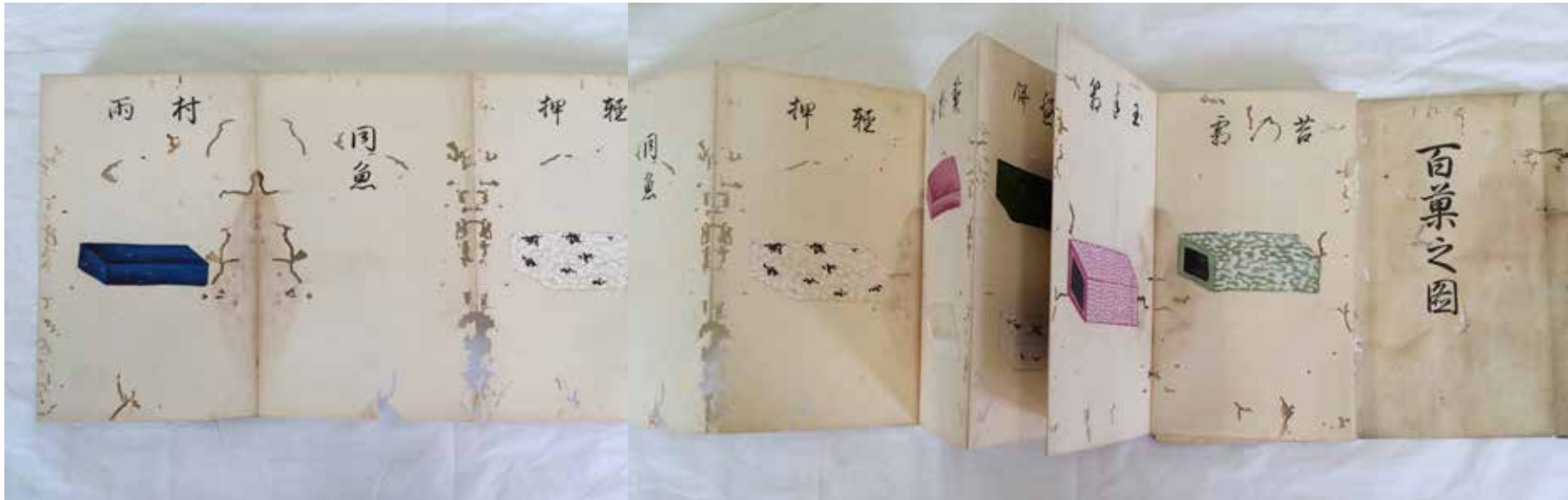


FIRANDO x HOLLANDO
Tradition x Innovation

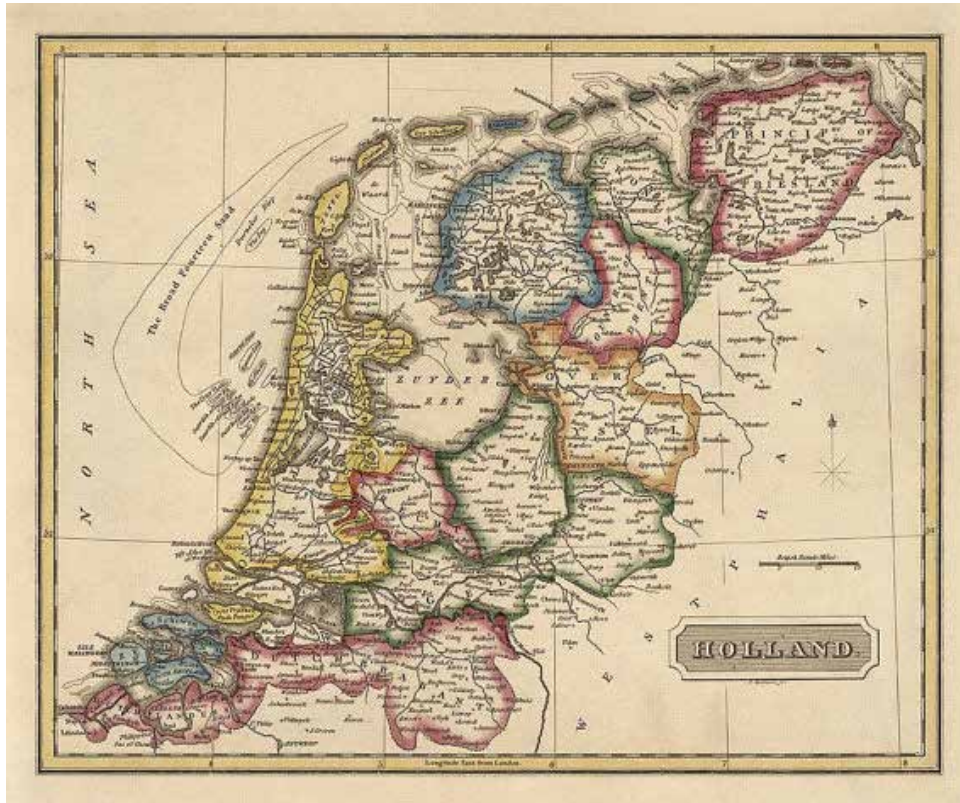
East to West, Sweets Encyclopedia

Let us create new culture and story that will speak to the world in 100 years from now, combining the 700 years of tradition passed down in MATSURA family, Hirado, with Dutch innovation.





1. The Netherlands x Kyushu
2. HYAKKA NO ZU _ 百菓子之図
3. Est to West, Sweets Encyclopaedia (project briefing)
4. Schedule
5. The Histories of HIRADO
6. Chinshin-Ryu_ Japanese Teaing 鎮信流
7. About WAGASHI 1-3
8. The collaboration Company



C 1817



C 1816

The size of the Netherlands is as the same as Kyushu

Kyushu is a is the third largest island of Japan and most southwesterly of its four main islands. This island is mountainous, around ocean, a lot of beautiful nature, culture and tradition still exist. I think Kyuhyu is a one of Rich island in Japan. From this location, Kyushu has been opened to other countries since ancient times. Specially, we have a long historical relation ship with the Netherlands. Follow this context, a project which is called Kyushyu 2016 will start next year.

About HIRADO



The days of Hirado, Capital of the West.
 The history of Hirado is one of overseas trade. As Hirado is located on the west tip of Japan, its connections with China and the Korean peninsula date back over 1000 years. For centuries their community has been open to foreign exchange of which you can still find the remnants throughout the islands.

The Christian faith was brought to Hirado in 1550 by Francisco Xavier and gathered many followers. One of Hirado islands, called "Ikitsuki" is first place to sing a carol and European Music.

