

Introducing KINTO
BRAND BOOK 2022



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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 feel), 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.



MATSUMOTO JUJO | NAGANO, JAPAN

As a result of an area-wide renovation project in Asama Onsen, there are two hotels, a traditional house-turned-cafe, bookstore, bakery, and hard cider brewery. The cafe and restaurant serve drinks in KINTO's OCT and SEPIA.



LE CAFÉ ALAIN DUCASSE | FRANCE, PARIS

Michelin star French chef Alain Ducasse creates sensual and unique taste experiences in this cafe. KRONOS double wall glasses are used to immerse customers with the rich aroma and flavors of coffee.



IN CONTEXT

Panttechnicon | London, UK

The shopping and dining destination spotlights both Japanese and Nordic craft. Panttechnicon and KINTO have partnered to create a custom TRAVEL TUMBLER.



Snow Peak LAND STATION KYOTO ARASHIYAMA | Kyoto, Japan

Snow Peak has renovated a traditional Japanese wooden house over 100 years old as a place for visitors to experience the brand. The cafe offers food and beverages with CERAMIC LAB and CAST.



Jumpin Jacks | New York City, USA

The cafe and bar lounge is inside the ModernHaus boutique hotel in SOHO. With lots of natural light and curated artwork on the walls, SEPIA and UNITEA cups are the perfect companions to immerse yourself in the cafe.

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

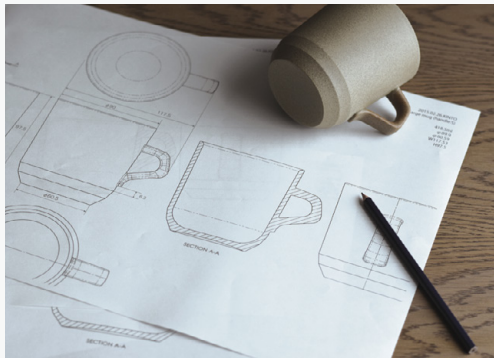
Established "DESIGN STUDIO S" in 1994. With a strong focus on industrial design, she is active in a wide range of areas, from designing electronics and healthcare products to acting as creative director for a hotel. She has also published the monograph "Forms within Forms".



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.



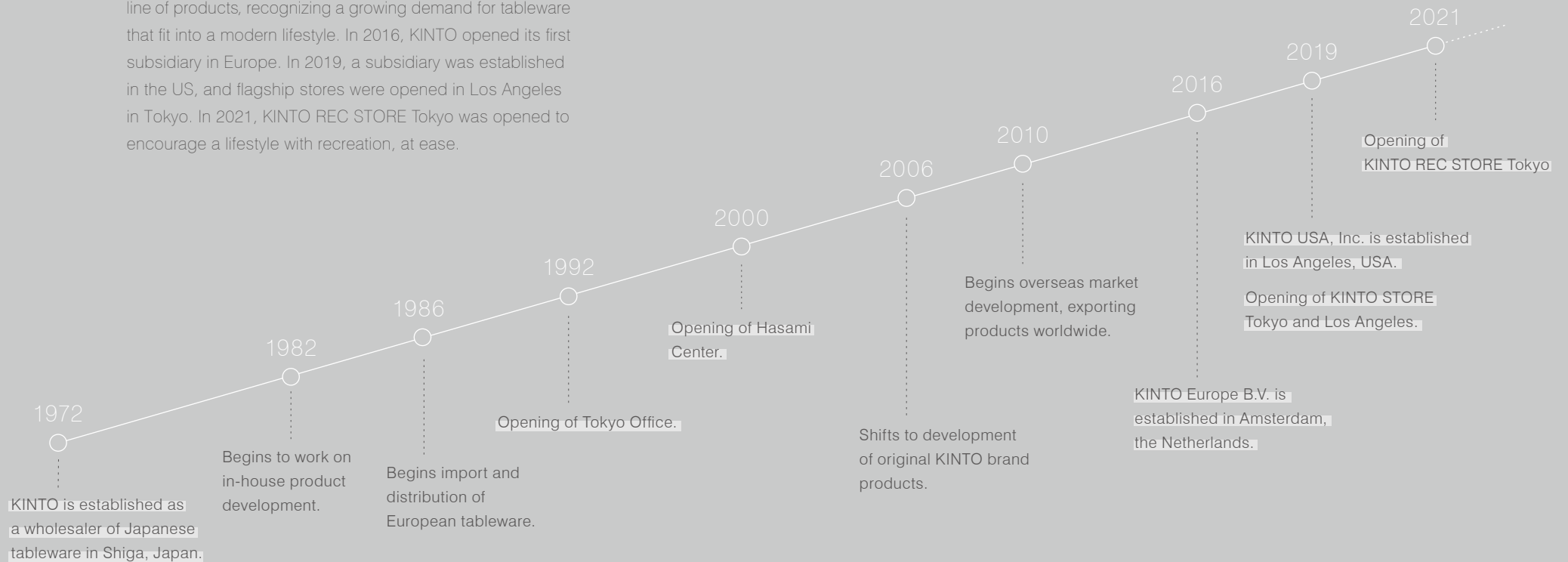
HISTORY

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. In 2021, KINTO REC STORE Tokyo was opened to encourage a lifestyle with recreation, at ease.

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 STORE Tokyo
Meguro, Tokyo



The Tokyo flagship store proposes a thoughtful and comfortable lifestyle. Enjoy browsing products inside a space that incorporates beautifully textured furniture and lively plants.



KINTO REC STORE Tokyo
Meguro, Tokyo



"Active, at ease." —The concept store invites you to enjoy a lifestyle with recreation, featuring products for outdoor activities, sports scenes, as well as for kids and babies.



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

KINTO's showroom and flagship store in Los Angeles. Visitors can explore the brand and products in a laid-back atmosphere inside a historical warehouse-style building.



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.



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.



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.

Our Initiatives

KINTO strives to deliver products and services that contribute to the enrichment and wellness of people's daily lives. Below are some initiatives that we have been working on and things that we're working towards.

Carbon neutral shipping

To support the reduction of emissions related to parcel shipment, we work with logistic partners who uphold efficient, environmentally friendly operations and offer services such as carbon neutral programs.

Minimizing packaging materials

We've been working with our warehouse and distribution center to minimize the size of parcels and packaging materials. We've also been switching 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 tradeshow and sales representatives.

Responsible manufacturing

We partner closely with suppliers in Japan and overseas to ensure that we deliver safe, high quality products that bring enrichment and joy to people's daily lives. All of our products are made of responsibly sourced materials and are BPA free.

Embracing diversity and inclusion

KINTO has offices in Japan, Europe, and the US, and we also have distribution partners worldwide. We believe that the creativity of each individual and solid teamwork are the driving forces of the company. We treat each team member with respect and work to ensure a safe, comfortable, and productive work environment.

Explore our Journal

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



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