

### Chikusen Textile with traditional techniques dating back to the Edo Era and original designs

#### Chikusen Co., Ltd. (Chuo Ward)

- The company has been improving dyeing techniques since its foundation in 1842 and creating products with carefully selected cloths and original designs.
- Using techniques and textile developed since its foundation, they create new products that can be used in modern daily life. They intend to introduce their products as Chikusen Textile, not limiting it to Kimono ware.



### Sekku Festivals Culture: redefinition and introduction of its attractiveness inside and outside Japan

#### Koikko Co., Ltd. (Adachi Ward)

- Following techniques for Edo Kimekomi (wood and cloth) dolls and Edo Festival dolls that flourished amongst the townspeople in the Edo Era, they create and sell new dolls that reflect the changes in the modern lifestyle, in addition to dolls for the Girls' and Boys' Festivals.
- They intend to create a new festival style that appeals to modern tastes, building on the traditional doll making techniques they have accumulated.



### Promotion of Chusen dyeing, a technique popular among people in the Edo Era through to modern Tokyo

#### Marukyu Shouten (Chuo Ward)

- The company has been designing and selling products created with Chusen hand-dyeing techniques under the brand name "Shin Edo Zome" since its foundation.
- They intend to create new possibilities of dyeing involving the Chusen method and develop the Japanese textile culture to gain more recognition in collaboration with fabric dyeing artists, weaving technicians and dye-works.



**Japanese Taiko Drums and Forests: suggesting a model for a rich recycling society using Tokyo's forest resources and craft skills**

**Miyamoto Unosuke Co., Ltd. (Taito Ward)**

- The company was founded to sell Japanese drums in 1861. Since then, it has manufactured and sold ritual/festival items and repaired and restored Japanese musical instruments. In recent years it has set up Japanese drum schools to promote the instrument inside and outside Japan.
- They develop Japanese musical instruments making use of forest resources in Tokyo. Through publicizing their development processes, they intend to raise the awareness of people about both the environment and manufacturing, and suggest an ideal Tokyo model for a rich recycling society.



**Edo Mokume Gane metalworking techniques: introducing handcrafted wedding rings in one-off designs to overseas markets**

**MOKUMEGANEYA Co., Ltd. (Shibuya Ward)**

- The company manufactures jewelry with the metal craft technique called Mokume Gane meaning wood grain metal, which developed as a skill to produce decorative sword fittings by sword guard craftsmen in the Edo Era.
- They study and use traditional wood grain patterns for specialty items, and further develop the technique to create innovative user-participation products. They intend to expand the market overseas as a jewelry brand made in Tokyo by establishing a show-room type craft studio and collaborating with different types of industries.

