

Introducing KINTO
BRAND BOOK 2020



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KINTO

INTRODUCTION

Let your day be filled with
what inspires you.

KINTO is a Japanese brand that develops
coffeeware, teaware, tableware and
lifestyle accessories valuing the balance
between usability and aesthetics.

Our passion is to create products
that bring comfort and inspiration
into the everyday life.

To slow down and see the beauty of
nature, to unwind and feel connected with
your loved ones—we imagine scenes that
enrich your life to bring you products with
genuine creativity and thoughtfulness.



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VALUES

Balance between usability and aesthetics

Usability and aesthetics—KINTO values the balance between these two elements.

We believe in products that are easy to use daily; human movements such as holding, pouring, and drinking are carefully considered in the design details.

At the same time, we value simplicity and elegance, and our products are designed to integrate harmoniously with the surrounding space.



Materials

We are attracted to materials that will age beautifully, which we believe adds a sense of depth and richness to the product.

[shitsukan] the feel and quality

In Japanese this is the “feel of the material” as well as the “material qualities”. It conveys the value of sensory experience in an object, not just the physical properties such as the texture and finish.



Subtle Elegance

Products are designed to blend in harmoniously with the living space while adding a unique touch.

[tatazumai] the relative presence

This Japanese word signifies the look and manner of an object in relation to its surroundings. It captures an element of Japanese culture, where we often think about objects as being part of a larger scene and atmosphere.

Comfort

Using the products day to day, we wish that users grow fonder of them because they feel just right in their hands.

[kokochi] the ease of things

Tsukai-gokochi (ease of use), nomi-gokochi (drinking fee), i-gokochi (comfort of being)... Kokochi (conjugated form -gokochi) is often used in combination with various verbs. This is an everyday term that implies an inclination for comfort and ease in the daily life.



Expression

We celebrate subtly varying expressions among different pieces as their charm and beauty.

[yo hen] transformation in the kiln

Depending on the type of glaze, products may take on varieagated texture on the surface. This is due to the unique effect called yo-hen in Japanese, which literally translates to "kiln transformation". Depending on the chemical composition of glaze, the colors transform by firing in the kiln.

VALUES



Fondness

We wish for users develop a fond connection with our products, feeling warmth and comfort with every touch and use.

[Aichaku] feeling of affinity

This Japanese word describes the sense of attachment that humans come to hold for an object. It's an emotional connection that deepens over time, developing not for what an object does, but for what it is or what it means.

Sensory Experience

We cherish the subtle interactions with people and things. Through our products, we aim to share the sensory experiences that bring us sincere joy and comfort.

[Gokan] five senses

When all five senses are stimulated together, it creates an unforgettable moment. In the Japanese culture, there is an appreciation and consideration for both the physical and emotional experiences.



Part of enriching moments

KINTO products can be spotted in hotels, cafes, restaurants, and specialty shops around the world.



MADE HOTEL | New York City, USA
CERAMIC LAB tableware and OCT, PEBBLE, and ALFRESCO drinkware are used in the restaurant, cafe, and rooftop bar of the hotel. Designed for creative travelers seeking an experience, the interior spaces are layered with a variety of interesting textures, feeling warm, cozy, and well curated.

IN CONTEXT



MICHELBERGER HOTEL | Berlin, Germany
Tea is served with UNITEA one touch teapot in the bar space of the hotel. Here, people are encouraged to spend time how they like and this is also reflected in the enjoyment of tea; some people have a quick and energizing black tea, while others nurse a pot of herbal tea over the course of a whole afternoon.



SUNDANCE LOUNGE | Hua Hin, Thailand
A tea room located inside a glass house, its beautiful interior space has a laid-back vibe that matches UNITEA teaware. Each pot of tea comes with a tarot card telling your mood and future, allowing you to find a personal connection to tea.



HOTEL KOE TOKYO | Tokyo, Japan
A wide range of KINTO collections including HIBI, TOPO, OCT, and NORI are used in the cafe and rooms of the hotel. Pivoting on the three keywords "Stay", "Fashion" and "Music", a fusion of the ordinary with the extraordinary generates new experiences and culture in the heart of Tokyo.

