



# TOKYO SKYTREE and Manufacturing in Sumida City



Sumida City

# I Introduction to Sumida City

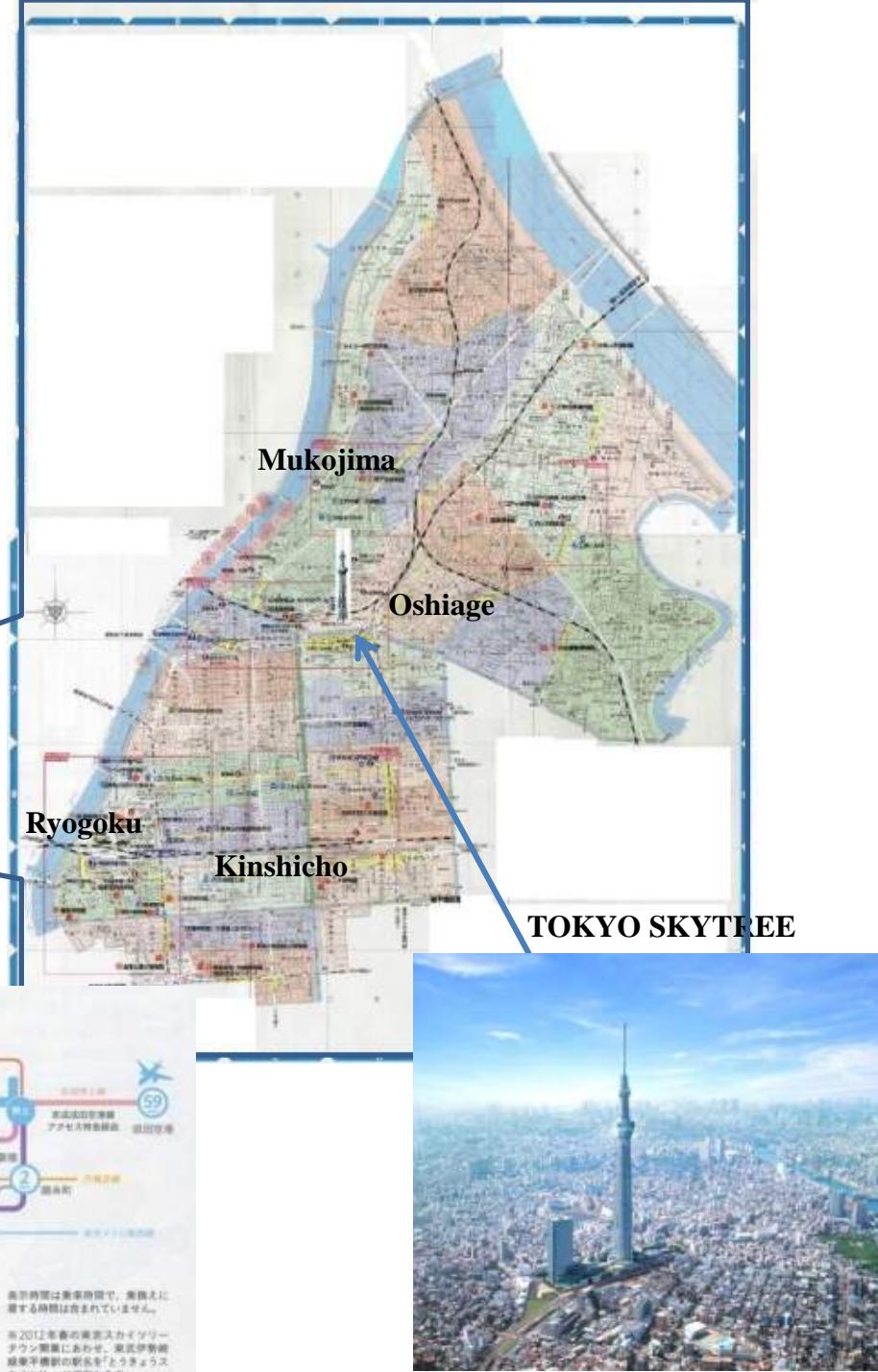
- Location: Eastern Tokyo, east bank of the Sumida River
  - Beginnings: Sumida City was founded in 1947 by integrating two cities, Mukojima and Honjo.
  - Origin of the name: The name is a combination of the two Chinese characters for “da” of the Sumida River, and “boku” (also called “sumi”) of “Bokutei,” a stretch of the Sumida River Embankment that has been famous for its beautiful cherry blossoms since the Edo period.

