

# JAPAN TRADITIONAL CRAFTS AOYAMA SQUARE



## What are the requirements to be a designated Traditional Craft?

- The craft product must serve a purpose in everyday life
- The main production process must be done by hand
- The techniques or methods used must have been in use for at least 100 years
- The type of raw materials used must have been in use for at least 100 years
- Artisans involved in production must be not negligible in number in the area in question

A total of 243 traditional craft products have been designated by the Minister of Economy, Trade and Industry as meeting these requirements (as of October 2024).

Traditional craft products whose history and technical excellence is recognized by the government, and which are also the product of the craft practitioner's creativity, combine aesthetic beauty with practical usefulness in everyday life. Why not come and experience them for yourself?

## Did you know about these two guarantees of quality?



### Traditional Mark

This mark denotes products of traditional crafts that have been designated as such by Japan's Ministry of Economy, Trade and Industry. Tradition Mark Labels bearing this mark are attached to craft products that have undergone inspection in the district where they were made. The Tradition Mark Label is a guarantee of quality and craftsmanship.



### Master of Traditional Crafts

The title of Master of Traditional Crafts is awarded only to those craft practitioners who possess extensive experience and outstanding technical expertise and knowhow. There are currently approximately 3,400 Masters of Traditional Crafts active in Japan (as of February 2024).



# Welcome to JAPAN TRADITIONAL CRAFTS AOYAMA SQUARE!

This is the only traditional crafts gallery of its kind in Japan that builds connections between visitors and craft practitioners.



What makes us worth visiting

## 1 We bring together a comprehensive selection of traditional craft products from all over Japan

Our Permanent Exhibition features craft products from over 100 craft production localities.

The range of craft products on display is very wide, including items suitable for everyday use, items that would be ideal as gifts, etc.



What makes us worth visiting

## 2 Special Exhibitions that showcase the unique appeal of traditional crafts

We hold Special Exhibitions with a wide range of themes.

These enable visitors to view craft products that are not included in our Permanent Exhibition.



What makes us worth visiting

## 3 Our Craft Practitioner Corner provides an opportunity to meet and talk with Master of Traditional Crafts

We hold solo exhibitions by Master of Traditional Crafts in our Craft Practitioner Corner. Special demonstrations and workshops allow visitors to experience outstanding craftsmanship from up close.



# JAPAN TRADITIONAL CRAFTS AOYAMA SQUARE

1F, 8-1-22 Akasaka, Minato-ku, Tokyo  
TEL:+81-3-5785-1301



## □ Opening hours

11:00 – 19:00

(Opens at 12:00 noon on the first day of special exhibitions, and closes at 18:00 on the last day of special exhibitions)

## □ Closing days

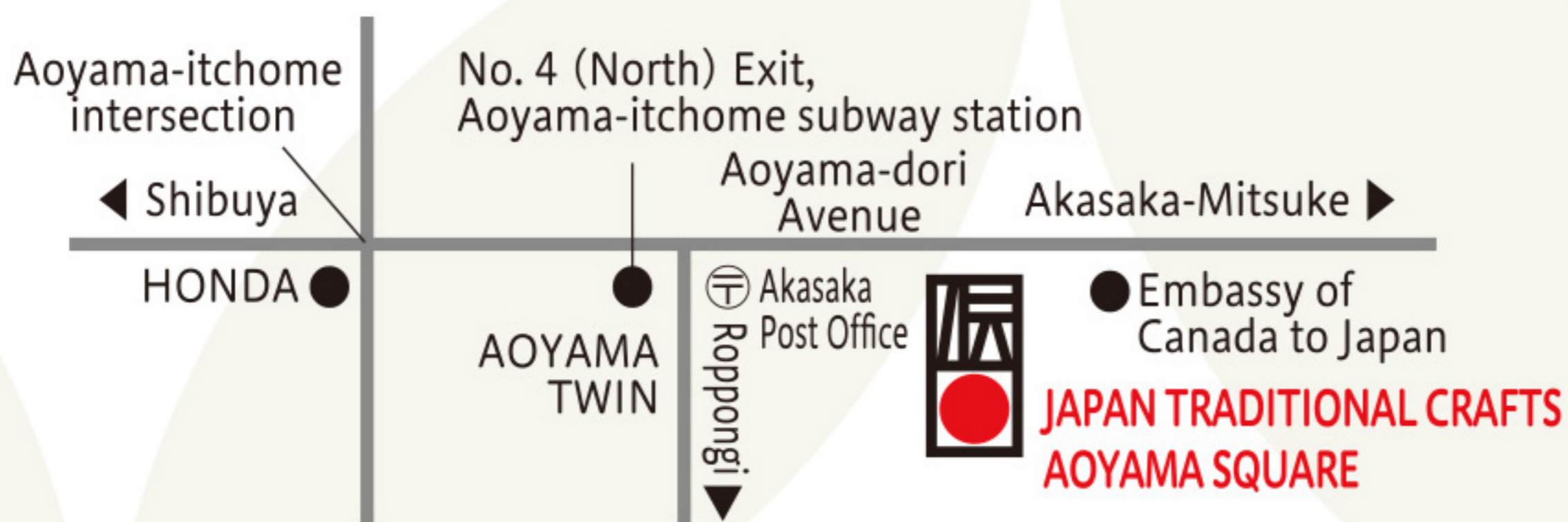
Open seven days a week throughout the year

(except during year-end and New Year holidays and temporary closing days)

## □ Access

Approximately three minutes' walk (in the direction of Akasaka-Mitsuke) from the No. 4 (North) Exit of the Aoyama-itcho subway station.

Note: Please visit our website for the most up-to-date information regarding opening hours, etc.



## □ Website:

<https://kougeihin.jp/>



We post information about traditional crafts through various different social media channels. Please do follow us!

X (formerly Twitter)



Instagram



YouTube

On YouTube, we have uploaded “TEWAZA” short films (with English subtitles) to introduce the traditional crafts made in different parts of Japan.

