

TAKEO PAPER SHOW ECHIZEN SABAE

# PACKAGING

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機能と笑い

Function and Laughter



**TAKEO**  
paper trading since 1899

‘PACKAGING: Function and Laughter’ is an attempt to look at the act of packaging from two different viewpoints.

‘Function’ includes the classic considerations of material, but also an inquiry into the near future of paper as it has changed radically with progress in technology, printing and converting techniques. Today, with logistics as the infrastructure of daily life, and the diversification of transportation, our expectations of paper products in terms of convenience and efficiency have naturally expanded.

On one hand, from the perspective of environmental costs and resource circulation, the role and scope of use for paper continues to change. In today’s world, in which new light is being directed to paper as a material, not only as a substitute for plastic, this exhibition asks that we pay attention to what forms will emerge from these organic fibers, and what new value is created.

‘Laughter’ approaches the appeal of packaging from the perspective of emotion. Everyone is familiar with the power of containers and packaging that while simple and unadorned, is still captivating. For this exhibition, we turned to Makoto Umebara as curator, asking him to act as the ‘filtering eye’, utilizing a specific set of values to search for ‘laughter’ in packaging.

What kind of messages can we send to today’s society and world?

‘Function’ and ‘Laughter’. From these two standpoints, we pursue the possibilities of packaging.

TAKEO Co., Ltd.＝Organizer

Kenya HARA

+Hara Design Institute, Nippon Design Center＝Planning and Design

## Exhibition Outline

TITLE	TAKEO PAPER SHOW “PACKAGING: Function and Laughter” in ECHIZEN SABAE
DATES	<b>October31 — November3</b> 2024 October 31, 13:00–18:00, last admission at 17:30 November 1–2, 10:00–18:00, last admission at 17:30 November 3, 10:00–16:00, last admission at 15:30
VENUE	FUKUI MAKERS CAMPUS 5-1-1 Uryu-cho, Echizen City, Fukui Prefecture Tel 0778-21-3106 <a href="https://www.sankan.jp/fmc/">https://www.sankan.jp/fmc/</a>
ADMISSION	Free
WEBSITE	<a href="https://www.takeopapershow.com/en/">https://www.takeopapershow.com/en/</a>
ORGANIZER	TAKEO Co., Ltd.
PRODUCER	Shigeru TAKEO
PLANNING AND DESIGN	Kenya HARA + Hara Design Institute, Nippon Design Center
SPONSORED BY	Oji F-Tex Co., Ltd. / Daio Paper Corporation DYNIC CORPORATION / Daiwa Itagami Co., Ltd. Chuetsu Pulp & Paper Co., Ltd. / Tokushu Tokai Paper Co., Ltd. Nippon Paper Industries Co., Ltd. / Hokuetsu Corporation Mitsubishi Paper Mills Limited / LINTEC Corporation
SPECIAL COOPERATION	Japan Paper Association General Incorporated Association SOE / RENEW Organizing Committee TSUGI Ilc.

This exhibition is being organized jointly with RENEW,  
which organizes a factory tour and  
market event in Sabae and Echizen in Fukui Prefecture.

## TAKEO PAPER SHOW

TAKEO Co., Ltd., a trading company specializing in paper, has been organizing the TAKEO PAPER SHOW as an event to showcase paper and design since 1965. The event delves deeply into the topic of paper from a variety of angles and perspectives, exploring its meaning and value in collaboration with leading designers of the next generation. The TAKEO PAPER SHOW, now being held for the 49th time, is unique, with a reputation as one of the biggest paper industry events in Japan.

## TAKEO Co., Ltd.

TAKEO Co., Ltd. is a specialized paper trading company established in 1899. Since its establishment, TAKEO was an importer and marketer of papers, and in the 1950s, TAKEO has begun researches and development of fine papers that emphasize properties such as texture and color. TAKEO collaborates with paper manufacturers inside and outside of Japan to adopt state of the art technology, as well as with leading designers of the next generation to stimulate creativity. The company is also an active promoter of paper culture in Japan, operating Mihoncho Honten and other showrooms, the webstore 'takeopaper.com' and TAKEO ARCHIVES project.

<https://www.takeo.co.jp/en/>

General	Yodoyabashi MIHONCHO, TAKEO Co., Ltd. Tel: 06-6232-2240 (Irregular holidays 11:00–18:00)
Press	Overseas Division, TAKEO Co., Ltd. <a href="mailto:info.overseas@takeo.co.jp">info.overseas@takeo.co.jp</a>



## Creation — Function

We've put together an exhibition showcasing the work of 12 diversely talented creative groups. These individuals understand the true value of paper and appreciate its unique sensory properties. Their proposals for packaging, both containers and wrapping, have been thoroughly considered on a practical level.

