

April, 17–22  
2018

Corso Garibaldi 42  
Brera, Milano

# C A S A G I F U III

*olfactory ceramics*

by atelier oï









# The collaboration of Gifu Prefecture & atelier oi

## CASA GIFU III — olfactory ceramics

Gifu Prefecture in the center of Japan is a prosperous region with exceptional natural resources and ancient traditional crafts. CASA GIFU III is a reinterpretation of Gifu's cultural heritage by the Swiss design studio atelier oi in partnership with the Gifu Prefecture.

Made to measure for the Fuorisalone — Milano Design Week 2018, it presents the third of a series of events in a new location. The CASA GIFU concept bridges both Japanese and Swiss cultures with the same values; close intimacy and rapport with the surrounding natural environment, handicrafts and materials.

Following CASA GIFU's emphasis on the ancestral art of paper-making and woodcraft in 2016, CASA GIFU II set focus on the cutlery know-how at Milano Design Week 2017. For this new edition, CASA GIFU III reveals the ceramic know-how among the numerous craftsmanship from the one and same region, in a pop-up showroom in the heart of the Brera Design District.

CASA GIFU III presents the olfactory ceramic work of three main manufacturers in collaboration with atelier oi. Moreover, an art piece by a master of the 8<sup>th</sup> generation, symbolises the tea ceremony and crowns the showroom. The cultural exhibition also makes it possible to take part in a limited edition of 50 exclusive olfactory ceramic objects, to enjoy back home. The manufacturers have either been selected for the material properties constituting their know-how or for their ancestral history and traditions.

An olfactory and moving installation made of Hinoki wood holds and diffuses the scent, making visible the invisible.

atelier oi's collaboration with Gifu Prefecture could be realised thanks to Governor Hajime Furuta and Gifu Prefecture's open-mindedness and will to preserve ancestral and local traditions based on manual and artistic know-how.

atelier oi

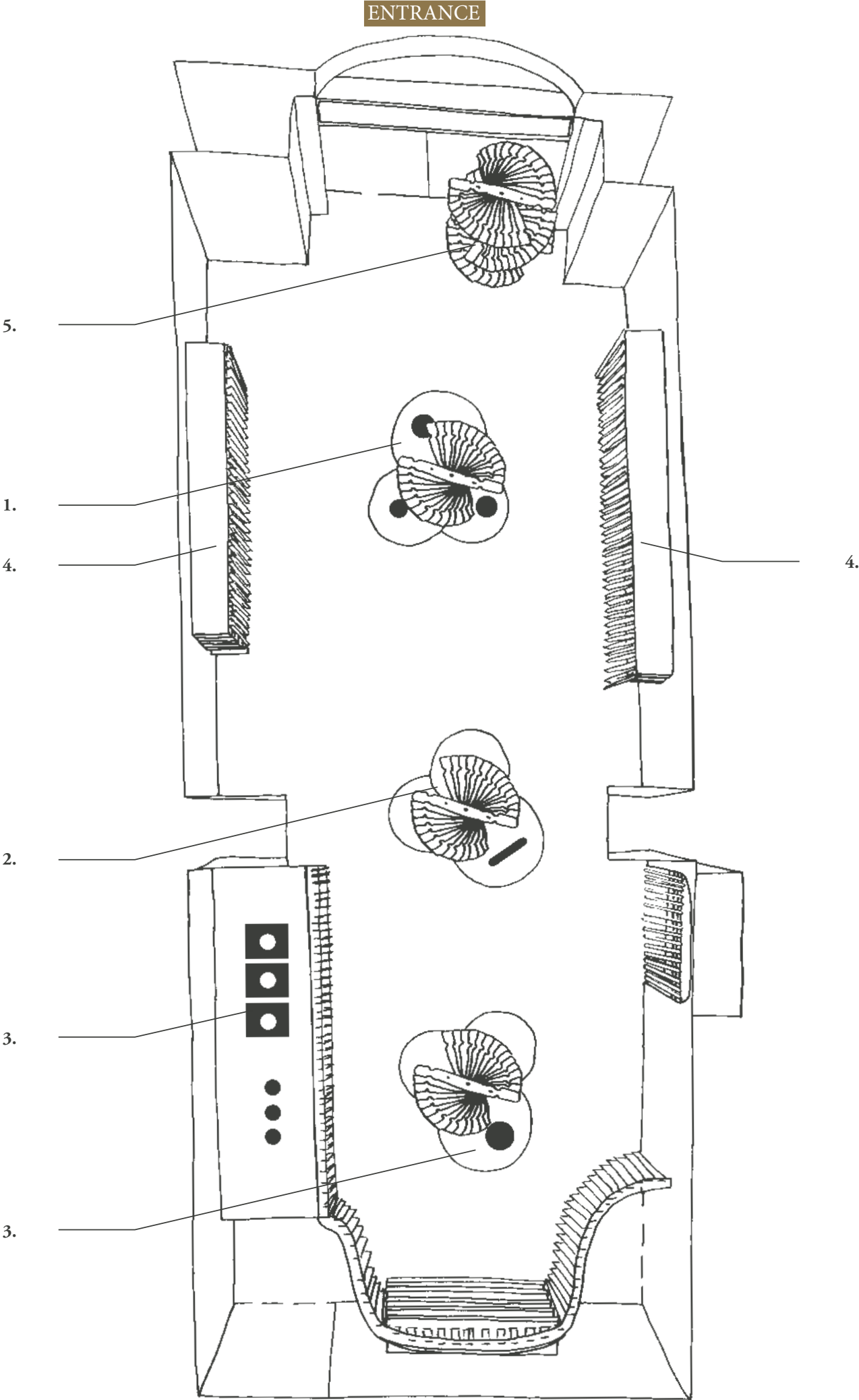
Aurel Aebi, Armand Louis and Patrick Reymond