IN CONTEXT



TOKYOBIKE | Tokyo, Japan

In addition to bicycle rentals, there is a cafe and a retail section carrying KINTO products at the brand's concept shop in Tokyo suburb of Yanaka. Sharing the value of enriching people's daily lives, collections such as PEBBLE, POUR OVER KETTLE, and SLOW COFFEE STYLE have been selected.



WORKSHOP COFFEE | London, UK

The coffee company focuses on every aspect of coffee's production process, from sourcing, roasting, to brewing. Dedicated to showcasing the best possible coffee to customers, they often hold events and workshops using POUR OVER KETTLE and SLOW COFFEE STYLE collection items.



From small realizations to creation

Ideas for products originate from small realizations in everyday life. Drawing from actual experiences, we develop product concepts around lifestyles that inspire us.

In giving shape to a concept, KINTO's product development team draws the design themselves or collaborates with outside designers. Different forms, materials, and textures are carefully studied. Necessary and unnecessary details are determined to achieve the right balance between usability and aesthetics.

Collaborating designers



"I focus on what is best for the usage and material, and the forms naturally come together. I believe that seeking to create something 'different' is an unnatural way to approach design. That kind of greed disappears when you earnestly and sincerely think about an object."



FUMIE SHIBATA

Collaboration includes: BONBO, KAKOMI, SACCO, TO GO BOTTLE, UNITEA

Established "DESIGN STUDIO S" in 1994. With a strong focus on industrial design, she is active in a wide range of areas, from designing electronics and healthcare products to acting as creative director for a hotel. She has also published the monograph "Forms within Forms".



PRODUCT DEVELOPMENT



"In designing products for everyday use, it is very important to examine various existing products and find details that cause discomfort or satisfaction. Finding ways to incorporate these discoveries is the starting point of my design."



SHIN AZUMI

Collaboration includes: ALFRESCO, CERAMIC LAB, HIBI, TRAVEL TUMBLER, POUR OVER KETTLE

Established "a studio" in 2005 in London, UK. His design works include consumer products, furniture, lighting, electronics and audio equipments as well as spatial design for shops, restaurants, and exhibitions. Since 2016, he is taking the professorship at Hosei University, Faculty of Engineering and Design, in Japan.



"I believe objects come to possess a special spirit and charm through the work of human hands, and the fine finishes of components such as the proportion. If you make the design too simple or too decorous, people can lose interest in it quickly."

KOSEI SHIROTANI

Collaboration includes: CAST, FARO, LEAVES TO TEA, RIM

From 1991, worked at an architectural design office in Milan. In 2002, returned to Japan and founded "STUDIO SHIROTANI". Currently putting effort into collaboration projects with local craftsman in the Kyushu region such as Karatsu, Koishiwara, Hasami and Beppu.

"When I design, I value the deep and subtle details that are like 'dashi base (broth)' in cooking, and 'subtractive design' to achieve harmony of all elements."

