

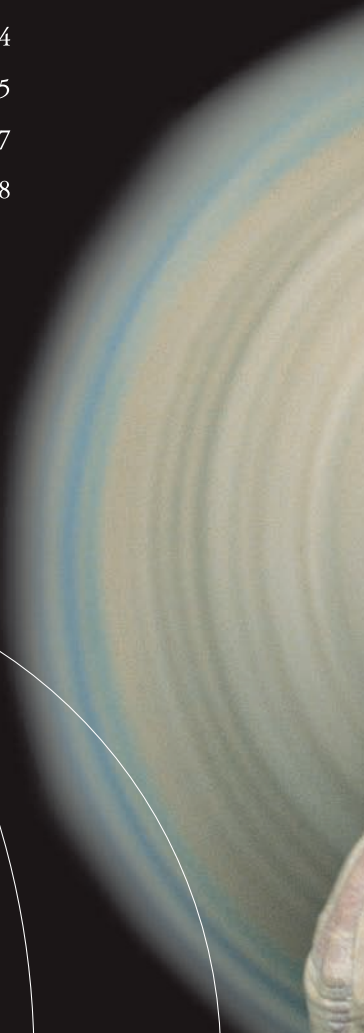
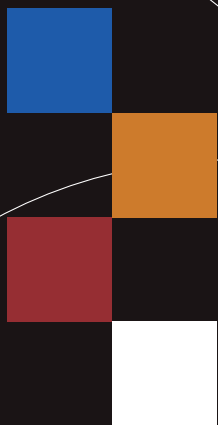
Tobe Ware



TOBE YAKI

■ Index

● What is Tobeyaki	1
● History of Tobeyaki	
·Birth -The Origin of Tobeyaki -	3
·Maturing -The Spread the World of Tobeyaki-	5
·Advance -Youthful Energy Creates Unique Worlds- ...	7
● How Tobeyaki is Created	9
● Tobeyaki's History/Pioneers of Tobeyaki	11
● Distribution of Kilns	13
● Tobeyaki Mini Museum	14
● Spread and Advance Artistic Tobeyaki	15
● Yearly Events Schedule of Tobeyaki/Facilities	17
● References for Tobeyaki	18



What is Tobeyaki

Tobeyaki ceramics feature a skin of clear white porcelain with indigo paintings (Gosue), designs on the surface, a rather thick and undecorated shape, and hardness. The handmade style and hand drawn designs together with its practicality made the porcelain widely accepted and cherished as a bowl for daily use.

At first, Tobeyaki started as earthenware, but the current style of Tobeyaki emerged around 240 years ago when people started to develop ceramics using scraps of local specialty Iyoto (grinding stone) for producing porcelain. It is the most produced type of porcelain in the Shikoku region, and even today there are around 100 potters with their own kiln.

The fine tradition and history of this traditional craft still lives, but on top of that, today many female and young artists are active in the art spreading the beauty of Tobeyaki even further.