~ ★ ~

- Size 13.75 km<sup>2</sup>  
(17th largest of the 23 cities of central Tokyo)
  - Population Approx. 250,000 people  
(16th largest of the 23 cities in central Tokyo)

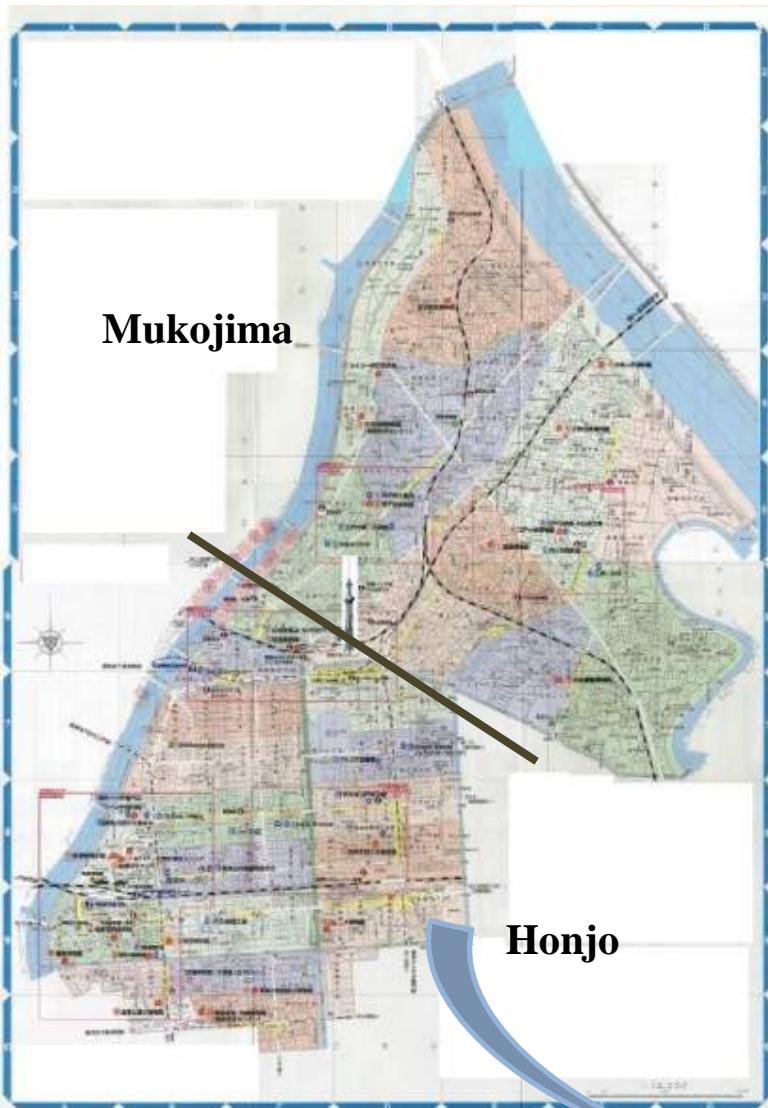


## **Access from the center of Tokyo**



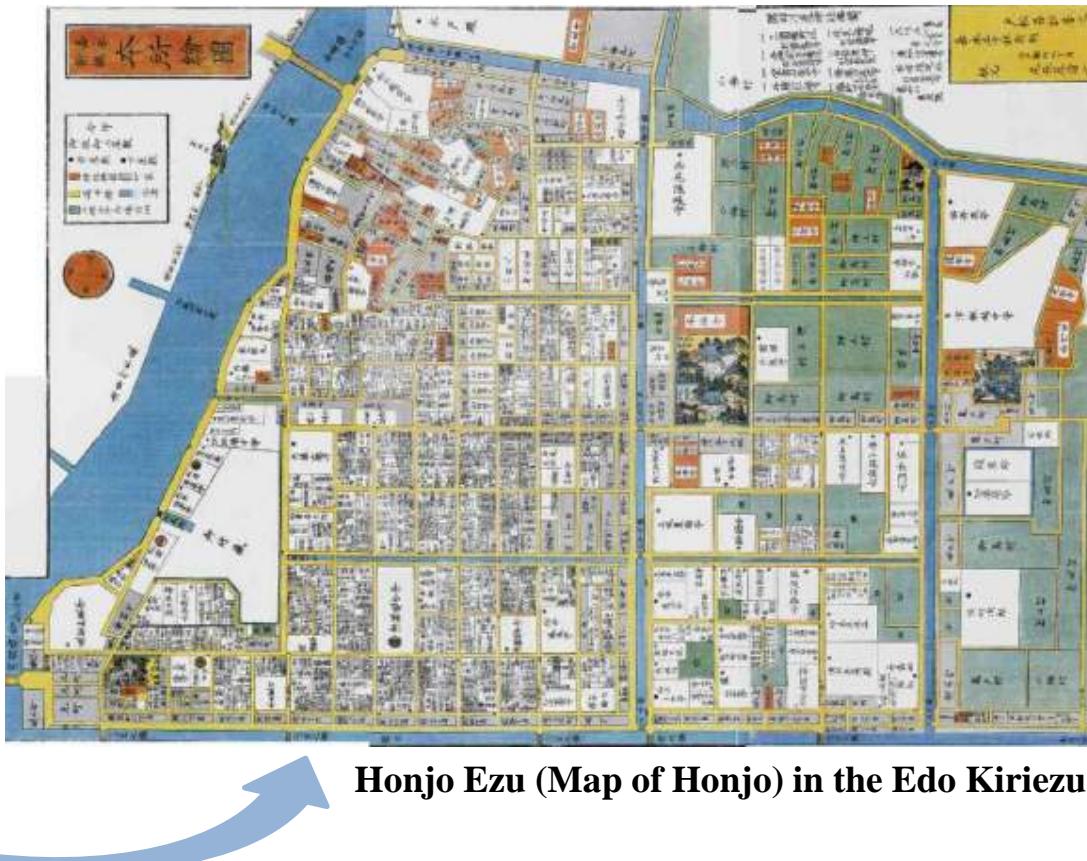