The Dutch Trading Post was set up in 1609 in Hirado as a trading center for East Asia. Before Japan's isolation policy was implemented, the Dutch Trading Post in Hirado was allowed to trade relatively freely, and many exchanges took place both in trading activities as well as in daily life. That's the reason, Hirado is first city that was brought lots of new things and culture to Japan.

That's the historical context, there are lots of stories in Hirado. I pick up one story from them. It's called "HYAKKA NO ZU" which is Japanese sweets book made by Hiromu Matsura, he is the 10th domain lord of Hirado. This book was published almost 200 years ago. This project "East to West, sweets Encyclopaedia" based on this book.

Creating new message to the world with Japanese sweets, New HYAKKA NO ZU, "East to West, sweets Encyclopaedia"

FIRANDO

HIRADO

百菓之図 HYAKKA NO ZU



In 1841, 35th successor Hiromu MATSURA the ruling family of Hirado, Hiromu gave an order to the renowned sweets maker TSUTAYA located at the foot of the Hirado castle, to create 100kinds of sweets. That would be suitable for their tea ceremony. They have come to complete the order in 1845. "HYAKKASHI NO ZU" -compilation of 100 sweets- shows all 100 sweets with colorful drawings, with their names and recipes write ten underneath. It was to show and pass on the passion the Hirado people had for sweets to the descendent. 12 of these sweets have been recreated by TSUTAYA of today in cooperation with the MATSURA history museum. One of reason "Why HYAKKA NO ZU were published ? "is coming from Tea Culture in Hirado. Hirado has incubated its original form of Tea culture which is called CHIN-SHIN-RYU: Chinshin MATSUURA (Tensho) (1622-1703) has given the birth to it. Japanese sweets culture grew up with Tea Culture. That is a one reason " HYATTKA NO ZU" was published.

