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さとふる
satofull



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ふるさとチョイス
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Designer デザイナー 情報



深澤直人
Naoto Fukasawa



柴田文江
Fumie Shibata



須藤玲子
Reiko Sudo

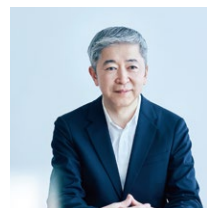
Prefecture-Based Business 県内事業者 情報



(株)大直
Onao



(株)詫間宝石彫刻
Takuma Gem Carving



本プロジェクト オーガナイザー/
山梨県デザインセンター (CDO) センター長 永井一史氏

様々な企業・行政の経営改革支援や、ブランディング、VIデザイン、プロジェクトデザインを手掛ける。
2015年から東京都「東京ブランド」クリエイティブディレクター、2015年から2017年までグッドデザイン賞審査委員長を務める。
多摩美術大学美術学部統合デザイン学科教授、株式会社 HAKUHODO DESIGN 代表取締役社長TCLエグゼクティブスーパーバイザー。

Kazufumi Nagai,
Project Organizer/Yamanashi Prefecture Design Center (CDO) Center Director

Kazufumi Nagai is involved in corporate and administrative reform support, branding, visual identity design, and project design.
As of 2015, he hold the position of Creative Director at Tokyo Brand (Tokyo). From 2015-2017, he was Chair of the Good Design Award Judging Committee
He has served as Professor, Design Department, Faculty of Art, Tama Art University; President, HAKUHODO DESIGN; and TCL Executive Supervisor.



山梨県立美術館附属山梨デザインセンター連携 土産品高付加価値化支援事業
山梨デザインプロジェクト ～山梨が生み出す 新しいカタチ～

Project to Promote the Development of High-End Souvenirs
In collaboration with the Yamanashi Design Center, an affiliate of the Yamanashi Prefectural Museum of Art
A Yamanashi Design Project: Reimagining Yamanashi Products

山梨の伝統 × 世界で活躍するデザイナー

「和紙」「水晶」「織物」を用いた9つの製品を開発、世界市場に挑む。

Yamanashi Heritage × Global Design

Nine products showcasing the beauty of ‘washi’ paper, crystals, and textiles, designed for the world stage.

山梨県は、訪日外国人、国内外のモダンラグジュアリー層に向けて、山梨の歴史と風土が培った職人技と世界トップクラスのデザイナーによる新たなプロダクト開発を、令和6年度よりスタートしました。

初年度は「和紙」「水晶」「織物」に携わる県内事業者3社と、世界を舞台に活躍する日本人デザイナー3名が9品を新たに開発。

山梨県でしか手に入らない高付加価値な製品の国際的な評価を得ることを目的としたPR活動も今後展開していきます。

In FY 2024, Yamanashi Prefecture unveiled a new product development initiative, crafting high-quality products for global travelers and modern luxury consumers both abroad and in Japan. This project unites our rich local heritage – the artistry born from Yamanashi’s unique history and climate – with the expertise of world-renowned designers.

This year, nine exquisite pieces were created by three Yamanashi-based businesses specializing in ‘washi’ paper, crystals, and textiles, in collaboration with three globally active Japanese designers. We are committed to showcasing these Yamanashi exclusive, high-value creations to the world through targeted PR, solidifying Yamanashi’s place as a destination for unparalleled craftsmanship.



Photo by Satoshi Yamaguchi



Photo by Satoshi Yamaguchi

山梨県ならではの技術と魅力を世界に向け発信する9つのプロダクト

Product Presentations for the Modern Luxury Consumer in Japan and Around the World



和紙 Japanese Washi Paper



県内事業者 (株)大直：古谷愛

デザイナーの個性を主張するのではなく、生活者の視点にたって人の想いを可視化する静かで力のあるデザインに定評があり、現在までに世界を代表する 70 社以上のブランドのデザインやコンサルティングを手がけている。世界で最も影響力のあるデザイナーの一人である。「イサム・ノグチ賞」、「Collab Design Excellence Awards 2024」など受賞歴多数。2022 年、デザインと科学の繋がりへの探究に取り組むことを目的に一般財団法人 THE DESIGN SCIENCE FOUNDATION を創設。多摩美術大学副学長。日本民藝館館長。

Naoto Fukasawa Product Designer

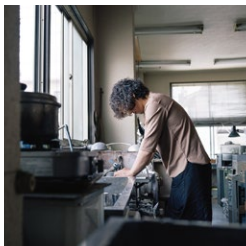
Naoto Fukasawa is known for his quiet-yet-powerful designs that anticipate the needs of consumers from their perspective, rather than asserting his own individuality as a designer. Over the course of his career, he has designed and consulted for some 70-plus global-scale companies, earning him the distinction of being one of the world's most influential designers. He is also the recipient of several awards, including the Isamu Noguchi Award and Collab Design Excellence Awards 2024. In 2022, he established THE DESIGN SCIENCE FOUNDATION with a view to expanding the ties between design and science. He serves as Vice President of the Tama Art University, as well as Director of the Japan Folk Crafts Museum (Mingeikan).

Ai Furutani, Onao Prefecture-Based Business

Incorporated in 1960 as Onao Co., Ltd. in Ichikawamisato-cho, Yamanashi Prefecture, Onao has been creating products that continue to portray the possibilities and beauty of washi (Japanese paper), as well as the aesthetic values of Japanese daily life. One of the inspirations behind the company name comes from a passage in Lao-tzu, "The greatest straightness appears crooked." The substance of the passage is that the greatest straightness (Onao) seems bent, yet it is upright and righteous. Respecting such spirit, our company continues to pursue the ideal relationship between washi and people, while building on the heritage passed down from our predecessors and taking on challenges to connect it to the future. One of these challenges is SIWA. By focusing on its texture and strength of washi, we will expand the possibilities of washi and develop the new washi materials that combine strength and beauty to suit modern life.