## ○ Origin of Sumida City

As shown in the map of the Edo period, Sumida City was formed through the development of two different characteristic areas, Mukojima and Honjo.

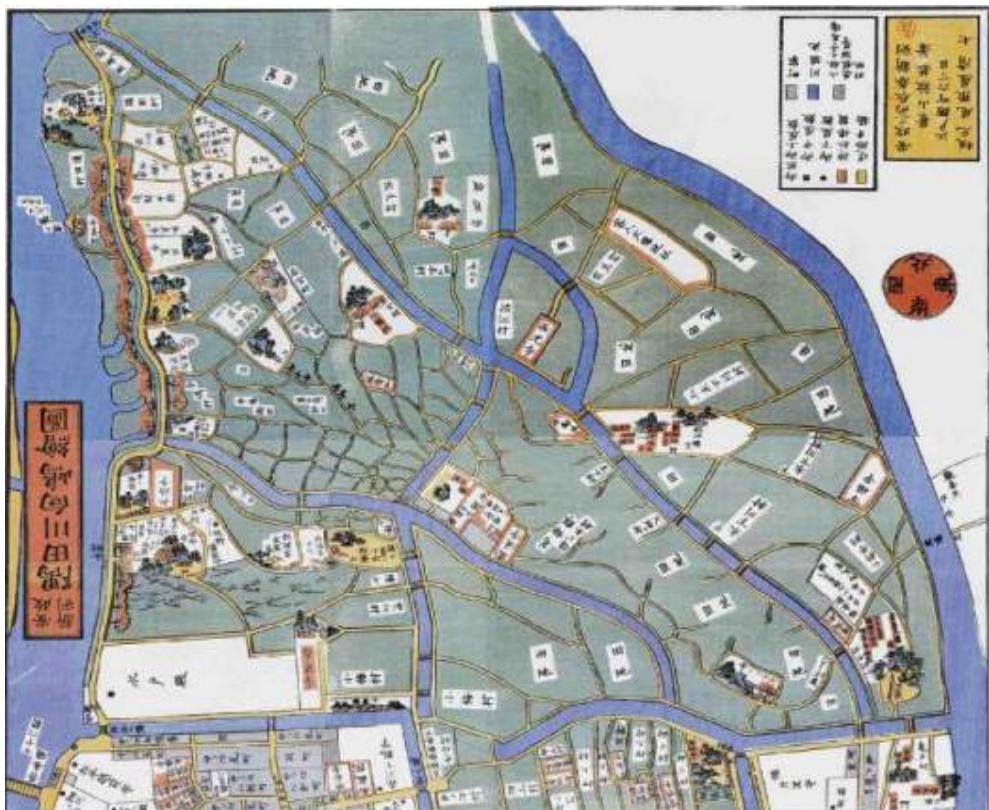
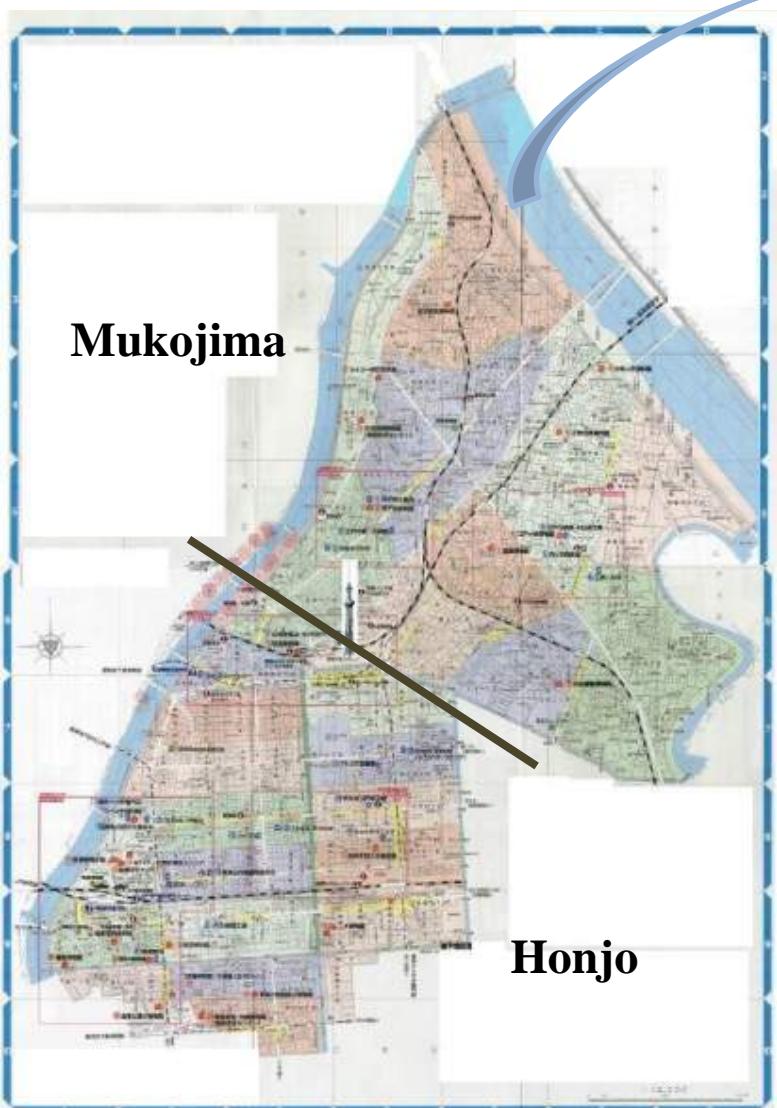


