



Uchiko-Town Society of Commerce and Industry



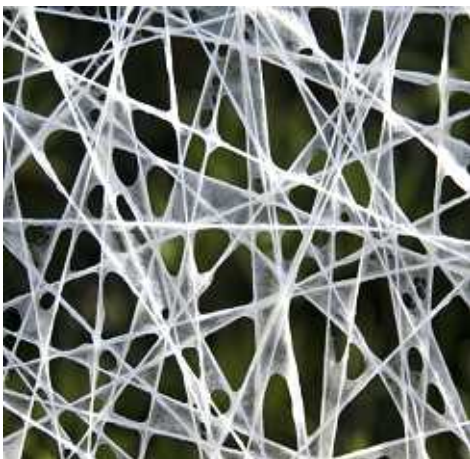
Japanese Paper with a Unique Texture

Hand made Japanese paper is a traditional industry representative of Ikazaki, dating back to the early Edo period. Under the policy of protection and promotion enacted by the Ozu-han, the industry developed and its quality became highly regarded. To this day in Uchiko, (Ikazaki) the classical manufacturing method continues to be protected and high quality Japanese paper continues to be provided. By adding design to traditional Japanese paper, development of Japanese paper products with a soft texture like a snowflake, never before seen, had been achieved. New value is created by combining the unique texture of Japanese paper and new technology.



The Origin of the Brand Name, “Ja-Gué-Na”

The local dialect “jaguéna” originally means “dayo ne” (“isn’t it?” in English) in standard Japanese. But it can be used as the self-reproaching word when a speaker wants to be critical to him or herself, or to others. “Ja-Gué-Na” symbolizes our hope to create products with the song of the heart through Ikazaki’s self-effacing artisans. Also, “Ja-Gué-Na” stands for three French words: Japon (Japan), Guérison (healing), and Naturel (natural), which represent Ikazaki’s handmade Japanese paper.



Commitment to Manufacturing

Ozu Japanese paper is made today using materials and methods unchanged since the Edo period. Utilizing this technology, paper mulberry is directly dissolved into pieces of twisted Japanese paper called “Koyori” (Saori thread etc.) in an original method which gave birth to “Koyori Japanese paper.” Delicate expressions, light and gentle, created by the craft of the artisans can be seen in each work.



A New Form born by Western and Japanese Spirits

“Koyori Japanese paper” can not only be used as an interior decoration, but lets through wind and light, increasing its attractiveness another level.

As a new project, we will develop new designs by collaborating with a French wallpaper designer.

We will communicate the “Ja-Gué-Na” brand to people in Japan and overseas who love “Japaneseness.”



Contact Information

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