

## British engraving vs Japanese engraving event held.

A place for the craftspeople and the clients to connect

### Young engravers' engraving demonstration

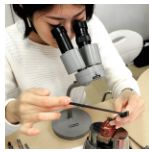
On 11/17 (Thursday) and 11/20 (Sunday), two young engravers came to give an engraving demonstration. The first was Castro Smith, a traditional British hand engraver (a craftsman and designer of engraving done by hand). Castro is affiliated with The Goldsmiths' Company, a traditional British workers' association, and The Hand Engravers Association of Great Britain, among others.



On this occasion, Castro came to Japan on a fellowship intended as a personnel exchange from The Winston Churchill Memory Trust. The second, Japanese engraver was Terumi Miyamoto. After graduating from art college, Terumi honed her technical skills in a custom-made jewelry company, and this year became an independent female engraver at the age of 29. She is an engraver of exceptional sense and skill, and currently works setting stones, among other jobs, at a famous Japanese jewelry brand.

### The clients try out engraving

At first, we had Castro and Terumi's demonstration. Both the tools used and the engraving method differ between Japan and the UK. The guests and members of the press nervously had a go at trying it out for themselves.



### The difference with engraving that has a sense of identity

We had both Castro and Terumi engrave the same silver plate.

Castro engraved initials in the alphabet, and Terumi engraved her name and the Japanese character for fortune in cursive script. Any letters or characters can be engraved, whatever you like. Why not take this chance and place an order? You can essentially feel the effort that has gone into the handiwork of the engraver.

## Jewelry Artists of Japan (JAJ)

<http://www.jewelryaj.org>

JAJ is a community set up by Shinko Studio CEO Ms. Yonei for young jewelry craftspeople. It regularly holds seminars, study meetings, and other such events.

### November 24th (Thursday) Tenth and final study meeting for 2016

This year we have held 10 study meetings for young members of the community. The meetings allow these young members to ask about any queries they have, and are held after Shinko Studio finishes daily business hours. We ask for individuals involved in the jewelry world, and those with other occupational expertise, to come and give lectures. The guest speakers have graciously given their lectures free of charge for the benefit of the young members. This time will be a celebration party and a friendly get together.



### JAJ activities in 2016

- Nov.** Tenth and final study meeting (SM)
- Oct.** Ninth SM "Considerations on becoming well known."  
Music business world electronic commerce site - individual in charge of management
- Sep.** Eighth SM "British engraving and Japanese engraving technological exchange"
- Aug.** Hakubi Studio in Nerima ward "Five hand-engravers"  
"An exchange meeting for the designers, creators, and sellers of jewelry"  
Omotesando Women's Plaza
- Jul.** Seventh SM "Let's get to know what real jewelry is"  
OKURADO Mr. Jin Okura
- Jun.** Sixth SM "Learning how to advertise your products"  
Former Inoue PR Ms. Hisae Kase
- May** Fifth SM "Improving our knowledge of accounting and financial affairs"  
Kanari Accounts Office Mr. Hiroyuki Kanari
- Apr.** Fourth SM "Getting to know the work of master craftsman"  
Tokyo Technicians' Group Mr. Sakamoto/Mr. Yoshikawa
- Apr.** Special lecture  
Cool Japan Organization, representative managing director Mr. Nobuyuki Ota  
lecture meeting Shibuya ward, Culture center, Owada



### (Editor's Note)

I sincerely hope you can deepen your understanding of jewelry and enjoy it through the forging of ties between those who make the jewelry itself, and those who buy and wear it, precisely because it is an item which remains close to us throughout long periods of our lives.

Moreover, a store should function as a place for all kinds of different people to gather together. With this kind of foundation, I can't help but feel, for the first time ever, that life is breathed into arts such as design and crafting, and that one can sense, on one's own skin, what is necessary for society.

We are an extremely small store, however we do not wish to cater to only some specific, special individuals, but rather we hope to be "the kind of place where an array of people from a variety of places can gather together".

With this aim in mind for our store, we hope to move forward with our craftsmanship.

Shinko Studio Representative, Akiko Yonei

### Hand Engraving Plate



Background: A choice between "sprindrift" and "rock garden".

Characters: Up to three hiragana characters or one kanji character, which will be engraved in cursive script. We are able to engrave non-Japanese names in hiragana script as well, so please don't hesitate to inquire.

Sterling Silver 925 18,000 + tax

We also accept orders of necklace pendants or bracelet charms with either specification. Orders take around two to three weeks to complete. Please inquire if you wish to have the item delivered on a specific day.



For those who live life single-heartedly  
Jewelry by artists and craftspeople

### SHINKO STUDIO

Hours :10:00am-7:00pm Closed :Wednesdays, Holidays

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