< Kokeizan Eihouji Temple  
Tajimi city, Gifu

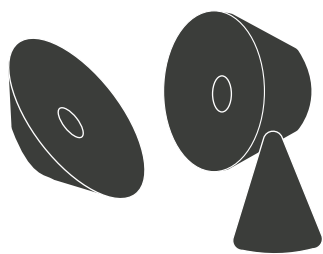
1. CASA GIFU  
"The heartland of Japan"  
2016

2. CASA GIFU II  
"The art of Seki"  
2017



# Floor Guide

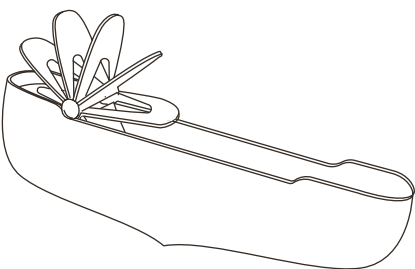
Olfactory ceramics — a partnership continuation between Gifu Prefecture & atelier oï



**1. "Toki-oï"**

An olfactory home product composed of three individual parts forming a whole. Each circular piece is a nomadic one, adaptable to any context and room size. Porous inside and enamelled on the outside, the ceramic object propagates the olfactory and soothing properties of the Hinoki essential oil. It is a first series of 50 unique signature pieces, on sale in CASA GIFU III's showroom.

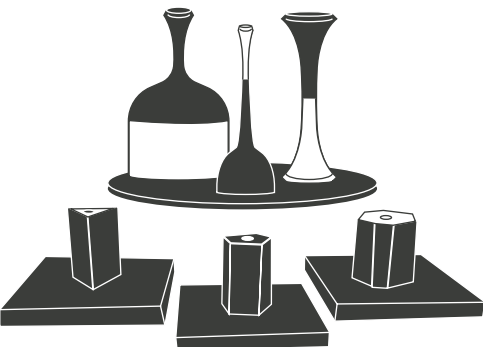
Product by atelier oï × HOUSEN-GAMA



**2. "Mizunami-oï"**

A scented home object, presented for the first time as a showroom prototype. The ritual porcelain product, filled with liquids, plays with the fragility of balance. Its glazed aesthetics carry the essential oil on the surface above the water. Its diffusion operates both through the ritual equilibrium movement by gravity and through the vanes of the wooden mill's capillarity.

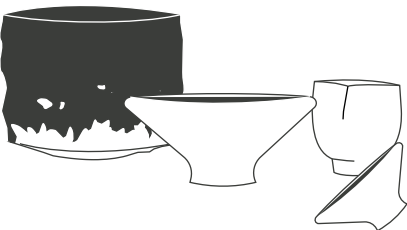
Product by atelier oï × miyama  
Wood parts by Kashimo Forest Association



**3. "Tajimi-oï" and artist's work "Olfactory Discovery"**

A scent ceremony set – a showroom artwork. It is composed of three olfactory objects in contrasting dark grey and ochre tones on a circular platter. In contrast to the set, the art piece, true to the artisan's signature, is emblematic of the ancestral tea ceremony. The distinctive shiny black colour is called Setoguro.

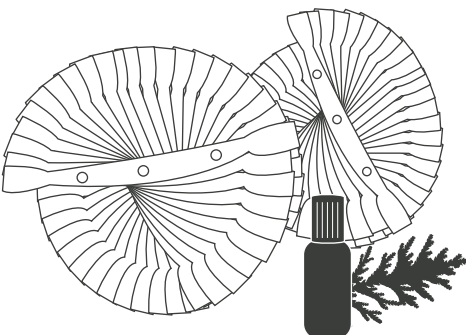
Product by atelier oï × Koubei-Gama  
Art piece by Ryotaro Kato (Koubei-Gama)



**4. Selection of ceramics from Gifu**

atelier oï selected 10 among all of the ceramic manufacturers and artists to display a representative and diverse collection of know-how from Gifu. One or several products were chosen from each of the manufacturing companies, reflecting the remarkable skills of the Japanese artisans.

