

Japanese Traditional Crafts and Design

Splendor of Artisanal Works: From Our Age to the Next Generation

Date: July 11-13, 2015 Place: Spain (Barcelona)

In collaboration with HASEKURA 2.0 Program

■ Dispatched Expert: Rika Yajima



CEO , Aeru, Inc.

Motivated by a vocation to connect the Japanese tradition with the children in the 21st Century, Ms. Yajima, as a university student, established Aeru, Inc. where she plans and produces commodities for 0 to 6 years old children, such as tableware or toys that revive the techniques and materials of traditional handicrafts. She also attracts media attention as a young entrepreneur.

■ Review of Activities

● July 11 and July 12, 2015.

In her lecture "Japanese Artisanal Works: Succeeding the traditions from skilled hands to tiny hands – Social innovation by a young entrepreneur—" given at the exposition "Craftroom" organized by Catalan Trade, Crafts and Fashion Consortium (CCAM), Ms.Yajima presented, for an audience of 120 people, her experience in designing products in collaboration with artisans of traditional handicrafts. Japan was the special guest county of the event and Ms.Yajima displayed her products at the Japan stand coordinated by HASEKURA Program.

● July 13, 2015.

Visiting CCAM Center and Barcelona Arts and Crafts School, Ms.Yajima learned about traditional industries and manufacturing in Catalunya. In the afternoon, Ms.Yajima delivered another lecture at "Casa Asia", communication facility of a Spanish public consortium, and exchanged opinions with people from the local design industry.

■ Achievements

Many media outlets including local newspapers and websites covered the lectures and related events. These events became an opportunity to consider future business development for artisans and stakeholders of related fields in both Spain and Japan, through discussions on topics such as a proposal for starting a cross-border exchange project among them.



[Lecture at Craftroom]

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<http://hasekuraprogram.com/>

<http://www.ccam.cat/ca/Cos/areesactuacio:artesanía:Setmana:2015>)



[Mr. Puig, Counselor for Enterprise and Employment of the Catalan Government, visiting the Japan stand]



[Lecture at Casa Asia]