### ■ Honjo

Honjo was developed at the foot of the Edo Castle around 1657, at the beginning of the Edo period, as a town for commoners where many samurai, town people and craftsmen lived. The area was developed as a town for manufacturing since modern industry started in the Meiji period. The neat and orderly urban blocks that were developed throughout the city remain in the area. Katsushika Hokusai, Katsu Kaishu and other great historical figures were born in Honjo.



## “Sumidagawa Mukojima Ezu” of the Edo Kiriezu



### ■ Mukojima

Mukojima was formed much earlier than Honjo and developed as a suburban agricultural area providing fresh farm products throughout the city of Edo. Mukojima was originally a place where the Tokugawa shogun enjoyed tours along the Sumida River and practiced falconry, and it became a popular tourist destination for Edo commoners after cherry blossom trees were planted along the Sumida River Embankment. Attracted by the beautiful scenery of the waterside and rural landscapes, many writers and artists, and people interested in aesthetics visited the area.

Although Mukojima was rapidly urbanized after industrialization began in the Meiji period, the area that was originally developed as an agricultural area still remains as part of the old townscape with complicated alleys most of which were former farm roads.

## II Traditional culture of Edo that remains today

### ■ Cherry blossoms in Bokutei

Cherry blossoms in Bokutei along the Sumida River began with 100 trees planted in 1717 by Tokugawa Yoshimune, the Eighth Tokugawa shogun. Being a famous place for beautiful cherry blossoms in Tokyo, Bokutei is full of tourists in the cherry blossom season.



## ■ Sumida River Fireworks

The Sumida River fireworks started in 1733 and were originally fired off during the river festival at Ryogoku to pray for the repose of the souls of the people who died from the Kyoho famine and the cholera that spread across Edo, and for preventing any misfortune. The fireworks festival became the most popular entertainment among Edo commoners and many Ukiyo-e artists competed with each other in drawing pictures of the fireworks. A total of approximately 20,000 fireworks from two launch sites illuminated the summer night sky on the last Saturday in July.



## ■ Grand Sumo Tournament

In 1781, the Grand Sumo Tournament, a Japanese national sport, started to be regularly held at Eko-in Temple in Ryogoku, a major amusement area at that time. After Kokugi-kan was built in Ryogoku in the late Meiji period, sumo stables and “chanko” restaurants have gathered around the area. Three annual tournaments out of the six are now held at the Kokugi-kan, and Ryogoku is filled with enthusiastic Sumo fans during the tournament.