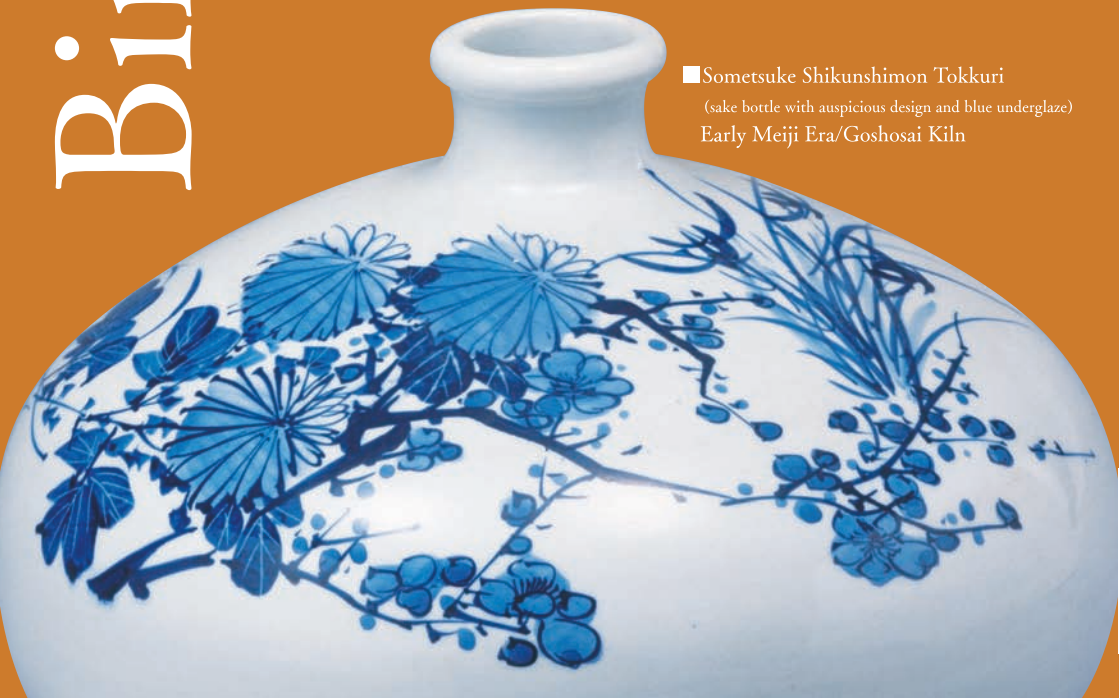
History of Tobeyaki

-The Origin of Tobeyaki-

It has been around 240 years since the birth of Tobeyaki ceramics. Tobeyaki is known for its simplicity and warmth. Many potters have worked in this craft adding their hardships and effort to the story. The spirit of pottery and the techniques accumulated by these predecessors have been passed on for hundreds of years and is continuing to create new history. Let's look into the history of Tobeyaki that was cultivated through the daily lives of people.

Birth

■ Sometsuke Shikunshimon Tokkuri
(sake bottle with auspicious design and blue underglaze)
Early Meiji Era/Goshosai Kiln





From Founding of Earthenware and Porcelain to Meiji and Taisho Era

In pottery, we find designs that suit the emotion of ordinary people from the simple decorations depicting Shochikubai (three symbols of luck: pine, bamboo, and plum) and fish. In the Old Tobe era, porcelain with a blue glaze used Gosu (indigo pigment) to achieve an excellent hue, and together with the brushwork of skilled artists, matched the shape created by seasoned craftsmen through jiggering and gave birth to the symbolic works of Tobeyaki porcelain cherished today. The technique of Nishikie color prints were handed down from the Hizen area during the Bunsei era (1818-1830), and the Japanese colors used until early Meiji era stuck to the pots in a stable manner, and gave the pots their elegance in color and polish. The designs were painted using very fine brushes in a highly careful manner producing detailed designs with fine lines and coloring. The work by Goshosai especially has detailed paintings on a purely white surface that shows the elaborate craftsmanship of the potter, and the exquisite layout of the paintings combined with the fine colors make this one of the representative works of Tobeyaki, and this has contributed to later advancements in Tobe Nishikie paintings.

Wahei Mukai (1842-1904), Aizan-gama Kiln, produced light yellow porcelain (Tanoji). The ivory porcelain had warmth and was made into flower vases, ornaments, and Japanese and western tableware. The piece that was exhibited in the World's Columbian Exposition (1893) was awarded first prize and made Tobeyaki known to the world.

History of Tobeyaki

There were several great turning points during the long history of Tobeyaki ceramics. At one point, the export of bowls called "Iyo Bowl" supported a strong economy. Then, the economy deteriorated as the war began. And then after, the craft recovered through the Mingei or folk-art movement. At no point in time did the heart and spirit that the potters devoted to their craft ever recede. In the subtle existence of Tobeyaki pottery in the daily lives of people, there lie many emotions accumulated through history.



Maturing -The Spread of the World of Tobeyaki-

Tobeyaki from Taisho to Showa Era

As times changed, the main products of Tobeyaki pottery changed as well. There were times in which the major products included hibachi braziers, flower vases, and tableware, and other times in which the main products were one-sho (1800 cc) pots, earthenware mortars, soup bowls, train lunch tea sets, and porcelain insulators. However, as a folk art boom emerged in the late 60's and early 70's, Tobeyaki became popular across Japan and the Gosu (indigo pigment) style of tableware made a comeback. Since then, Mingei-style tableware became mainstream along with flower vessels, basins, and ornaments being made.

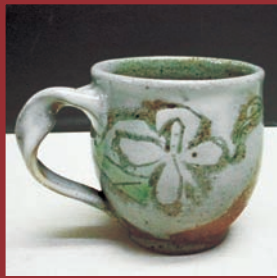
Even though we say Tobeyaki, there is a great variety of products bearing the name. These include clear and simple white porcelain with indigo paintings (Gosu) in harmony, detailed brushworks with an abundance of color producing the glorious Nishikie, the warmth of the light yellow porcelain, and the water-like coolness of clear celadon porcelain. For each work, we can see refined design, slightly thick and simple forms, and the hardness of the material together create the unique Tobeyaki taste. In addition, the tradition of hand drawn painting is still being preserved. In 1976, Tobeyaki was designated as a Traditional Craft that enriches and supports the daily lives of Japanese people.



