



TSUBAMESANJO  
organic lifestyle creations  
JAPAN

# TSUBAMESANJO Artisan Fair at 店 MISE

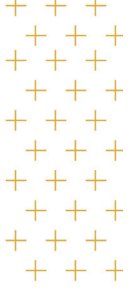


October 28-29, 2023

Toshizo Watanabe  
EXHIBITION CENTER

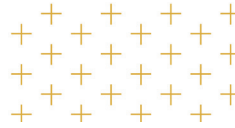
Japanese American Cultural  
& Community Center





*Watercolor illustrations by Hirokazu Kosaka*

# MEET THE ARTISANS



**Rieko Asano**  
Asano Mokkoushou Co., Ltd.



**Hiroaki Eguchi**  
Ichibishi Kinzoku Co., Ltd.  
(Conte)



**Tsukasa Hinoura**  
Hinoura Hamono



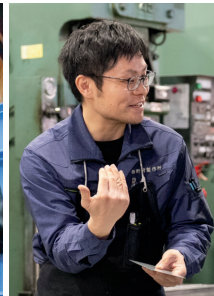
**Yasuhiro Ide**  
Newworld, Inc.



**Yusaku Kanda**  
Kanda Co. Ltd.



**Shinji Kasahara**  
Tsuboe Corp.



**Shotaro Nozaki**  
Nozaki Limited



**Hayato Sango**  
Shinetsu Works



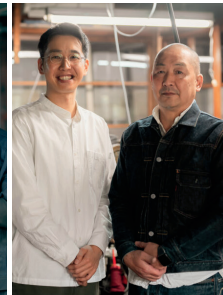
**Tadayuki Sone**  
Tadafusa Co., Ltd.



**Gong Tao**  
Plus Y's



**Masaaki Yamazaki**  
Yamazaki Kenma



**Hisashi Yoshida**  
Yoshida Yasuri Co., Ltd.



# SCHEDULE of EVENTS

Location	Type	Saturday	Sunday
<b>DOIZAKI GALLERY</b> Plaza Level	Ticketed	<b>Hinoura Knife Workshop</b> 10:00 AM - 12:30 PM 1:30 PM - 4:00 PM	<b>Hinoura Knife Workshop</b> 10:00 AM - 12:30 PM 1:30 PM - 4:00 PM
<b>JAMES IRVINE JAPANESE GARDEN</b>	Ticketed	<b>Japanese Gardening Tools for the American Yard</b> 11:00 AM - 12:00 PM	<b>Japanese Gardening Tools for the American Yard</b> 11:00 AM - 12:00 PM
<b>DOIZAKI GALLERY</b> Plaza Level	Free	<b>Japanese Knife Cutting Techniques with Chef Ryo Iizawa</b> 12:30 PM - 1:30 PM	
<b>TOSHIZO WATANABE CULINARY CULTURAL CENTER</b> Garden Level	Ticketed	<b>Delightful Rice Balls - Onigiri</b> 1:00 PM - 2:00 PM	<b>Delightful Rice Balls - Onigiri</b> 1:00 PM - 2:00 PM
<b>TOSHIZO WATANABE EXHIBITION CENTER</b> Plaza Level	Ticketed	<b>NIIGATA Specialty Sake Testing</b> 1:00 PM - 2:00 PM 2:00 PM - 3:00 PM 3:00 PM - 4:00 PM	



# FEATURED ARTISANS & COMPANIES

---

## ASAHI

The Asahi approach aims to capture the spirit of the modern era while maintaining the essence of original functionality. By carefully discerning contemporary needs and translating them into tangible products, our lineup encompasses both authentic Japanese and upscale Western tableware, along with imported accessories and pure copper items, providing a wide array of choices. We oversee every step of production, from planning and mold-making to manufacturing, polishing, and packaging.



