

Finding the new shape of Hidehiranuri and exporting it to Europe

1. Abstract

We aim to find the new shape of Hidehiranuri that is accepted by European and export it to Europe. We thought the best shape of Hidehiranuri for European was a tea set because Japanese lacquerwork was valued by them in 16 centuries and they enjoy drinking tea.

We interviewed two company presidents for research. We designed many patterns of tea set and we discussed how to get money, how make tea set and how to sell it.

Finally, we could suggest the tea set of lacquerwork to a company, but difficulty of raising money prevent us from accomplishment of this project.

2. Introduction

Hidehiranuri is the brand of lacquerwork. The Golden hall of Chuson Temple is one of the World Heritage Site. The technique of Hidehiranuri was used for the construction of this structure. Lacquerwork was loved by European. For example, they imported Japanese lacquerwork and used it as the tool of the festival in 16 centuries. In addition, European enjoy drinking tea. So, we decided to make tea set of lacquerwork (pot×1、 cup & saucer×2, ¥23000~¥24000)by advance research.

We decided to sale it on the Internet, so we made web site of our products.

3. Interview1

1) Company ... Joboji Urushi Sangyo

2) Person ... Mr. Matsuzawa Takuo

3) Result

- Decide to use potty, because its price is low than glass.
- Mr. Matsuzawa suggest using Nanbu Tekki as pot.

4) Issue

- How to sale.
- establish our website.
- Use Facebook.

5) Consideration

- Decide tea set's price.
- Gather funds to make our goods.



Interview2

- 1) Company … Marusan Shikki
- 2) Person … Mr. Aoyagi Makoto
- 3) Result
 - Use crowdfunding “Isiwari” to gather funds.
- 4) Issue
 - Learn in detail about how to pricing



4. Conclusion

On the basis the above, we decide the price and the contents of tea set.

- Teapot × 1 ¥8,000
- Cup & saucer × 2 ¥11,000

What we have to do after this is making more design to suggest it to company. Also, we have to carry out funding.

5. Acknowledgement

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- Mr. Aoyagi Makoto, the president of Marusan Shikki company.