Tradition x Innovation

East to West, Sweets Encyclopedia



The compilation of 100 kinds of sweets has since been passed on for 200 years in MATSURA family. Taking the inspiration from it, "East to West, Sweets encyclopedia" and actual Wagashi -Japanese sweets- are to be created in collaboration with Dutch designers and artists, which symbolises the new tradition and innovation to be passed onto the next 100 years.

The "East to West, Sweets encyclopedia" is an attempt to find what maybe a new Wagashi that we can promote to the entire world.

Hirado, where the Dutch trading house was built in the 17th century, used to be called the city of west. There, the culture from Europe was blended into that of Japan, which contributed to the general open attitude of the local people.

Sugar was one of those "things" and "culture" imported to Japan through the Hirado port.

It is also to be noted that these 100 sweets were to accompany tea ceremony of CHINSHIN-RYU (style).

In the time of Hirado's prosperity, where the Dutch trading house could be the cultural hub, the people of English, Portuguese, Indonesia, not only Dutch, They were living together freely in the Hirado-islands. It is highly possible that, MATSURA family was open to these culture and incorporating it into their own.

CHINSHIN-RYU was established by Shigenobu Matura (Tensho), Chinshin (Tensho) must have had the opportunity to witness European style of tea time and sweets. Around the same time, where it cultivated tea culture, as well as that of sweets, leading up to the completion of the compilation in 1845.

Hiromu Matsura, The 10th domain lord of Hirado, he ordered to make sweets book " Hyattuka no zu" It may be considered all natural that Matura Hiromu desired to have the compilation made, as he was aware of the fact that Hirado was one of the first to receive sugar in Japan in the late 16th to 17th century.

The tradition and culture in Firando, combined with the innovation of Holland, where Hirado has long history of cultural exchanges with, are to create the "East to West Sweets encyclopedia".

TRADITION



Firando

“HYAKKA NO ZU”

-compilation of 100 kinds of sweets-

INNOVATION



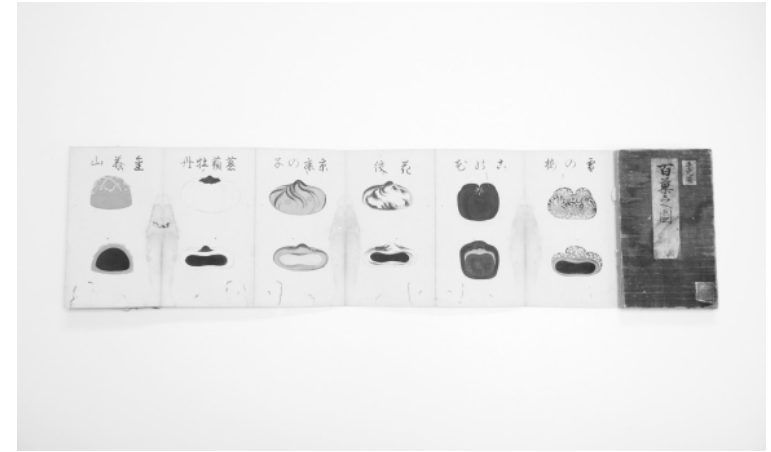
Holland

X

Nature
Folklore
Religion

=

ART/ CULTURE connect to a Business



Culture & Tradition of
HIRADO, Kyushyu

Tradition of Matura family in Japan

“CHINSHIN-RYU” Japanese tea ceremony

skilled designers /artists
with sense of poesy

INA MATT/ Roosmarijn Pallandt



craftspersonship

Sweets craftsperson in Hirado

蔦屋+

East to West, Sweets Encyclopaedia

Create New Beauty World

1. How to Create “現代東西百菓子之図 _New East to West sweets encyclopedia”

Design by
Designer & Artists from Holland

WORK 1 “sweets”
Sweets made in Firando, and to be enjoyed world-wide.
made by Tsutaya + others
_INNA MATT concept and design
_the minimum design 12 pieces, possible?
_Tsutaya decide what it would be, dried or fresh, from their design
_Chocolate etc
_Last decision of design is INNA MATT

WORK 2 “Objects”_INNA MATT
decorating asset with new idea in the tea ceremony
Normally, decorating asset items are decided in the tea ceremony, but at this time they will create object or ... with their think-outside-the-box sensibility
_Tea cups for tea ceremony by porcelain (Mikawachi)
_plate with Urushi technics and Porcelain (Mikawachi)
*refer to “Essentials for tea ceremony”
https://en.wikipedia.org/?title=Japanese_tea_ceremony

“New East to West sweets encyclopedia”

* Expressing New Tradition, Art, Culture

The beauty of Nature, culture, and tradition of Firando and MATURA family to be incorporated with the innovation and creation of Dutch artists, are to bring about the new tradition, culture and art.