Selection by atelier oï



**5. "Hélicoïdales" and Hinoki essential oil**

A made to measure installation out of Hinoki pinewood, naturally diffusing the cypress fragrance. It makes the scent visible and symbolises the unique forest perfume from the pure essential oil from the Kashimo Forest Association.

Installation by atelier oï  
Essential oil by Kashimo Forest Association



# The rich tradition of ceramic ware in Gifu Prefecture

6

GIFU PREFECTURE

The cities of Mizunami, Tajimi and Toki in Gifu are home to Mino-yaki's ceramic ware, covering more than half of Japan's entire pottery production. Its history of 1300 years arises from the surrounding rich sources of minerals and high quality pottery clay. Mino-yaki finds its origin in dark tunnels on Gifu's mountain slopes, where the first Anagama cave kilns were handbuilt.

Mino-yaki, known as the most famous Japanese ceramic ware, spans a wide range of various products such as pottery, tableware, interior decor and tiles, for Japan, as well as for Western export. The Way of Tea, also known as the Japanese tea ceremony — one of the three classical Japanese arts of refinement and

appreciation, is undoubtedly of importance in the ceramic production and rituals.

Circular gestures manipulate humid clay in a dim light. The earthy artisan's hands carry the unique ceramic object to the cave kiln, dug by his ancestors centuries before. From generation to generation, the know-how has been passed down to the present day and brings a rich heritage of ceramic craftsmanship to life. Ancient traditions and rituals are preserved in this way, such as the tea ceremony, where every aspect becomes a sensory experience — the way of pouring, holding, smelling, tasting and sensing. Following this inspiration, atelier oï intuitively went for olfactory ceramics; porous clay material diffusing pinewood scents from Gifu.

## Message from the Mayors of the three major cities of ceramics

### Masanori Furukawa — Mayor of Tajimi city

It is our honor to exhibit Mino-yaki pottery at CASA GIFU III. While the pottery market in Japan has reached the point of saturation, there are plenty of opportunities to be sought in markets abroad. CASA GIFU III will give us a chance to show great potential of Mino-yaki pottery to the world. We will exert our best efforts to Mino-yaki pottery to as many people as possible.

### Kouji Mizuno — Mayor of Mizunami

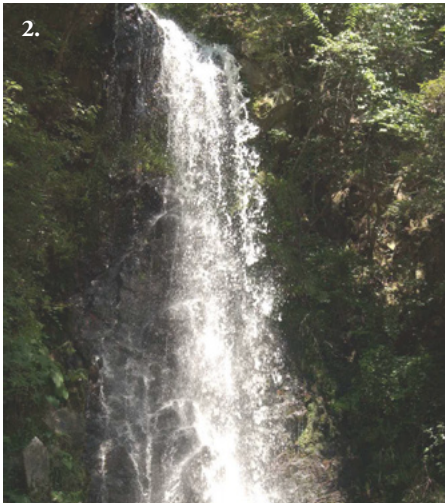
Mizunami city has been actively engaged in the development of unique products centered around a high quality brand of "Mizunami-yaki pottery". Through our exhibition at Fuorisalone, we hope that

the appeal of the pottery produced in Mizunami city will more spread around the world.

### Yasunari Kato — Mayor of Toki city

Toki city is a city of pottery with a history of 1300 years of tradition. Around 1600, we started to provide quality pottery for tea ceremonies which were popular particularly in Kyoto. Up to this day Toki city is still the largest production area for pottery in Japan.

We are able to participate in CASA GIFU III this time in cooperation with atelier oï and I would like to take this opportunity to express my sincere appreciation to the Gifu Prefectural Government as well as related people from the industry and all the other people who have helped us.