水晶 Crystals



プロダクトデザイナー 柴田文江

山梨県出身。甲州織物を営む家庭に育つ。エレクトロニクス商品から家具、医療機器、ホテルのトータルディレクションなど、国内外のメーカーとのプロジェクトを進行中。エル・デコインターナショナルデザインアワード照明部門グランプリ受賞、Red Dot Award Best of the Best、iF Design Award金賞、毎日デザイン賞、グッドデザイン賞金賞、などの受賞歴がある。多摩美術大学教授。著書『あるカタチの内側にある、もうひとつのカタチ』。

Fumie Shibata Product Designer

Fumie Shibata was born in Yamanashi Prefecture to a family of Koshu textile weavers. She is currently working on collaborative projects with manufacturers inside and outside of Japan, including everything from electronics products to furniture, medical equipment, general design direction of hotels, and more. She is the recipient of the Grand Prize for the lighting category of the Ello Deco International Design Award; the Red Dot Award Best of the Best; the iF Design Award Gold Prize; the Mainichi Design Prize; the Good Design Gold Award, and more. Ms. Shibata is also a professor at the Tama Art University. Her publications include Aru katachi no uchigawa ni aru, mo hitotsu no katachi ("The Shape Inside").

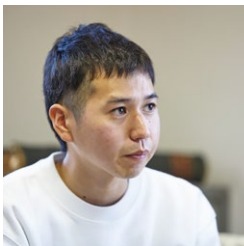
Koji Takuma, Takuma Gem Carving Prefecture-Based Business

Yamanashi Prefecture—known as a hub for Japanese jewelry-making, produces high-end craft products from materials such as crystal, agate, jade, and more. The business has also taken up the challenge of development of a new technique, called dozuri, which blends metal and stone in a seamless look. Takuma Gem Carving blends tradition and innovation for an a highly unique style. In recent years, Etsuji Takuma has continued to work on collaborative initiatives with various jewelry brands to further expand the company's horizons. Against a backdrop of the company's long history and rich natural environment, Mr. Takuma continues to draw out the mood and beauty encapsulated in rough gemstones.



Photo by Masayuki Hayashi

織物 Textiles



テキスタイルデザイナー 須藤玲子

茨城県石岡市生まれ。株式会社 布代表。東京造形大学名誉教授。2008年より良品計画、山形県鶴岡織物工業協同組合、株式会社アズ他のテキスタイルデザインアドバイザーを務める。2016年より株式会社良品計画アドバイザーボード。毎日デザイン賞、円空大賞、芸術選奨文部科学大臣賞等受賞。日本の伝統的な染織技術から現代の先端技術を駆使し、新しいテキスタイルづくりをおこなう。作品はニューヨーク近代美術館、メトロポリタン美術館、ボストン美術館、ロサンゼルス州立美術館、ピクトリア&アルバート博物館、東京国立近代美術館他に永久保存されている。

Reiko Sudo Textile Designer

Reiko Sudo was born in Ishioka City, Ibaraki Prefecture. Reiko Sudo is currently Professor Emeritus at Tokyo Zokei University and President of Nuno Corporation. As of 2008, she has acted as textile design advisor for Ryohin Keikaku Co., Ltd., Yamagata Prefecture Tsuruoka Fabric Industry Cooperative, AS Inc., etc. She has also served on the advisory board of Ryohin Keikaku Co., Ltd. since 2016. She is the recipient of various awards such as the Mainichi Design Prize, Enku Grand Award, Minister of Education Award for Fine Arts, and more. Ms. Sudo is engaged in the making of new textiles, using everything from Japanese traditional dyeing and weaving techniques to modern cutting-edge technologies. Her works are on permanent display at the New York Museum of Modern Art, the Metropolitan Museum of Art, the Museum of Fine Arts, Boston (MFA), Los Angeles County Museum of Art, the Victoria and Albert Museum, the National Museum of Modern Art, Tokyo, etc.

県内事業者 TSUGUO：渡邊將太

山梨県富士吉田市下吉田にて1891年に織物製造をスタート。3代目となる渡邊継雄が1974年にTSUGUOを設立。1993年現在の社長渡邊将隆が継ぎ、妻と長男（將太）と次男（涼太）で経営している。シルクをはじめ、綿、ウール、キュプラ、ポリエステルなど天然繊維から化学繊維までの幅広い糸で服地をメインに織物製造販売を行う。高密度かつ細番手による繊細な無地やジャカード柄を得意とし、海外のビッグブランドから指名され、工夫を凝らした生産を行っている。

Shota Watanabe, TSUGUO Prefecture-Based Business

TSUGUO's predecessor business was launched as a textile producer in 1891 in Shimoyoshida, Fujiiyoshida, Yamanashi Prefecture. The third-generation owner, Tsuguo Watanabe, established TSUGUO in 1974. As of 1993, current president Masataka Watanabe, took over the business. He continues to run the company today, alongside his wife and sons Shota and Ryota. The company produces and sells textiles, mainly for clothing, in a variety of both natural and artificial fibers, including silk, wool, cuprammonium rayon, polyester, and more. Specializing in dense, fine-count plain and jacquard fabrics, TSUGUO takes customized orders from major overseas brands.