* Creating new sweets Market in the world

The newly created Wagashi and its recipes to be marketed internationally.

2. How to present beautiful works with untold stories

“Dutch tea ceremony”
premiere of “new East to West Sweets encyclopaedia” in the CHINSHIN-RYU tea ceremony. (not decided detail yet)
decorating asset for tea ceremony and sweets with new idea /concepts by Dutch artists. This is tradition x innovation



An opportunity to promote the innovated, new tradition and culture.
The collaboration of Dutch innovation and Firando tradition is to be symbolized through the “new East to West Sweets encyclopaedia”
Creation of new confectionary culture to represent the next century.

Place:

Japan
_The Embassy of king of Netherlands Tokyo
_Hirado
_famous hotel and gallery?

Europe
_Dutch Design week?
_Milan salone?
somewhere art exhibition?
_LLOYD HOTEL, Okura, others?

South East Asia
_Dutch trading post heritage network
_The Embassy of king of Netherlands Indonesia
_HOTEL
_Gallery.?

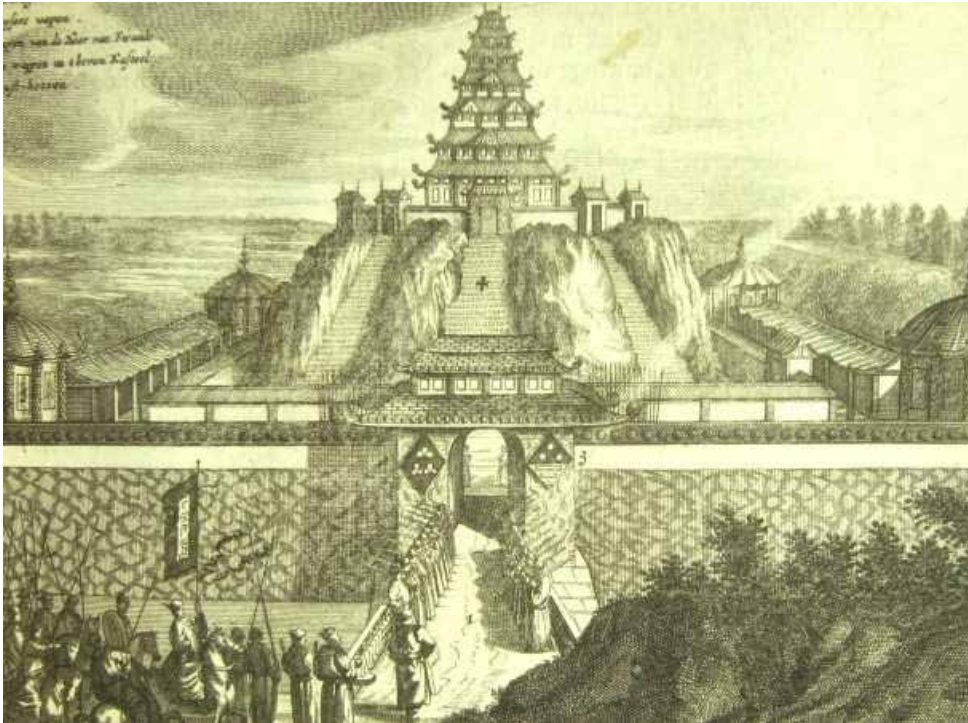


Inviting Dutch sweet company to work with TSUTAYA, aiming at exporting TSUTAYA brand to Europe.

Schedule_Feb.25 2016

	2016/ Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	2016/ Jan.	Feb.	Mar.	Apr.	
<i>Production / Re-search</i>				tue 19- sun 24 April Hirado		end of Jun de- cided design	First July	end of August: sweets & products accom- plishment	cata- logue/ graphic accom- plishment		presenta- tion @ Hirado & Dutch Embassy Tokyo			Sweets pre- sentation @ MONO JAPAN			
<i>Europe event</i>										Dutch design week							Milan salone
<i>Japan event</i>										23: tea ceremony in Hirado 23-27: festival in Hirado 31: party in Tokyo Tokyo design- er's week	Tokyo designer's week						

The Histories of HIRADO



"FIRAND Castle" Arnoldus Montanus (1625–1683)

De Nieuwe en Onbekende Weereld
The New and Unknown World



A colored picture scroll of 43 foreigners, including Dutch

Matsura Shigenobu (1549-1614), 26th domain head in Hirado built big castle called "Hinotake-castle" (1559).