1. Eihouji Temple  
Tajimi city, Gifu

2. Ryugin fall  
Mizunami city, Gifu

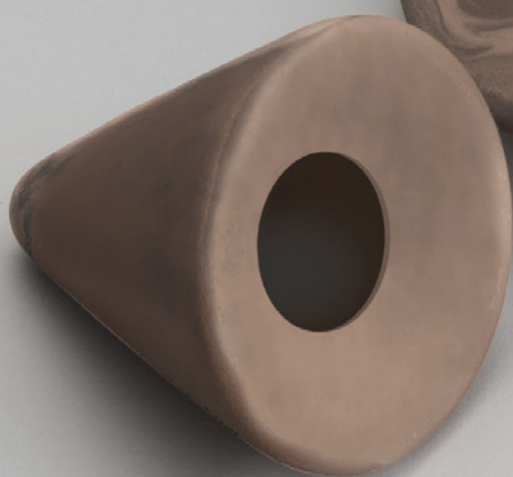
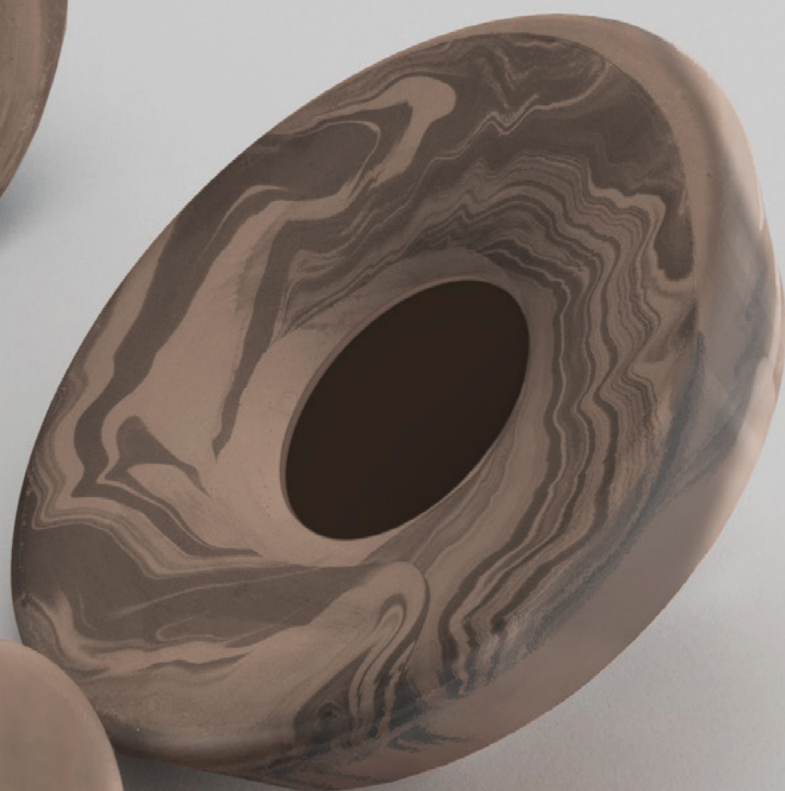
3. Sogi park  
Toki city, Gifu

> Ceramic know-how from  
Gifu Prefecture

CASA GIFU III









# atelier oi × HOUSEN-GAMA

[www.housen-nendo.com](http://www.housen-nendo.com)

HOUSEN-GAMA first began as producer of ceramic tableware in Toki in the southeastern part of Gifu Prefecture in 1947.

Distinction is made by its own unique clay material: two specific porous and non-porous marbled materialities emerge from the local surrounding sources of minerals and high quality pottery clay. Its further specificity is the focus set on a selected designed product development on a semi-industrial scale. Audacity and dynamism forge this young family-run manufacturing company.

Imagine breathing in a coniferous forest, where the rain has just disseminated a range of different earthy scents. Natural minerals are source of clay and well-

being rituals. "Toki-oi" is an olfactory home product composed of three individual parts forming a whole. Each circular piece is a nomadic one, adaptable to any context and room size.

Porous inside – like the earth which forms the mountain – and enamelled on the outside – smooth like the purity of water – the ceramic object propagates the olfactory and soothing properties of the Hinoki essential oil. The diffusion of the subtle earthy and wooden scents gets activated by the user's movements, recalling the artisan's circular gestures.

The "Toki-oi" diffuser, also as a humidifier, is a first limited series of 50 unique signature pieces.



< "Toki-oi"  
atelier oi × HOUSEN-GAMA  
Limited series of 50 signature  
pieces

1. Unique HOUSEN-GAMA  
clay

2. First prototype of "Toki-oi",  
made with unique HOUSEN-  
GAMA clay

3. HOUSEN-GAMA series  
work



## atelier oï × miyama

*[www.miyama-web.co.jp](http://www.miyama-web.co.jp)*

Miyama is an internationally known porcelain manufacturing company, specific for its pressure casting method. They were the first to introduce this production technique on a large scale for the increasing demand of Japanese tableware items. Their successful in-house designers, based in Mizunami city, create for special editions and for an industrial scale, distributed and sold overseas. Miyama however emphasizes the importance of safeguarding the manual work and predecessors' know-how, highlighted by their acute hand-painted finishing touches.