## ■ Katsushika Hokusai

Katsushika Hokusai, an Ukiyo-e artist well-known throughout the world, was born in Sumida and spent most of his 90-year life there, and left many works depicting the area. Sumida City has collected Hokusai's works and will open the Hokusai Museum in 2016 to publicly show respect for this great local artist.



## ■ Shrine festival

The festival held at Ushijima shrine, the oldest shrine in Sumida City, is said to have already started a long time ago in the Edo period. At a grand festival held once every five years features an imperial carriage pulled by a bull and 48 portable shrines are paraded through the city. Also, while singing “Kiyari (log-carrier’s songs),” a group of geisha dressed in “Tekomai” parade through streets in Mukojima, which is famous as a traditional geisha district.



## ■ Traditional craftwork

Traditional craftwork inherited from the Edo period, such as Edo-kiriko cut glass (a type of faceted glass from Edo), tortoiseshell work, and kimekomi dolls (a wooden doll with Japanese costumes made from cloth with the edges tucked into grooves in the wood), are made based on craftsmanship nurtured in the history and culture of Sumida. While traditional craftwork is disappearing in Japan, many of the craftspeople who are preserving these crafts are actively working in various fields in Sumida.

Edo-kiriko cut glass



Kimekomi dolls



Tortoiseshell work



# III TOKYO SKYTREE and Manufacturing in Sumida

## 1 Challenges faced by Sumida, a manufacturing town

In Sumida, many manufacturers of fast-moving-consumer-goods (FMCG) produce the products surrounding us from the time people get up to the time they go to bed. Although Sumida has been historically developed as a manufacturing town, the economy has continued to stagnate due to the transfer of production bases to other Asian countries and changes in the industrial structure.

Glassware



Knitted products



Springs



Shoes



“From the time one gets up  
to the time one goes to bed”

