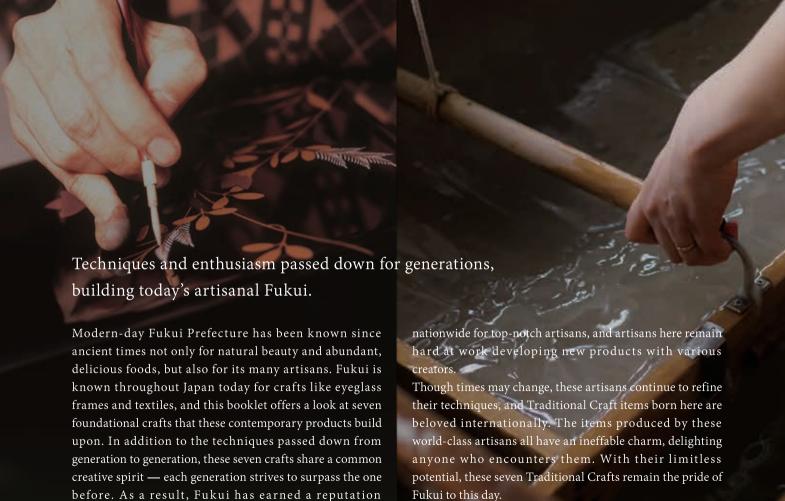
E C H I Z E N W A K A S A

SKILLS
PASSED DOWN,
REVERBERATING

流の響演

ARTISANS & TECHNIQUE · WORLD-CLASS CRAFTS

THE TRADITIONAL CRAFTS OF ECHIZEN WAKASA





CONTENTS

4 ECHIZEN LACQUERWARE ———— YOSHIHIRO MURATA
Owner, Kikunoi

ECHIZEN WASHI — TAKESHI KAIHOTSU
Owner, Kaikatei

ECHIZEN KNIVES — KOTARO NODA Executive Chef, Faro

ECHIZEN POTTERY TAKUMI HAMAYA
Chef, Cadre

12 ECHIZEN CHESTS RYO HORIUCHI
Chef, Le Jardin

14 WAKASA LACQUERWARE — HIDETOSHI IWAMOTO Owner, Washun Iwamoto

16 WAKASA AGATE-WORK — TAECHOONG YOON Owner, Fukui Phoenix Hotel

Contact Information & Shops Selling Traditional Crafts



Nationally Designated Traditional Crafts

In accordance with the Act on the Promotion of Traditional Craft Industries (Act No. 57 of 1974, the "Traditional Craft Act"), crafts that meet the five criteria below can be designated by the Minister of Economy, Trade, and Industry as Traditional Crafts:

- Used mainly in everyday life
- Made primarily by hand
- Made using traditional techniques or technologies
- Made mainly from the main raw materials traditionally used
- Made in a specific region, with a considerable number of people making, or involved in making, the craft items

No matter how overly specific my requests, they always produce something truly great.

Ever since I inherited Kikunoi, the only lacquerware we've used is Echizen Lacquerware. This is partially because our founder was born in southern Fukui, and partially because of the short trip from Kyoto.

But it's mainly because the artisans are so flexible. Lacquerware damage happens daily at restaurants, and their repair turnaround times are fast — perfect for that desire to have nice things that last for years. They can also handle unique requests. Echizen is a commercial production center, but no matter how specific my requests, the results are always truly great.

Sometimes I even do my own designs. The wholesaler takes

fairly abstract ideas and conveys them to artisans for prototypes. Second-rate artisans simply do what they're told, but first-rate ones know when to say "no," even when customers insist. That is the relationship we have with artisans in Echizen. Finished results that exceed my expectations reinforce my trust that Echizen is the right choice — it's the only place in Japan able to meet my specific, demanding requests.

The dishes used to serve a meal are the finishing touch tying it together — meal presentation emphasizes the feeling of hospitality. Seeing the work done by Echizen Lacquerware artisans inspires me to do my very best, too.



YOSHIHIRO MURATA

Born in Kyoto to the owner of Kikunoi; inherited it in 1993. Instrumental in 2013's World Heritage selection of Japanese cuisine. Considered a modern-day master, author of many books on cooking.

