

# TOKYO SAIKAI

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Welcome tea into your everyday life

Introducing Horizon, the new Ha' Matcha collection from Tokyo Saikai



On November 1st, Tokyo Saikai will release the Ha' Matcha Horizon collection with a nine-piece lineup consisting of six ceramic items in two colours, two bamboo items and a cotton cloth. Developed in cooperation with Isono Somei, the 9th head of the Sekishu-Isa school of bukesado (samurai tea ceremony), the collection is designed for the shared enjoyment of matcha, building on the culture, traditions and spirit of Japanese tea. Presenting a simplified version of the traditional Japanese tea ceremony, it aims to bring tea into the fabric of everyday life.

Ha' Matcha marks the second collection under the Ha' brand, following on from the launch collection that featured a range of playful vases. Designer Sebastian Bergne was committed to producing the porcelain tea ware in Hasami, Nagasaki, selecting materials and glazes that are traditionally used in the town. The brand's concept, "Inspired by a love of nature", led to the main visuals being photographed in lush surroundings on the southern island of Yakushima, Kagoshima.

## The story behind Horizon, designed by Sebastian Bergne

To gaze out towards the horizon is to look beyond the here and the now. It is a chance to move beyond the minutiae of everyday life to consider the world and our place within it. This line, separating earth and sky, inspired the design of the Horizon collection. The collection of tea ware includes vessels, made from porcelain mixed with earth, and bamboo utensils for the preparation of matcha. Gentle forms and subtle variations in texture and finish enhance the vessels, which are designed with sharing in mind.



## Tokyo Saikai director Ayaka Tamaki on the origins of Ha' Matcha

During the early stages of the pandemic, we had a chance to spend more time at home with family and friends. While staying with my friend Ken in the summer of 2020, he casually whisked a single portion of matcha for each guest in the kitchen. I was so impressed and at that moment, "matcha" became the theme for the next Ha' collection. Ken always talks about how the Japanese tea ceremony is connected to nature and our way of thinking, which is similar to Ha', which presents new ways to connect with and appreciate the natural world.

For Ha' Matcha we collaborated with Isono Somei from the Sekishu-Isa school of tea, who taught us not only about tools, but tea as a means for self-development and disciplining the mind and body. Ha' Matcha differs from other products in that it's a slightly simplified version of the traditional Japanese tea ceremony. We focused on making it more accessible for the enjoyment of matcha in everyday life, rather than just special occasions.

The sharing tea bowl represents this new approach. It is the result of the successful interaction between Sebastian Bergne's ideas and Isono-san's philosophy. Developing the Ha' Matcha collection with a team from various backgrounds expanded our views of the tea ceremony and resulted in fascinating products for daily use.



## Bukesado — the samurai tea ceremony

During the Edo period (1603-1867), bukesado flourished among samurai society. The traditions of the Sekishu-Isa tea ceremony can be traced back to the Tokugawa shogunate and have been passed down for the past 320 years. The origins of serving tea to the nobles of Edo Castle have resulted in an element of tension, producing one of the most beautiful tea ceremonies among the Sekishu schools.

The Sekishu-Isa way of tea is based on the concept of jison-tason, or respect for oneself and others. While the tea ceremony has many rules, Isono Somei believes that they are simply a means to an end — it is a person's character that truly matters. In their transition from warriors to statesmen, the samurai acquired knowledge and showed compassion for others. This same spirit of caring for oneself and others is central to the samurai tea ceremony.

### Sebastian Bergne (1966-)

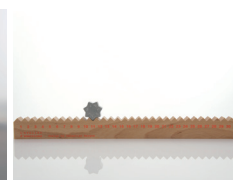
Sebastian Bergne is renowned for making everyday objects special with his essential and human approach to design. Since founding his studio in 1990, Bergne has received international design awards and widespread acclaim. His designs are included in the collection of MoMA (New York) and the Design Museum (London).



Sebastian Bergne



Curl  
(Luceplan Spa)



Monthly Measure  
(L'Atelier d'exercices)

### Sekishu-Isa school

Dating back more than 320 years, the Sekishu-Isa school of bukesado (samurai tea ceremony) views tea as a way to cultivate the spirit. The origins of the Sekishu-Isa tea ceremony are closely linked to the samurai who, in their transition from warriors to statesmen within society, used it as a means to discipline the mind.



Isono Somei, Sekishu-Isa

## Preparing “usucha” matcha

The whisk allows to mix matcha powder, hot water, and air into a tasty beverage, releasing aromas in the foam on the surface. Sekishu-isa school shows how to whisk matcha powder in the movie. <https://youtu.be/XsL1yAEbUQA>



1. Add some boiling water to the tea bowl, warming the vessel and whisk.
2. Once the bowl is warm, remove the water and wipe the inside with a cloth or towel.
3. Add two scoops (regular bowl) or four scoops (large bowl) of matcha.
4. Using a separate vessel, allow the boiled water to cool to around 70–80°C.
5. Add a small amount of hot water to the bowl. Holding it firmly with one hand, use the whisk to slowly mix and break up any lumps.
6. Add 60–70ml of hot water and mix swiftly, moving the whisk back and forth in an M-shaped pattern.
7. Once the matcha has been blended, move the whisk towards you in a circular motion, shaping the foam. When the foam settles in the centre, the matcha is ready.

