



www.daifukushorin.com
info@daifukushorin.com



DAIFUKU SHORIN

About Us

I founded Daifuku Shorin after working as an editor, and now act as a solo publisher.

In my previous role as editor for a publishing house I had only really known about authors and what happened in-house, so learning more about the unique logistics of book distribution, and the materials that go into book production, and connecting personally with the businesses that print and bind books and the people who work in them, and with those who sell books in shops, giving me some insight into the minds of readers, has been enormous fun. A book that has passed through the hands of author, editor and designer is not yet complete, but only becomes so on passing into those of the reader, and being read. It was a desire to connect all the stages in this "relay" that led me into publishing.

When a thing gains broad favor, you can guarantee someone will make a book out of it. So the idea of this publisher is to showcase, in ways that only books allow, examples of unique culture (art, handcraft, beliefs, ideas etc.) the world does not yet know about, but very much ought to.

Akiko Taki



Art Impractical by Design: Drawing the Unusable

Author: Nishiwaki Tadashi
Price ¥2000+tax

A burning hot bench, a giant robot to remove pilling from clothes... During Japan's Edo period, edehon art manuals were big business, and such guides are still published today for use in schools and elsewhere. But although what the author proffers here may at first glance fit that format, these drawings are in fact utterly nonsensical, and not remotely useful. Further fun awaits in the clever combination of words and pictures.



Art Purry Teacher in Winter Coat

Author: Hirose Beni
Price ¥2300+tax

This book brings together humorous phrases and illustrations born out of humble everyday scenarios and presents them in the style of karuta, a traditional Japanese game involving matching cards printed with verses, with those showing pictures. Enjoy the wonderful paintings of Kyoto artist Hirose Beni, accompanied by text in both Japanese and English.



Folk Art Household Gods Deities from Folk Beliefs

Author: Tsuruoka Yukihiko
Price ¥3000+tax

In Japan, a unique set of beliefs has arisen out of a complex entwining of animism, Shinto, and Buddhism. In this book readers will find not the kind of magnificent Buddhist statues that enjoy National Treasure or Important Cultural Property status, but precious private pieces carved by people who are not professional sculptors of Buddhist images: 145 freewheeling objects of prayer more likely to elicit a smile than reverence, captured in stunning photographs. Also contains a large number of animal deities and "mystery" figures whose identities are known only to their makers.



Folk Art Miao Embroidery & Design

Authors: Sato Mizuyo and Sato Masahiko
Price ¥2800+tax

A visual banquet of the beautiful embroidery of the Miao people of Guizhou, China that is not so much a craft, as an art form. Lacking a written language, for centuries the Miao have preserved their stories and myths via song, needlework, and oral tradition. Embroidered folk costumes made not for royalty or nobility but ordinary people and serving as talismen for the protection of loved ones, are presented here by individual village. Please note this volume does not contain embroidery patterns.



Folk Art Animals of Oaxaca Vintage Oaxacan Wood Carving

Author: Iwamoto Shinji
Price ¥2500+tax

The Mexican state of Oaxaca is a treasure trove of handicrafts. In the middle of the 20th century a man started making wooden animals that caught the eye of mid-century designer Alexander Girard, and these figures now constitute Mexico's preeminent craft item. This book contains 130 creatures, from the collection of the author—seduced by early examples roughly carved with a machete, nailed-on limbs and tails, and the distinctive faded hues of cheap aniline dyes—and in the possession of a leading Japanese artist.



Art Fukumo Touki: Utterly Useless Ceramics

Author: Fukumoto Ayumi
Price ¥2800+tax

A catalog of crazy ceramic wares, calculated to confuse the reader with complete tosh. Whether it is smoke spilling from a treasure chest, a rice bowl that runs about carrying a doll, an out-of-body experience from a plate, or a beckoning urn, the teasing tricks of these bad-ass pieces of pottery are finally exposed! Note that while the commentaries are all bogus, the items themselves do actually exist.



