

## Collaboration between Ukrainian design and 6 Kyoto traditional craft companies

**UKRAINE  
DESIGN  
KYOTO  
CRAFT**

**This collaboration outsources Japanese product design to a Ukrainian studio to support their local activities with sales revenue.**

Ryosuke Fukusada, a designer living in Kyoto, has collaborated with SVOYA Studio as a Design Director on a project to develop 6 products that link traditional Japanese manufacturing with helping Ukraine. This collaboration between FUKUSADA STUDIO, SVOYA Studio and Kyooohoo (Kyoto Inter-industry Exchange Association) aims to support SVOYA studio's activities in Ukraine in facilitating economic recovery through design. A limited press event for the products will be held on September 22nd at Murinan in Kyoto. This is an effort to provide support by selling products and remitting part of the sales to Ukraine.



### ● The catalyst for launching the project

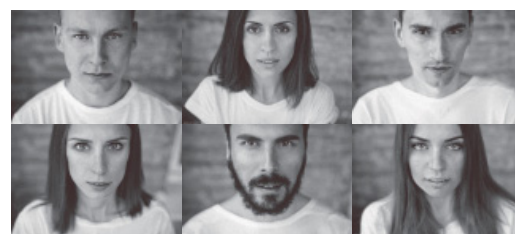
In March 2022, Fukusada received a message from a designer with whom he had been friends for some time. This friend was none other than Denis Sokolov, the co-founder of SVOYA studio, a Ukrainian design studio with 16 designers. Denis reached out to his designer friends and expressed that he wanted to continue to design to support his country even in the dire situation they were in. Together with WGD Kyoto, Fukusada asked for cooperation in product development from the cross-industry exchange group "Kyooohoo", which is responsible for Kyoto's traditional industries, and six companies agreed to join hands on this project.

Hil I am now sending such messages to all my friends and partners. Now our studio is supporting the country's economy and we are trying to continue designing. If suddenly our studio can be somehow useful in design, we are happy to work. We will transfer part of the income to support our country in protecting and rebuilding cities. This message is non-binding :) Just to indicate that we are open in the field of design all over the world. Have a good day!

▲ Received message

### ● SVOYA studio

SVOYA studio is an interior and product design studio founded in 2008 in the Ukrainian city of Dnipro by six locals. In 2017, they got in contact with Fukusada about lighting fixtures he designed for an interior project. That was the start of their wonderful ongoing relationship.



▲ Six co-founders of SVOYA studio. Denis is on the upper left.

### ● Public presentation exhibition at Murinan.

Date : 22 Thursday Sep 2022 9:00-16:00 Venue : 31 Nanzenji Kusakawa-cho, Sakyo-ku, Kyoto City 606-8437

Product design : SVOYA studio(Ukraine) Participating Companies : ISUKE & Co., LTD. / UNSODO Co., LTD. / OKUMURA Planning Office CO.,LTD. / Kimura Ohshido Co., Ltd. / Taniguchi Seigado Ltd / Maruwa Co., Ltd. (company-wide Kyooohoo member) Direction : FUKUSADA STUDIO LTD. Ryosuke Fukusada

e-mail : [hisafuji@wgd-kyoto.com](mailto:hisafuji@wgd-kyoto.com) project office WGD Kyoto Hisafuji ※ This is a press-only event with a complete reservation system. It will be on a first-come, first-served basis and will be closed when the capacity is reached.

● Profiles of 6 companies participating in the project (company-wide Kyooahoo members)



**ISUKE & Co., LTD. (Representative: Toshiyuki Okino): Established in the Bunsei era, devoted to traditional Japanese urushi lacquer for over 190 years.**

ISUKE & Co., LTD. was founded as a lacquer dealer in Kyoto during the Bunsei era about 190 years ago. Since then, they have specialised in lacquer and other unique paints. They are now involved in the planning and sales of lacquerware.



**UNSODO Co., LTD. (Representative: Hiroataka Yamada): Founded in 1891. Japan's only traditional hand-printed woodblock publisher.**

Unsodo was founded in Kyoto in 1891 as a publisher of art books. We are the only publisher in Japan that publishes hand-printed woodblock prints. They use this technique to produce and sell various art books and high-quality original Japanese miscellaneous goods.



**OKUMURA Planning Office CO.,LTD. (Representative: Kensuke Okumura): A new style vessel. fuuu.** We are a company that widely disseminates the splendour of Japan's world-class tradition and culture to the world. In order to spread Kyo ware and Kiyomizu ware to modernity, they established the "Touken kiln" and launched the brand "fuuu" to breathe new life into traditional Kyo ware and Kiyomizu ware.



**Kimura Ohshido Co., Ltd. (Representative: Yasuyuki Kimura): A doll with a modest yet strong presence.**

For more than 130 years since its founding in 1888, we have set up a company and a directly managed store in front of the gate of Kiyomizu-dera Temple in Kyoto. We offer unique hand-crafted dolls.



**Taniguchi Seigado Ltd (Representative: Kazuhiko Taniguchi) :The warmth that only hand-made tableware can convey.** Since their founding in 1932, Taniguchi Seigado has specialised in wholesale and retail of Kyoto ware and Kiyomizu ware in front of Kiyomizu Temple. Recently, they have also launched the Seigado Studio "Tokoku Kiln" in Chawanzaka, where they are constantly working with craftsmen to create new pottery.



**Maruwa Co., Ltd. (Representative: Toshiharu Hayashi): Furoshiki serve an important role when giving gifts in Japan.** With the motto "Furoshiki is a tool that wraps the heart", they are a company that conveys such hearts as caring for others, cherishing things, and caring nature. In addition to their products, they also create personalised items such as commemorative and promotional items including original furoshiki, fukusa, noren curtains, etc., and sell them nationwide.

**Kyooahoo:** A cross-industry exchange group established in September 2000 by various companies involved in Kyoto's traditional crafts (Secretariat: Kyoto Sangyo 21). Through the cooperation and activities of companies with different business categories, they promote market development around the world in order to spread the traditional products of Kyoto to the world.

**※ Developed products are scheduled to be pre-sold at crowdfunding "READYFOR" from 16:00 on September 22nd (Thursday). (Available to order only in Japan)**

● Project planner

**FUKUSADA STUDIO LTD.** : Ryosuke Fukusada established the design company FUKUSADA STUDIO in Kyoto in 2012. He is a Product Designer with a track record of a variety of projects with domestic companies in Japan as well as renowned international companies in Italy and Denmark.

**WGD Kyoto Co., Ltd. (Representative Kei Yamamoto):** WGD Kyoto (World Good Design Kyoto) consistently supports companies and traditional industries in Kyoto, from product development to sales promotion.

● Project Contact

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Reservation for the release exhibition on the 22th September: [hisafuji@wgd-kyoto.com](mailto:hisafuji@wgd-kyoto.com) WGD Kyoto Hisafuji

