



Press Release

News Release August 28, 2014

DENSAN

(The Association for the Promotion of Traditional Craft Industries)

**will introduce the great Japanese Traditional crafts to the world
at MAISON&OBJET 2014**

From 5th to 9th September 2014, DENSAN -The Association for the Promotion of Traditional Craft Industries will exhibit the Japanese traditional crafts at MAISON&OBJET 2014, the leading international trade fair of interior design in Paris, France.



Aim and Intention

Densan -The Association for the Promotion of Traditional Craft Industries- decided to take part in MAISON&OBJET 2014 for the first time, aiming for making an opportunity for introducing the beauty of JAPANESE traditional handicrafts produced by great craftsmen.

Throughout Japan, there are many handicrafts which are functional and aesthetically pleasing on par with handicrafts already popular in overseas. Densan's mission is to publicize these crafts and to develop an overseas market. At MAISON&OBJET 2014, we would like to meet buyers and producers, and to introduce them the great points and many production areas of Japanese traditional handicrafts.

In the fair, Densan will exhibit Japanese traditional handicrafts at HALL 6. Under the theme of "Japanese Traditional Crafts for Modern Life", we select products with unorthodox ideas, which can be incorporated into lifestyles regardless of diverse cultures. Densan will show you products with ultimate techniques and beauty from 17 companies.

Concept of DENSAN booth at MAISON&OBJET

OLD and NEW / OLD but NEW / OLD yet NEW

- Although the world has been rapidly industrialized, people began to reconsider the meaning of "luxury" and ask for the safety and the best quality in products.
- DENSAN Products -Japanese traditional Crafts- have evolved to be the most sophisticated, by craftsmen's acute sensitivity and continual efforts, and by the demands of consumers.
- At MAISON&OBJET in September, Densan Products will appeal their true value to visitors, and that will contribute to their market expansion.

World market needs "LOCALITY"

Not "Japanese-inspired" products but "Japaneseness"

- Globalization has reduced the locality and make things borderless.
On the contrary, in recent years, people seek locality even in daily commodities. As you may know, "Japanese-inspired" products have become widely accepted in Western market, but what DENSAN want to appeal is "Japaneseness" which can be found in choose of colors, high techniques, and high quality.
- DENSAN introduces products from the high-end segment to the premium market segment which attract buyers and prescribers.

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 218 craft industries are recognized by the Minister of Economy, Trade and Industry.

<http://kougeihin.jp/english/>

OUTLINE

MAISON&OBJET 2014

Period: September 5 (fri) - 9 (tue), 2014

Venue: PARIS-NORD Villepinte
ZAC Paris Nord 2 93420 Villepinte 2

Exhibition booth: HALL6 (Home Accessories)
Q16-R15

Perticipating companies and Handcraft type:

AMANOSHIKKI CO., LTD. (LACQUERWARE)	NARA PREFECTURE COOPERATIVE UNION
ANDO CLOISONNE CO., LTD. (CLOISONNE WARE)	TAKAYAMA TEA WHISK ASSOCIATION (TEA WHISK)
AWAGAMI FACTORY (HANDMADE PAPER and INDIGO)	SHIGA-KEN HEMP-RAMIE TEXTILE
BIZEN WARE SHOP DAIKURA (CERAMICS)	INDUSTRIAL ASSOCIATION (WEAVING)
HATASHIKKITEN (LACQUERWARE)	SHIGENO TANSUTEN INC. (FURNITURE)
HIRADO KOHSYO DANEMON KILN (PORCELAIN)	SHIZUOKA BAMBOO-CRAFT COOPERATIVE ASSO-
IKAZAKI SHACHU INC. (HANDMADE PAPER)	CIATION (BAMBOO LATTICEWARE)
KONISHI TOUKO CO., LTD. (CERAMICS)	TOMITA SENKOGEI CO., LTD. (DYEING)
KURIKYU CO., LTD. (BENTWOOD WORKS)	TOSA HOKUBO (SMITHERY)
MIZUHO BRUSH CO., LTD. (BRUSH)	TRADITIONAL ARTIST TSUJI SEKISAI (LACQUERWARE)

Space design: ZITO MORI (architect: Hikaru MORI)

For high-resolution images:

The following images and DENSAN logo are available for media use.
To request images, please contact the public relations office showed below.



col. Soji Series
HATA SHIKKITEN



Ja-Gué-Na
IKAZAKI SHACHU INC.



Kujira knife
TOSA HOKUBO



SUVÉ Series
MIZUHO BRUSH CO., LTD.



Magewappa Bento box
KURIKYU CO., LTD.



Makie ring stand
TRADITIONAL ARTIST
TSUJI SEKISAI



Tea pot
KONISHI TOUKO CO., LTD.

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