## Asano Mokkousho

Rieko Asano is a 3rd generation maker of specialty Japanese gardening tools. Using the Japanese craftsmanship passed down from her grandfather, Rieko Asano demonstrates how specialized tools have been designed for very specific gardening needs. Join her as she shows how each of these tools are made to address specific gardening needs, whether in planting, hoeing, clipping and trimming, these tools are "must haves" for the home gardener. Even in space-constrained apartment dwellings, plants are a vital part of everyday Japanese living.



## Blacksmith Dojo

Nestled in the heart of Niigata Prefecture in northern Japan, Blacksmith Dojo offers a unique opportunity for visitors to craft their own knives under the guidance of skilled blacksmiths. The Sanjo Blacksmith Dojo, led by a group of welcoming and dedicated Japanese artisans, provides a range of hands-on blacksmithing workshops for enthusiasts to explore. See their affordable letter and can openers at the Fair, crafted from nails!



# FEATURED ARTISANS & COMPANIES

---

## Conte/Ichibishi Kinzoku CO. LTD

Conte is a leader in stainless steel kitchenware design and manufacturing in Tsubamesanjo. This company produces a minimalist line of kitchen utensils finished through the application of various specialized skills found throughout Tsubamesanjo. They proudly proclaim that their factory for this line is the city itself as it brings together a wide range of artisans and skill sets from this region's manufacturing heritage.



---

## Hinoura

Tsukasa Hinoura, one of Japan's most famous knife makers will be making a special appearance in Los Angeles for this event to lead a workshop for 12 participants to sharpen and produce their own knives. Tsukasa's knives have a 3-7 year wait and are highly sought after by professional chefs and enthusiasts around the world.

Hinoura dates back to 1905 and is a Tsubamesanjo knife maker with global recognition. Their knives are all hand forged by the 3rd and 4th generation Hinoura blacksmiths who are some of the highest authorities in Japanese knife making.



---

## Kanda Co., Ltd

Kanda Co., Ltd. was established in 1965 as a general trading company specializing in kitchen supplies. Ever since our inception, we have dedicated ourselves to enhancing the usability of kitchen utensils. Our daily focus revolves around continuous product development aimed at delivering superior items. At the core of Kanda's product creation philosophy lies a commitment to develop products with the end-user in mind, rather than solely from a manufacturer's perspective.



## Miyaco/Miyazaki

Miyaco/Miyazaki is a renowned brand based in Tsubamesanjo, recognized for crafting high-quality metal products. With a history rooted in traditional craftsmanship dating back to 1928, Miyaco specializes in creating fine kitchenware, tableware, and utensils. Their dedication to precision, innovation, and elegant design has earned them a prominent place in the world of metal craftsmanship, exemplifying the region's rich heritage of artistry and functionality.



## Nagao Tsubamesanjo

Nagao Tsubamesanjo, nestled in the heart of Tsubamesanjo, Japan, is a vibrant hub of craftsmanship. Here traditional artistry dances harmoniously with cutting-edge innovation. Renowned for crafting enduring kitchenware and precision tools, their creations burst with life, radiating functionality and exquisite design. Nagao Tsubamesanjo is the pulsating heartbeat of Japan's dynamic craftsmanship and manufacturing scene.

# NAGAO

Idea + happy life



## Newworld/Tayfull

Newworld/Tayfull is a cutlery manufacturer of Sanjo City specializing in the manufacturing of tableware. They are the forces behind Tsubamesanjo producing over 95% of all tableware produced in Japan. Newworld has produced a modern line up of tableware under its Tayful Cutlery brand that features carefully crafted tableware that is sold individually rather than in bulk. This lineup seeks to change the way we eat our meals and to take time to appreciate the utensils and how they influence our dining experience.

# tayfull



# FEATURED ARTISANS & COMPANIES

---

## Nozaki Limited/Gravimorph

Since 1902, Nozaki Limited Corporation, based in Tsubamesanjo, Japan, has been a leading manufacturer of industrial and home appliance products. Their GRAVIMORPH line embodies a century of manufacturing expertise and exudes a serene, Zen-inspired quality.