INTENTIONALLIES

Collaboration includes: OCT

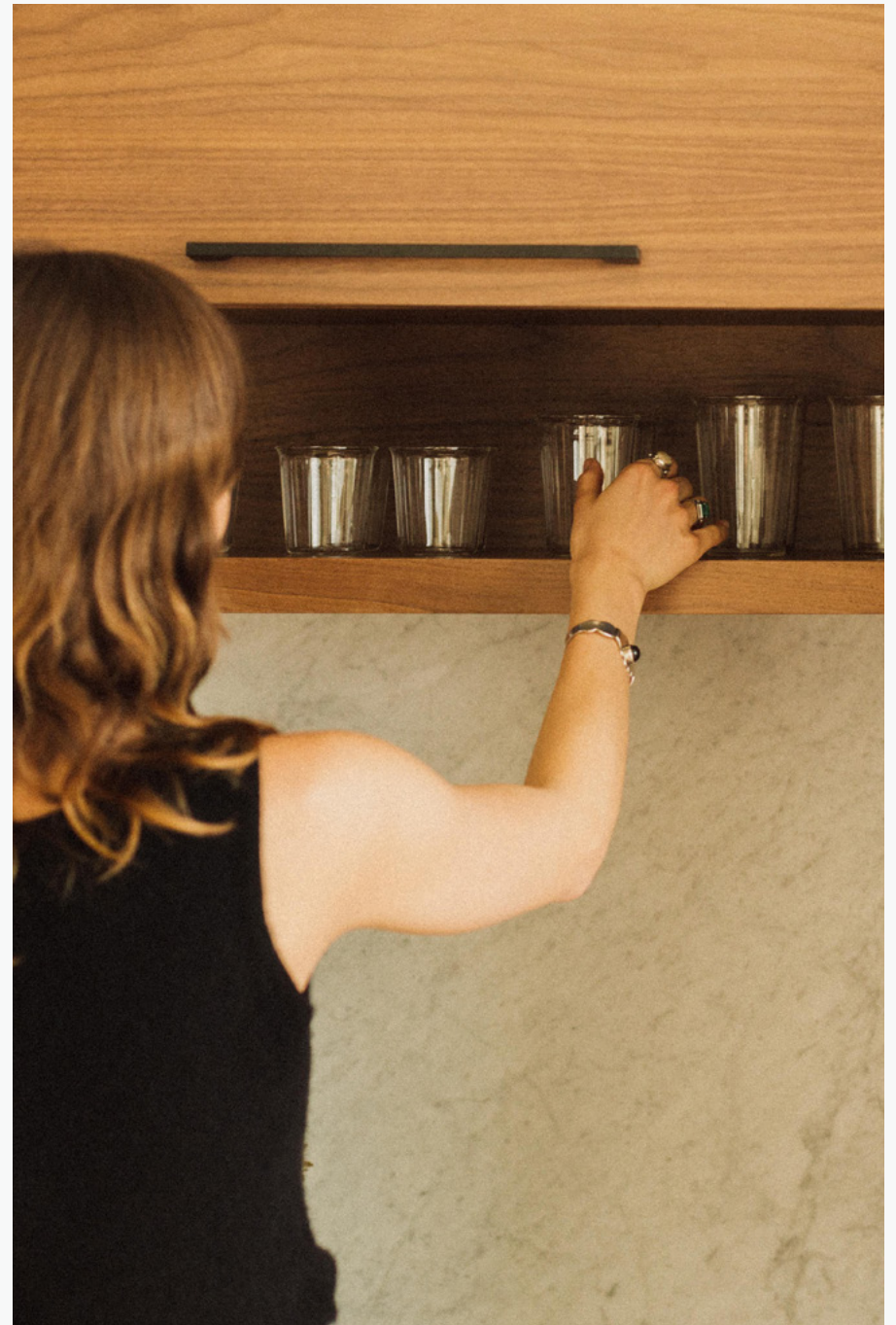
Established in 1996, a design firm working in the fields of architecture, interior and product design. Works include hotel "CLASKA", electronic brand "amadana", United Cinemas "Toyosu", Shibuya Hikarie "Sky Lobby 11F", and Sumida Aquarium "Jellyfish Kaleidoscope Tunnel".



Creating products and connections that last

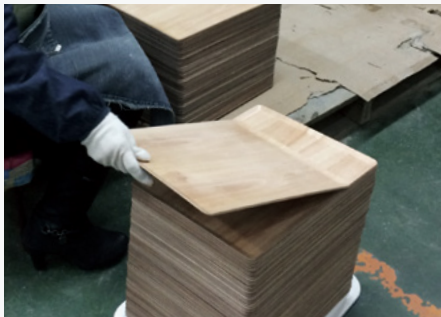
KINTO aims to create long-lasting products that form genuine and lasting connections with the user. We believe in products with a subtle elegance that integrate into people's daily lives. Details to ensure comfort, reusability, and durability are also carefully considered for daily use.

In order to bring enriching experiences to customers, we are continually working to improve our business practices in areas from product development, production, logistics, to after-sales support.



Craftsmanship

A feature of the KINTO product range is the integration of different materials such as glass, porcelain, stainless steel, and wood. This is made possible by our strong partnership with suppliers and craftsmen in Japan and overseas, and the depth of our shared knowledge and experience.



KINTO's porcelain products are produced in two main regions of Japan: Hasami in Nagasaki prefecture and Tono in Gifu prefecture.