Originated some 1,500 years ago; in the Edo period (1603–1868), artisans started incorporating gold decorations, making items both durable and beautiful. The region developed a mass production system, and became a leading commercial producer. Today, Echizen Lacquerware is used at inns and high-end restaurants throughout Japan, and even overseas.





Washi paper, handmade with an attention to detail sure to please and impress.

I first came across Ul Washi , or lacquered washi paper, about twenty years ago. It was shown to me by an Echizen Washi wholesaler, and I tried using it for placemats. On its own, washi paper is prone to tearing, but I found that adding lacquer made it water-resistant and more durable, and made the placemats age very gracefully. They have a feel akin to tanned leather, yet with a distinctly light, soft feel. It's a fascinating material. The subdued color and texture complement the meals served on them, and our guests love them.

Even before we started using Ul Washi, I'd been impressed with Echizen Washi. I have great respect for the sense of

urgency the artisans bring to every step of manufacturing, from selecting raw materials to careful hand-preparation, uncompromising production, and finally sales. But Echizen Washi isn't merely functional. Famous restaurants choose it, both in Japan and abroad — proof that those who recognize the finer things know to demand the genuine article. Indeed, as a result, it remains a valuable material even as Ul Washi. The artisans who make Echizen Washi are serious about their craft, and continue taking on new challenges. I hope to share my enthusiasm for the region through Ul Washi and other types of washi paper.



TAKESHI KAIHOTSU

Born in Fukui. In 1993, he became the fifth owner of the prestigious restaurant Kaikatei. Honorary sommelier of the Japan Sommelier Association, and executive director of the Association of Fukui Gastronomy. Legend has it that the goddess of paper first taught paper-making 1,500 years ago. Unique techniques, performed carefully by hand, produce such high-quality results that Japan's first banknotes used Echizen Washi. In recent years, it has come to be used in new ways, such as interior décor.





Michelin Guide Tokyo 2023

1 Star for 3 Years in a Row

I've been a student of knives since I became a chef in 1996, so I'd heard of Echizen Knives. It wasn't until 2013, though, that I actually got to experience their excellence firsthand, and I was particularly intrigued to hear they were popular with chefs internationally. In 2016, I finally encountered Takamura Knives in Echizen City for myself.

My restaurant Faro is built on "made in Japan" as a concept, expressing the richness of the Japanese food culture I'd missed for all those years. I believed Echizen Knives could help bring this dream to life, and I chose them when we opened in 2018.

Every Echizen Knife, of every size, feels great to use. The blades are thin and glide effortlessly into foods, for beautiful cuts. Only cooks who use Echizen Knives are allowed to make our main courses — they're that vital for making foods truly sing.

Faro's dishes, cutlery, and even décor all extensively involve Traditional Crafts. Fukui's wealth of foods and various Traditional Crafts offer lots to work with. I hope to find the same excitement exploring them as I did with Echizen Knives.



KOTARO NODA

Born in Ehime. First visited Italy in 1999, where he studied Italian cooking and worked as a chef at a prestigious restaurant. The first Japanese person to win two Michelin awards in Italy. Echizen Knives began when Swordsmith Chiyozuru Kuniyasu started making sickles for the community 700 years ago. They are made with traditional forging and sharpening techniques, to serve as tools for everyday life. Today, these excellent knives are beloved by chefs in Japan and worldwide.





French cuisine and pottery born of nature.

These co-stars each bring their own beauty to an unforgettable meal.

Michelin Guide Hokuriku 2021 Michelin Plate Award

Much like the restaurant's owner, I hope to share the delights of Fukui far and wide. There is so much to experience here, but perhaps my favorite is Echizen Pottery.

French cuisine and Japanese pottery — many may find this combination unorthodox, perhaps, but that made it all the more compelling to me. When I first encountered Echizen Pottery, I could immediately tell that the distinctive colors and warmth would fit my tastes.

Echizen Pottery has an understated subtlety, and each item has its own unique feel, creating a delicious contrast between the beauty of nature and the beauty of French cuisine. It is also

heat-safe, making it perfect for serving delicious meals.