Masaya ISHIKAWA + Hiroaki NAKAJI / OPEN BOX

Yuma KANO / WOOD-LIKE PAPER PAPER-LIKE WOOD

Aya CODAMA / WRAPPING BLACK

TAKT PROJECT / programmed PAPER

NEW / NURIKAMI, PAPER CLASPS

nomena / DELICIOUS SHAPE

Motosuke MANDAI / A CLUMP OF PAPER

Haruka MISAWA / A SHEET

Rei MITSUI / ZIGZAG PACKING PAPER

Agata YAMAGUCHI / Paper tube flowers

CYQL PROJECT / CARDBOARD BOX ÷ 2

Kenya HARA + Hara Design Institute, Nippon Design Center / SHIKI, MANGO BOOK



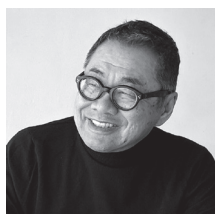
Ajibuta Tonkatsu Sauce | Geschmack | 2015-

## Collection——Laughter

Most important in packaging are not qualities of styling—simplicity or sophistication—but its capacity to motivate users to reach for it instinctively. In short, it's about creating a sense of joy or amusement. This exhibit approaches the appeal of packaging from this completely new angle.

Curator

Makoto UMEBARA



Born in Kochi City. Lives in Kochi Prefecture. Umebara provides design that draws out the strengths of the local area. His projects include Ponzu Shoyu Yuzu no Mura (ponzu sauce from the home of yuzu citrus) produced in a village where yuzu is the only commercial crop, katsuo-no-tataki marketed as Ippezuri Warayaki Tataki (line-caught bonito seared over a straw fire), Shimanto Ziguri (chestnuts from run-down chestnut woods in the Shimanto area), Seaside Gallery (which turns a four-kilometer stretch of beach into an art museum), the book mizu (with content paid for in ayu sweetfish from Shimanto), the 84 Project (which takes pride in the fact that 84% of Kochi is forested), AKITAVISION (which uses as its motif the beautiful women Akita Prefecture is famous for), and production of the “Nai Mono wa Nai” identity for the town of Ama in the Oki District of Shimane Prefecture (extolling the satisfaction of living with what little is available). He is currently working on the Shimanto Ryuiki Nogyo Organic (“Shimanto Basin Agriculture Organic”) project, branding the way of life along an entire river with support from Japan’s Ministry of Agriculture, Forestry and Fisheries. He is also establishing the Shimanto Bunkou school, which will provide practical training and desk study and offer an “MBA” (Master of Bunkou Administration) diploma. Umebara received the special award in the 2016 Mainichi Design Awards. He currently serves as guest professor at Musashino Art University.

There also will be rooms that relook at the quality of papers as materials.

## Paper and Cycles

On the second floor, an exhibition is undergoing development to re-look at papers as sustainable materials. In this section, paper is redefined as a resource that is part of circularity, with introductions to systems such as forest management that preserves forests for future. Exemplified by the circulation of energy and CO<sub>2</sub> that revolve around forests, the facts around paper and the Earth are viewed panoramically.

## FINE PAPERS

Examples of TAKEO's diverse range of fine papers are on display on the second floor, with a focus on new and redesigned products that have gone on sale since 2019. More than twenty brands are presented, sorted into different categories based on factors like their use in packaging, environmental performance, and support for digital printing. Printed samples that visitors can take home with them are also available.

## Talk sessions

Talk sessions with creators are scheduled to take place during the exhibition.

## Publication

This book is a reconfiguration and repackaging of the content presented at the exhibition space. The Function section presents packaging of the near future by participating creators with high-definition photos, accompanied by a commentary by the exhibition director Kenya Hara. The Laughter section presents one hundred packages carefully selected by the curator Makoto Umebara, and a text version of a movie by Umebara, Warai no Wake (Reasons for Laughter), that was screened at the exhibition. There are also two trialogue discussions, one taking a fresh look at the relationship between the material paper and people, and the other about design and laughter. The book also features a distinctive design in which the Function section is read from left to right, but the Laughter section is read in the opposite direction, from right to left.

Book: PACKAGING——Function and Laughter (Bijutsu Shuppan-sha)

Price: 4,400 yen (incl. tax)

Specifications: B5 variant format, 320 pages, swiss binding (*sebiraki* binding)

Production: TAKEO Co., Ltd.

Curation and art direction: Kenya Hara + Hara Design Institute, Nippon Design Center

Printed by: SunM Color Co., Ltd.

