



FOR IMMEDIATE RELEASE

A beautifully different Christmas gift idea: handmade Japanese porcelain

TOBE porcelain

It is neither traditional nor contemporary. It is neither 'cool Japanese design' nor 'crazy Japanese pop art'; instead discover a hidden gem from a southern island of Japan.

Since Tobe porcelain was introduced to the UK in 2009, there has been quiet yet growing interest in this up-and-coming ceramics style from the Shikoku island of Japan. Hand made and hand painted, it is as charming as it sounds. The porcelain's unique qualities of refined toughness and sophisticated roughness set it apart from more familiar styles of Japanese porcelain.

As discerning British consumers reject mass-produced items in favour of artisanal pieces with a story and soul, Tobe porcelain is both on-trend and timelessly beautiful.

Starting from around £15 to £2000, the range encompasses everyday tableware and beautiful heritage pieces that will be admired for years to come. The show stopping £2000 vase is one of twin vases whose other half is on display at the V&A museum. There are mugs and cups, bowls of all shapes and sizes, plates, decorative items (vases, large bowls and plates) and other useful pieces such as a delightful oil holder, which would look stunning on any fashionable dinner table.

tabi Arts is the only official importer of Tobe porcelain in the UK. With the launch of tabi's brand new online shop, there are now three individually curated collections available as follows:

Spirit Boutique Collection at www.spirit-boutique.com

Maida Vale Collection at Handmade Interiors in Maida Vale

London Collection at www.tabiarts.com

Note to the editor:

A very short introduction of TOBE porcelain

Versatile and practical, Tobe porcelain is blessed with indigo blue GOSU patterns (cobalt ore containing traces of manganese) over the melting warmth of its milky white surface. By using a locally mined porcelain stone, Tobe porcelain's thick-body makes it unusually strong for porcelain. The production of Tobe porcelain started more than 230 years ago deriving from the local Sueki earthenware makers of over 1500 years ago. Today there are more than 90 studios with over 450 potters practicing.

Where is Tobe?

The small yet vibrant town of Tobe, which is almost unknown to the UK is located on the island of Shikoku (South West Japan).

About tabi Arts

tabi Arts was founded in 2009 by Mamiko Karasudani who first introduced Tobe Porcelain to the UK during a special exhibition at Covent Garden.

www.tabiarts.com

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