

宇佐美 裕之 (Hiroyuki Usami)



Profile

CEO of "USAMI pottery & finefood."

Head of "Usukiyaki Lab."

Studied ceramics in the Craft Department of Osaka University of Arts. After graduation, he trained in ceramics under a traditional craftsman and returned to his hometown to take over the family business. In 2015, he discovered Usuki ware and launched the "Usuki Ware Revival Project" with his friends.

■What we value:

- Bringing old culture back to life according to modern needs

■What you can learn and do:

- Branding on social media (11,000 followers)

■Sights to see and flavors to savor:

- The scenery of the village centered around stone Buddhas (the space of the Western Paradise)

■My "SDGs×#○○"

- #From a small town to the world

Reviving the Story of Usuki Ware for the First Time in 200 Years

Located at the entrance of the national treasure Usuki Stone Buddha, the "USAMI pottery & finefood" is a famous shop where tourists stop by for meals and souvenirs. Mr. Hiroyuki Usami is the owner of this shop, but he has another face. He is also an up-and-coming ceramic artist who revived the forgotten pottery of Usuki Ware (Suehiro Ware) made in the Usuki domain about 200 years ago, to modern times.

Around 2001, when the expressway was opened in Usuki, 240,000 people visited for stone Buddha sightseeing, but the bustle was lost year by year. "We have to send something out ourselves, instead of just waiting for customers." While thinking about this, Usami encountered an old Usuki Ware vessel at a temple one day. With a simple and beautiful white porcelain flower design, the vessel was typical of the Usuki domain, which strived for frugality. "Let's make a new Usuki Ware based on this," he thought, as he gathered his friends and launched a project. Usuki Ware was originally produced for only a few years, and there are almost no reference materials left. "That's why we made vessels that are not a faithful reproduction, but suit modern life," says Usami. The dignified beauty of these vessels that go well with any dish they serve has become popular, with many recent orders from distant places through Instagram. "I'm so busy that I can't keep up with production, but I don't think it's the original intention to expand the scale so much. I would like to continue making good vessels in this town while cooperating with my colleagues." He said with a smile.



Kintsugi is a traditional technique for repairing pottery using lacquer and gold. You can also experience it.



Making a shallow bowl with twelve flower petals using a technique called kata-uchi.



Disseminating information on Instagram. They have more than 10,000 followers.