Bookbinding: Shinohara-Shiko, Ltd.

Buy: <https://products.takeopaper.com/products/9784568105711>

## Planning and Design



Kenya HARA /Designer

+ Hara Design Institute, Nippon Design Center

Kenya Hara works on design projects that visualize the potential of industrial culture and bring about new awakenings. Together, they are known for providing art direction for the likes of MUJI, Tsutaya Shoten, Ginza Six, Yamato Transport, and Mikimoto. Several of their many exhibitions are based on new keywords that influence society as a whole and update our values, such as 'SENSEWARE' and 'HOUSE VISION', and the TAKEO PAPER SHOWs 'RE DESIGN', 'HAPTIC', and 'SUBTLE'. The collaboration also puts much effort into projects that harness the culture and natural environment of Japan as resources, such as the 'JAPAN HOUSE' project for Japan's Ministry of Foreign Affairs and 'Teikuhiko, High Resolution Tour'. The twenty eight staff members of the Hara Design Institute handle a range of specialties, including visual communication, product design, architecture, editing, writing, coordination, and production.

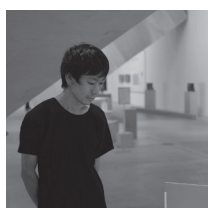
## Function | Creators



Masaya ISHIKAWA /Graphic Designer

+ Hiroaki NAKAJI /Artist, Engineer

Born in 1980. After studying at the Masahiko Sato Laboratory at Keio University, Ishikawa belonged to the creative group Euphrates until 2019. He went independent in 2020. Working from a foundation in research on vision perception, he is broadening the scope of his activities, including graphic design, videos, installations, and developing scientific toys and educational workshops that make use of them.



Born in 1987. After working as an engineer in a manufacturing company, Nakaji completed a graduate program at the Department of Media Creation at the Institute of Advanced Media Arts and Sciences. He creates works focused on artistic expression produced by devices. As an engineer, he also designs machines and provides production support for artists.



## Yuma KANO / Creative Director, Designer



Born in 1988 in Tochigi Prefecture. Kano worked as an assistant to artist Yasuhiro Suzuki before establishing his own design office STUDIO YUMAKANO in 2012. He incorporated as NOU Inc. in 2023. Combining processes that prioritize an experimental approach, he handles a wide range of design projects, from the design of a single screw to product design, interior planning, and material research. Major projects include the A-POC ABLE ISSEY MIYAKE | TYPE-IV Yuma Kano project, in which he incorporated a rust pattern into textile items, and the Atelier BAUM design for the stores of Shiseido's skincare brand BAUM. He serves as a part-time lecturer at Musashino Art University.

## Aya CODAMA / Graphic Designer



Born in 1983 in Osaka. Codama founded BULLET Inc. in 2013 after working for seven years at the design firm AWATSUJI Design. Intrigued by design that possesses appeal derived from the materials used, she works on projects that make adept use of textures and printing processes, and that go beyond the scope of graphic design. She is author of the book 'Stepping Into Package Design', published by MdN Corporation in 2021. Her major awards include the German Design Award, One Show (Gold), Pentawards (Platinum), Cannes Lions, D&AD, iF Design Award, Good Design Award, and Japan Package Design Awards Golden Award. Faculty member at Tokyo Zokei University.

## TAKT PROJECT /Design Studio



Satoshi Yoshiizumi co-founded the TAKT PROJECT in 2013. Operating out of Tokyo and Sendai, it conducts experimental Self-Driven Research projects that disrupt conventional frameworks. It has exhibited at museums and in design exhibitions including Milano Design Week, Design Miami, the Musée des Arts Décoratifs in Paris, Hong Kong M+, and 21\_21 DESIGN SIGHT. Based on its research, the studio collaborates with clients in projects to create new possibilities through design. Awards include Emerging Designer of the Year at the UK's Dezeen Awards 2019. Its works are in the collection of the M+ art museum in Hong Kong. Directed the exhibition 'Material, or' held in 21\_21 DESIGN SIGHT.

## NEW /Creators Club

Toi YAMADA, Soa OKIDA, Rikito FUJITANI,  
Shunta SAKAMOTO, Shunsuke YOSHIOKA



Formed in 2021, NEW is made up of a diverse range of members possessing a variety of specialties, as well as insatiable inquiring minds. Within an overall focus on graphic design, each individual has his or her own area of expertise—such as products, printing processes, programming, chemistry, and strategic design—but the group as a whole leaves no gaps between areas. This intermingling of various fields imparts originality to each member's work. As creators living in an age where both objects and experiences are abundant, they work with an earnest awareness of 'novelty' that takes human behavior and emotions into consideration.

