

# TOYU DESIGN FARM



**Toyugiken is made up of skilled professionals, and expertise in mold making cultivated over many years is intrinsic to its business.**

**It is from molds that individual objects are formed.**

**Mold making is the process of giving tangible form to a preconceived idea of a finished object.**

**This process is underpinned by the physical intuition and accumulated experience of our craftspeople.**

Toyu Design Farm is the name of the design development section within Toyugiken Co., Ltd. that specializes in traditional wooden mold making and composite (fiber reinforced plastic) molding.

TOYU  KEN

## SPIRIT

Toyu Design Farm's Ethos

# 1st

**We will contribute to social advancement and Japanese craftsmanship by returning to Toyugiken's original focus as a mold maker and following the example of the "first penguin" to generate new business.**

**As pioneers who lead the way, we at Toyu Design Farm will draw upon the local Japanese esthetic to take on new domains in the global age.**

A colony of penguins needs to catch fish to survive. But lurking in the seas where the fish swim are killer whales, leopard seals, and many other carnivores who feed on penguins. The majority of penguins apprehensively check the waters for these savage carnivores, and cannot bring themselves to jump in, fearing for their lives. Even in such circumstances, however, there will be one that disregards the danger, and dives in undaunted to get its own food ahead of the others: this is the "first penguin." In other words, it is the pioneer that dives straight into a challenging situation and leads the way. Following the example of the "first penguin," we at Toyu Design Farm will take on new domains in the global age. In doing so, we will draw upon the expertise in mold making cultivated by Toyugiken, as well as the local Japanese esthetic evident in the beauty of traditional crafts such as kyo-yuzen kimono dyeing or the manufacture of karakami (thick printed paper).

## NEWS

Toyugiken's Activities

**Toyugiken received the Kyoto governor's "good idea" award and the Kyoto Industrial Support Organization 21 award in the Seventh Kyoto Culture Venture Competition**  
03/07/2014

The aim of the Kyoto Culture Venture Competition is to appeal publicly for examples of creative "wisdom" that demonstrate new perspectives on the art or culture of any era or country, and to properly nurture that wisdom in Kyoto. At the seventh such competition, Toyugiken's entry, "Arts and Composites: Kyo-Yuzen and Composite," which marries Toyugiken's composite technology with Kyoto's traditional craft of kyo-yuzen kimono dyeing, won the Kyoto governor's "good idea" award and the Kyoto Industrial Support Organization 21 award.



**Toyugiken's Nishijin brocade composite flower vase was selected for a flower arrangement by the headmaster designate of the Ikenobo school of ikebana**  
05/29/2017

At the Ikenobo ikebana exhibition held at Nihombashi Mitsukoshi Main Store in Tokyo on May 24, 2017, Toyugiken's composite flower vase incorporating brocade produced in Nishijin, Kyoto, was used for an ikebana masterpiece by Senko Ikenobo, the headmaster designate of the Ikenobo school.



**Toyugiken opened the Kyoto Art Composite Research Institute (and Showroom)**  
08/01/2017

Toyugiken opened its Art Composite Research Institute (and Showroom) in Shijo Karasuma, Kyoto, to enable collaboration on craftsmanship between the ancient city of Kyoto and the city of Minami-Ashigara, where Toyugiken's head office is located. We also intend to use the institute as a hub for broadcasting the appeal of art composite to people attending the 2020 Tokyo Olympic Games, and the world at large.  
(Office One Shijo Karasuma, Niwatoribokocho 480, Shimogyo-ku, Kyoto City)

