



“Tradition is not the worship of ashes,
but the preservation of fire.”

-Gustav Mahler

A Showcase Fostering Tradition and Innovation

職手継祭

s h i t e t s u s a i

November 30, 2023 11:00 a.m. – 6:00 p.m.

Global Gate Event Space, Nagoya

Chubu Bureau, METI. Japan Association for the 2025 World Exposition.

The Association for the Promotion of Traditional Craft Industries. Commerce and Industry Division, Gifu City.

Nagoya Prince Hotel Sky Tower. Takeda Kahei Shoten

TSUYA TEN Art Exhibition November 23-30, 2023 31st floor, Nagoya Prince Hotel Sky Tower

職手継祭

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A Showcase Fostering
Tradition and
Innovation
Shitetsusai

Welcome to the Festival. Here in the Chubu region of central Japan, you will find a gathering of numerous craft industries that have been nurtured through the handing down of techniques created within unique climates and cultures.

The festival is designed to be an examination of what we can do to keep the flame of tradition alive. It embodies the spirit of artisans and all those involved in preserving tradition for the future.

We hope you can appreciate the beauty and grace of Japan's traditional crafts. It is our sincere wish that this event serves as the starting point for your journey to admire the exquisite craftsmanship of Japan.



Opening Ceremony

Calligraphy Performance

11:00 a.m.



Ms. Koka BANDAI will perform calligraphy on a two-meter-long canvas using traditional Suzuka ink.

Panel discussion 2:30 p.m.

Panel discussion will be conducted in Japanese only.

session 1 The profundity of traditional crafts, respect for wisdom, and future challenges

Speakers : Ms. Asuka KAJIURA / Mr. Yasuyuki IWATA / Mr. Koun NAKAYAMA

session 2 What should we do to make traditional crafts an attractive business and make people want to visit the Chubu region?

Speakers : Mr. Nobuyuki INABA / Ms. Chiharu NOSAKU
Mr. Noriyuki YAMAGUCHI / Mr. Ritsu YAMADA

Photo Spot

You can take pictures with your camera or smartphone.



Definitely a fun place to visit! A great chance to take a photo with a traditional Gifu umbrella (Gifu *wagasa*), which was recently designated a traditional craft of Japan. These umbrellas are made by applying sesame oil to Japanese washi paper stretched over bamboo. Samurai were encouraged to work from home to make umbrellas during the Edo period (17th to 19th centuries), hence it became a popular practice in Gifu.

Feel the beauty when the umbrella is closed and standing upright, the tactile sensation when opening it, and the elegance of the fully open canopy. Start your journey into Japanese culture with a visit to Gifu to see *wagasa*.

Craft Market 11:00 a.m. to 6:00 p.m.

Enjoy the exhibition and sale of crafts from ten different stores gathered from various locations in the Chubu region. We offer a selection of products, ranging from beautiful-handcrafted items to those that use traditional wisdom and techniques handed down over more than a century, combined with contemporary aesthetic tastes. We look forward to your visit.

If you find a store that especially captures your attention, please do visit them in person. You may discover a new aspect of Japan.

During your shopping breaks, savor Ise tea harvested from tea fields in Mie. On the day of the event, the first 30 visitors will receive a complimentary cup of Ise tea.



mirume
CHA-NOVATIVE Cafe & Store



Takaoka city, Toyama

NOSAKU CORPORATION

Tin interior decorations and brass accessories

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N O T U S A K U



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HAKUZA Inc.

Interior and accessories using leaf made from gold, silver, platinum, and other materials.

箔座
H A K U Z A



Kanazawa city, Ishikawa

Hisatsune Yuzen

Hand-painted yuzen-dyed shawls and those decorated with plant-based dyes.

hisatsune
YUZEN



Nagoya city, Aichi

SUZUSAN CO.,LTD

Tie-dyeing technique conceived in the Arimatsu and Narumi areas of Nagoya.

SUZUSAN



Tsushima city, Aichi

OTA SHIPPO

Cloisonné accessories and vases.

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OTA SHIPPO



Nagoya city, Aichi

Urushi Muto

Saké vessels made by joining lacquer and glass.

宇露志
MUTO



Okazaki city, Aichi

INAGAKI SEKIZAITEN CO., LTD.

Stone plates crafted by artisans.

稲垣
INASE



Tokoname city, Aichi

Tokonameyaki Cooperated Association

Kyusu teapots from the 1000-year history of Tokoname ware.

常滑焼
TOKONAMEYAKI



Nagoya city, Aichi

Owari Butsugu Traditional Craft Workers Association

Products made by traditional craft workers using Owari Buddhist altar techniques.

尾張仏具
OWARI BUTSUGU



Takaoka city, Toyama

Momentum Factory Orii

Colorful copper products customized with flames and chemicals.

momentum
factory
Orii