A manufacturing town for FMCG

Special screw nails



Bags

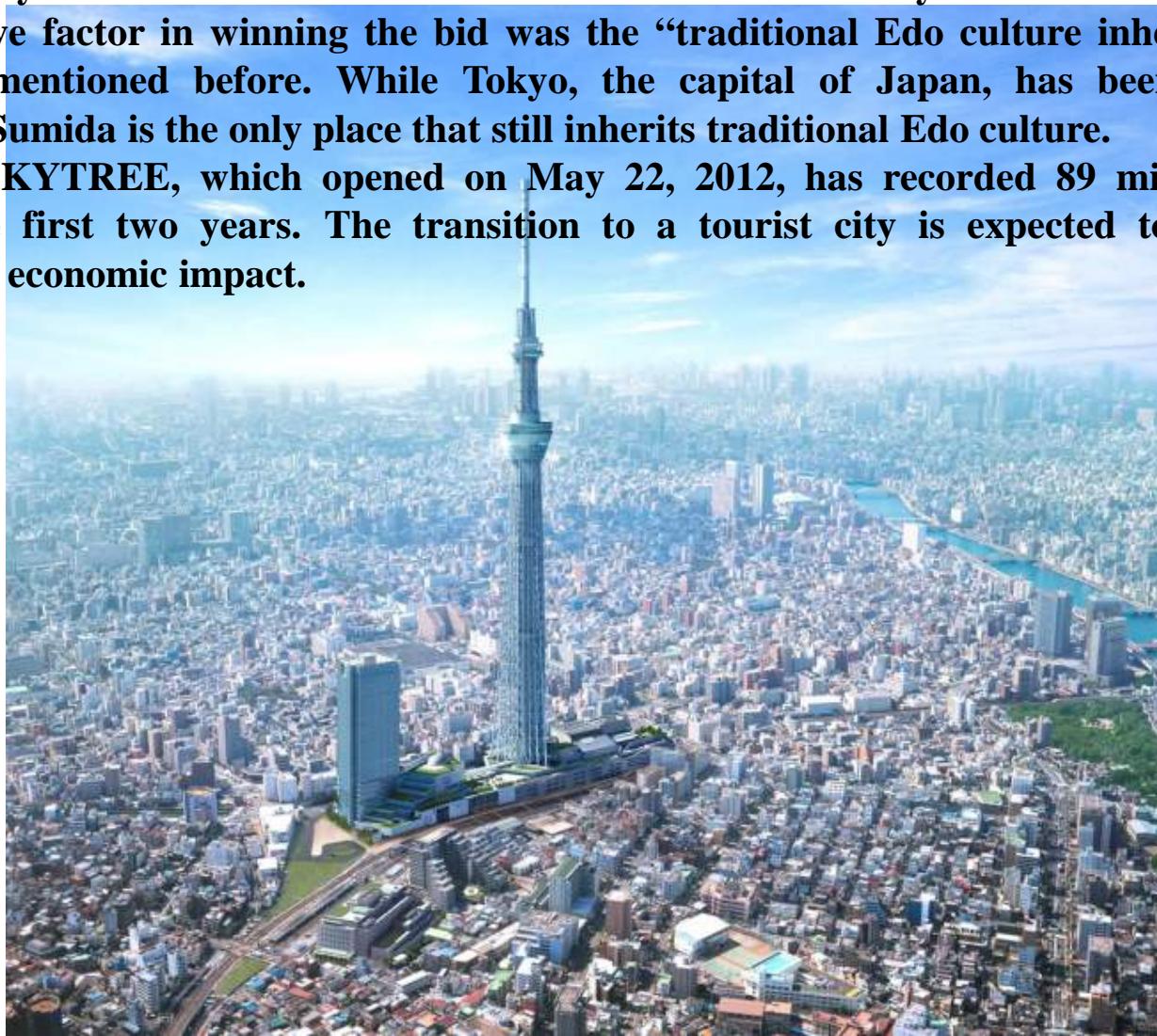


## 2 TOKYO SKYTREE playing a key role in the synergy between industry and tourism

Aiming to revitalize manufacturing in the city through a synergy between industry and tourism, Sumida launched a bid for the construction site of TOKYO SKYTREE, which is playing a key role for further achievements in the tourist industry.

The decisive factor in winning the bid was the “traditional Edo culture inherited in this area” as mentioned before. While Tokyo, the capital of Japan, has been drastically changing, Sumida is the only place that still inherits traditional Edo culture.

TOKYO SKYTREE, which opened on May 22, 2012, has recorded 89 million visitors during the first two years. The transition to a tourist city is expected to generate a substantial economic impact.



### 3 Traditional crafts and craftsmanship still thrive in modern life

Among other products manufactured in Sumida, traditional crafts are a precious field in which people have preserved the craftsmanship inherited from the Edo period. Various efforts are being made to create products with originality and ingenuity in response to the needs of the new generation.

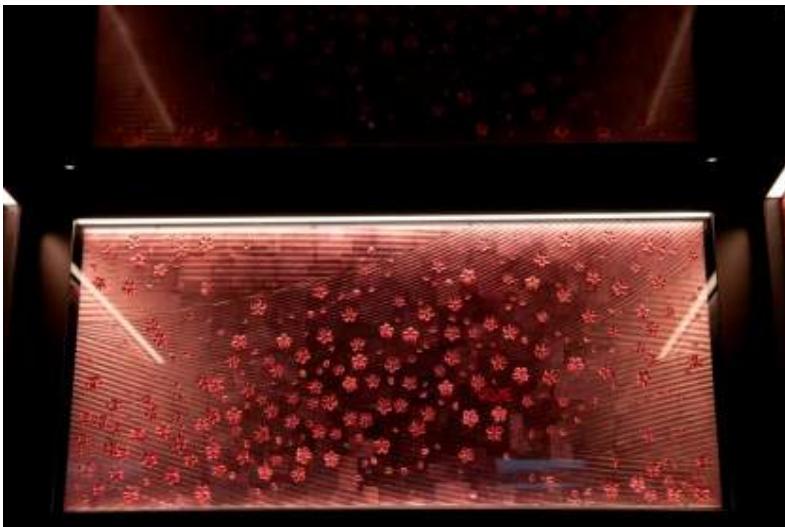
#### (1) Traditional crafts used to decorate TOKYO SKYTREE

TOKYO SKYTREE, a symbol of our advanced urban culture, displays traditional crafts in various places. The wall of the entrance hall and the ceiling of the elevator hall of the shuttle to the TEMBO deck are patterned with Edo-komon (the art of dyeing in fine patterns prevalent in the Edo period). Each of the four elevators exclusively for the 350-meter-high TEMBO deck has a different interior decoration expressing the four seasons, and were made by craftspeople in wood and “Oshie-hagoita (a battledore with a padded picture on one side)” based on a design by a young designer living in Sumida.