Folk Art Moving Folk Toys Around the World

Author: Yamaguchi Shoji
Price ¥3000+tax

This global tour of a type of toy that showcases the skill of the craftsman and is rare in the modern world does not include expensive, complex mechanical toys, or automata such as puppets that serve tea. Instead it highlights the beauty of ingenious moving toys fashioned from affordable, accessible materials like paper and wood. Packed with exquisite examples of the toymaker's craft from around the world, including priceless Japanese folkcrafts.



Folk Art Chinese Folk Toys

Author: Osaki Ayame
Price ¥3500+tax

This attractively bound photo collection presents rustic toys from across continental China in a broad sweep from northeast to southwest, unpacking the cultural customs of time and place for each item. While it is the vast, valuable collection of toys here, acquired in Manchuria before the war's end, that catches the eye, the story behind its coming to rest in a small Japanese museum is also a noteworthy tale of people striving to sustain the culture of toys through tumultuous times, and others who struck by the toys' homespun beauty of form, put heart and soul into researching and collecting these nostalgic pieces.



Novel Arthur Mandeville's Irrational Adventure

Author: Miyata Tamaki / illustration : Ajiro Kosuke
Price ¥2500+tax



Setting out (begrudgingly!) on a fantastic journey...Around the same time that Marco Polo published his Travels, trickster extraordinaire John Mandeville penned his own travelogue, describing an exotic East he had never in fact visited. Mandeville's son Arthur was a misanthropic soul who loathed his father and lived a quiet life, until one day he was summoned by the pope and ordered to search for a lost Christian land in the east. Unfortunately the pontiff's source of information was the late Mandeville Senior's complete fabrication of a travel journal. Awaiting Arthur were sheep growing on trees, Amazons astride fish, dog-headed people, mandrake roots, monsters... was there actually some truth in the old man's scribbles?! Dreamlike accordion-fold illustrations by Ajiro Kosuke add even more charm to this fascinating full-length novel.



Folk Art Folk Toys and Dolls from Around the World

Author: Osaki Ayame
Price ¥3000+tax

This collection of 20th-century folk toys amassed by a private museum in rural Japan with the help of people all over the world includes such gems as a duck money-box crafted in a Mexican pottery village, and an Inuit cup and ball game fashioned from bone. Some of the toys here have common features that can be found across very different countries and regions. Osaki's book takes readers on a wonderful journey through design cultures of the world, courtesy of a kaleidoscope of expression forged in familiar materials from wood and clay to nuts, straw, palm leaves, gourds and paper.



Photography / Gender From their "onna no ko shashin" to our girly photo

Author: Nagashima Yurie
Price ¥3300+tax

Nagashima Yurie is a photographer whose CV also includes curating a feminist-themed exhibition at a Japanese art museum. Here Nagashima focuses on the 1990s, when she was the youthful recipient of a major photography prize, to cite examples of sexist discourse directed at women by (chiefly male) critics, examining each individually as she reconsiders the significance of the photography boom generated by women photographers, and the works they produced.



Architecture / Metro
**OSTMODERN 1
DDR**

Author: ISKRA
Price ¥2200+tax

A visual feast of places in former East Germany that retain their "Ost (East) + modernist" look. Also serves as a handy guide

for visiting living products of socialism registered as cultural assets or saved from demolition due to their artistic merit, as the socialist culture of the past fades in the wake of German reunification.



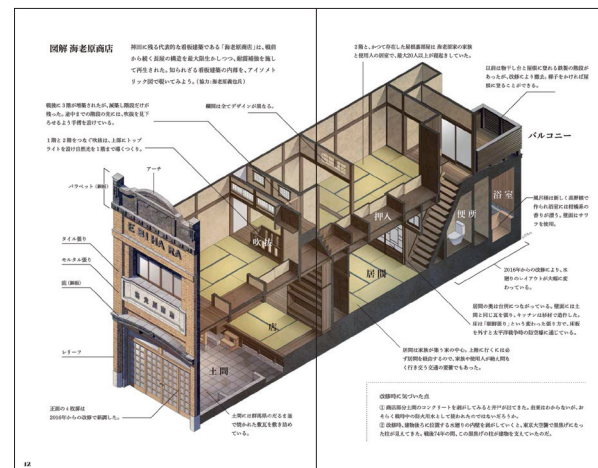
Architecture / Metro
**OSTMODERN 2
ostblock**