This castle described book, "The New and Unknown World" written by Arnoldus Montanus. It showed that Hirado was big city in the west part of Japan at that time.

The local rulers of Matsura clan had a good relationship with Dutch, and they did the trade. Through the Dutch, a lot of Europe and south east Asia culture came in Hirado.

The histories and several reasons based on creating own tea ceremony "Chinshin-ryu" by Matsura Shigenobu. Then that led HYKKA NO ZU

The local rulers of Matsura clan

Hirado Domain (Hirado-han) was a Japanese domain of the Edo period. After Toyotomi Hideyoshi's successful conquest of Kyushu, local warlord Matsura Shigenobu was granted Hirado County and the Oki Islands to be his domain. During the Japanese invasions of Korea, Hirado was a forward base of operations for Japanese forces. In 1599, Matsura Shigenobu erected a castle called Hinotake-jō on the site of the present-day Hirado Castle. However, he burned the castle down himself in 1613, as a gesture of loyalty towards Shōgun Tokugawa Ieyasu, having served in the losing Toyotomi side during the Battle of Sekigahara.

Hirado's most successful period as a flourishing trading port started in 1550 with the arrival of the first Portuguese ship. During the 90 year period until 1641, when the Tokugawa Shogun limited foreign trade locations to Dejima in Nagasaki, it established close ties with various European countries such as Portugal, England and the Netherlands. Through trade, Lord Matsura Takanobu, whose clan had not been very powerful before, gained strength and became known as a strong warring lord.

In this period Hirado was known as Firando among the Western visitors. Reminders of the trade with European countries can still be found throughout the city and create a special atmosphere.



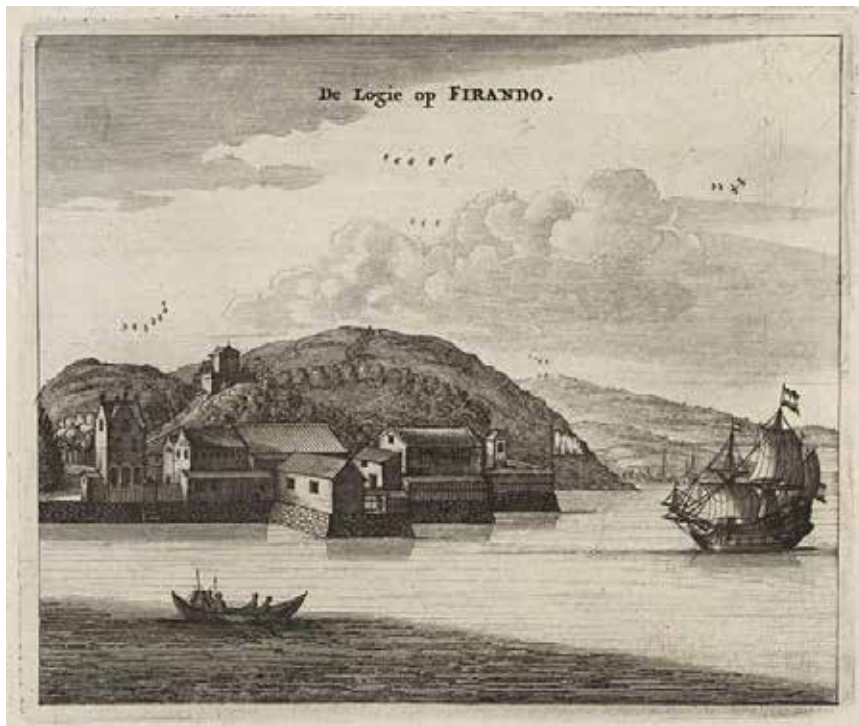
Matsura Historical Museum



View from Hirado Castle



Family emblem of Matsura clan



The Hirado Dutch Trading Center

The reconstruction of the 1639 warehouse of the Dutch Trading Post in Hirado is a very important project within the Japanese - Dutch cultural ties that have bound the countries for over 400 years. This multi-billion yen initiative is not only very large in scope but also has deep historical meaning. Originally built in 1639, it is regarded as the first full-fledged western building in Japan.