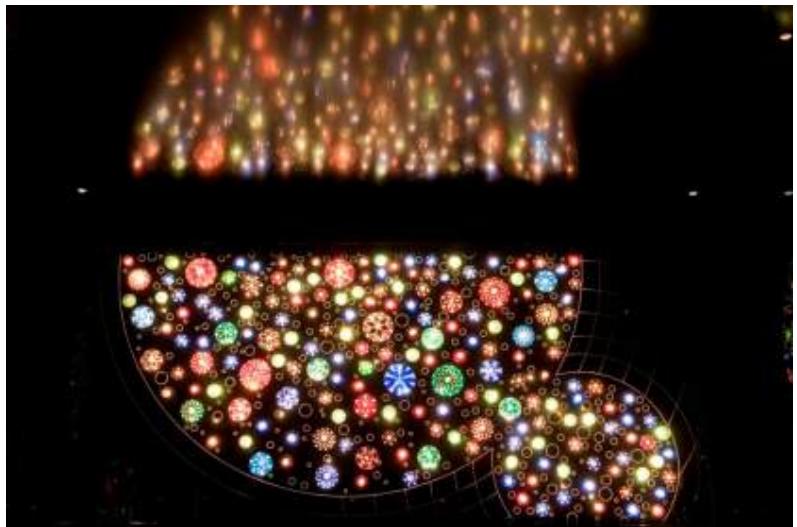


**Interior decoration of the TOKYO SKYTREE elevators designed and created by craftspeople in Sumida (under the theme of the four seasons)**

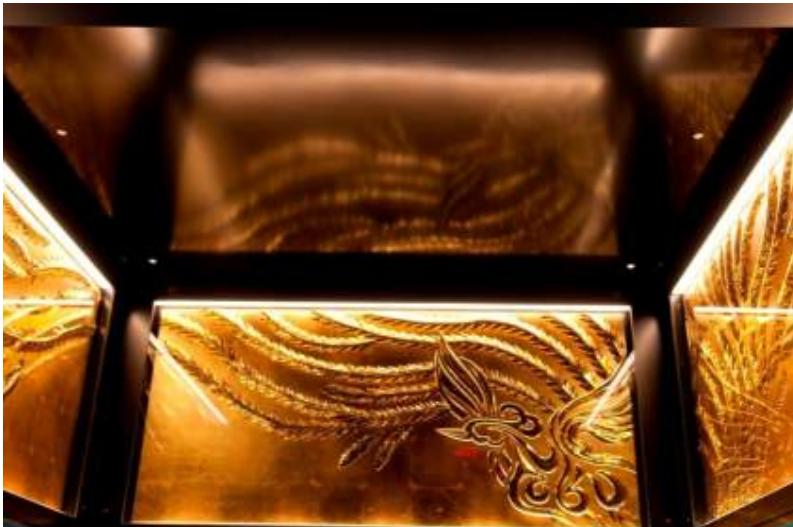
**Spring**



**Summer**



**Autumn**



**Winter**



## **(2) Traditional Craft Preservation Society and Partire**

Traditional craft preservation society and Partire, groups of craftspeople engaged in traditional crafts and handicraft are operating in Sumida.

The groups support the tourism business and the legacy of traditional craftsmanship in their daily work by holding workshops to experience traditional crafts for adults, students on school trips, and foreign tourists.

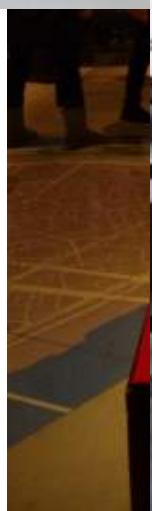
■ **Sumbatraditional Craft Preservation Society**

The image is a collage of twelve photographs, each featuring a different craftsman or artisan working in their studio. The crafts include woodwork, metalworking, papermaking, and textile arts. Each photo includes the craftsman's name, workshop name, and a small portrait. The overall theme is the preservation and continuation of traditional Japanese craftsmanship.

**Demonstrations at exhibitions and “Sumida Industry and Tourism Information Center Sumida City Point”**



**Workshop for students on a school trip and for foreign tourists**



### (3) Traditional craftwork that responds to the change in the times

Some traditional craftwork does not suit Japanese modern lifestyles and culture. Preserving the tradition requires trying something new.

One example is the design for mobile phone holders that came about as a result of a request by Sony Ericsson Mobile Communications, a mobile phone manufacturing company. Each mobile phone holder is created using the traditional craft techniques of Edo-Kiriko and metal ornamentation.



最新のXperiaと、時代と共に磨かれ刻まれた  
江戸切子の美しい煌めきとの出会い



六角籠目紋 縦置き使用



七宝紋 横置き使用

■ 外観寸法：左/六角籠目紋/約60 x 約70 x 約68 mm  
右/七宝紋/約60 x 約80 x 約70 mm

■ 素材：ソーダガラス

参考価格 六角籠目紋/25,000円 七宝紋/30,000円

## 4 Local branding strategy “Sumida Modern”

One of the policies being implemented by Sumida is a local branding strategy that aims to give brand value to manufacturing with a background in the traditional inherited culture and craftsmanship of the Edo period. Local brand value is expected to rise by integrally elevating Sumida's name recognition and additional value, and by widely raising brand awareness both at home and abroad.