## On the Umami

On The Umami is dedicated to introducing the rich flavors of Japan to global audiences. They emphasize that achieving exceptional taste relies on understanding the inherent quality of each ingredient. Recognizing the dynamic nature of "dashi," they've devised a system combining expert craftsmanship and scientific data to ensure consistent flavor. Their commitment to preserving the unique Japanese essence of "UMAMI" drives them to diligently analyze and refine ingredient quality, creating an extraordinary culinary experience. Through ON THE UMAMI, they aim to define UMAMI's essential qualities and share the joy of selection with discerning palates worldwide.



## PLUS Y's CO. LTD

Plus Y's is an international trading company based in Tsubamesanjo that specializes in exporting a wide range of the region's metal working products to markets globally. PLUS Y's also produces original goods in collaboration with various makers in Niigata.

PLUS Y'S 'S

Selling is art!  
Manufacturing is value!  
We are distribution innovators!!





## Sori Yanagi

Sori Yanagi was the son of the Folk Crafts Museum founder, Soetsu Yanagi. He studied art and architecture and became a pioneer of postwar industrial design. His cast iron pans are one of many examples of how Yanagi combined simple lines and flawless functionality. The artisans of Tsubamesanjo skillfully craft his designs, capturing their timeless elegance.



## Suwada

Suwada is a prestigious Japanese company known for its craftsmanship in producing high-quality cutting tools, primarily scissors and shears. Based in Sanjo City, Niigata Prefecture, Suwada has a rich history dating back to 1926. The company combines traditional Japanese forging techniques with modern technology to create sharp, precise, and durable cutting instruments. Suwada's dedication to excellence has earned them recognition both in Japan and internationally, making their scissors and shears highly sought after by professionals and enthusiasts alike.



## Tadafusa

An award winning knife maker from Tsubamesanjo, Niigata specializing in a wide range of handmade knives for professional and home use.

Founded in 1948, Tadafusa forged a wide range of metalware including sickles, short sword, and other equipment before producing a wide range of kitchen knives. Proudly upholding Tsubamesanjo's blacksmithing heritage and legacy, Tadafusa produces top-tier Japanese knives that have won numerous national and international awards.



# FEATURED ARTISANS & COMPANIES

---

## Tamahagane

Tamahagane is a renowned knife manufacturer from Tsubamesanjo, Japan. Using traditional techniques and high-quality Tamahagane steel, skilled artisans create sharp, durable, and precision-cutting blades, exemplifying Japanese craftsmanship and culinary artistry.



## ThreeSnow/Shinetsu Works Ltd

Three Snow is the in-house brand of Shinetsu Works, located in Tsubame City, Niigata Prefecture, Japan. Drawing from their expertise in wire and mesh processing, ThreeSnow specializes in the manufacturing and distribution of commercial kitchen equipment and tools. ThreeSnow extends its focus beyond its industry, fostering environmentally conscious practices and addressing labor shortages. Collaborating with all stakeholders in the culinary world, they strive to learn, support, and create new products, services, and value together.

## ThreeSnow



## Tojiro

Tojiro is a distinguished Japanese knife manufacturer based in Tsubamesanjo. Since 1953, they've been crafting high-quality, precision knives with a blend of traditional craftsmanship and modern technology. Renowned for their sharpness, balance, and durability, Tojiro knives are favored by both professional chefs and home cooks worldwide. Their dedication to excellence has solidified their position as a leading name in the culinary knife industry.



## Toribe

Toribe Seisakusho is a distinguished Japanese cookware manufacturer with over 90 years of heritage. Located in Tsubamesanjo, they specialize in crafting premium kitchen tools, particularly ironware. Renowned for their exceptional craftsmanship and commitment to traditional techniques, Toribe products are cherished by chefs and culinary enthusiasts worldwide for their durability, functionality, and timeless design.