After telling Echizen Pottery artisans what we'd like, their flexible ideas and undeniable skill lead to results beyond what we could have imagined. My job is to then draw inspiration from these plates, bowls, and cups, imagining what new recipes they could be used for. This creative synergy between our respective fields leads to new foods and services that could only come from our restaurant in Fukui.

I intend to continue using plenty of ingredients from Fukui in my cooking — including Echizen Pottery.

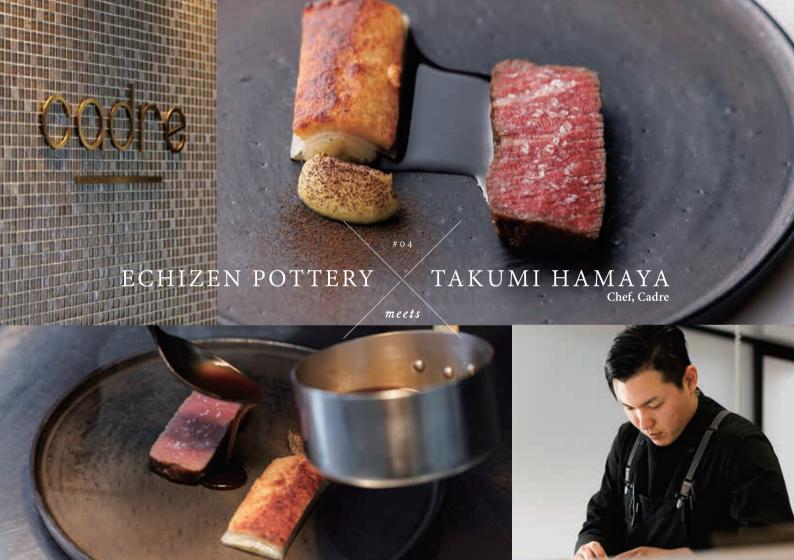


TAKUMI HAMAYA

Born in Shizuoka, Graduated from Aichi Cooking College, then worked seven years at Garden Restaurant Tokugawaen in Nagoya. Came to Fukui pursuing local gastronomy, and took his current role in 2021.

Originated some 850 years ago; in 1971, local artisans founded Echizen Pottery Village. Its rustic warmth comes from its distinctive multi-stage unglazed firing and ash-based glazes. Today's Echizen Pottery artisans take on new challenges using traditional techniques.





Honorable Mention

First-rate artisans produce the tools to let our unique dishes and service truly shine.

I've used Echizen Knife for over a decade, and it goes without saying that Fukui has plenty of other wonderful Traditional Crafts. With my restaurant's grand reopening in 2022, I decided to incorporate Traditional Crafts from Fukui to help set us apart.

In my search, I encountered Echizen Chests and items like coasters, made using traditional joinery techniques. This style is good for more than coasters — it's perfect for cutting boards and bread baskets used when serving, so I immediately ordered a bread basket. I had specific requests for how much bread would go in, at what angle, as well as how it would feel in

the hand, for ease of serving — and the artisan further improved on all of them. The distinctive nail-free joinery techniques of Echizen Chests elevate the beauty of the whole, as fully expressed even in a simple bread basket. The artisan told me the slanted sides made the joinery a challenge, but it was worth it — my staff has mentioned how much more pleasant it is to use than ready-made products.

We aim to be the finest French restaurant in the Hokuriku region, so everything must be top-notch. There is tremendous value in having artisans like these, flexible enough to handle our very specific requests.



RYO HORIUCHI

Born in Kyoto. After working in Tokyo, became sous chef at a three-star restaurant in France. After returning to Japan, took his current position in 2022. Won the Taittinger Culinary Prize at the Cordon Bleu in May 2022.

Echizen Chests originated some 200 years ago. They are made of solid wood, joined without nails. Their surfaces are lacquered, and their metal decorations are forged using Echizen Knife techniques, for durability. The center of production, Echizen City, even has a neighborhood named for these chests.





Offering an encounter with true brilliance, to further elevate a delicious meal.

Michelin Guide Hokuriku 2021 Michelin Plate Award

Before going independent, I worked at a restaurant endorsed by Obama City for our use of local products, for local consumption. Our dishes came from an Arita Ware potter in Saga that we had ties to. With my choice to go independent, I wanted to focus further on using local products: in addition to my familiar Arita Ware, I wanted Wakasa Lacquerware dishes and chopsticks from my hometown of Obama. Wakasa Lacquerware has a uniquely gorgeous allure, almost like jewelry.