## nomena /Engineers Group



Shohei Takei established nomena in 2012. Their works on unique, unprecedented creative projects, driven by multidisciplinary knowledge gained through daily research and experiments and collaboration between creators and clients. Recent projects include joint research with the Japan Aerospace Exploration Agency and the mechanical design of the Olympic flame cauldron for the Tokyo 2020 Olympics. Awards include Excellence Award in the Japan Media Arts Festival Art Division in 2022, Pen Creator Award in 2021, DSA Design Award Gold Prize in 2017, Excellence Award in the Japan Sign Design Association's SDA Awards in 2017, and Grand Prix at the Museum of Contemporary Art Tokyo's Bloomberg Pavilion Project in 2012.

## Motosuke MANDAI /Architect



Born in 1980 in Kanagawa Prefecture. He completed the master's program at the University of Tokyo's Department of Architecture. After working for junya.ishigami+associates, he established Mandai Architects. He works on projects of all sizes providing services such as architectural and interior design, exhibition venue design, installations, urban community development, and landscaping. His major works include 'Oshika Fisherman's House', 'Ishinomaki Huts', and 'Shiiba House'. His awards include the DSA Design Award Grand Prix, Fujii Koji Prize, and Good Design Best 100.

## Haruka MISAWA / Designer



Born in 1982 in Gunma Prefecture. After graduating from the Interior Design Course at Musashino Art University and working at the nendo design office, she joined Hara Design Institute at Nippon Design Center in 2009. She founded Misawa Design Institute in 2014. Misawa Design Institute uses an experimental approach, attempting to observe the principles behind things and visualize the unknown possibilities to be found there. Her major projects include 'Paper Verb', in which she explored completely new possibilities with paper, 'WHO ARE WE', a traveling exhibition unit for the National Museum of Nature and Science, Tokyo, art direction for 'Entô', a hub for staying at the Oki Islands UNESCO Global Geopark, her signage plan for Tamatsukuri Kindergarten, in which signs were made using cylindrical rings were stacked like logs or grouped together in various other ways, and 'UENO PLANET', which visualized unknown charms of Ueno Zoo.

## Rei MITSUI / Architect



Born in 1983 in Aichi Prefecture. After graduating from the Department of Architecture in the Faculty of Engineering at the University of Tokyo, he studied tea rooms while conducting research for his master's degree in the history of Japanese architecture at the University of Tokyo. He subsequently worked at Shigeru Ban Architects before establishing Rei Mitsui Architects in 2015. Mitsui's practice focuses on design work based on his own architectural philosophy as he explores the theory behind tea rooms and other Japanese architecture. Key creative concepts in his work are bones and decoration, nothingness and transparency 'seen' in Japanese tea rooms, and architecture as intermediary for conveying an image. His major works include the renovation of a former tailor shop (kanban-style building) in the Nihonbashi district of Tokyo, Yanagi-koji South Corner in the Futako Tamagawa area of Tokyo, Library in the Forest, and the tea ceremony house SEIFU-AN. His major awards include the U-35 / Under 35 Architects exhibition 2017 Excellence Award and the Residential Architecture Award 2021.

## Agata YAMAGUCHI / Graphic Designer



Born in 1988 in Fukuoka Prefecture, where he grew up. Graduated in design from the Faculty of Fine Arts at Tokyo University of the Arts. Worked for 10 inc. and then as a freelance designer before establishing collé inc. in 2021. Based on cheerful graphic design, provides services including corporate/visual identity development, branding, packaging design, signage, and artwork. Launched collé's omise brand of original merchandise in 2022. His major awards include JAGDA New Designer Award 2024, Tokyo ADC Award nominee.

## CYQL PROJECT / Creative Team



Originating from Nippon Design Center, CYQL PROJECT views the relationship between people, objects, and disposal from the perspective of design. It engages in conceptual product design that goes hand in hand with the cycle of research and output, viewing the sentiments of people who dispose of things as the starting point of the cycle. Products launched or exhibited include 'Easy-disposal Bento Box', designed to be folded origami-style to make it more compact for disposal, and 'REPLAY RECORDS', analog records produced from recycled plastic, which was presented at the first Recycling Meets Design event organized by Dai Nippon Printing Co., Ltd.

Press Kit and image materials can be downloaded from the following URL.

[https://www.takeopapershow.com/EN\\_tps\\_press\\_echizensabae.zip](https://www.takeopapershow.com/EN_tps_press_echizensabae.zip)

Image credits:

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English | TAKEO PAPER SHOW “PACKAGING: Function and Laughter” in ECHIZEN SABAE



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