松浦鎮信(天祥)1622-1703

Shigenobu Matura (Tensho)

The 4th domain lord of Hirado, in Previous period of Edo

He was a people of Culture, He studied Japanese and Dutch learning, and learned about Zen and Shinto, good at calligraphy. he learned about lot of tea ceremony then built "Chin shin- ryu"



松浦熙(観中)1791-1867

Hiromu Matura (Kanchu)

The 10th domain lord of Hirado, in Previous period of Edo

He was a also people of Culture, He was good at NOU, Poet and song so on. He grew a lot of education,culture. He edited history book and doing publish business. He ordered to make sweets book " Hyattuka no zu"

About Wagashi_1



Explanation of "WAGASHI" (Traditional Japanese sweets)

In 2013, "WASHOKU" (Japanese traditional food culture) has been registered by UNESCO intangible cultural heritage as "food" on the "practice" which is based on the Japanese temperament called "honour nature". Therefore, attention to the Japanese traditional food culture was increased. Even today, traditional Japanese sweets; "WAGASHI" exists by traditional hand work and regional own unique culture.

Through "WAGASHI" you could find characteristic of the area reflect to the traditional life culture and history of climates.

For example,

- Religious festival
- Wish for wealth and faith for the characteristic of being superstitious
- Social ceremonial occasion
- Tea ceremony
- Gift-giving habits
- Characteristics and cultural diversity by the consumers of the region
- "Takidashi" culture.

(A soup kitchen, meal centre or food kitchen is a place where food is offered to the hungry for free or at a below market price. Frequently located in war, nature disaster. They are often staffed by volunteer organisations, such as temple and church)

The "WAGASHI" (Japanese traditional sweets) have strong artistic elements.

The sweets are deeply connected to literatures and "Saijiki" like poetry, haiku (Japanese short poetry), "Kachoufuegetu" (the traditional themes of natural beauty in Japanese aesthetics).

"WAGASHI" developed while begin refined from ceremony of royal court and aristocratic class and tea ceremony in Kyoto. Kyoto is an area where Japanese imperial lived.

And making technique develop and spread in the Edo era (1603 - 1868) along with the tea ceremony.

As you know, social hierarchy existence in arts and crafts from the historic origins.

Therefore, you can find hierarchy of the culture in "Wagashi" like patronised confectionery such as order by imperial courts and aristocratic class and variety of casual local sweets which were related to local climates and customs manners.

About Wagashi_2



1. Tsubai-mochi



3. Three kinds of Hatuyuki



5. Hanabira-mochi



5. Komochi-manjyu

1. The beginning of Wagashi (Japanese Sweets)

The word "Kashi" (sweets) can be found in the book as old as 1000 years ago, 927 A.D. of Heian period. Back then, the word only referred to fruits or nuts, some of which may have been processed. The oldest Japanese sweets known is considered to be TSUBAI-MOCHII -camellia rice cake-. The reference can be found in the "Story of Genji", the oldest Japanese feature-length story written around the year 1008.

2. Knowing the name of sweets will expand your horizon

They say "you have to appreciate Wagashi with all of your five senses". But how do you HEAR it? Apparently there is a way: you can hear the "name of the sweet". Any renowned Wagashi would have special names taken from a famous place, song or haiku, Japanese traditional form of poetry, or objects in nature such as flowers, birds, moon or weather. Those names for sweets are to assure the quality. At a tea ceremony, where these sweets are served, guests usually ask for its name. On the hearing of the name, it is expected of an educated man to be able to understand and appreciate the meaning of serving the particular sweet at the occasion.

3. Sweets Names

The names are usually taken after seasonal flowers and plants, SAWARABI -early bracken-, HATSU-ZAKURA -first cherry blossoms-, and KIKU NO KO -scent of chrysanth- are a few examples of it. Or, traditional practices, literature and scenery can also contribute to the names, such as AKI NO SORA -autumn sky-, WAKA MURASAKI -a famous chapter from an old Japanese literature-, HAMA CHIDORI -a bird at a shore-. It is also to be noted that sweets of one same seasonal name can take different shapes according to the maker; as the picture shows, three sweet-masters show different interpretation of the name HATSU YUKI -first snow-.

