

Hida Sangyo Co., Ltd.

Hida Sangyo Co., Ltd., founded in 1920, is one of Japan’s oldest furniture manufacturers. Incorporating a philosophy based on the intersection of the ideas of: coexistence with the forest, consideration of human needs, experience enriched through time, and continuous refinement of craft, Hida Sangyo has established an enduring manufacturing culture, embracing sustainability and focused on the future. Hida Sangyo’s outstanding technical expertise, quality, and design skills have received acclaim in Japan and abroad. Their furnishings have been specifically selected to adorn the Japanese imperial palace. In 2007, the HIDA brand was exhibited at the International Contemporary Furniture Fair in New York, one of the world’s five largest furniture fairs, where it received the Craftsmanship Award. The company is a regular exhibitor at the Milan Furniture Fair (Salone Internazionale del Mobile di Milano), and continues to produce coveted designs, expanding the potential of wood in collaboration with leading world designers.

Daigo Daikoku, Exhibition Designer

The Hida region has a natural, raw energy that captivates people. This exhibition underscores this wondrous region that treasures woodcraft tradition, while always seeking to innovate. The first half of the exhibition shares information about Hida and its deep connection with the forest. The second half focuses on the depth of Hida’s woodcraft artistry through the holistic manufacturing of Hida Sangyo Co., Ltd. “Forest, Human, Time, and Craft” are four constructs that Hida Sangyo has vowed to cherish in anything they make. These words provided a guide as we composed the story of the Hida region and its passionate inhabitants. The large compressed cedar pedestals, raw materials, and unique processes displayed together with the final products exemplify Hida’s determination to coexist with nature as the community refines its craft. Please enjoy the charm of wood in tune with the soul and aesthetic of Japanese craft, and imagine you are walking through the forests of Hida.

Exhibition Credits:

Presented by JAPAN HOUSE Los Angeles

Images provided by Hida Sangyo Co., Ltd.


Exhibition and Graphic Design — Daigo Daikoku

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JAPAN HOUSE is an innovative, worldwide project with three hubs, London, Los Angeles, and Sao Paulo, conceived by the Japanese Ministry of Foreign Affairs. It seeks to nurture a deeper understanding and appreciation of Japan in the international community. JAPAN HOUSE Los Angeles occupies two floors at Hollywood & Highland. Level 2 features a gallery space while Level 5 hosts a relaxing library and an event venue, along with spectacular views of Hollywood and Downtown Los Angeles. JAPAN HOUSE Los Angeles offers a place of new discovery that transcends the physical and conceptual boundaries, creating experiences that reflect the best of Japan through its spaces and diverse programs.



