

## ◆ Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	平清水焼 青龍窯
COMPANY NAME	Hirashimizu-yaki Seiryugama
YEAR OF ESTABLISHMENT	Early Meiji Period
TYPE OF INDUSTRY	Manufacturing, sales of Pottery and porcelain
MAIN PRODUCT	Pottery and porcelain
POST CODE	990-2401
COMPANY ADDRESS	50-1 Hirashimizu Yamagata Yamagata Japan
REPRESENTATIVE	Ryuhei NIWA
TEL	+81-(0)23-631-2828
FAX	+81-(0)23-631-2829
URL	<a href="http://seiryugama.com/">http://seiryugama.com/</a>
Instagram	<a href="#">hirashimizu_seiryugama</a>
Facebook	<a href="#">seiryugama</a>
E-commerce Website	
MAIN SELLING CHANNELS	In-house store, Domestic retail stores and EC site
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	Domestic EC site (Consignment sales)
AVAILABLE LANGUAGE	Japanese, English(e-mail)

## ◆ EPISODE OF FOUNDATION FOUNDER'S THOUGHT

In the early Meiji period, Seiryugama was founded by Josuke Niwa as one of the Hirashimizu-yaki (Hirashimizu ware) pottery pieces. During the Ryunosuke period (the third generation), the pottery was named "Seiryugama," taking one Chinese character each from "Hirashimizu" and "Ryunosuke." After finishing his apprenticeship in Mino and Kutani, Ryunosuke introduced the technique of overglaze painting called "uwae" that he had mastered, and worked on developing new products. At that time, he paid attention to the local original soil containing iron sulfide, which had not been used by anyone, and perfected seiji (celadon) like the surface of a pear by daringly utilizing the features of the soil. It was named "Nashi Seiji (pear celadon)" and was introduced in Japan Pottery Old and New which was held at the Detroit Institute of Arts in 1950. In addition, works using hakuyu (buttery-white glaze), which were displayed at international exhibitions such as EXPO 1958 Brussels, were named "Zansetsu (remaining snow)," reflecting the snowy landscape in spring. These production methods have been improved daily by the fourth (and current) pottery owner, Ryochi, and our craftsmen, and passed down to the present time as Seiryugama's style.

## ◆ CRAFTSMAN'S THOUGHT, COMMITMENT RELATIONSHIP WITH THE COMMUNITY

Seiryugama independently conducts all processes, from making clay out of the original soil produced in the Hirashimizu area, to product commercialization. Products made at Seiryugama are characterized by a simple and subdued texture. Life in the satoyama (mountain village) deep in the snow enabled the creation of such a style. In particular, "Zansetsu," one of Seiryugama's representative works, was produced by reflecting the landscape of mountains in the Tohoku region where snow remains even when the long winter finally ends. Iron sulfide contained in the original soil reacts in the firing, which creates a unique expression in the whiteness of the product and brings about a texture that expresses wabi and sabi. Depending on the firing situation at different times, the same "Zansetsu" products show different expressions with the crystals produced. The smooth texture of the products fits comfortably in the user's hand, and the simple shape harmonizes with any scene. In recent years, we have received an increasing number of orders and inquiries from abroad. We hope that Seiryugama's products will make you think of the snowy landscape in faraway Yamagata and have a relaxing time in your daily life.

## Product information



BRAND NAME	Seiryugama
PRODUCT NAME	Zansetsu rice bowl (Large)
GENERIC NAME	Rice bowl
MATERIALS	Clay
PERSON IN CHARGE	Niwa
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	H5.5cm x W12.5cm
WEIGHT	abt.220g
DOMESTIC RETAIL PRICE	JPY2,600 (excluding tax)

Photo: left. This is a rice bowl that is easy to hold and use. This simple item consisting of calm colors can be used for a long time and never becomes boring.



BRAND NAME	Seiryugama
PRODUCT NAME	Zansetsu rice bowl (Small)
GENERIC NAME	Rice bowl
MATERIALS	Clay
PERSON IN CHARGE	Niwa
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	H5.5cm x W12cm
WEIGHT	abt.180g
DOMESTIC RETAIL PRICE	JPY2,400 (excluding tax)

Photo: right. This is a small rice bowl that is easy to hold and use. This simple item consisting of calm colors can be used for a long time and never becomes boring.



BRAND NAME	Seiryugama
PRODUCT NAME	Zansetsu rice Donburi
GENERIC NAME	Bowl
MATERIALS	Clay
PERSON IN CHARGE	Niwa
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	H9cm x W14cm
WEIGHT	abt.400g
DOMESTIC RETAIL PRICE	JPY4,000 (excluding tax)

As this bowl is small but deep, you can use it for rice as well as noodles.

## ◆ Product information



BRAND NAME	Seiryugama
PRODUCT NAME	Zansetsu tea cup 1
GENERIC NAME	tea cup
MATERIALS	Clay
PERSON IN CHARGE	Niwa
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	H6.7cm x W8cm Capacity : abt.180ml
WEIGHT	abt.130g
DOMESTIC RETAIL PRICE	JPY2,300 (excluding tax)

The list price is for one tea bowl. The product fits perfectly in your hand. You can use it for both tea and coffee.