



SHODO EXPERIENCE

“Authentic” Japanese Calligraphy

The Culture of Calligraphy and Mindfulness

What is Calligraphy?

Calligraphy is a traditional Japanese cultural practice deeply rooted in daily life.

"Shodō", or Japanese calligraphy, is the art of writing characters, using traditional tools such as ink (sumi), brush (fude), and inkstone (suzuri). The art extends to designing on various media such as paper, folding screens, and more. Calligraphy has long been integrated into the lives of Japanese people, serving as an educational tool, as well as a functional and artistic form of expression. Today, it is still used for practical purposes, such as handwriting in daily notes or creating branding for companies.

Modern Calligraphy: Artistry and Mindfulness

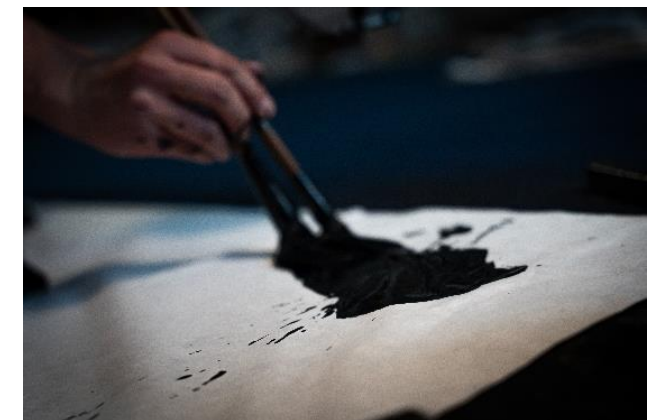
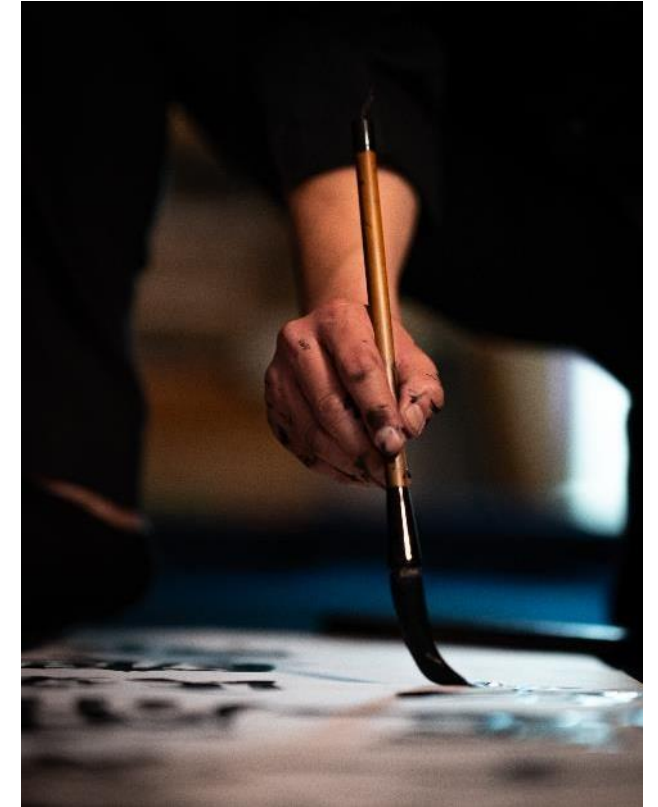
Artistry in Calligraphy: The Path ("道" "Dō") of Calligraphy

On the other hand, there is a long history of honing calligraphy as an art form, particularly in Japan. Just like in martial arts, the practice of calligraphy among aristocrats, emperors, and other high-ranking individuals has been passed down through generations. Historically, calligraphers have sought not only technical skill but also a deep connection to the natural beauty and poetic spirit of the writing. It was believed that a calligrapher should balance both their physical and mental state, just like in tea ceremony or Zen practices. Over time, the practice has evolved into an artistic pursuit deeply connected to Japanese history, culture, and mindfulness.

Modern Calligraphy as an Art and the Connection to Mindfulness

In the late 19th and early 20th centuries, there was a movement led by certain calligraphers to establish "calligraphy as an artistic legacy" and preserve it for future generations. This led to a renaissance in the world of calligraphy. Even after the decline of the aristocratic and warrior classes, calligraphers continued to pass down the cultural and spiritual traditions, leading to the flourishing of modern calligraphy as both an art and mindfulness practice.