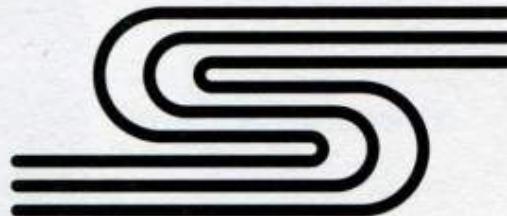
### (1) Sumida Modern

Products certified as Sumida brand products are labeled with name “Sumida Modern.” The local government evaluates products supplied by manufacturers in the city and certifies appropriate products as “Sumida Modern.”

The standards for the brand certification are:

(1) products with the “DNA” of craftsmanship inherited from the Edo period, (2) products ensuring the addition of color to people's lifestyles, (3) products that pass on the local culture to the next generation, (4) products contributing to active interaction between visitors, residents, and workers and nurturing the community.

あたらしくある。なつかしくある。



すみだモダン

FY2010-FY2013 (Four years)  
Total of 111 certified products and menus

## (2) Examples of certified products

The pictures below show examples of certified products. The certified products include not only craftwork in traditional craft fields, but many products that add color to modern lifestyles.

Some of the products have been developed as a result of collaboration between designers and companies in Sumida.



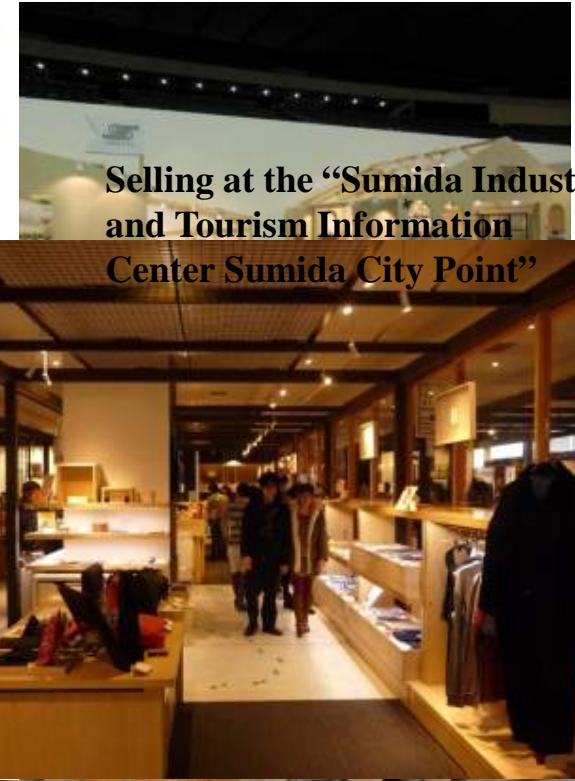


### (3) Marketing strategy for Sumida Modern

In order to ensure that the certified Sumida Modern products are brought to the consumers, various promotions are carried out, such as (1) participation in exhibitions, (2) dissemination of information to magazine publishers and other mass media, (3) and sales of products at the “Sumida Industry and Tourism Information Center Sumida City Point” located on the fifth floor of East Yard of Tokyo Solamachi in TOKYO SKYTREE Town. These activities have resulted in some successful promotions, including goods maintaining strong sales at Sumida City Point, and goods suppliers flooded with orders after being featured in a TV program.



Participation in an exhibition



Selling at the “Sumida Industry and Tourism Information Center Sumida City Point”



“Sumida Modern” featured in a magazine

すみだ地域ブランド戦略実現

発表!! すみだモダン

すみだブランド認証!

日々と建設が進む東京スカイツリー®。そのお隣元となる墨田区では  
2012年の開業を契機に、区内の産業などを盛り上げようと  
「すみだ地域ブランド戦略」を進行中だ。このプロジェクトのひとつが  
「すみだブランド認証事業」。区内で作られる魅力ある商品を  
「すみだモダン」として認定する試みだ。  
今年7月、厳正な審査の結果、  
2010年の認証商品が発表された。その28点を一挙公開する！  
写真：道賀照（NPP）、横山文、松本樹理子（NPP）  
素材協力：墨田区産業振興部・流通振興課



#### 4 In closing

To follow the successful examples of Sumida Modern brands, some manufacturers have tried to create new “Sumida Modern” brand products. New events organized around the area using the popularity of TOKYO SKYTREE are attracting people who are interested in Sumida. Taking these trends as an opportunity, we will revitalize Sumida by continuing the promotion of its industry based on the strategy of “starting new ‘things.’ ”





**Thank you for your attention.**