Porcelain production involves kneading, molding, bisque firing, glazing, and final firing. In each of these steps, there are inherited techniques and knowledge of controlling various factors such as the proportion of clay and glaze, as well as the sensitive transformations that depend on temperature and humidity.



Hasami

Hasami has a tradition of ceramic and porcelain production that dates back over 400 years. Historically, Hasami has taken pride in creating tableware for daily use which are humble and modest, whereas nearby towns such as Arita specialized in a fine and decorative style. KINTO established the Hasami Center in 2000. Residing at the center are KINTO's local staffs born and raised in the village, who work on production management and quality control.

Produced here: CERAMIC LAB, FARO, LEAVES TO TEA, NORI, RIM, SACCO

Tono

Tono is where currently over half of the porcelain production in Japan takes place. This region is capable of mass production of various styles of tableware, from Japanese to Western. Traditional tableware from the region is known as Mino Yaki (Mino Ware). KINTO Head Office is about 2 hours drive from this area. KINTO staffs regularly visit factories in this region for production management and quality control.

Produced here: ATELIER TETE, OCT, PEBBLE, SLOW COFFEE STYLE, TOPO

PRODUCT DEVELOPMENT



Stainless steel products are produced at our partner factory in China which sustains high skills and quality standards.

In developing our vacuum insulated tumblers, we applied the vacuum insulation technology that the factory had cultivated and also worked together on incorporating new processing techniques. We continue to make joint efforts to improve production quality and processes.

Glassware products are produced at our partner factory in China incorporating handmade processes.

To make our jugs and carafes, a tube of heat-resistant glass is fired, then air is blown in to shape the glass into the mold. The handles are crafted one by one by hand. The work of human hands brings a sense of warmth to the design.



