force that grows from masterly craft in connection with deliberate design!

Nigara - forged knives. Blade and handle are manufactured in one piece, the end of the grip zone is marked by a notch

Since being appointed by the domain of Tsugaru to make Japanese swords, Nigara Forging has a history of over 350 years. As one of the few noble swordsmiths in Japan, we have continued to preserve this art. During the Showa period, Nigara Kunitoshi, a master swordsmith, was often recognized for his work.

During the period of World War II, the traditional swordsmithing technique made its impression with the military prior to and during the war, but afterwards has been realigned to creating knives. Carries on the traditions of the castle town of Hirosaki-jo Castle. The making of swords has been abandoned as a business item since 1965, but the same forging techniques such as welding and hammering have been kept alive in the making of our Honuchi knives. One example, the Honyakibocho, a kitchen knife which is made only by steel, has a wavy design on the back after its crest, a striking and artistic feature. Such designs and techniques require intuition and skills developed over decades of experience. Our products were officially certified as Aomori Prefecture Traditional Crafts in December, 2007.

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Title: BRIX Stool / BRIX Stationery

Designer: Wolf Wagner

- Brix Stool

A stool made of cardboard can be comfortable and attractive: Brix! It is easy to build by few simple steps. This takes place with Japanese precision. If the stools aren't in use they can be stacked to an appealing sculpture. Different colors and prints make the stools attractive. The stools are offered in a handy box.

- Brix Stationery

The Brix stationery consists of two practical boxes for storing of writing utensils. Thanks to included magnets, these can always be folded or unfolded. Brix stationery is made of paper and represents Japanese art of paper in a new form.

Different colors and prints make the series permanently interesting.

A painting by Caspar David Friedrich inspired me to design BrixStationery: ... nature, risen from nature, the cliffy geometry, almost architectural structures that spring from the underground ...

Paper World was established in 1965 as a cardboard manufacturer. Today, we are providing, not only cardboards, but also various paper products, from designing to manufacturing. In 2010, commemorating our 50th anniversary, we have changed company name as Paper World, and we are focusing on, besides made-to-order, proposing and selling highly design-oriented paper and cardboard products.

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Title: Infinity serving set

Designer: Wolf Wagner

Infinity – An endless line describes the continuity of the nutrition chain: Nourish yourself consciously and enjoy it, because what you eat will be part of your body, of your life. With other words: „you are what you eat.“

Infinity is a serving set – consisting of different spoons, knives, forks and asian chop sticks. Here four spoons and a knife are shown. With Infinity nearly all kinds of food from various culinary cultures can be served. Especially the way how it is presented – in the package and later at the table – is defining a new way.

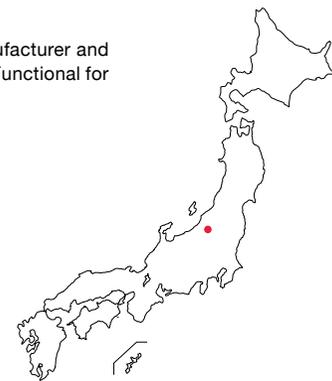
The separat products of Infinity:

- Serving knife for butter, cream cheese, spreads & pestos and more
- Spoon for tapas, antipasti, fruits, legumes, chutneys, marmelades & pudding and more. The notch at the side allows fluids to be poured.
- Spoon for vegetables, tapas, antipasti, fruits, legumes, chutneys, desserts and others
- Spoon for salad, vegetables, potatoes, pasta, among other things
- Spoon for salad, vegetables, potatoes, pasta, rice, fish, meat, soups and stews and more
- Fork for tapas, antipasti, fruits, french fries and others
- Fork for tapas, antipasti, fruits, fish, meat and more
- Fork for vegetables, tapas, antipasti, fruits, legumes, chutneys, dessert and more
- Fork for salad, vegetables, pasta, fish, meat and others
- Fork for salad, vegetables, pasta, fish, meat
- Chopsticks for serving of dishes like salad, vegetables, pasa, fish, meat and more.

Established 50 years ago, we are the number one can opener manufacturer and distributor in Japan. We specialize in the innovative cooking gears. Functional for various types of cooking. Designed beautifully in three dimensions.

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Title: OriOri 2in1 cushion / OriOri 2in1 bag

Designer: Ines Blume

#### OriOri 2in1 cushion

A classic cushion size, 40x40 cm, with a twist. It shows both sides of the Ori fabric. It can be folded back to front and bound on either side with a knot.

#### OriOri 2in1 bag

Small bag (iPad Size)

The front and backside of the same fabric is used for the bag. Just by turning it back to front there is a different color image (back to front not inside out).

Ori is an old established Japanese traditional fabric using a simple weaving technique with a beautiful effect. The back side of the fabric is the exact opposite than the front. Ori also means "folding" in Japanese. So OriOri in this sense is a foldable Japanese fabric.