■ Camellia Engraving

Using a potter's wheel to form the shape, the design is created with a paddle when it is still soft.





Advance

-Youthful Energy Creates Unique Worlds-

History of Tobeyaki

Not only traditional white porcelain, blue and white porcelain, and celadon porcelain, but pottery using overglaze color and underglaze color, unique designs full of ideas, fairy-tale like works, and the like are being crafted by young potters and are gaining popularity among tourists and other consumers.





Heisei Era. Tobeyaki and its Future

The food culture of Japanese people is changing rapidly. At the same time, the kitchen equipment in use is evolving day by day.

This has been changing the items and design of tableware that colors our tables. In addition, female potters that share the same values and sense of beauty as those who use the kitchen are becoming increasingly active in recent years. Needless to say, male potters that were fascinated by Tobeyaki ceramics are also working in Tobe or elsewhere in Japan and are also burning with passion to create new Tobeyaki porcelain.

From the start of pottery, Tobeyaki has been an open production center. Tobeyaki is fundamentally white porcelain with painting, but the unique works of potters continue to seek the beauty of use in this world.



How Tobeyaki



1. Quarry

Trachyandesite that metamorphosed into porcelain stones are quarried in places such as Kawanobori, Mitsuho, and Uebi.



2. Preparing Clay

Using porcelain stones obtained locally, the clay (clay ingredient for making ceramics) is prepared. In addition, a vacuum kneading machine is used to release air that is in the compressed clay.



3. Molding

With just one's sense at the fingertip, this job requires great skill to make the clay even and achieve consistent thickness.



4. Shaving

After molding, the half-dry pot is shaved and polished using sandpaper for the finishing touches.



5. Drying

It is dried by the sun or by using remaining heat.



6. Unglazed Pottery

It is put in the kiln, and fired at 900°C to 950°C for 8 to 10 hours.



7. Design

The design is drawn mainly by hand.



8. Glazing

A glaze is added onto the design drawn.



9. Baking

The glazed work is baked at 1300°C for 15 to 24 hours.



10. Completion

Tobeyaki is completed.

is Created

Tobeyaki's History

- 1771 ● Water debate among Aso, Kanzaki, and others.
- 1775 ● Kato Yasutoki ordered his vassal Kato Saburobemitsutoshi to start a porcelain business, and had Kadota Kinji (Aso) and Sugino Josuke (Aso) start the business.
- 1777 ● In October, Sugino Josuke went to Chikuzen and purchased glazes. He returned to Tobe on November 5. On December 10, he succeeded for the first time in baking porcelain using the new glazes. He gave the Ozu clan Uehara kiln to Kadota Kinji.
- 1818 ● Mukai Genji discovered the Kawanobori porcelain stone.
- 1848 ● Ioka Taizo started constructing a kiln using Tonbari (bricks).
- 1851 ● Kido Genroku started to build the biscuit kiln on the upper part of the glost kiln.
- 1857 ● Established the Setomono Office (Ozu Clan) in Gunchu.
Established the Karatsu Office (Niiya Clan) in Iwayaguchi town. Established the Karatsu wholesale store in Iwayaguchi town.
- 1878 ● Ito Injo learned the in-mold ceramics painting technique by inviting a potter from Hizen. He sent Date Kotaro to Kyoto to learn painting with gold powder using western paints.
- 1885 ● Mukai Wahei exported Tobeyaki porcelain to China (Qing) for the first time with Kido Tokuzo.
- 1888 ● Shimoukena & Iyo Districts Ceramics Business Trade Association (predecessor of current association) was established.



Pioneers of Tobeyaki

Kato Yasutoki

Ordered the founding of ceramics business, which was a revolutionary incident for Tobeyaki.

Kadota Kinji

During the founding of the ceramics business, he gave orders for the business in general as its pillar.

Sugino Josuke

First to succeed in baking porcelain in Tobe, he is enshrined in Ominami/Tosogaoka.

Mukai Wahei

The restorer of Tobeyaki, and is famous for his masterpiece, Tanoji (light yellow porcelain).

Ito Injo (Goshosai)

A village headman of Gohonmatsu. Through Nishikide painted porcelain, he contributed in improving the artistic appeal of Tobeyaki.

