



Colorful vegetable nets designed by Goma

Fukui firms cooking up more fun

Small and midsize companies in Fukui have turned to popular commercial designers for help in boosting sales of their kitchenware, which they say enhance the cooking and dining experience.

The items, designed by five popular commercial design groups, will be on display on Oct. 6-10 at Fukui Minami-Aoyama 291 in Minato Ward, Tokyo.

For the project, dubbed "Oishii Kitchin Purojekuto" (Delicious Kitchen Project), commercial design consultant Toshihiko Sakai and Nobuko Shimuta, an executive at design company Nippon Design Center, chose the five groups, which range from young designers to veterans. According to Miho Kawamura, in charge of public relations for the project, the designers collaborated with Fukui-based companies producing a range of goods, including furniture, cutting tools, utensils, textiles and lace, to give a modern, urban flavor to their long-running products.

The redesigned items include silver butterfly-shaped clips for snack bags, created by design group Flask, and cutting boards that can stand on their sides, designed by Naoko Hirota. Artistic food trio Goma designed colorful vegetable nets that allow users to take out onions or garlic from the bottom in the order they were put in from the top.

Kawamura said the new products would be put on the market later this month.

"They will also be displayed at *Design Tide in Tokyo 2005*," Kawamura said, referring to an event that will be held on Nov. 2-6 in the Shibuya, Harajuku and Aoyama areas of Tokyo, featuring the exhibited work of about 100 commercial, interior and other designers, both domestic and foreign.

A book on the design project will be published later this month to coincide with the event at Fukui Minami-Aoyama 291.

—Kumi Matsumaru