OriOri - 'Structured Fabric', a new application of traditional Japanese craftsmanship from Kiryu

'Ori' is one of the long established Japanese traditional fabric that is commonly used for 'obi' the Japanese Kimono belt. By talking to craftsman and observing the technique, we rediscovered the uniqueness of this 'ori' that are tactile delight, thickness control of the fabric and strength which can actually create structure. 'Ori' also means 'Folding' in Japanese as you may recognize this in 'Origami', the Japanese folding paper craft. So, our 'oriOri' means foldable Japanese traditional fabric. It is so unique that we don't need complicated manufacturing process like add this and add that. It is simply waving as one go.

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Title: EdoKomon Scarf

Designer: Ines Blume

Edo Komon Scarf Collection

for men / unisex / length 2m

4 scarfs for 4 seasons are designed using hand carved pattern from the Edo period. Each scarf assembles two pattern and a color according to each season (spring, summer, autumn and winter).

“Mitsu Uroko” Scarf Collection

for men / unisex / length 2m

The scarfs are designed using different hand carved patterns from the Edo period. Each scarf includes the very classic “Mitsu Uroko” pattern, which represents a good charm to avoid disaster combined with one additional pattern from the Edo period.

Both collections are produced using the traditional crafts dying technique Edo Komon. The color is applied through stencilled paper patterns, on a classic size of fabric, generally used for Kimono.

With 2 m in length, it is longer than the average men scarf and comfortable to use for trendy binding techniques.

We have been operating a traditional Japanese technique upon dyeing garment of kimono for nearly 100 years. We currently specialize scarves and stoles for men and women and making them with an exactly the same way as an old time but with contemporary touch in each style. Our products are produced carefully all by hand and the quality is promised.

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Title: Paparazzi

Designer: Axel Hildenbrand

When a wealthy Japanese needs a new obijime, a decorated sash to tie his kimono, he will most likely order from Takashi Fukuda - Ryokobo. Fukuda san and his family produce their luxurious belts exclusively from 100% pure Japanese silk since many generations. Of course, the market for Kimono accessories in Europe is rather small. To make available the luxury of traditional Japanese craftsmanship with an item that is also very useful for consumers all over the world, Axel Hildenbrand and Fukuda san thought of something that would show Japanese values in a modern product world and at the same time be a reminder of Japanese heritage. They came up with the obvious, an evolution from tradition. A metamorphosis from one shape into another allowed to design different functions in one cord. The result connects the regal practice of weaving with the renowned quality of another Japanese tradition: the culture of photography. Axel designed a collection of camera cords that are produced in one piece and are as soft and comfortable to wear as they are indestructible. And of course they are stunningly beautiful. This imperial equipment will be available as a hand belt and shoulder strap for cameras.

Silk kuminimo (braid) is a silk product that is made by crossing more than 800 silk threads, and its technique has been handed down since 6th century, Asuka and Nara periods. Kinu-kumihimo (silk kumihimo) is a unique Japanese culture, and has practicality in its strong elasticity of kumihimo. It has, therefore, been used in samurai's armor, taking advantage of its characteristics. Its brilliant and rich colors of shiny silk material has also been valued in ornaments of shrines, Buddhist rites, tea ceremony tools, as well as craft arts.

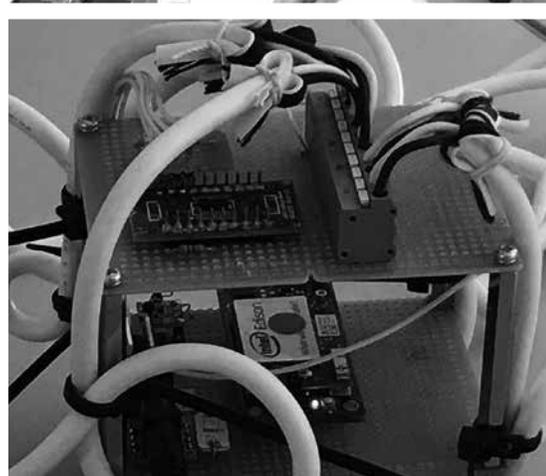
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GLOBAL COLLABORATIONS



## 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.

## 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, especially 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)**

Founder and managing Director of Studio Wagner:Design

Director of International Industry of the German Designer Club (DDC)

Member of German Japan Society (DJG)

Wolf U. Wagner, 49 is owner and managing director of Studio Wagner:Design in Frankfurt/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 methods to create products. 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. Wolf is member of several award juries.

More information: [www.wagner-design.de](http://www.wagner-design.de) The credo of Wolf: Life is creation!

**Ines Blume (Germany)**

Co-Founder and Managing Partner at GARDENERS

GARDENERS is a Frankfurt based design studio creating and cultivating ideas and translating them into distinctive visual concepts and designs for a wide range of projects and clients. Ines Blume studied Communication Design in Offenbach, at the Royal College of Art, London and in Kyoto. She has always considered the international background a major inspiration of her work.

Ines is Director International of the German Designer Club (DDC).

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

Visit: [GARDENERS.de](http://GARDENERS.de)

**Axel Hildenbrand (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.