

## ■ Edo Tokyo Kirari Project

This project aims to refine the “Treasures of Tokyo,” such as traditional techniques and fine articles from historical Edo/Tokyo establishments and share their value and allure with the world.

The project, with its theme “Old meets New” meaning the traditional and the cutting edge are intertwined, takes a fresh approach to refining traditional techniques and articles of Edo/Tokyo, giving them a new outlook and enhancing their value. To this end, we selected model businesses who actively promote new efforts in traditional artisanal techniques in the clothing, food and housing fields. We would also like to communicate their allure through social media and promotional events inside and outside Japan. These efforts aim to improve and sustainably develop the attractiveness of these traditional industries in Tokyo and encourage the passing on of techniques and knowhow to future generations.

Edo Tokyo Kirari Project official website

<https://edotokyokirari.jp/>



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## ■ Victoria and Albert Museum

The Victoria and Albert Museum in London is one of the most prestigious museums of art and design, housing a permanent collection of over 2.8 million objects, books and archives that span over 5,000 years of human creativity.

The museum houses some of the greatest resources for the study of architecture, sculpture, painting, photography, prints, furniture, fashion, textiles, metalwork, jewelry, ceramics, glass, theatre and performance.

It has an extremely diverse collection and includes Japanese art and design in its world-renowned Asian art and design collection.



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## ■ Exhibition of articles from the Edo Tokyo Kirari Project model businesses and collaborative works

Fine articles of the Edo Tokyo Kirari Project model businesses and collaborative works by Tatehana Noritaka, member of the Promotion Committee of the project, will be exhibited.

### Collaborative works



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**Tatehana Noritaka & Isehan Honten - Komachi-beni (pigment)**



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**Tatehana Noritaka & Ryukobo – Tokyo Kumihimo (braided strings)**



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**Tatehana Noritaka & Takahashi Kobo - Edo woodblock prints**

## ■ Workshops

### Demonstration: Beni dyeing of heel-less shoes by contemporary artist Tatehana Noritaka

Demonstration of beni dyeing using a dye produced from Benihana (safflower) called Namabeni of Isehan Honten. You can see how a red pigment applied to leather fixes and develops an iridescent glow.

**Workshop:** Komachi-beni (pigment) of Isehan Honten - Production of an amulet with calligraphy written with **beni** that develops an iridescent glow

Participants make amulets with calligraphy that shine iridescently using Isehan Honten's Komachi-beni. First, you write down your name with a brush using beni on a slip of black paper and wrap it up with a piece of paper. As the red beni develops, it will become iridescent.

**Workshop:** Tokyo Kumihimo of Ryukobo – Assembly of a **Kumihimo braided cord** with fingers and on a round braiding table

Participants learn how to make a Kumihimo with their fingers, a very basic skill for braiding. By precisely crossing strings held on the fingers of both your hands, you assemble a Kumihimo, then a pattern will appear on the Kumihimo. There will also be a demonstration of assembling a Kumihimo on a round braiding table, a feature method of Kumihimo of Edo/Tokyo.

**Workshop:** Edo **woodblock prints** of Takahashi Kobo – Woodblock print production

Participants experience woodblock printing of Katsushika Hokusai's "Under the Wave off Kanagawa (Kanagawa oki nami ura)," also known as The Great Wave, from the series Thirty-six Views of Mount Fuji (Fugaku sanjūrokkei), or goldfish that is considered a good omen and used as a charm to dispel evil. Using a baren (rubbing pad), you will make a full-blown woodprint. The woodprint you produce can be stuck to a Uchiwa round fan or framed for display.

\* Participants get to keep the items they produce in the workshop

\* Events are as of the press release date and subject to change.

## ■ Participants in Masterclass: Tokyo Crafts



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### Tatehana Noritaka

#### Member of the Edo Tokyo Kirari Project Promotion Committee

Noritaka Tatehana was born in Tokyo in 1985. He graduated from the Department of Crafts at Tokyo University of the Arts, majoring in Textile Arts. His graduation project, “Heel-less Shoes,” was inspired by the tall wooden geta shoes of high-ranking courtesans, and the shoes he produced are said to be favorites of Lady Gaga. He now works as a contemporary artist, taking part in exhibitions in Japan and abroad, and dedicates himself to creating original works together with traditional craftspeople. His works are part of the permanent collections of New York’s Metropolitan Museum of Art and London’s Victoria and Albert Museum.

## Edo Tokyo Kirari Project Model Businesses (Excerpt of businesses participating in the workshops)



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### Isehan Honten – Komachi-beni (pigment)

Isehan Honten was founded in 1825 as a Beni (safflower) rouge manufacturer and seller.

Its **iridescent rouge**, made using a closely guarded technique, is **now the only rouge in the world** still being made using the same method as during the Edo era. Isehan Honten also operates a rouge museum. As the last rouge maker, it sees part of its mission to be the passing on of the culture of rouge to future generations by sharing the history and customs of rouge and the history of Japanese cosmetics.

Through its participation in the Edo Tokyo Kirari Project, Isehan Honten aims to promote its branding, and identify customer targets and the possibility of cultivating demand for business expansion.



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### Ryukobo - Tokyo Kumihimo braiding

Since its foundation in 1963, Ryukobo has created cords for use in Kumihimo (Japanese silk braiding) and **is the sole workshop in Tokyo** that handles everything from dyeing to design to braiding. In addition to traditional Kumihimo, it has also taken the techniques and know-how passed down from past generations to take Kumihimo in new directions. In the 2019 Rugby World Cup, which was held in Japan, it created medal ribbons and commemorative sheets from pure Japanese silk, selected for its durability and elasticity.

Through its participation in the Edo Tokyo Kirari Project, Ryukobo aims to develop business opportunities for new fields such as the interior industry.



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### Takahashi Kobo - Edo woodblock prints

Takahashi Kobo was established during the Ansei period (between 1854 and 1860), and continues making traditional woodblock prints to this day. Edo woodblock prints are made by three people working together: a painter, a carver, and a woodblock printer, who layers each individual color of the print. At Takahashi Kobo, **the position of woodblock printer has been passed down from generation to generation since the workshop’s first printer, 170 years ago**. It now also acts as a publisher, handling all three of these roles.

Through its participation in the Edo Tokyo Kirari Project, Takahashi Kobo aims to reprint Tsukioka Yoshitoshi’s “One Hundred Phases of the Moon,” as well as to expand its business overseas including the participation in Webinars organized by the Ministry of Foreign Affairs.