Japan Brand Program

Lacquer Culture and Future Inheritance

Schedule: February 23 to March 7, 2016  Sites: Italy, Spain, Portugal

Dispached expert

Yutaro Shimode
Lacquer Craftsman
Professor,
Kyoto Sangyo University

Dr. Shimode is the top quality lacquer craftsman and the third generation of the Shimode makie-studio (lacquer workshop) in Kyoto. He is well known for lacquer work projects such as the renewal of specially lacquered sacred ornament at the Ise Grand Shrine and the interior décor at the Kyoto State Guest House. He is actively involved in academic research and educating next generations at the University. He strives not only to protect traditional technique but also to innovate it.

Review of activities

● Italy

Lecture at the Officina Profumo-farmaceutica di Santa Maria Novella in Florence

Lecture and demonstration at the National Museum of Oriental Art in Rome

● Spain

Lecture at the Museum of Navarre in Pamplona

TV interview in Navarra

● Portugal

Lecture at the Museu Calouste Gulbenkian

Demonstration at the Japan booth for the Lisbon Tourism Expo

Achievements

Dr. Shimode’s lectures and workshops covered Nanban Shikki (Western lacquer ware) trade with Europe from 470 years ago as well as lacquer technology. The general public, academic experts from universities and museums, and art restoration craftsmen participated in the lectures and demonstrations. These events broadly communicated not only traditional Japanese technology, but also the history of interaction. Vibrant opinion exchanges with experts at museums owning Nanban Shikki were conducted, and offers for collaborative research were proposed. The initiative contributed to exploring new sales channels in collaboration with specific requests facilitated by the presentations. Many media sources including local TV stations, radio stations, newspapers, and wire services interviewed Dr. Shimode, and the events have successful achieving approximately 30 media mentions. The events highlighted strong local interest and laid the foundation for future interaction.