Author: ISKRA
Price ¥2400+tax

As the decades of a socialist eastern Europe grow ever more remote, this book presents vestiges of the era that even post-democratization still capture its culture and history: from vast housing estates and Interhotels that time forgot, to railway stations, neighborhoods that enjoyed peak prosperity in the postwar years, and monuments, all in striking photographs accompanied by text that also explains specialist terminology.



Japanese Signboard Architecture Illustrated
看板建築図鑑
宮下潤也 MIYASHITA JUNYA



Japanese Architecture
Japanese Signboard Architecture Illustrated

Author: Miyashita Junya
Price ¥2800+tax

In the wake of the apocalyptic destruction of Tokyo in the Great Kanto Earthquake of 1923, building facades were clad in copper or mortar as a fire retardant, leading to the emergence of "signboard architecture" decorated with Western-style reliefs, Edo-period designs and so on. These distinctive buildings display a sophisticated level of craftsmanship now in decline. Miyashita has compiled a pictorial guide of signboard architecture from around the country, consisting of his own illustrations with notes, focusing particularly on buildings from the early 20th century.



Architecture / Metro
METRO LISBOA

Author: Takano Ritsuko
Price ¥2000+tax

In Portugal's luminous capital of Lisbon, the metro system completed in 1959 transformed ideas of what the world beneath our feet could look like. This book invites readers on a tour of 26 main stations, and examples of street tiles, in a search for the elaborate azulejo tiling that connects the city back to centuries of Moorish rule. A stunning photo collection showcasing the beauty of a metro system that became a vast gallery, where renowned architects and artists of the era competed to show off their talents.

Moorish rule. A stunning photo collection showcasing the beauty of a metro system that became a vast gallery, where renowned architects and artists of the era competed to show off their talents.



Architecture / Metro
METRO TASHKENT

Authors: Yonagadou and Daifukushorin
Price ¥1800+tax

Beneath the parched plains of Central Asia lies the region's first underground railway system, built during the Soviet era. A ban on photography until recent years meant that the Tashkent metro, its one-of-a-kind mosaic murals, tiling, stonework, and lighting giving it an air of ornate luxury belying its utilitarian purpose, was little known outside the country. Showcasing Communist-era railway architecture, this book ponders the history of the ancient trading city of Tashkent, and its relationship with Russia and the former USSR.

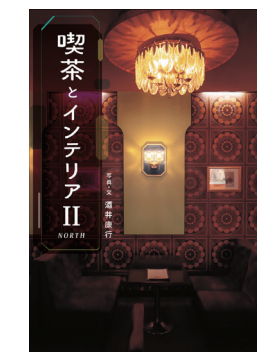


Japanese Architecture
Vintage Japanese Café & Restaurant Interiors: WEST

Author: BMC
Price ¥2200+tax

The years around the 1964 Tokyo Olympics saw an explosion in the number of Western-style cafés (kissaten) across Japan. Those that remain today are distinguished by their architectural and interior attention to detail, and air of vintage sophistication. The sumptuous photos in this book focus solely, for the first time, on the alluring architecture and interior design of these privately-owned Showa-era coffee shops and restaurants.

photos in this book focus solely, for the first time, on the alluring architecture and interior design of these privately-owned Showa-era coffee shops and restaurants.



Japanese Architecture
Vintage Japanese Café & Restaurant Interiors: NORTH

Author: Sakai Yasuyuki
Price ¥1900+tax

The author is a Hokkaido resident and café (kissaten) aficionado who visited Hokkaido coffee shops in 15 towns that have become local institutions in those towns and witnessed the changes there over the decades, meticulously recording the café interiors and words of their owners. Weaving in facts on towns that owe their existence variously to coal mining, fishing, hot springs and farming, as he traces the personal histories of the cafe owners Sakai sheds light on a more workaday Hokkaido absent from the tourist brochures.



