

## ◆ Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	株式会社鷹山
COMPANY NAME	YOZAN CO., LTD
YEAR OF ESTABLISHMENT	
TYPE OF INDUSTRY	Manufacturing, sales of folkcraft articles
MAIN PRODUCT	Crimson glory vine basket & bag SASANO ittobori woodcarving
POST CODE	992-1445
COMPANY ADDRESS	5742-1 Sasano-honmachi Yonezawa Yamagata Japan
REPRESENTATIVE	Kentaro TODA
TEL	+81-(0)238-38-3200
FAX	+81-(0)238-38-3844
URL	<a href="https://you-zan.jp/">https://you-zan.jp/</a>
Instagram	<a href="https://www.instagram.com/youzan.sasanobori.kago">youzan.sasanobori.kago</a>
E-commerce Website	
MAIN SELLING CHANNELS	In-house store, Department stores
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	
AVAILABLE LANGUAGE	JAPANESE

## ◆ EPISODE OF FOUNDATION FOUNDER'S THOUGHT

Sasano ittobori woodcarving is a craft traditionally used to produce toys. It has been practiced for over a dozen centuries, mainly by the farming population of Sasano district, Yonezawa City, Yamagata Prefecture. Many innovations and improvements have been made to the artform throughout its long history. Wood from the koshiabura tree (*Eleuthero coccus calophyllolides*) is the preferred material, which is carved with a large knife referred to as a sarukiri. The carved product is painted with rich colors. Because it has mainly been an off-season occupation for farmers, few people if any throughout the history of Sasano ittobori have been known to make a living solely out of it. Kanpu Toda, however, who is a sixth-generation ittobori carver, quit his family farming operation and opened a studio dedicated to the production and sale of Sasano ittobori products with the aim of making this unique artform known to more people. The studio, currently run by Kanpu and seventh-generation successor Kentaro Toda, has also been producing woven grapevine products for about 25 years.

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

Sasano ittobori carving has a long history, and we produce a range of products in hope of making this artform known to greater numbers of people. Our basic policy is to avoid making the woodcarvings overly detailed, which we feel takes away from the intrinsic charm of Sasano ittobori. When designing new products, we make many attempts until we reach the right balance of detail and simplicity.

## ◆ Product information



BRAND NAME	YOZAN
PRODUCT NAME	SASANO ITTOBORI OTAKA-POPPO(NO.4)
GENERIC NAME	Woodcarving toy
MATERIALS	Koshiabura tree
PERSON IN CHARGE	Kanfu TODA , Kentaro TODA
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	H abt.12cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY800 (excluding tax)

The hawk, one of most popular Sasano ittobori motifs, has traditionally been a symbol of good luck, bringing wealth and business success. There are also theories that the ittobori hawk was first commissioned by the ninth lord of Yonezawa domain Uesugi Yozan, whose name includes the Japanese character for “hawk.”



BRAND NAME	YOZAN
PRODUCT NAME	SASANO ITTOBORI OTAKA-POPPO(NO.6)
GENERIC NAME	Woodcarving toy
MATERIALS	Koshiabura tree
PERSON IN CHARGE	Kanfu TODA , Kentaro TODA
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	H abt.18cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY1,100 (excluding tax)

The hawk, one of most popular Sasano ittobori motifs, has traditionally been a symbol of good luck, bringing wealth and business success. There are also theories that the ittobori hawk was first commissioned by the ninth lord of Yonezawa domain Uesugi Yozan, whose name includes the Japanese character for “hawk.”



BRAND NAME	YOZAN
PRODUCT NAME	SASANO ITTOBORI OTAKA-POPPO (NO.8)
GENERIC NAME	Woodcarving toy
MATERIALS	Koshiabura tree
PERSON IN CHARGE	Kanfu TODA , Kentaro TODA
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	H abt.24cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY1,800 (excluding tax)

The hawk, one of most popular Sasano ittobori motifs, has traditionally been a symbol of good luck, bringing wealth and business success. There are also theories that the ittobori hawk was first commissioned by the ninth lord of Yonezawa domain Uesugi Yozan, whose name includes the Japanese character for “hawk.”

## ◆ Product information



BRAND NAME	YOZAN
PRODUCT NAME	SASANO ITTOBORI OTAKA-POPPO (NO.10)
GENERIC NAME	Woodcarving toy
MATERIALS	Koshiabura tree
PERSON IN CHARGE	Kanfu TODA , Kentaro TODA
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	H abt.30cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY2,900 (excluding tax)

The hawk, one of most popular Sasano ittobori motifs, has traditionally been a symbol of good luck, bringing wealth and business success. There are also theories that the ittobori hawk was first commissioned by the ninth lord of Yonezawa domain Uesugi Yozan, whose name includes the Japanese character for “hawk.”



BRAND NAME	YOZAN
PRODUCT NAME	SASANO ITTOBORI ONAGADORI (NO.4)
GENERIC NAME	Woodcarving toy
MATERIALS	Koshiabura tree
PERSON IN CHARGE	Kanfu TODA , Kentaro TODA
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	H abt.12cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY1,000 (excluding tax)

The detailed shape of the Sasano ittobori onagadori (long-tailed chicken) carving can only be achieved with koshiabura wood. In addition to the usual sarukiri knife, a knife known as a sen is also used to finish the animal's characteristic tail.



BRAND NAME	YOZAN
PRODUCT NAME	SASANO ITTOBORI ONAGADORI (NO.5)
GENERIC NAME	Woodcarving toy
MATERIALS	Koshiabura tree
PERSON IN CHARGE	Kanfu TODA , Kentaro TODA
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	H abt.15cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY1,200 (excluding tax)

The detailed shape of the Sasano ittobori onagadori (long-tailed chicken) carving can only be achieved with koshiabura wood. In addition to the usual sarukiri knife, a knife known as a sen is also used to finish the animal's characteristic tail.

## ◆ Product information



BRAND NAME	YOZAN
PRODUCT NAME	SASANO ITTOBORI ONAGADORI (NO.6)
GENERIC NAME	Woodcarving toy
MATERIALS	Koshiabura tree
PERSON IN CHARGE	Kanfu TODA , Kentaro TODA
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	H abt.18cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY1,400 (excluding tax)

The detailed shape of the Sasano itto-bori onagadori (long-tailed chicken) carving can only be achieved with koshiabura wood. In addition to the usual sarukiri knife, a knife known as a sen is also used to finish the animal's characteristic tail.



BRAND NAME	YOZAN
PRODUCT NAME	SASANO ITTOBORI HANADORI (NO.3)
GENERIC NAME	Woodcarving toy
MATERIALS	Koshiabura tree
PERSON IN CHARGE	Kanfu TODA , Kentaro TODA
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	Φabt.9cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY1,300 (excluding tax)

This woodcarving represents a nesting chicken. It combines sasano-bana—artificial flowers carved from wood, often thought to be the origin of Sasano itto-bori—with the chicken motif, a good luck symbol of waking early and of wealth.



BRAND NAME	YOZAN
PRODUCT NAME	SASANO ITTOBORI HANADORI (NO.4)
GENERIC NAME	Woodcarving toy
MATERIALS	Koshiabura tree
PERSON IN CHARGE	Kanfu TODA , Kentaro TODA
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	Φabt.12cm
WEIGHT	
DOMESTIC RETAIL PRICE	JPY1,500 (excluding tax)

This woodcarving represents a nesting chicken. It combines sasano-bana—artificial flowers carved from wood, often thought to be the origin of Sasano itto-bori—with the chicken motif, a good luck symbol of waking early and of wealth.