

Enhancing your Quality of Life through Japanese Design

This program will focus on the craftsmanship and commitment to manufacturing that flows through the underflow of Japanese design from traditional products to modern design. The motto is: "Enhancing your Quality of Life through Japanese Design". A Japanese philosophy may come from ancient Japan however it can still be applied to the current time and culture.

Date: Wednesday, March 6, 2019

RSVP: <https://www.jetro.go.jp/form5/pub/cgo/design2019-mn>

Time: 3:30 pm (Registration Opens)
4:00-5:30 pm (Seminar)
5:30-7:00 pm (Networking Reception and Japanese Designer Table Top Displays)

Venue: Minneapolis Institute of Art
Friends Community Room
2400 Third Avenue
Minneapolis, MN 55404

Organized by: JETRO (Japan External Trade Organization)

Supported by: Japan America Society of Minnesota

Keynote Speaker:

Keiko Matsuura, Design Coordinator for JETRO

Ms. Matsuura will discuss the functionality of Japanese products by explaining the formation and development of traditional Japanese craftsmanship. She will illustrate certain regions in Japan which are famous for crafting specific products, such as cutlery, pottery, lacquerware, etc.

Additional Speakers:

Japanese design related companies will make a presentation explaining the philosophy and functionality of the products they will be exhibiting at the reception.

****NOTE:** Event is free of charge, however registration is required.

Contact: Kelly Highland, Tsubasa Hashimoto, JETRO Chicago
jetrochicago4@jetro.go.jp, 312-832-6000