- 1890 ● Mukai Wahei (Aizan) founded the Tanoji light yellow porcelain.
- 1893 ● A Tanoji porcelain work was exhibited at the World's Columbian Exposition and was awarded first prize.
- 1906 ● A ceramics supplementary school was established.
- 1942 ● A memorial of the originator of pottery (Sugino Josuke) was built.
- 1953 ● Yanagi Muneyoshi and Hamada Shoji came to Tobe to give guidance on pottery.
- 1976 ● Tobeyaki is designated as a Traditional Craft by the Japanese government.
- 1977 ● The Tobe Porcelain 200 Years Anniversary Festival was held.
- 1984 ● The first Tobeyaki Festival was held.
- 1989 ● Tobeyaki Traditional Industry Museum was completed.
- 1995 ● A Tobeyaki globe titled "Seimei no Aoi Hoshi" (lit. blue planet of life) was donated to the United Nations Office at Geneva.
- 1998 ● Ceramics industrial complex (Torigaoka) was completed.
- 2002 ● Lectures at Tobeyaki Togeji Juku (Tobeyaki ceramics school) began.
- 2005 ● Tobeyaki was designated as an intangible cultural property by Ehime Prefecture, and Sakai Yoshito was accredited as its possessor.
- 2015 ● Kudo Shoji was accredited as a holder of the technique for the Ehime Prefecture intangible cultural property "Tobeyaki."



Date Kotaro

Author of the ceramics industry magazine "Ehime-ken Iyo-no-kuni Shimoukena-gun Tobe Jikigyo-shi," studied in Kyoto, and taught western painting methods in Tobe.

Terauchi Shinichi (Hangetsu)

First principal of Tobe Kogyo Gakko (lit. Tobe technical school) and educated many people in pottery.

Umeno Tsuruichi/Takenosuke

In two generations, they injected the spirit of Mingei folkart into Tobeyaki and contributed to its current establishment and success as owners of the Umeno Seitoshō pottery.

Nakamoto Torayoshi (Chikuzan)

Yamada Iwao (Hakusui)

Nomoto Masamitsu (Seiko)

These three were designated as possessors of Tobe intangible cultural asset in 1977, and have contributed to the further development of Tobeyaki and provided guidance to their juniors.

Historical Remains in Each Area



2 Toishiyama



Traces of Kilns and
Current Kiln Locations (inside),
Examples of Kilns Opened in mid-late Edo



1 Originator of Pottery,
Sugino Josuke Memorial

Distribution of Kilns

Distribution of Old Kilns

Traces of old kilns that baked earthenware can be found in hills of Kitakawage and Ominami. At the time of porcelain, there were famous kilns such as those in Gohonmatsu district including Uehara-gama kiln, Mukai-gama kiln, and Ito-gama kiln. In the Ominami district there are many traces of kilns since the period of domain duties including the Otabi-gama kiln, Daito-gama kiln, and Fukuoka-gama kiln. Later, kiln management started in places like Iwataniguchi and Kawanobori. Currently, there are many potteries in Ominami and Gohonmatsu, and there are also more than 100 kilns in towns including Kitakawage, Kawanobori, Toyama, and Takoda.

Tobeyaki Mini Museum

In history, there are stories about the culture and people of each era. Here, we would like to introduce a few about Tobeyaki.

◆ Origin of the Place Name “Tobe”

Whetstone waste in Toishiyama mountain of Toyama was an early ingredient for porcelain, but Toishiyama later became the name of a place in Toyama, and this seems to be the origin of the name Tobe (kanji for “to” in Toishiyama and Tobe are the same: 砥).

◆ Tobe-cho was Great for Pottery

Tobe-cho is a town on a sloping land surrounded by mountains. This was perfect for ascending kilns built on mountain slopes. In addition, the 50 to 60 tons of Akamatsu red pine used for the fuel in each baking session were abundant in the mountains.

Furthermore, the area was rich in water and the Tobe river and its branch that flow at the foot of the mountain powered many water mills which were used to grind porcelain stones.

◆ Shiki and Tobeyaki

Masaoka Shiki read ten tanka poems under the title “Toki” (lit. porcelain), and one of them was about Tobeyaki.

“I arranged Japanese plum and camellia into a Tobeyaki vase which is colored milky white.”
(1900)



Memorial of Masao Inoue

◆ Masao Inoue and Tobe

Masao Inoue loved theatrical performances from his childhood when he worked for a porcelain wholesaler in town, and after becoming a great actor of the Shimpa style, he performed the main role of a play about Tobeyaki potteries, which was written by Ryuichiro Yagi and sponsored by Otani, then president of Shochiku.