## Toyama Hamono

Established in 1861 in Sanjo City, they have upheld ancestral craftsmanship across five generations: Ryumatsu, Tomijiro, Hideyoshi, Hidehisa, and Hidenobu, as masters of Echigo scissors. Their scissors, forged with traditional techniques such as "hibatsuri" and "uratoshi," have garnered domestic and international acclaim for their unwavering quality. In recent years, they've merged tradition with cutting-edge technology, pushing for even higher quality, sharpness, and durability. Toyama Hamono remains committed to delivering the trust and quality upheld for 160 years, aspiring to be cherished at all times.

### TOYAMA HAMONO



## Tsubame Shinko/Sunao/Urban

Since its opening in 1919, marking a century of knife craftsmanship in 2017, Tsubame Shinko prioritized utilizing our expertise to meet the demands of the times. Enduring various challenges and societal shifts, the company evolved into a multifaceted manufacturer, excelling in metal cutlery, road reflectors, signs, and graphic signage. Tsubame Shinko is dedicated to leveraging our expertise to address contemporary needs and contributing to society in Japan and around the world.

*Tsubame Shinko*  
**SUNAO**  
SERIES. cutlery  
seedling stretching straight

**URBAN**



# FEATURED ARTISANS & COMPANIES

---

## Tsuboe

Tsuboe, a Japanese company, embodies a legacy of excellence in crafting fine cutlery and kitchen utensils. Founded on a commitment to precision and quality, Tsuboe has earned a reputation for producing knives of exceptional sharpness and durability. With a fusion of traditional craftsmanship and modern innovation, their products elevate culinary experiences worldwide. Tsuboe is synonymous with the artistry and precision that define Japanese kitchenware craftsmanship.



## Yamatani Industry Co, Ltd

Yamatani, a prominent hardware manufacturer and wholesaler in Tsubamesanjo, Niigata, specializes in high-quality metal products. With a wide array of offerings, from camping gear to various kitchenware, Yamatani plays a vital role in Tsubamesanjo's global distribution network, ensuring the worldwide availability of their renowned goods. They not only distribute but also create their own original products, aligning metallurgical excellence with global consumer demand.



## Yamazaki Kenma

Boasting industries highest level of mirror polishing, Yamazaki Kenma is world renown for its dazzling lineup of stainless steel wares. With expert polishing techniques, Yamazaki Kenma's artisans are able to polish their products to within one-millionth of a millimeter for unrivaled levels of quality and prestige.



## Yoshida Yasuri

With roots dating back to 1900, Yoshida Yasuri has perfected its nail files with over 120 years and over 7 generations of artisans in the Yoshida family.

Combining its centuries of skill, Yoshida Yasuri continues to innovate on its hand made nail files producing a variety of products for modern applications like specialized files for pets under its Dogood brand.

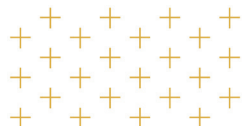


---

## Yoshikawa Corporation

Yoshikawa, based in Tsubamesanjo, Japan, is a prominent manufacturer of metal and kitchenware products. With a history of craftsmanship dating back to 1954, they are celebrated for producing durable, innovative, and aesthetically pleasing kitchen tools and appliances.







**Toshizo Watanabe**

JACCC gratefully acknowledges the visionary gift from the Toshizo Watanabe Foundation, which made both the Toshizo Watanabe Exhibition Center and the Toshizo Watanabe Culinary Cultural Center possible.

These companion centers promote the integrated teaching and celebration of Japanese and Japanese American culinary arts, and going forward, will support our underlying mission to preserve cultural traditions while nurturing the next generation of artists, culture bearers and thought leaders.



# 店 MISE



Toshizo Watanabe  
EXHIBITION CENTER

244 South San Pedro St., Los Angeles, CA 90012  
(213) 349 - 4341 | [mise.jacc.org](http://mise.jacc.org)