JAPAN HOUSE

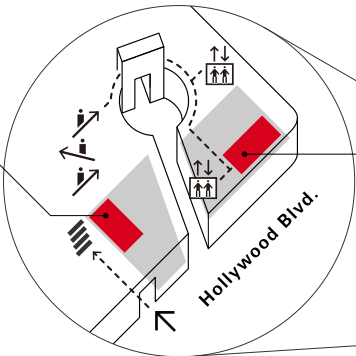
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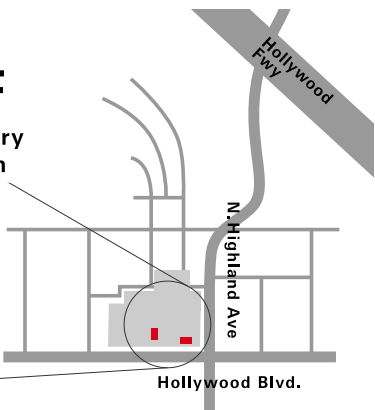
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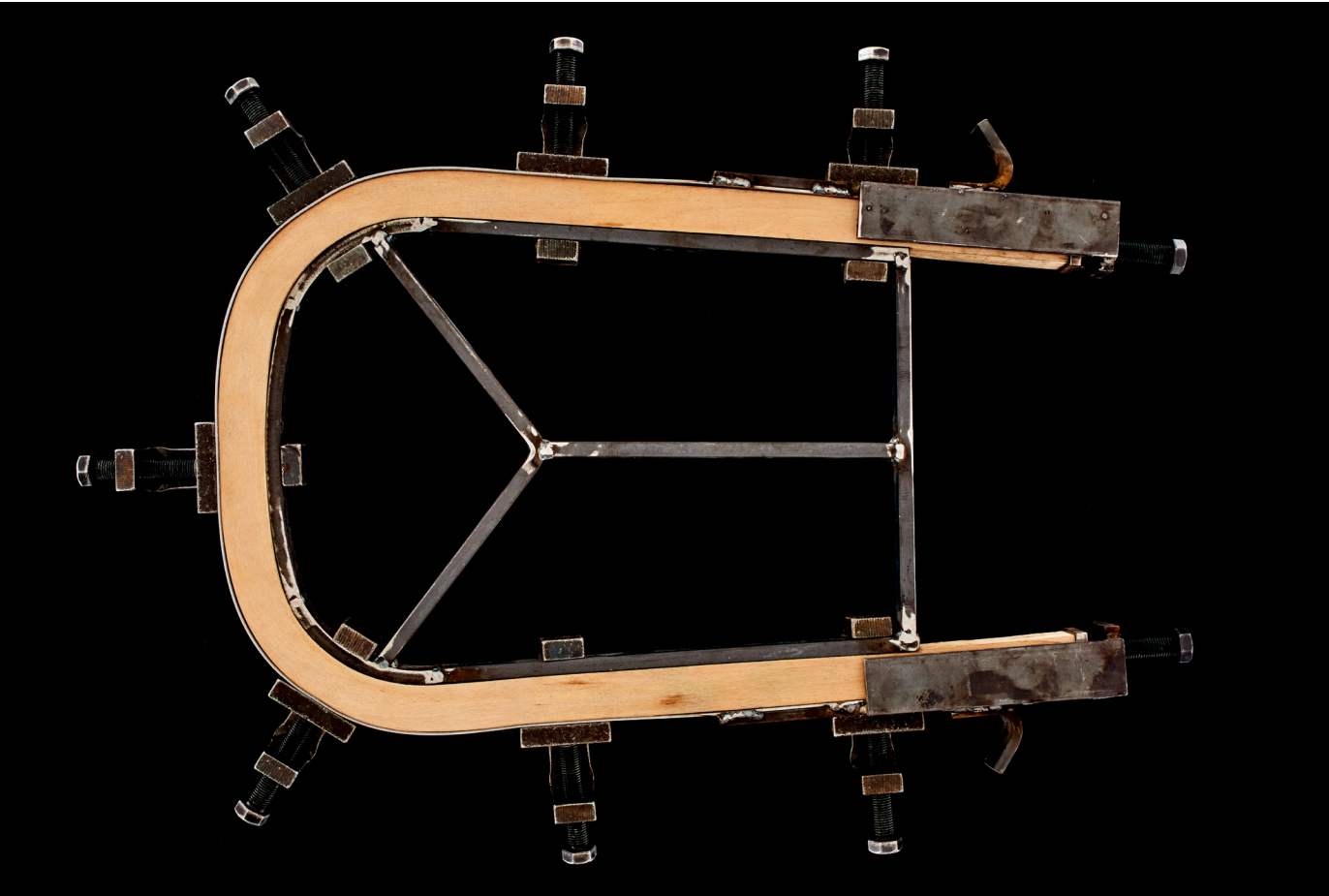
Level 2 and 5, Los Angeles, CA 90028

