

Press Release

June 1st, 2015

Warehouse TERRADA Opens the Laboratory, “PIGMENT” in Tennoz, Providing Valuable Art Supply by Japanese Brands

-Store Design by the Architect Kengo Kuma, Traditional Art Supply Provided In-Store and Online-

Warehouse TERRADA (Shinagawa, Tokyo. CEO: Yoshihisa Nakano) will open an art supply laboratory, “PIGMENT” in Tennoz Isle, on July 27th (Mon), as a hub that connects manufacturers of quality materials with artists, while nurturing and supporting young Japanese artists with the potential to thrive globally.

Today, production of art supply for Asian paintings produced by traditional methods is in decline. Shortage of artisans who take over the traditional methods of production, in addition to the decrease in the population who enjoy art, influenced by the economic situation and the dwindling population, is becoming a serious problem. Traditional art supply is essential both for the conservation of historical artworks and for the creation of the new. Warehouse TERRADA will launch “PIGMENT” as a site for collecting and developing such supply. The store building designed by the world famous architect Kengo Kuma features a modern design consisting of organic curved surfaces inspired by bamboo blinds. The look of the bamboo decorating the entire ceiling while creating elegant and bold curves imparts a powerful presence despite their quiet demeanor. Colorful pigments are displayed on the spacious 200 m² walls of the store, almost as if to resemble a painting, creating space that stimulates the creativity of the users.

At “PIGMENT”, we select products that use quality materials by Japanese brands. Our product line-up covers more than 4,000 colors in pigments alone. Furthermore, in addition to selling the supplies, the store will provide advice on the characteristic and application of each supply by art supply experts with a wealth of professional knowledge and with Ph.D. degree in the study of art supply. Workshops by professors of art colleges and art supply manufacturers are held accordingly, offering rich knowledge to a wide variety of users including professional artists and scholars of art.

Warehouse TERRADA is committed to enhancing technology that fully utilizes our knowhow in leveraging space. The preservation and storage technology for special products such as artworks is highly regarded in the industry. Warehouse TERRADA has recently been expanding its business into the culture and art sphere, and hopes to transform Tennoz Isle, where the company is located, into a place of dispatch for art and culture.

【About PIGMENT】

- Store Name: PIGMENT
- Opening Day: July 27th (Monday)
- Address: Harbor One Bldg. 1F
2-5-5 Higashi Shinagawa,
Shinagawa, Tokyo 140-0002
- Store Space: 200 m²
- Business Hours: 11:00AM - 8:00PM
- Shop Holidays: Monday
- URL: <http://pigment.tokyo/>



【Examples of Products Offered at PIGMENT】

■ Washi

Since it was added to UNESCO's list of Intangible Cultural Heritage, the Japanese *Washi* has been gaining attention. At PIGMENT, we offer products including the Kumohada Mashi by the Iwano Seishi. This paper has been used in Japanese paintings since the Meiji period. There are also Najio Ganpishi produced only in Najio in Hyogo prefecture, and Oguni Washi made only in Niigata by a workshop that grows its own *kouzo* (paper mulberries). PIGMENT also sells original products such as "Kouzo-Mitsumata double layered paper," a double-layered paper with *kouzo* on the top layer and *mitsumata* on the bottom, and has a smoother texture compared to papers made only with *kouzo*.

Manufacturers: Iwano Heizaburo Seishijo, etc.



■ Pigments

Pigments are scientifically manufactured coloring materials that are currently used as the fundamental material of many paints. At PIGMENT, we offer a line-up of 4,000 colors. We also take orders for and prepare colors not displayed at the store.

Manufacturers: Nakagawa Gohun Enogu, etc.



■ Sumi (Ink Sticks)

Ancient words describe ink as having "five colors." The atmospheric black created by ink fascinates the world. Ink expresses an infinite variety of blacks, according to the manufacturing methods and usage. At PIGMENT we offer ink sticks made by the renowned ink manufacturer, Boku-Undo in Nara. The series "Hyakusenboku" which sales began on 1972 is especially valuable. Almost all of the inks in the series are one of a kind.

Manufacturerers: Boku-Undo, etc.



■ Inkstones

Even with a good ink stick, it would be impossible to bring out its true colors with a bad inkstone. At PIGMENT, we provide more than 80 inkstones, most of which were made before the Cultural Revolution in China and highly valuable.

Manufacturers: Sasakawa Bunrindo, etc.



Warehouse TERRADA

Main Businesses: Real Estate, Safekeeping/Preserving

Representative: CEO, Yoshihisa Nakano

Location: 2-6-10 Higashi-Shinagawa, Shinagawa, Tokyo 140-0002, JAPAN

Established: October, 1950

■Inquiries from the media on matters including use of images, interviews, etc.

Empathy Japan

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■General inquiries

PIGMENT

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