I believe cooking is about more than just food — it's about offering something to talk about. As guests savor their meals,

I hope that they will also notice the beautiful form and function of the tableware, and take an interest in their history and origins. That interest makes meals more delicious and more memorable, and Wakasa Lacquerware certainly invites conversation. People who appreciate good food also tend to appreciate fine tableware and furnishings, and this is precisely why I want to offer only the finest in quality to guests.

We intend to continue using only premium tableware, regardless of origin. The time and effort spent on care is more than worthwhile — I believe it pays off through stronger, deeper ties with our guests.



HIDETOSHI IWAMOTO

Born in Obama City, returning home after working at prestigious restaurants in Osaka. After ten years as a head chef, he opened his own restaurant in 2018. Certified sommelier-level sake expert.

Originated 400 years ago, popular among nobles and wealthy merchants. Made with eggshells, mother-of-pearl, pine needles, seeds, and more. These are coated with lacquer, ground down to reveal them, then polished. The results are beautiful yet durable, able to handle both heat and moisture.





I was stunned by the beauty and artifice of agate, and hope we can shine alongside Fukui's "seven stars."



Our hotel is named for the phoenix, a symbol of Fukui City's recovery from war, earthquakes, floods, and other disasters. We aim to bring Fukui's culture to our guests, so it was only natural to use local Traditional Crafts to decorate the guest rooms.

To be honest, I only recently saw Wakasa Agate-Work for the first time. I was so stunned by its beauty that I actually said "oh wow" out loud. Polishing this gemstone brings out the luster that gives it such value. More surprising to me was that this shine is virtually permanent — agate can still look freshly polished after half a century or even longer. We decided to do PR involving our suite room number plate, which is made of

agate. Its noble shine provides a luxurious welcome, enhancing the hotel's atmosphere of hospitality.

And yet, for all its beauty, only a single successor to this craft remains! We aim to do our part at the hotel, by making its existence known to many people, telling guests where they can buy or try making Wakasa Agate-Work, and pointing them to where it's made. We hope that this will help preserve it as a craft, as well.

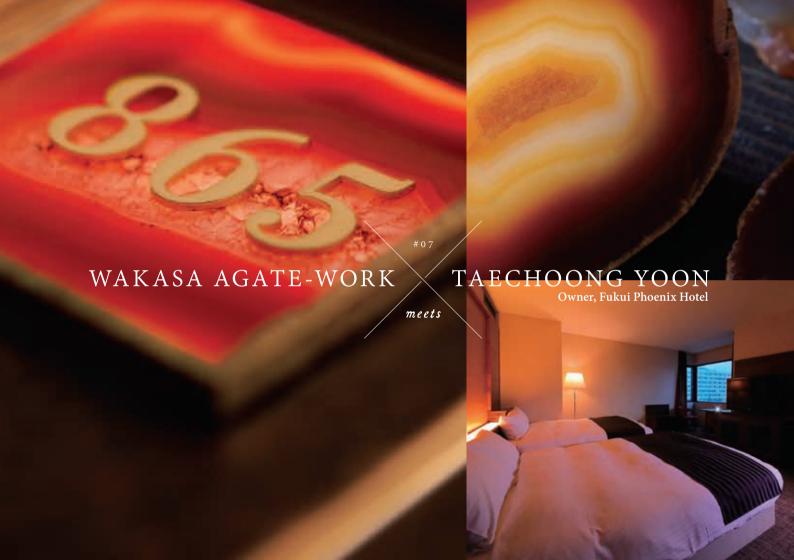
Fukui shines through Wakasa Agate-Work and the rest of the "seven stars," the prefecture's seven traditional crafts. We hope to shine alongside these "seven stars" ourselves.



TAECHOONG YOON

Born in Fukui; worked in Tokyo, Kobe, Seoul, and Boston before coming home. Graduate of the Waseda University School of Political Science and Economics. Opened the Fukui Phoenix Hotel in 2012. This translucent quartz formation with banded layers is fired at temperatures of 200–300°C to develop its beautiful color, then painstakingly carved and polished. This craft is believed to have originated over 1,200 years ago, with technique improvements particularly in the late 1800s and early 1900s.





