

## ❖ Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	245 studio
COMPANY NAME	245 studio
YEAR OF ESTABLISHMENT	2019
TYPE OF INDUSTRY	Pottery/Porcelain Manufacturing and sales
MAIN PRODUCT	Pottery/Porcelain
POST CODE	995-0052
COMPANY ADDRESS	3120-52 Natori Murayama Yamagata Japan
REPRESENTATIVE	Takahiro Yahagi
PERSON IN CHARGE	
TEL	+81-(0)90-5830-5177
FAX	
URL	
Instagram	<a href="#">yahagitakahiro</a>
E-commerce Website	
MAIN SELLING CHANNELS	Domestic retail stores
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	Domestic EC Sales
AVAILABLE LANGUAGE	Japanese

## ❖ EPISODE OF FOUNDATION FOUNDER'S THOUGHT

The four seasons in Yamagata Prefecture are distinct, and each season has its own appeal. Their intrinsic beauty overlaps with what many of us draw in our mind as the archetype of nature. In this land of abundant culinary culture where one can appreciate the transient passage of the seasons, we are working to convey the charm of Yamagata through pottery. We strive to create the kind of pottery that helps people to discover the subtle beauty of nature in their everyday life that might be overlooked because it is so often taken for granted, and infuse life with the joy of eating. We also hope that our products blend into and enrich people's daily lifestyles.

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

In winter, the area around our studio is covered in stark white snow, and tranquility prevails.

We mainly produce tableware making full use of the characteristics of fine porcelain clay with a texture like powdered snow.

We are particularly keen on creating tableware with textured surfaces that distinguish themselves from other ordinary white dishes. These include a texture reminiscent of excavated ruins and antique-like muted color tone achieved by plating silver.

In addition to household use, our products are used in restaurants that offer dishes using local ingredients.

## ◆ Product information



BRAND NAME	245studio
PRODUCT NAME	mug1/2 scratch wb
GENERIC NAME	mug
MATERIALS	Porcelain
PERSON IN CHARGE	Takahiro Yahagi
PRODUCTION AREA	Murayama Yamagata Japan
SIZE	φ7.5 × h8cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY6,000 (excluding tax)

The upper part of the mug has a glossy sheen texture, whereas the lower part is finished with an antique-like matt texture achieved by applying an aging process. Thrown thinly on a wheel, it is light when held in the hand and gives the drink a kick when you sip from it.



BRAND NAME	245 studio
PRODUCT NAME	bowl free white & black
GENERIC NAME	bowl
MATERIALS	Porcelain
PERSON IN CHARGE	Takahiro Yahagi
PRODUCTION AREA	Murayama Yamagata Japan
SIZE	φ16 × h7.5cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY6,000 (excluding tax)

This bowl is produced envisioning scenery consisting of frosted fields and mountains covered in snow. The inside of the cup is glazed to the rim while the exterior has a matt finish created by fine engraving and polishing. The rim is finished with a black decoration, delivering an ethereal atmosphere.



BRAND NAME	245 studio
PRODUCT NAME	plate scratch w&b no.3 25
GENERIC NAME	plate
MATERIALS	Porcelain
PERSON IN CHARGE	Takahiro Yahagi
PRODUCTION AREA	Murayama Yamagata Japan
SIZE	φ25 × h1.5cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY10,000 (excluding tax)

This plate features a distinctive distressed texture as if unearthed from ruins. Repeated polishing and scratching processes create the matt texture. The plate is partly glazed to add freshness to the expression.