4 Sugar

First sugar imported in Japan (around 1500 A.D.) arrived in Hirado, Nagasaki in Kyushu Island. Hirado was one of the most advanced area in Japan for its cultural encounter with sugar, which gave birth to such sweets as Castella and Bolo. For its rarity, the path that carried sugar from Hirado to other places is called "Sugar Road". And Hirado, despite it being a small island, still holds many confectioneries within.

5. The art of wrapping in Japan

Wagashi is another representation of Japanese culture of "wrapping": Japanese wrap not just presents but sweets as certain expressions. Unlike a piece of cake, there are many Japanese sweets that you only get to see what is inside when you cut it open. The revelation of inside is also that of meanings and wishes which have been put into the sweets. It is the essence of Japanese aesthetic: something important is always hidden one layer beneath.

.KOMOCHI-MANJU -family buns- This traditional sweet buns, that can be traced back to the Edo period, enfolds colourful small buns within. It is to express wishes for many children, which is the representation of family prosperity. .HANABIRA MOCHI -flower petal rice cake- It is to celebrate a new year. According to the Yin and yang theory, the round shape expresses the sky, and the square does the land?????. Therefore, the white, round and flat dough and the red rhombus rice cake inside it are altogether representation of the sky and earth. A piece of sweet embraces the entire universe. .FUKUTOKU SENBEI -fortune crackers- Inside each of these thin rice crackers, there is a fortune figurine such as lucky cat, Japanese dieties and princess dolls, which are usually made of sugar. You do not get to see one unless you break open the outer crackers. They are also for celebratory occasions.

About Wagashi_3



5. Fukutoku-senbei



6. Yomogi-mochi



7. Limited Season _Jun
Mizunazuki



7. expressing the season
_Shita moe

6. Sweets bring seasons

There are so many seasonal wagashi, only to be enjoyed at a particular time of year. Most of their origins can be traced back to 1000 years ago, where these sweets played certain significance in annual ceremonies at the imperial court: the appreciation of sweets itself was somewhat of an event. YOMOGI MOCHI -mugwort rice cakes- also used to be enjoyed on March, the 3rd, as a symbol of purification. KUSA MOCHI -green rice cake-, a variation of the former, became more common in our times, but they were more of special sweets only to be enjoyed a few times, if not less, in a year.

7. Reflection of the rich and diverse nature around us

There are two ways of interpreting the word "Seasonal Wagashi"

- Sweets that can only be made during the season.
- Sweets that represent the season with its names and/or presentations.

Japanese love for the seasons and the changes they bring is of something of extraordinary compared to any other nations. In Japanese traditional calendar, each of four seasons is divided into six, which makes up 24 SEKKI -terms-, such as RISSHUN -the beginning of spring- and GESHI -the summer solstice-. Not only that, the 24 terms can each be broken down to three, which makes 72 small seasons for the entire solar year. Each small season can last about 5 days. This simply tells how Japanese people used to live, appreciating the subtle changes in nature. It may be all natural that there are so many varieties of seasonal Wagashi, just to express the delicate sense of beauty.

8. Wagashi and Cha-no-Yu (way of Tea)

Eisai (1141-1215), a Zen monk who brought the culture of Tea and Zen, came back to Japan first to Hirado. There he opened the first Zen school and Tea field in Japan. As the cult of Tea spread and see the establishment of Cha-no-Yu, -way of Tea- (1573-1603), Wagashi also saw its development and sophistication as the sweets were to accompany tea. As much as Wagashi express the season with the colours and the textures, Cha-no-Yu incorporates seasonal aspects by calligraphy on the wall, flowers and tea bowls.

The collaboration company



Matsura Historical Museum



The Hirado Dutch trading post

Organizer

A public interest incorporated foundation
Matsura Historical Museum

<http://www.matsura.or.jp/>

The collaboration company



production Company

TSUTAYA

Tsutaya was established 1502, they have been working about 500 years old now.

Since Edo period, Tsutaya has been working with the local rulers of Matsura clan
As a sweets company of Lord of Matsura warrant.

Nowadays Tsutaya is creating Japanese sweets for tea ceremony "Chinshin-ryu" that
was built Chinshin Matsura (one of the person, the local rulers of Matsura clan)

<http://www.hirado-tsutaya.jp/>