2F
Gallery



5F
Library
Salon



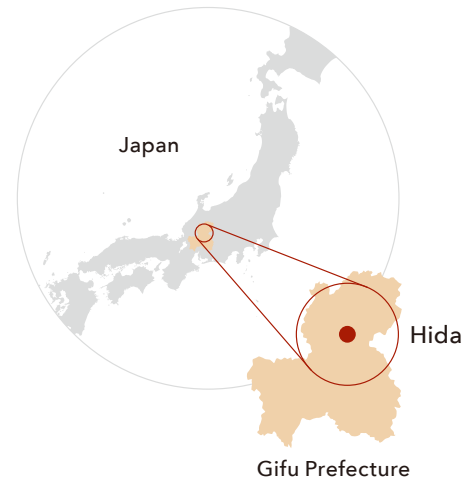


HIDA

A Woodwork Tradition in the Making

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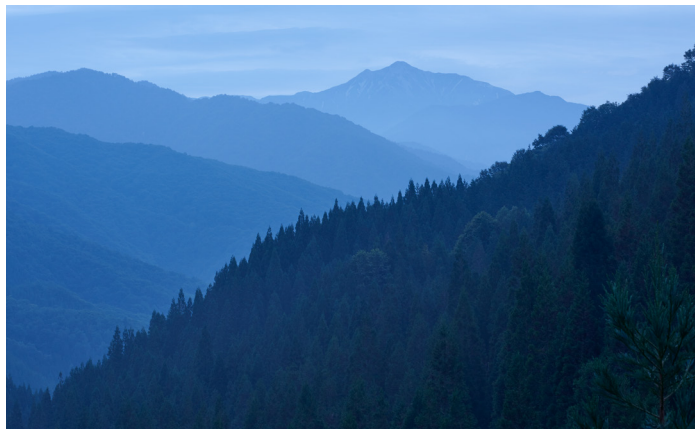


An Invitation to Japan's Hidden Treasures

A surprising number of people do not realize that Japan is a land of forests, which cover 70 percent of the country. Looking closely at Japan's bountiful forests, one can find a hidden treasure that has been passed on through the ages. This treasure is called "HIDA." Hida, the setting for myriad legends, has a vibrant woodworking culture that stretches back 1,300 years. The region's rich creativity, based on traditional techniques and filled with soul, continues to this day. This exhibition aims to explore the heart of Japanese craftsmanship and aesthetic sensibility through the ever-present artistry represented in traditional Hida techniques and products.



FOREST



Coexist with the forest

Forests are the genesis of Hida creativity. The techniques presented in the HIDA exhibition have been honed by Hida's deep forests. The diverse tree species and high-quality timber have nurtured a woodworking culture for 1,300 years. For Hida, coexisting with the forest is a partnership. Gratitude and care are offered to the life-giving forests as they are bequeathed to future generations. Both co-existence and co-prosperity are at the heart of Hida craftsmanship.

HUMAN



Consider inherent human needs

Dedicated to the five senses, Hida craftsmanship, at its core, has not changed throughout its 1,300-year history. Beyond innovative technology, Hida has endeavored to fulfill intrinsic sensory needs that instill satisfaction, such as comfort, ease of use, and a sense of familiarity. Today's Hida craftsmen continue to anticipate, and give great attention to, the feelings of the end user.

TIME

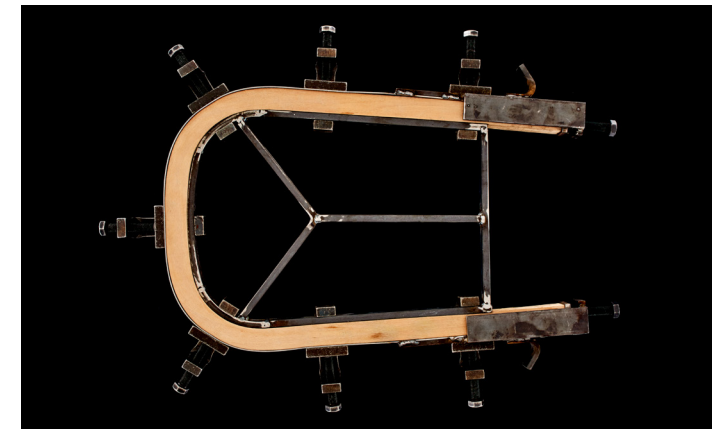


Cultivate legacy through time

It is not possible to speak of HIDA without mentioning the renowned and pioneering *Hida no takumi*, or craftsmen of Hida. These master craftsmen possess preeminent woodworking techniques, and have contributed to the construction of shrines, temples, and even imperial capitals for 1,300 years. The history of Hida exists as a continuum, proudly maintaining the techniques, shapes, and ideas produced and nurtured by these pioneers for successive generations.

Matsuzaki Tenjin Engi Emaki, Permanent Collection of Hofu Tenmangu

CRAFT



Refine craft continuously

Hida has produced highly refined techniques that are respected worldwide, including Hida-shunkei lacquerware, *Ichii itto bori* (Japanese Yew Carving), and *mageki* (wood bending). The history of Hida is also a history of continuous innovation and of sharing the appeal and potential of wood with the outside world. The refinement of skill is a fundamental characteristic of Hida craft that remains unchanged, while the study and evolution of technique is an unceasing journey.