

【PRESS RELEASE】

Oct. 18, 2016

**Isetan Shinjuku Main Store to Launch Variety of Special Events “ARITA 400project x ISETAN SHINJUKU” on Wednesday, October 19**

The Isetan Mitsukoshi Group, the largest department store group in Japan, has promoted its campaign titled “JAPAN SENSES” since 2011 to rediscover values created by Japanese tradition, culture and aesthetic consciousness and offer them to its customers as new values.

In the upcoming "JAPAN SENSES" Autumn Campaign, Isetan Shinjuku Main Store will launch a variety of special events under the title, “ARITA 400project x ISETAN SHINJUKU,” on Wednesday, October 19, in collaboration with “ARITA 400project” celebrating the 400-year anniversary of Arita porcelain’s foundation.



The events will be held at locations inside the store, including THE Stage at its Main Building. Isetan Shinjuku Main Store will introduce Arita porcelain’s attractiveness to its customers through the project, the largest of its kind, under four themes, “Arita porcelain works by art director and creators” “Tradition x modern Arita porcelain by kilns” “Arita porcelain marche for everyday use” and “Arita porcelain that resonates with food.”

**-Arita Porcelain Works by Art Director and Creators**

Venue & Date: October 19 to 25

Isetan Shinjuku Main Store Main Building 1F THE Stage and store windows

\*Exhibition along the windows ends November 1

Under the theme, “Arita porcelain works by art director and creators”, works by Kashiwa Sato and project producer Ken Kiyoyuki Okuyama will be on display and sale at THE Stage. Sato painted on earthenware produced by an Arita kiln using the “splash painting” technique, and decorated the porcelain with golden and silver geometric designs in a series named “Dissimilar.” Works include a 60-centimeter plate, which was

on display at Maison & Objet in January 2016, flower pots, flower vases and other works painted with a similar method as well as small dishes. Works by Beat Takeshi and Kengo Kuma, who are participating in the project as guest creators, will also be displayed along all the windows on the first floor. As such, all the ARITA 400project works exhibited at Maison & Objet will be displayed.

-KASHIWA SATO profile:

Creative Director / Art Director

Spent 11 years at Hakuhodo and established his own creative studio, SAMURAI, in Japan in 2000. Selected representative works and clients: The creative direction of global brand strategies of Uniqlo, the producer of CUPNOODLES Museum, the logo design and signage schemes of National Art Center Tokyo, the creative direction of OECD/CELE award-winning Fuji Kindergarten, the renovation and establishment of the towel products and industry as "Japan Brand" for Imabari Towel Japan. Winner of numerous awards, including the, Mainichi Design Award, Tokyo ADC Grand Prix. 2016 Japan Cultural Envoy.



-Ken Kiyoyuki Okuyama profile:

Industrial Designer / CEO, KEN OKUYAMA DESIGN

Ken has worked as a Chief Designer for General Motors, a Senior Designer for Porsche AG, and a Design Director for Pininfarina S.p.A., being responsible for Ferrari Enzo, Maserati Quattroporte and many cars. In 2007, KEN OKUYAMA DESIGN was founded providing business consultancy to many companies. Ken also produces cars, eyewear, interior products under his original brand. He is currently a visiting professor at several universities and also publishes many books.



Dissimilar large plate, unique piece, 1,296,000 yen  
(The work is autographed by its creator and has a serial number / ceramic ware / about 60cm in diameter) \*There are 10 works with different paintings.



SCOOP cup 7,560 yen each  
(porcelain / diameter about 7.5×height 7cm)

### **- Tradition x Modern Arita Porcelain by Kilns**

Venue & Date: October 19 to November 1

Isetan Shinjuku Main Store Main Building 5F WEST-Park, Kitchen・Dining Goods

A collection of works by major kilns in Arita will be on display and sale under the theme, “tradition modern Arita porcelain by kilns”. The works reflect traditional craftsmanship

that has been nurtured during Arita porcelain's 400-year history and its excellent quality and beauty that has fascinated numerous people. You can also enjoy modern Arita.

Kilns that display works:

FUKAGAWA-SEIJI, HATAMAN, KIHARA, Gen-emon, ARITA PORCELAIN LAB,  
224porcelain and RISO porcelain



(FUKAGAWA-SEIJI)

REDANIMAL RURI ,unique piece, 216,000 yen

Main Building 5F WEST·Park



(HATAMAN)

left: Akadami-shishibotan-karakusa perfume bottle 97,200 yen

right: Cuirdesign Jimon-mokko perfume bottle 75,600 yen

Main Building 5F WEST·Park



(KIHARA)

23.5cm Plate TOKYO ICON 3,780 yen, Cup TOKYO ICON 2,160 yen

Main Building 5F Kitchen·Dining Goods / Japanese Tableware

### **-Arita Porcelain Marche for Everyday Use**

Venue & Date: October 19 to 24

Isetan Shinjuku Main Store Main Building 7F Promotional Hall

Isetan Shinjuku Main Store focuses on Arita tableware and introduces various items that add color to your daily life and make many people enjoy Arita porcelain. Collections of Arita porcelain items, such as sake cups, bowls for ramen noodle, otesho (small shallow) dishes, will be on display and sale in the Promotional Hall. Works by popular Arita porcelain kilns and vintage Arita porcelain items will also be exhibited.

#### **-Collection of works by popular kilns**

Works by particularly popular kilns selected from among Arita ware kilns will be exhibited.

Shin-gama, which attaches particular importance to “Dami,” a technique of using brushes to apply shading, Kisen, which boasts beautiful works based on Rinpa school’s Ko-Imari style, and Keizan, whose soba choko (cups used to hold soup that accompanies “soba” buckwheat noodles) enjoys high reputation, will display and sell their works. Kinshodo’s “Lin” series, whose metallic texture is attractive, and other works will also be exhibited.



(Shin-gama) “SEIKA” plate set 12,960 yen



(Kinshodo) “Lin” tumbler (L) 6,480 yen each

#### **-Collection of liquor cups & glasses**

Unique liquor cups and glasses will be featured. There are various Arita porcelain sake cups, not to mention tableware. In the “TAKUMI NO KURA” series are two types of cups - “tanrei” (soft and fresh) and “noko” (rich taste) - which are used depending on the

tastes of Japanese sake. A combination of glass and ceramic cups in the “ARITA Roman Glass” series is beautiful. Shochu glasses designed to bring out flavors from shochu will also be on display and sale.



liquor cups and glasses each from 3,024 yen



shochu glasses each from 3,672 yen

#### -Collection of otesho dishes

Otesho dishes are small, shallow dishes. The word, “otesho” comes from “teshio” (salt put on a tray of traditional Japanese food) because a small amount of salt was put on a small dish to purify such a tray in ancient times. Many of otesho dishes have unique shapes and creative paintings, and there are many collectors of otesho dishes. You can put not only seasoning agents but also desserts on otesho dishes, use them as accessory trays and enjoy such dishes in many other ways.



otesho dishes each from 1,296 yen (porcelain)

At the Promotional Hall, also a collection of bowls for ramen noodles, a collection of square plates and a collection of vintage tableware will be displayed, among other attractive collections during the project.

Corporate website: <http://www.imhds.co.jp/english/>

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