Traditional wooden mills can be found everywhere in Japan and especially in Takayama city in Gifu where the ancient mill history is preserved. The mill is the passageway for water in a recurring circular up and down movement, centering and mastering the river flow. "Mizunami-oï" is a scented home object, pres-

ented for the first time at CASA GIFU III as a showroom prototype. It brings the atmosphere, water and scents from the nature into the user's home. The slender ritual product, filled with liquids, plays with the fragility of balance. Its glazed, minimalistic and thin aesthetics carry the essential oil on the surface above the water. Its diffusion operates both through the ritual equilibrium movement by gravity and through of the wooden mill's capillarity.

The pure white porcelain contrasts with the raw wood material. The mill vanes are plywood made of local Hinoki from the Kashimo Forest Association. The same cypress is recalled in its essential oil used with the object. The swirling of water propagates the specific Hinoki scent, originating from the rich pine forests in Gifu.





< Prototype of " Mizunami-oï "   
 miyama × atelier oï

1. Pressure casting production   
 method

2. Miyama large scale production

# atelier oï × Koubei-Gama

[www.koubei-gama.co.jp](http://www.koubei-gama.co.jp)

Ryotaro Kato is a ceramic artist who is the 8<sup>th</sup> generation of a famous potter's family Kobei Kato with over 210 years of history in Tajimi, Japan. His grandfather Takuo Kato was certified as a Japanese Living Natural Treasure. Immersed in the ancient know-how and committed to continuing the traditions, Ryotaro Kato derives from them bringing to each of his unique creations a hand signature with innovative design. Having learnt directly from his father's skills, he forged his own style with teacups dedicated to the tea ceremony.

Each generation indeed has its proper characteristics, marked by different enamel and firing methods. They base their knowledge on a profound study of Asian ceramics and Samurai kiln heritage. Koubei-Gama, composed of 20 skilled artisans, has a long history of preserving the enamel traditions of Oribe and Mino-yaki ware. They work with an Anagama cave kiln handbuilt outside – a reproduction of a firing style of the

## Olfactory Discovery

In contrast to the "Olfactory Discovery" created in collaboration between atelier oï and Ryotaro Kato, the master created this time an art piece of his own, especially for the occasion of CASA GIFU III.

This work, true to the artisan's signature, is emblematic of the ancestral tea ceremony. The distinctive shiny black colour is called Setoguro and is drawn out in kilns that reach over 1200 C° to melt the

Momoyama Period from the 16th century.

The "Tajimi-oï" is a set for a scent ceremony – a showroom artwork. It is composed of a circular platter, the base for three objects in contrasting dark grey and ochre tones. The bigger one, like a bell, is meant to hide the different essential oil bottles used for the ceremony. The middle-sized object can conceal a nomadic bottle and be a first olfactory discovery by pouring a drop of a fragrance at its top. The third and thinner one, in the form of an hourglass, works both as a diffuser at its porous ceramic end, and as an olfactory testing object on its other enamelled part. This impermeable ceramic material enables the user to try out some of the purest essential oils and clear them easily.

The project inspiration is the Kōdō – the codified Japanese incense ceremony – dedicated to the art of appreciating local and traditional scents.

enamel during firing. The still red-hot ceramics are then cooled down rapidly at ambient temperature. The specific coloration comes from the iron in the glaze that turns black. Koubei-Gama's art piece also embraces the imperfect charm of the material shape.

The artist's work, made of three objects, respect the Japanese symbolisms of the emblematic numbers of 3, 5 and 7.



1. "Tajimi-oï"  
atelier oï × Koubei-Gama

2. "Olfactory Discovery"  
atelier oï × Koubei-Gama

> Ryotaro Kato (Koubei-Gama)  
working in his workshop on  
the tea bowl for the tea ceremony





# Selection of ceramics from Gifu

atelier oï selected 10 among all the ceramic manufacturers and artists to display a representative and diverse collection of Gifu know-how.

One or several products were selected from each of the manufacturers, reflecting the remarkable skills of the Japanese artisans.



1. Awasaka Inc.  
[www.awasaka.com](http://www.awasaka.com)

2. ICHIHARA SEITO Co.,Ltd  
[www.ichihara-st.co.jp](http://www.ichihara-st.co.jp)

3. Kaizan Pottery Co.,Ltd  
[www.kaizan.net](http://www.kaizan.net)

4. KANEKO KOHYO POT-  
TERRY MANUFACTURING  
Co.,Ltd  
[www.ko-hyo.com](http://www.ko-hyo.com)





5.



6.



7.



8.



**5. ODA POTTERY Co.,Ltd**  
[www.oda-pottery.co.jp](http://www.oda-pottery.co.jp)

**6. Yamachu-Kimata Pottery**  
[www.yamachukimata.com](http://www.yamachukimata.com)

**7. Koubei-Gama**  
[www.koubei-gama.co.jp](http://www.koubei-gama.co.jp)

**8. HOUSEN-GAMA**  
[www.housen-nendo.com](http://www.housen-nendo.com)





9.