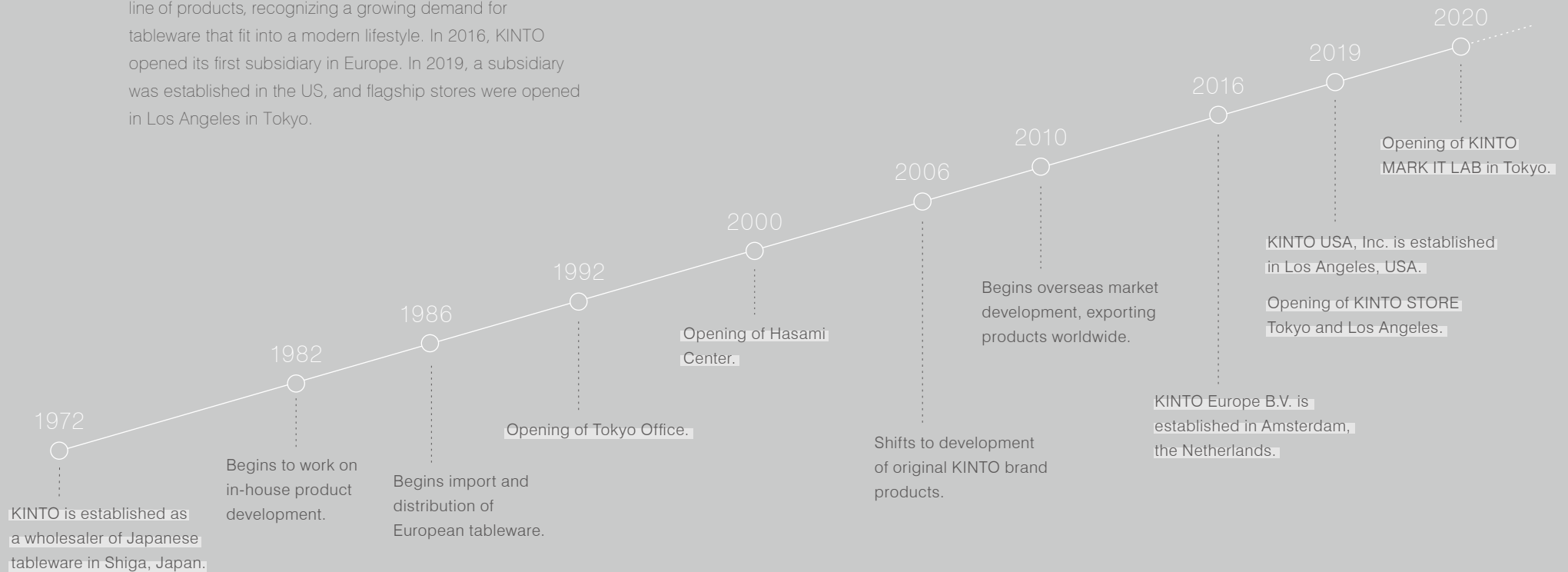
HISTORY

Evolving with time

KINTO was established in 1972 by Hideo Koide, as a wholesaler of porcelain and ceramic tableware in Shiga, Japan. To this day the company remains a family owned business, with the sons of Hideo Koide proudly continuing the legacy of Hideo.

From the mid-1980's to 2000's, KINTO imported and distributed European tableware and glassware in Japan. From around the mid-1990's, we began developing our own line of products, recognizing a growing demand for tableware that fit into a modern lifestyle. In 2016, KINTO opened its first subsidiary in Europe. In 2019, a subsidiary was established in the US, and flagship stores were opened in Los Angeles in Tokyo.

As people's lifestyles and needs change, KINTO's collection has been evolving as well. In recent years, our product range has been expanding to include drinkware, coffeeware, tableware, and items like vases for urban scenes with greenery and vacuum insulated tumblers for active lifestyles and sustainability. We work to continue developing products that bring comfort and add richness to various scenes in the everyday life.



Take a look inside

Each KINTO location reflects the spirit of our products. There is careful thought given to the materials and subtle details for an atmosphere that is comforting and relaxing.



KINTO USA, Inc.
KINTO STORE Los Angeles
Los Angeles, USA

At KINTO STORE Los Angeles, natural light pours in through the large windows and the high ceiling gives a feeling of airiness. The store is also a showroom and office for visitors to experience the KINTO brand.



KINTO STORE Tokyo
Meguro, Tokyo

The interior of KINTO STORE Tokyo features materials that age beautifully with time, including brass, black steel, walnut, and teak.



KINTO MARK IT LAB
Ebisu, Tokyo

At KINTO MARK IT LAB, visitors can order tumblers and bottles printed with their favorite initials, text, or illustration. It is a fun space where people can look at samples and enjoy creating their personalized item.

PLACES & SPACES



Tokyo Office & Showroom
Ebisu, Tokyo

At KINTO Tokyo Office and Showroom, we welcome partners from around the world, enjoying the exchange of ideas, curiosities, and trends. While located in the vibrant city of Shibuya, it is a relaxing and close-knit space.



Head Office & Logistics Center
Hikone, Shiga



KINTO Head Office in Shiga underwent renovation in spring of 2018. Through creating a comfortable workspace, we aim to deliver even richer experiences to our partners and customers.

KINTO Europe B.V.
Amsterdam, The Netherlands



KINTO Europe members work inside a share office in Amsterdam. On the first floor is a local coffee shop LOT SIXTY ONE, a partner of KINTO and one of our favorite specialty coffee roasters.

Our Initiatives

KINTO is committed to continually integrating responsible and sustainable business practices across our operations. Below are some initiatives that we have been working on and things that we're working towards.

Carbon neutral shipping

When available, we are participating in our carriers' carbon neutral program to support emissions reduction and work on mitigating the climate impact of shipping parcels.

Removing plastic from shipping boxes

We've been working with our warehouse and distribution center to switch from plastic to paper based packing materials for our shipping boxes.

Going paperless

We've been increasing the usage of digital tools to replace the catalogs that were being printed for our tradeshows and sales representatives.

Upholding the value of responsible manufacturing

All of our products are made of high quality, responsibly sourced materials which are safe to use and BPA free. We continue to partner with carefully vetted factories in Japan and overseas that align with KINTO's high product quality standards and values on responsible manufacturing.

Embracing diversity and inclusion

KINTO has offices in Japan, Europe, and the US, and we also have distribution partners worldwide. Our team members represent multiple nationalities, age, gender and sexual orientation, academic and professional backgrounds. We are committed to creating an environment where everyone's creativity and experiences are valued, and where equal opportunity and treatment are afforded to all.

Explore our Journal

Check out lifestyle ideas, partnerships, product stories, and our staffs' day to day on our online journal.



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