Typography / Signs
**Text on the Street
— An Illustrated Guide
Hale & Hearty Hiragana**

Author: Matsumura Daisuke
Price ¥2000+tax

Advertising boards and shop curtains, street signs and banners: Japanese outdoor signage has a long history, and in form and design has evolved in idiosyncratic ways. Even the advertising hoardings deemed blots

on the landscape are increasingly homogenous these days, thanks to the use of computer fonts. But with 350 carefully-curated, quirky hiragana characters from an earlier age, each presented individually from a book designer's viewpoint, this is a volume that rewards even the most casual reader.



Typography / Signs
**Text on the Street
— An Illustrated Guide
Kooky Katakana**

Author: Matsumura Daisuke
Price ¥2000+tax

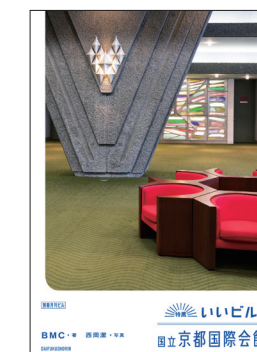
Katakana script has been used for centuries to incorporate foreign loan words with their original sounds, meaning that many words written in katakana are new words not originally found in Japanese. Figuring that katakana on outdoor signage is thus more likely than hiragana to express newness or novelty, the author has assembled this collection of photographs that choose and compare multiple versions of each single character from a selection of weird and wonderful signs nationwide. Also includes on-the-job interviews with signwriters and makers of neon signs.



Japanese Architecture
**Great Buildings:
Tokyo's Elegant East**

Author: Tokyo Building Sampo
Price ¥2000+tax

A visual journey through the warehouse, retail, financial and residential districts of Tokyo's east side in search of buildings by lesser-known architects featuring round windows, tiles, grilles, murals and other distinctive mid-century elements. Gradually declining in number due to earthquake risk, these examples of free-wheeling creative building design from Japan's economic heyday are also products of an era when skilled handwork was still greatly valued.



Japanese Architecture
**Great Buildings Special Edition:
Kyoto International
Conference Center**

Author: BMC
Price ¥2200+tax

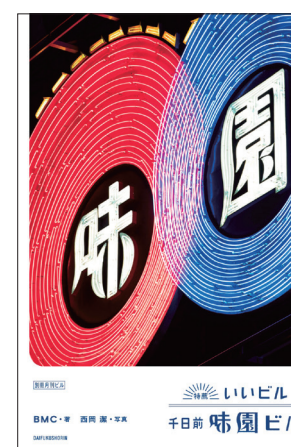
This modernist masterpiece was Japan's first international conference center. Few are aware that this complex, ingenious assembly of trapezoids and inverted trapezoids, epitome of the kind of overzealous design that characterized the country's economic boom years, is one of the century's great pieces of architecture. Features stunning photos by Nishioka Kiyoshi, whose unique building-buff perspective makes this deluxe volume one to savor.



Typography / Signs
Kawaii Kids on the Block

Authors: Uonome Toruko / Fujimoto Kentaro / Matsumura Daisuke
Price ¥2000+tax

As familiar works of art seen by passersby for decades, the signboards, banners, neon signs, stickers on shutters and windows, directories etc. of shopping streets and arcades reflect the lifestyle, culture, and society of their times. The authors have taken "kawaii" characters that are not from famous companies, and sometimes even drawn by hand, and arranged these ubiquitous local landmarks in light-hearted categories.



Japanese Architecture
**Great Buildings Special Edition:
Sennichimae Misono Building**

Author: BMC
Price ¥2200+tax

An Osaka landmark located in Sennichimae, Namba, the Misono Building has long been a local drawcard for those seeking the latest in popular culture. This book takes a comprehensive look at the architectural, historical and cultural aspects of this imposing center of nightlife and entertainment whose history is sadly now drawing to a close.