From JTQ president Junji Tanigawa comes MOON, a new kind of *tsuiki* copperware art piece.

A *tsuiki* copperware art piece executively produced by Junji Tanigawa of boutique brand consulting firm JTQ—which specializes in using all forms of communication to create spaces that act as mediums for conveying a client’s message—is set for release later this year with a limited run of 100.

MOON is Tanigawa’s latest collaborative effort following two artisan bottle coolers produced with champagne house KRUG. The item has been crafted by traditional *tsuiki* copperware workshop Gyokusendo of Tsubame-Sanjo, Niigata Prefecture, but is thoroughly contemporary in form. It is a work of art that suggests a new vision and possibilities for traditional crafts.

**About MOON**

MOON takes its inspiration from the perpetual waxing and waning of the moon and represents an attempt to give form to its transformation from full moon to half-moon to new moon. The phases of the moon have captured the imagination of people around the world since ancient times and inspired countless tales. This enduring, universal motif has been applied to an item that can be used as a bottle cooler, vase, or objet d’art and has been crafted by the dueling sensibilities of a master *tsuiki* craftsman and a master *imono* metal caster. The result is a superior fusion of craftsmanship and practicality.

The Japanese concept of *wa* originally meant fusing disparate elements and techniques to create something serene and polished. Tanigawa’s goal is to continue searching for traditional crafts and highly polished techniques around Japan that he can bring together to create handcrafted items of superior quality that cannot be replicated in mass-produced forms.

Name: MOON  
Size: W27 D22 H26 (cm) / Weight: 7.5 kg / Materials: Copper, stainless steel  
Price: 450,000 yen (tax excluded • Japanese domestic price)  
Launch date: Sept. 1, 2014 / Run: 100  
Website: http://www.tsuikiwaki.jp

- Advance orders of MOON can made at the Gyokusendo Aoyama Store scheduled to open in Aoyama, Tokyo, on Aug. 25.  
- As each item is made to order, delivery times may vary.  
- For details, contact Gyokusendo at info@gyokusendo.com or +81-256-62-2015 (Japanese only).

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Gyokusendo  info@gyokusendo.com  Tel +81-256-62-2015 / Fax +81-256-64-5945 (Japanese only)
“A craft product that is also a work of art.” This idea came to me two years ago. There are many superior forms of craft in Japan that are practiced by hand. The value of those who have mastered such crafts is not what it once was, having been hurt by the lack of successors caused by growing reliance on industrialized production. Brands, however, increasingly use the word “craftsmanship” to describe the attention to detail and aesthetic beauty of the products they create. The world has, in particular, become enamored with Japanese master craftsmanship as exemplified by Gyokusendo—the tsuiki copperware workshop that has been in remote Tsubame-Sanjo, Niigata Prefecture, for 200 years. Through my collaboration with Gyokusendo, we have created a work of art that offers an entirely new perspective: MOON. Tsuki at heart, but refashioned with various casting and polishing techniques, MOON is a container the likes of which has never been seen before. There are many elements of nature admired around the world—mountains, rivers, oceans—but their location defines their appearance and the way they are appreciated and understood. The moon, however, looks the same from every part of the world. When we think of the universe—an immense expanse that belongs to no one country or culture—the moon always comes to us as a familiar, kindly presence. MOON has been designed around the stages of the moon—full, half, and new. It is a limited edition product with only 100 units available. I invite you to gaze upon your own personal moon, produced by Japanese craftsmanship, and place your most cherished treasure within its embrace.

JUNJI TANIGAWA DESIGN
Tanigawa serves as executive producer of this series of products created through collaborations between companies and traditional craft workshops. The series launched with a tsuiki copper bottle cooler created by champagne house KRUG and Gyokusendo. It was followed by a bottle cooler crafted from bamboo and cast metal—again involving KRUG and, this time, Kyoto bamboo workshop Takemata and Takaoka metal workshop Nousaku. Each product is a unique work of art that combines contemporary aesthetics with traditional crafts refined by several generations of master artisans.

About Coffee Table Book
The story of MOON’s birth is presented in this handsome coffee table book filled with photography depicting the production process at Gyokusendo and the scenery of Tsubame-Sanjo. The Gyokusendo workshop—an officially designated tangible cultural property—the townscape of the historic metalworking region of Tsubame-Sanjo, and the intangible cultural property that is tsuiki copperware are all presented in this comprehensive account of the world that this unique technique inhabits. Every purchase of MOON comes with an edition card and one copy of the book.