When creating or practicing calligraphy, one must focus deeply on the process, which is akin to what we now refer to as "mindfulness." The act of preparing the materials, the focus on ink, brush, and paper, creates a meditative moment where the artist connects with themselves, ultimately producing artistic results.



Shodo in Hokkaido / Introduction of our SHODO team

Hokkaido and Calligraphy

Hokkaido is a Region Rich in Calligraphy Tradition

Hokkaido is one of the regions where calligraphy has flourished in Japan. Many renowned calligraphers and modern calligraphy innovators have contributed to the development of the art in this area. Among the calligraphers active in the 20th century, many were originally from Hokkaido. Their students continue to carry on their legacy today. Hokkaido's calligraphy is often inspired by the region's natural landscapes, producing works that reflect the beautiful surroundings.

Introduction of the Instructor and our calligraphy Team

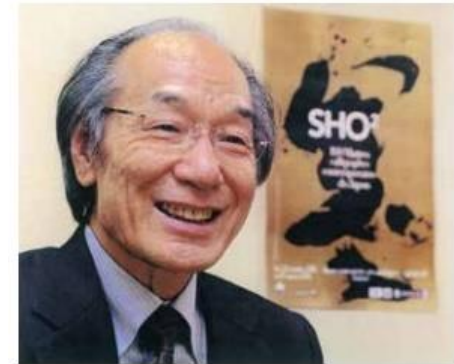


Tsujii, Tatsuki

Born in 1977 into a family of calligraphers, Tsujii started his career with JFE Group, one of Japan's leading manufacturers. After working with a strategic consulting firm, a post-consulting group, and launching a venture business, he founded his own company in 2023.

I was born into a family deeply rooted in traditional calligraphy, but I spent many years in the business world. However, during my time at a consulting firm, I decided to return to my roots and pursue a path in calligraphy, following in my father's footsteps. I moved back to my hometown of Hokkaido to immerse myself in calligraphy. I want people to understand the beauty of this traditional art form, as well as how the elements of mindfulness are embedded in the process of writing. I believe this unique space where art and mindfulness merge has significant potential to reach audiences outside of Japan. To spread this practice, I offer introductions and explanations of calligraphy, and provide both experience courses and full-fledged calligraphy workshops.

The calligraphy experience course is led by me, Tatsuki Tsujii, along with other experienced calligraphers who have dedicated themselves to this art form.



Previous generation,
The late **Tsujii, Keiun (1944-2019)**

Professor of calligraphy, Keiun Tsujii, educated many calligraphers and conveyed the spirit and techniques of calligraphy to a wide audience. He also participated in numerous international exhibitions and events to showcase calligraphy to the world.

Course Content and Fees

We offer a course where you can experience the basic fundamentals of calligraphy. You will use the same tools as those used by Japanese calligraphers and beginners, including brushes, ink, and paper. Focus your mind, concentrate on the tip of the brush, and try writing characters and lines.



	Experience	Price
Basic Plan	<ul style="list-style-type: none"> The art A brief introduction to calligraphy Learn how to draw lines, write dots, and use the brush Practice writing your favorite characters or name. You can write in any form you like Create a small artwork using a cardboard base 	<p>1-4 people: Fixed rate ¥ 150,000</p> <p>From the 5th person: ¥ 30,000per person</p>
Option1	Calligraphy Performance by Instructor	¥ 100,000
Option2	<p>Framing and Take-Home Option for Demonstration Artwork. Including,</p> <ul style="list-style-type: none"> Artwork and framing Shipping and insurance <p>*Customs duties will be charged separately.</p>	¥ 1,500,000

Regarding Tools

- All necessary specialized tools will be provided by us.
- We will use the tables and chairs provided by the customer.
- To prevent any stains on the floor or furniture, we will bring plastic sheets, and all activities, including practice, will take place on them.
- We kindly ask to use a place where participants and the instructor can wash their hands.

Special Considerations for Japanese Calligraphy

- Ink used in calligraphy is difficult to remove in laundry, so careful handling is necessary.
- As there is a possibility of staining your clothes, please wear clothing that can get dirty (these stains are hard to remove).
- Disposable sleeve covers will be provided upon request.