10.





# Scented installation with Hinoki pinewood

## " Hélicoïdales "

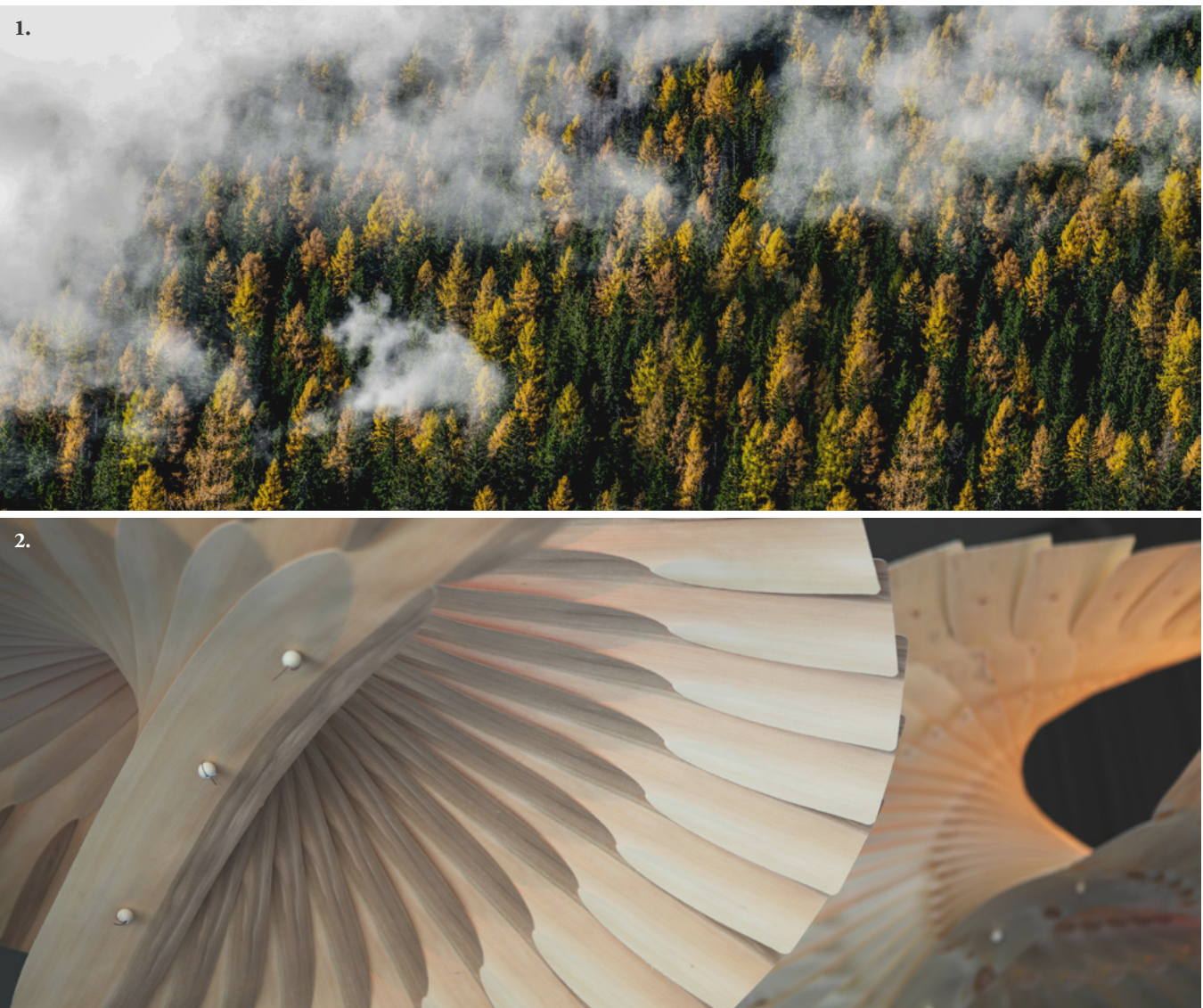
The pinewood forested area of Kashimo in Gifu has long been a source of superior timber and is today the only home left to Japanese cypress trees since 300 years. Lumber from these precious conifers composes the Horyu-ji temple, UNESCO World Heritage site and oldest wooden building in the world.

The pale golden, fabulously fragrant, soft yet strong Hinoki pinewood (*Chamaecyparis obtusa*) is used for the renovation of many other national treasures. Hinoki forests have been protected since the times of the feudal lords and samurai. Classified as a near-threatened coniferous plant, the challenge of the Kashimo Forest Association now consists in finding a balance between environmental and cultural heritage.

The Japanese cypress grows slowly; its age is translated into its size. The Kashimo people's idiom says that raising Hinoki trees takes as much care as raising children.

