

# The Hina-doll

The Hina-doll has its root in Heian period. Noble people made Hina-dolls for their health and well-being. In detail, on the day of Joshi (i.e. Jomi), people floated simple dolls into a river as a sacrifice for them. The tradition has been passed down to following periods, and in Edo period, it was formed into a culture as we see today. Currently, Hina-dolls are displayed in a house with hoping children would grow healthy. We try to hand down such heartfelt culture to next generations.



## The Oyama-doll

Crafting the Oyama-doll is a starting point of our business as a dress company. Recently, the number of artisans who craft dolls for Kabuki, Japanese dancing, and traditional events has been decreasing. We have been trying to preserve those culture. Understanding and respecting other parts of Japanese culture, such as dances themselves, would be our first steps.



## The Ichimatsu doll

The origin of Ichimatsu-dolls is in Edo period. When a woman leaves her house to marry into the other families, her parents handed their daughter the doll that, on their wishes, would be a close friend for their daughter. Also, the Ichimatsu-doll has been regarded as a doll that watches over the growth and happiness of a girl.



## Our believes..

Within this workshop, both well-experienced craftsmen, craftswomen, and talented youth have worked together and made every dolls with their hands. With determination, cordiality, consideration, and craftsmanship, we have been trying to generate beautiful dolls, sophisticate and innovate skills, and pass down traditional Japanese culture to future generations.

## Aya (Ball joint doll)

You can freely adjust posture, clothes, and hairstyles of the doll. All types of clothing from western clothes to Japanese kimono would fit each Aya dolls.





## Koubou Shouju (Workshop Shouju)

“Koubou Shouju (Workshop Shouju)” started its business in 1960. Megumi Koide, a founder, opened a workshop of dolls on Ajiro, Higashi-Osaka city, Osaka. In 1963, Shouju Koide, the current president of this workshop, inherited her business and devoted his life to crafting the Oyama doll. He and his associates have been generating variety of dolls, such as the Hina-doll, Ichimatsu-doll, and Aya dolls while sophisticating their skills as people’s style and taste have changed. We respect the ancient craft and incorporate current trends to traditions by adding new arrangements to the Japanese dolls.

## Points we care

### 1. Kiri-Mokudo

Hina-dolls from Shouju are made in a style of Kiri-Mokudo. A Kiri-Mokudo style doll has Camphor-wood between the Paulownia plant. Camphor-wood helps repel insects and with Rush straws combining with the head part give overall stability to the doll. We use urethane for parts of chest and legs, which enables dolls to keep their shape for a long time.

### 2. Eba-Awase

Eba-Awase is a technique to harmonize color and tone of kimono with each doll. In Shouju, we first clothe dolls with layers of kimono, then cut and adjust those wearing to dolls.

### 3. Hand Sewing

We care deeply how beautiful each doll would look after whole processes so we carefully hand sew every cloth.

### 4. Well-harmonized dresses

We dress up male dolls with an image of dignity, and female dolls with tenderness. Dolls from us would demonstrate those auras that are based on our skills and sensibilities. Members of Shouju have acquired skills, such as Kaina-ori, and artistic sensibilities after long years of production. In short, we have everything that is needed for crafting dolls.



### Shouju Koide

Doll craftsman,  
Chairman and executive director

Shouju Koide was born in Osaka city, Osaka prefecture, in 1943. He learned skills and senses for doll-crafting from his mother, Megumi Koide. In 1973, he inherited her business and adopted the name, Shouju. He has been producing varieties of dolls from the Ichimatsu doll to the Hina doll. Shouju received the 'Minister of Education Award' at the Saitama prefectural competition, the 'Kinki Commerce and Industry Bureau Director Award' at the Osaka crafts exhibition, a gold and merit award at the Doll craftsman competition hosted by the Japan Dolls Association, and other many of awards. Also in 2014, regarding his achievements, he was authorized as one of excellent artisans by Osaka prefecture. Furthermore, in 2018, he received the award for industrial distinguished service by Osaka prefecture. Shouju has been dedicating himself to crafting dolls and is still working for our workshop as a president.

## Our craftsman and crafts-woman...

Our elegant handmade dolls are from these skilled craftsman and crafts-woman.



Doll crafts-woman,  
President and representative director  
creating projects, and crafting dolls.  
Megumi Koide



Doll craftsman,  
crafting the Hina doll.  
Isshou Sakai



Doll crafts-woman,  
crafting the Oyama doll.  
Sumiko Fukui



Doll craftsman,  
crafting the Hina doll.  
Norifusa Kaneko



Doll crafts-woman,  
crafting the Ichimatsu doll and Aya.  
Yumiko Tanizawa



Doll crafts-woman,  
crafting the Hina doll.  
Miyuki Ookubo



人形工房 松寿  
KOUBOU SHOUJU



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