



DENSAN – The Association for the Promotion of Traditional Craft Industries
will be exhibiting at the Milan Design Week 2016.

DENSAN Products 2016 - THE BEST 60 -

The 12th to the 17th of April 2016 / PALAZZO GIURECONSULTI Camera dei Notari

DENSAN - The Association for the Promotion of Traditional Craft Industries will be exhibiting again at the Milan Design Week, one of the top design events in the world, which will be held in Milan, Italy from the 12th to the 17th of April 2016.



[Our Exhibit]

The Association for the Promotion of Traditional Craft Industries^{*1} (DENSAN) will be exhibiting at the Milan Design Week^{*2} as it is the ultimate opportunity to showcase to the people around the world the beauty of craft products that represent “Japan, the land of monozukuri (craftsmanship),” and the superior items made by Japan’s master-level crafters.

In Japan’s traditional craft products, we see the spirit of handwork that has been passed down through many generations. With the advancement of industrialized production, the industry of handmade goods has been heading toward extinction in most countries. By contrast, however, a greater demand for handmade goods is being exhibited by consumers around the world, seeking originality, safety, and security in what they buy.

This year, for our second participation, we will exhibit 60 products which two curators have selected among the traditional craft items made around the country, as a way to introduce to professional designers, Japan’s traditional craft products as well as the modalities of an industry that serves as their backdrop. Our goals are to propose to the world the ideal form of a handmade industry befitting of the 21st century, as well as to heighten the appeal of Japan’s prestigious traditional crafts and to make them better known around the world.

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In Japan, many craft products have been used as regular everyday household items since ancient times. The techniques and methods applied in making them have also been passed down through the country's long history, while being modified and reformed in line with the changes in our lifestyles.

This year, from the 222 different kinds of traditional craft products that are still actively made across Japan, we have selected mainly from the NEW DENSAN collection—products that harmonize with the contemporary lifestyle and help create a living environment that suits each individual. In addition, in response to the heightened interest toward Japanese food and culture that has been generated since the Expo Milano 2015, we have also selected quality handmade products that have been used regularly in everyday lives of Japanese people.

From tableware and fashion items, we invite you to enjoy viewing the 60 items that we have carefully selected.

[Exhibit Outline]

- Event name : Milan Design Week 2016
- Title : DENSAN Products 2016 - THE BEST 60 -
- Dates : Tuesday April 12th until Sunday April 17th (6 days)
- Address : PALAZZO GIURECONSULTI^{※3} Camera dei Notari
Piazza Mercanti 2, Milano
- Organizer : The Association for the Promotion of Traditional Craft Industries
- Curators : Toshiki Kiriyaama, Tomoko Mizu
- Producer : TRUNK LTD.
- Space Design : Hikaru Mori (ZITOMORI)
- Art Direction : GAIMGRAPHICS

※1 The Association for the Promotion of Traditional Craft Industries

DENSAN -The Association for the Promotion of Traditional Craft Industries- was established in 1975 with funding from the Ministry of Economy, Trade and Industry in order to promote the Japanese traditional craft industry. There are many crafts items all over Japan, producing ceramics and porcelain, lacquerware, textiles and handmade paper, of which 222 are designated as traditional crafts by the Minister of Economy, Trade and Industry. In addition to its role as a promoter of crafts through a wide range of businesses, the association operates a retail shop under the name of "JAPAN TRADITIONAL CRAFTS AOYAMA SQUARE" (Akasaka Oji Bldg. 1F, 8-1-22 Akasaka, Minato-ku, Tokyo) which links producers with customers.
<http://kougeihin.jp/>

※ 2 Milan Design Week

The Milan Design Week is a design event held every April in various parts of Milan, a major city of commerce located in northern Italy. Together with the Milan International Furniture Fair (International Salone del Mobile), which takes place at the same time, it is known to the people of Japan as “Milano Salone.”

One of the largest trade fairs in the world, it is not just an event that serves as a furniture trade show, but it also mixes in many cultural aspects such as art and design to provide an opportunity for participants to share new cultural innovations with the world. Participated by a vast variety of cutting-edge companies and creators of the art and design world, such as those of interior design, product design, and fashion, the event has great influence on the year’s trends in the design industry.

※ 3 PALAZZO GIURECONSULTI

A multi-purpose space owned by the Milan Chamber of Commerce, the Palazzo Giureconsulti is in the center of Milan, very close to the famous Duomo. This is one of the city’s major commercial areas, bustling throughout the day with tourists, shoppers and locals. During the Salone del Mobile many design related events take place in the nearby Rinascente, Milan’s most famous department store, and in the galleries and other cultural, educational and governmental facilities in the vicinity of the Duomo.

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※Press photograph data are available. Please contact the press officer (above).