The citrus scented Hinoki leaves are processed at the Kashimo Forest Association in a special and highly effective way, the essential oil being extracted as a by-product from the lumber industry. This scent is a 100% natural and uniquely Japanese product, of which the purifying properties calm both body and mind.

" Hélicoïdales " is a made to measure installation out of Hinoki wood, naturally diffusing the cypress essential oil. It makes the scent visible and symbolises the unique Hinoki forest perfume from Kashimo.



1. Hinoki forest in the region of Kashimo

2. " Hélicoïdales " installation made by atelier oï with Hinoki wood

# Message from the Governor of Gifu Prefecture

## "Craftsmanship nurtured in Gifu, the Land of Clear Waters"

It is my great pleasure to return to the trend setting design event, Fuorisalone – Milano Design Week 2018 and have a gallery dedicated to Gifu Prefecture for the 3<sup>rd</sup> year in a row.

Blessed with a rich natural environment including lush forests and pristine rivers, Gifu Prefecture is called the Land of Clear Waters. A wide range of Gifu products such as "Mino Washi" paper, wooden products, swords and cutlery introduced in the exhibitions of the last 2 years were highly acclaimed by many visitors.

This year's CASA GIFU III focuses on the Mino ceramics of Tono, an area located in eastern Gifu Prefecture and renowned as the largest production site of Japanese ceramics, where pottery including art pieces, Japanese and western tableware as well as interior goods are widely made based on 1300 years of history and tradition.

Please enjoy brand new aroma diffuser products that resulted from the match between the DNA of Mino ceramics fostered by pristine waters and the DNA of atelier oï, as well as atelier oï's selections of top quality Mino ceramics manufactured utilizing techniques which flourish in the cities of Tajimi, Mizunami, and Toki, together with the scent of Gifu Prefecture's forests.

Gifu Prefecture not only has a wide range of crafts but also many tourist attractions to offer, as well as delectable food including Hida Beef and sake. If you are enticed by CASA GIFU III, please come and visit Gifu, the Land of Clear Waters, located in the heart of Japan.

I would like to express my sincere gratitude to atelier oï, who has organized this exhibition entirely, as well as Tajimi city, Mizunami city, Toki city and those who were involved in this effort.

Hajime Furuta  
Governor of Gifu Prefecture



## atelier oï

**atelier oï was founded in 1991 in La Neuveville, Switzerland, by Aurel Aebi, Armand Louis and Patrick Reymond.**

atelier oï has been striving to dissolve barriers between genres and foster cross-disciplinary creativity for 27 years. Over the course of their achievements, architecture, design and set design have intertwined on an international scale. Transdisciplinarity, team spirit and an intimate rapport with the material are their watchwords. Born of an intuitive and emotional affinity with the act of shaping different materials, their

projects have been recognised all over the world. Between experimentation, cultural exchanges and events devoted to their creations, they design for Artemide, B&B Italia, Bulgari, Foscari, Louis Vuitton, Moroso, Passoni Nature, Pringle of Scotland, Röthlisberger, USM, Victorinox, Rimowa and many others.

atelier oï  
Aurel Aebi, Armand Louis and Patrick Reymond



# Credits & contacts

CASA GIFU III was made possible thanks to the support and engagement of many people.

Special thanks to Tajimi city, Mizunami city and Toki city.

**Collaboration with Gifu manufacturers:**

HOUSEN-GAMA, Miyama Co., Ltd, Koubei-Gama, Kashimo Forest Associations.

**Gifu exhibitors:**

(alphabetical order)

AWASAKA inc., Galerie Momogusa, HOUSEN-GAMA, ICHIHARA SEITO Co.,Ltd, KAIZAN, KANEKO KOHYO POTTERY MANUFACTURING CO., Ltd, Koubei-Gama, Miyama Co., Ltd, ODA POTTERY Co., Ltd, Yamachu-Kimata Pottery.

Special thanks also to Hida Sangyo Co.,Ltd, Masanobu Ando, Ryuhei Toda, Mihagi Kougei Co., Ltd. and all the people that followed the development of this project from near and far, making this dream possible.