◆ Paintings of Tobeyaki

The simple and undecorated lines make the beauty of Tobeyaki. The motifs of mainstream Gosue paintings come from nature. The dynamic arabesque motif, the sun motif with the sun and vine, and the shepherd's purse motif with a smooth curve that leaves an impression. Furthermore, today, there are a new type of Tobeyaki with designs and colors that go beyond these traditional design and are getting noticed.



Arabesque Motif



Sun Motif



Shepherd's Purse Motif

Spread and Advance Artistic Tobeyaki

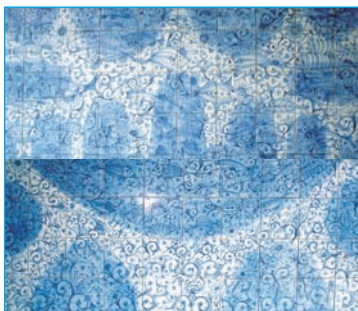
A new wind is blowing into the home of Tobeyaki. From the town of Tobe to various places, a new wind of art is blowing. The creative energy has flown past the frame of tradition, and is creating unique styles and beauty. Why not get in touch with artistic works that color the streets, roads, and spaces? Discover the new appeal of Tobeyaki.



In order to communicate the beauty of the home of Tobeyaki, 60 large objects of Tobeyaki are placed around Ominami shopping center. Unique and colorful porcelain mesh wonderfully in the town's scenery.



Tobeyaki Object Colors the Shopping Center



Monuments of Great Scale and Relaxed Style

Tobe Onsen hotspring
Porcelain Wall Painting of Yutori-kan

The entire wall is painted with Tobeyaki panels.

Going beyond the field of tableware, many large works that beautify city areas are being born. Works including giant ceramic monuments and design porcelain panels are creating new appeal to the world of Tobeyaki.

Toban no Michi

The promenade has porcelain panels with various paintings embedded.





Fifty-three Stages on the Ceramics Street

There is a unique plan for visiting the home of Tobeyaki. It is a stamp collecting challenge involving 53 spots that represent “nature, history, culture, and/or Tobeyaki.” You are free to choose your own path and schedule. You just need to collect stamps positioned in each location using your “investigation notebook.” You can look around the home of pottery at your own pace.



■ Tobeyaki coaster and sticker given for those who have completed all checkpoints.

A New Way of Enjoying Tobe Town

■ Stamps have different designs depending on where they are.



Tobeyaki New Wave

Young artists and female artists are shedding new light on Tobeyaki pottery. Many works blend traditional techniques with new styles. The fan base of Tobeyaki continues to grow.



As an art that is closely tied to daily life, Tobeyaki is easy to start. The soft and warm works for daily use have the sensibility of female artists, and emerging artists are creating works that shine with unique tastes.



A New Wind Blows into Tobeyaki

■ Yearly Events Schedule of Tobeyaki

April (Third Sat./Sun.)	Tobeyaki Matsuri Festival
	Approximately 100,000 works of all Tobeyaki potters are gathered at the great exhibition and spot sale, and other exhibitions for new works and local specialties are held.
November (First Sat./Sun.)	Tobe Tokaido Bunka Matsuri Festival
	Artistic works are exhibited and various performing arts are shown. Tobeyaki and other local specialties and processed farm products are sold as well.
	Akino Tobeyaki Matsuri Festival
	Tobeyaki Traditional Industry Museum becomes a pedestrian's paradise during this festival, and Tobeyaki potters will sell their works directly in booths.

■ Tobeyaki Facilities



Tobeyaki Traditional Industry Museum

Historical documents and exceptional works of Tobeyaki ceramics are displayed. Various works from historical ones to modern works are exhibited, and visitors can enjoy the changes of Tobeyaki through history.

335 Ominami, Iyo-gun Tobe-cho, Ehime TEL 089-962-6600



Tobe-cho Togeï Sosakukan

You can create your own Tobeyaki porcelain here. There are two courses, one is working from clay molding, and the other is doing the painting. The completed work can be picked up or sent.

82 Gohonmatsu, Iyo-gun Tobe-cho, Ehime TEL 089-962-6145



Tobeyaki Kyodo Kumiai

The only union setup in the production area for Tobeyaki. Here, ingredients made using shared equipment for clay production, plaster mold production, and glaze adjustments are supplied to the potters.

604 Ominami, Iyo-gun Tobe-cho, Ehime TEL 089-962-2018

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