Contact Information & Shops Selling Traditional Crafts

Echizen Lacquerware Cooperative Association (Shop: Echizen Lacquerware Hall)



37-6-1 NIshibukuro-cho Sabae City, Fukui Tel: (0778) 65-0030 Fax: (0778) 65-0550 Hours: 9:00 to 17:00 Closed: 4th Tue, of the month (or following day if a holiday) and Dec. 29 to Jan. 3



Fukui Prefectural Washi Cooperative Association (Shop: Washi-Dokoro Echizen)



8-44 Shinzaike-cho, Echizen City, Fukui (At Papyrus House) Tel: (0778) 42-1363 Fax: (0778) 42-2425 Hours: 9:00 to 16:30 Closed: Tue. (or following day if a holiday) and new year holidays



Echizen Forged Blade Cooperative Association (Shop: Echizen Forged Blade Hall)



49-1-3 Ikenokami-cho Echizen City, Fukui Tel: (0778) 24-1200 Fax: (0778) 22-1015 Hours: Weekdays 8:30 to 17:00, Sun. & holidays 9:30 to 16:00 Closed: Dec. 29 to Jan. 3



Takefu Knife Village Cooperative Association (Shop: Takefu Knife Village)



22-91 Yokawa-cho Echizen City, Fukui Tel: (0778) 27-7120 Fax: (0778) 27-7100 Hours: 9:00 to 17:00 Closed: New year holidays



Echizen Pottery Industrial Cooperative Association (Shop: Echizen-yaki no Yakata)



5-33 Ozowara, Echizen Town Nyu County, Fukui Tel: (0778) 32-2199 Fax: (0778) 32-3251 Hours: Weekdays 10:00 to 16:00, Sat., Sun. & holidays 9:00 to 17:00 Closed: New year holidays



Echizen Joinery Association



1-19 Honmachi Echizen City, Fukui Tel: (0778) 22-7070 Fax: (0778) 22-7070 Hours: 11:00 to 16:00 Closed: Wed. & Thu.



Wakasa Workshop



3-4 Kawasaki Obama City, Fukui (2F of Miketsukuni Wakasa Obama Food Culture Museum) Tel: (0770) 53-1034 Fax: (0770) 53-1036

Hours: 9:00 to 18:00 (Dec. to Feb.: 9:00 to 17:00) Closed: Wed. (open if a holiday) and Dec. 28 to Jan. 1

Wakasa-nuri Cooperative Association (Shop: Hashi no Furusato Museum)



Obama City, Fukui Tel: (0770) 52-1733

8-1-3 Fukutani

Fax: (0770) 53-0043 Hours: Weekdays 9:00 to 17:00

Closed: Thu (or following day if a holiday) and new year holidays



Fukuninki Happiring Store



1-2-1 Chuo Fukui City, Fukui (2F of Happiring) Tel: (0776) 25-0291 Hours: 9:00 to 20:00



Fukui WAZABI



1-8-1 Chuo Fukui City, Fukui (5F of Seibu Fukui) Tel: (0776) 28-8261

Sava! Store



1F MINIE 1-3-5 Chuo, Fukui City, Fukui Tel: (0778)65-0048 Hours: 10:00 to 19:00 Closed: Wed.













Fukui Antenna Shop 291 Ginza

Getting to Fukui Station by Train



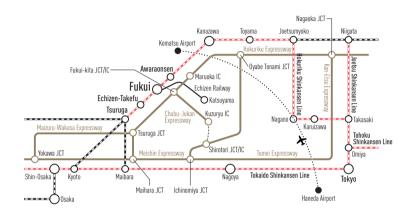
Hokuriku Shinkansen······· Travel Time: 2 hr., 50 min. Tokaido Shinkansen, transferring at Maibara Sta.

..... Travel Time: 3 hr., 20 min.





Thunderbird Limited Express, transferring at Tsuruga Sta.
Travel Time: 2 hr.





Commerce and Market Development Division, Department of Industry and Labor, Fukui Prefecture

3-17-1 Ote, Fukui City Phone: (0776) 20-0377 Fax: (0776) 20-0645