**Photo Credits:**

p. 1, 3-5, 17, 20 — ©atelier oï  
p. 2, 8-12, 14-16, 19 — ©Gifu Prefectural Government  
p. 6 — ©Tajimi city, ©Mizunami city, ©Toki city  
p. 7, 13 — ©Tomoya Murakami  
p. 9 — ©HOUSEN-GAMA  
P. 11 — ©Miyama  
p. 18 — ©Bangertprojects

**atelier oï**

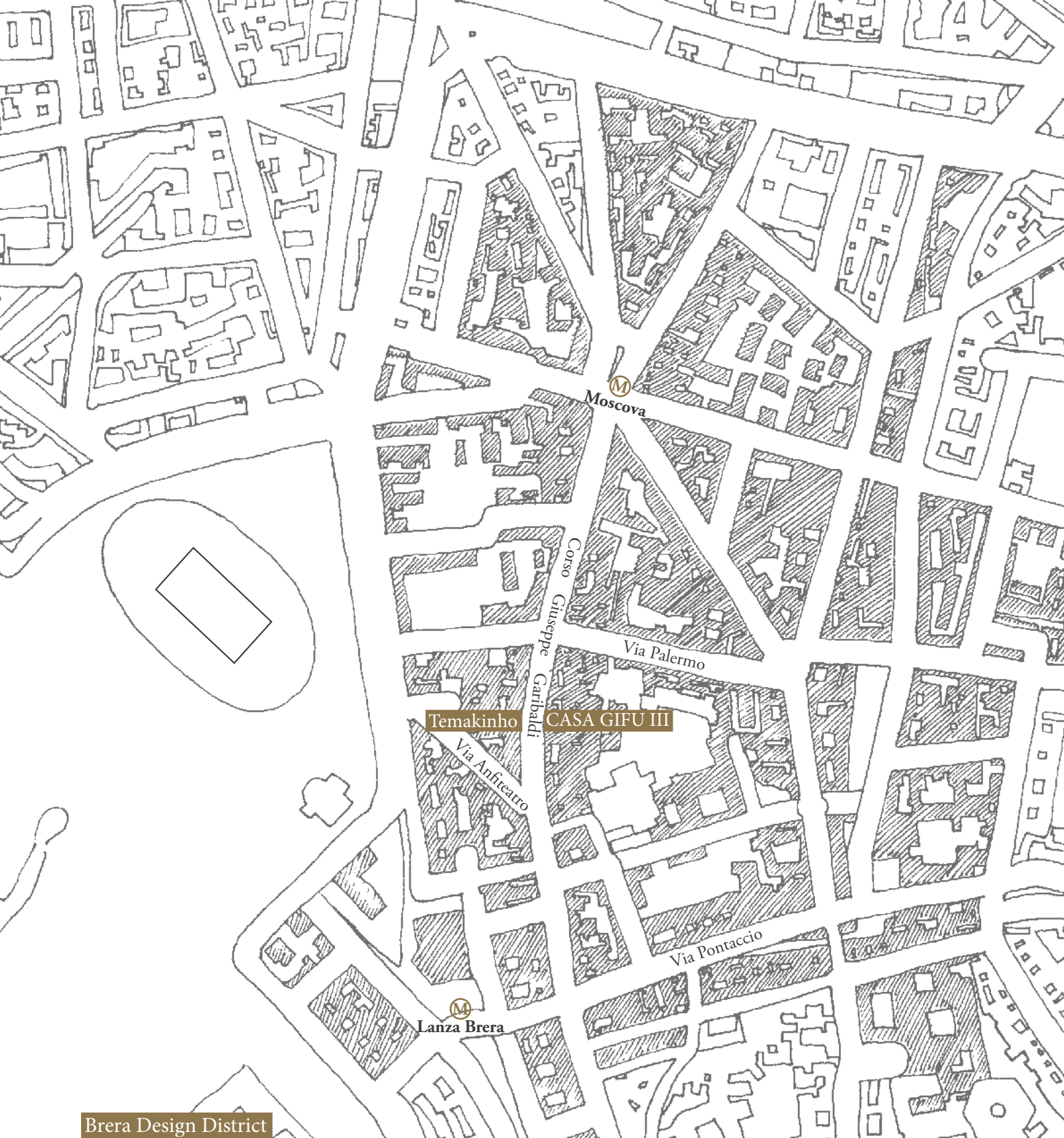
Route de Bienne 31  
2520 La Neuveville  
Switzerland  
press@atelier-oi.ch  
contact@atelier-oi.ch  
T +41 32 751 56 66

**Gifu Prefectural Government**

Gifu Prefectural Government,  
2-1-1 Yabuta-minami, Gifu city,  
500-8570, Japan  
c11336@pref.gifu.lg.jp  
T +81-58-272-8090 (Ext. 3078)

**All rights reserved.  
Printed in Switzerland**





## Access

### CASA GIFU III

April, 17–22 2018  
Corso Garibaldi 42  
20121 Milan

### Opening hours :

April 17–22  
10 am–9 pm daily

### "Gifu Night" :

by invitation  
April 17

### Cocktail:

5 pm–7.45 pm  
Temakinho restaurant  
Corso Garibaldi 59

### Showroom visit:

CASA GIFU III  
7 pm–9 pm  
Corso Garibaldi 42

### Access:

Metro:  
MM2-MOSCOVA or  
LANZA BRERA  
Green Line  
Bus: 43, 94  
Tram: 4, 12, 14

