

Pure Nippon Experience - Arita Ware factory visiting & Painting experience -



## Brand Owner of Arita Porcelain Lab: Yazaemon the 7th, Satoru Matsumoto



#### **Profile**

After graduating from the Kyushu University Department of Economics, he started to work at a city bank. After 3 years of working at the bank, he was called upon by his family to take over the family business to conduct civil rehabilitation of 2 billion yen debt.

In order to bring Arita porcelain the top world level once again, he developed "ARITA PORCELAIN LAB" brand to suit the modern lifestyle,





# **Arita Ware history**



### The beginning of Aarita Ware

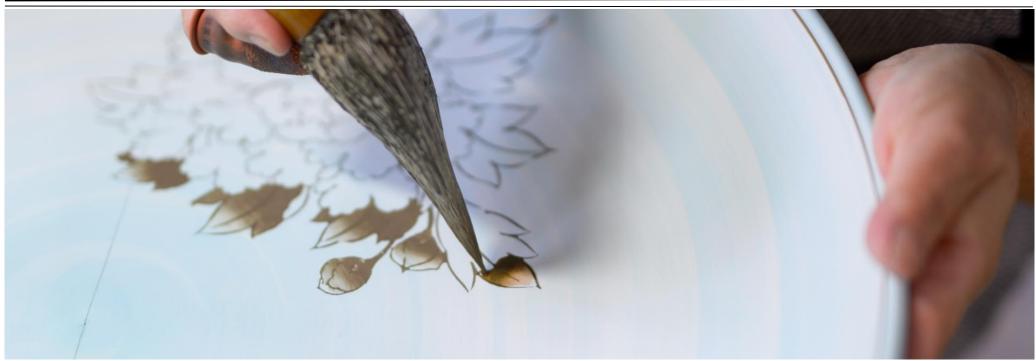
In the beginning of the 17th century, when Hideyoshi Hideyoshi's soldiers arrived in Korea, the lord of the Nabeshima clan returned home to Korea pottery and found pottery in the land of Arita to make porcelain was the beginning of ARITA WARE.

In the latter half of the seventeenth century, the Kakiemon style, which is characterized by Japan's original luxurious color imagery reflecting the Genroku culture, the white Immorale and a bold space was made and exported to Europe, these are exported to Europe, We swept the world.

Various technologies, generations, paintings, firing, and other rich designs inherited for 400 years are still valued as the best porcelain in Japan



#### The tradition of Yazaemon Kiln



#### The tradition of Yazaemon Kiln

Since the foundation in 1804 by Yazaemon Matsumoto the 1st by opening a kiln in Kamikohira Hizen Arita Sarayama, the tradition of Ko-imari style has been passed down through 7 generations over 200 years.

Tradition has been passed down by challenging to innovation till today.

Ko-imari style ornaments, such as flower vases and decorative plates were mainly produced at the beginning. After the factory rennovation in 1964, large variety of japanese and western style tableware became possible to produce in addition to ornaments.



#### **Exclusive Premium Experience at Arita Porcelain lab**



On a visit to Arita Porcelain Lab, you'll enjoy an intimate experience behind the scenes of an authentic Arita factory and observe talented makers as they create one of Japan's most prestigious exports.

The experience including a unique meeting with Yazaemon the 7th – Mr Matsumoto. one of Japan's best known Arita Ware masters, for a deep insight into Arita Ware.

You can also try your hand at finishing a piece of Arita porcelain yourself.

Your own unique piece directly sent to your home address after the drying process (around one month)



**Arita Ware Painting experience image** 



The Craftsman of Arita Porcelain Lab



#### **Optional: Lunch at Arita Porcelain Lab Café**





# Arita Porcelain Lab Café – A café that enjoys equipment and gastronomy

It is a cafe where you can actually enjoy the view of The world of Arita Porcelain Lab with eyes and tongue.

Lunch with Arita 's local ingredients abundantly and a commitment to drink can be served at Arita porcelain laboratory.

Along with modern Arita Ware, enjoy your luxurious moments.