\* When preparing tea for two using the spouted tea bowl, simply double the quantity of matcha and hot water

## Creating a place for tea

Bringing tea into your everyday life doesn't require a tea ceremony, nor does it matter whether you're whisking matcha or brewing loose-leaf teas. What matters most is treating yourself, others and the tea ware with respect, while being conscious of focusing on the present. Taking the time to appreciate nature's beauty and the subtle changes of the seasons is another way that tea informs a balanced way of life. The process of making tea also involves the creation of ba (place). This can be a place of introspection, a place where you care for others, or simply a place where communication flows naturally.

In Zen philosophy, the expression shaza-kissa is a way of saying, “Go on, take a seat and have some tea”. One of tea's enduring charms is how it encourages all kinds of conversations, providing a chance to overcome the concerns of everyday life. And in a world where society desires speed, productivity and rationality, there's value to be found in taking the time to enjoy tea and a moment for yourself.

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## Launching the new Ha' Matcha collection in Europe (2022)

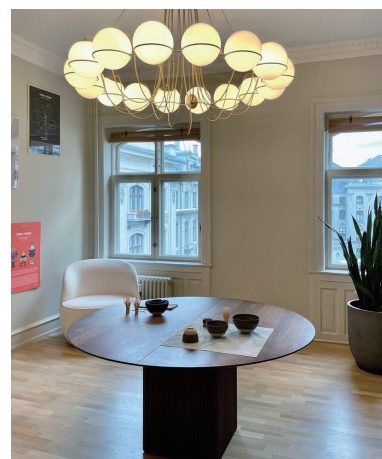
TOKYO SAIKAI introduced Horizon, the new Ha' Matcha collection in Copenhagen and Helsinki this year. We enjoyed whisking matcha at our demonstration and tasting with visitors.

### 3days of design ( Denmark)

<https://www.3daysofdesign.dk/exhibitors/ha-porcelain>

### HABITARE (Finland)

<https://habitare.messukeskus.com/?lang=en>





## Horizon, the new Ha' Matcha Collection

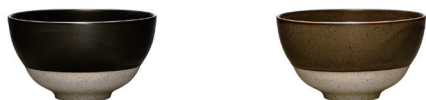


### Horizon tea bowl (L)

¥3,500

size:155×85mm colors: Black,Brown

Porcelain tea bowl with spout for preparing and serving matcha.



### Horizon tea bowl (M)

¥2,800

size:130×75mm colors: Black,Brown

Standard size porcelain tea bowl for preparing and drinking matcha.



### Horizon cup

¥1,700

size: 90×75mm colors: Black,Brown

Porcelain tea cup that can be used for matcha and a wide range of teas.

Material: Porcelain with earth grains

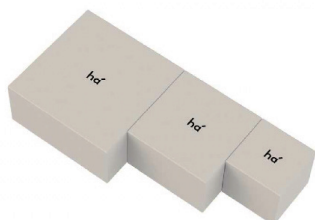


### Utensil set \*Not for wholesales, SAIKAISHOP limited

Tools for the preparation of matcha. Contains a bamboo tea scoop and 80-tip Takayama whisk, along with a square cloth.

Whisk : ¥3,600 (Ikoma,Nara)

Scoop : ¥800 Made in japan



Plastic free packaging

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## Ha' Plants Collection (2018-)



Tuba(S)

¥8,500



Tuba(M)

¥18,000



Tuba(L)

¥18,000



Fruit

¥3,500





## Mission Statement

Drawing on its roots in the famed porcelain town of Hasami, Nagasaki prefecture, Tokyo Saikai aims to enhance consumers' quality of life by creating long-life brands and services in collaboration with producers, craftspeople and everyone involved in the manufacturing process.

As a company that utilises finite resources, we have reassessed our approach to manufacturing, along with our company values and responsibility to society, and consolidated our mission statement and values accordingly. While aiming to minimise price increases and continue making Hasami porcelain products as accessible as possible, we have also reviewed our position and taken action to improve our approach. Specifically, acknowledging the value of unique characteristics and individuality in ceramic products, which would generally be considered defects, we have revised our inspection standards. Furthermore, through the adoption of plastic-free packaging we aim to reduce our environmental impact and pursue a sustainable model for production and reuse. Through this approach we aim to make effective use of resources and establish an environmentally friendly system that minimises waste, while offering products at reasonable prices. Care guide : <https://tokyosaikai.com/ja/for-business/downloads/>

## Company Profile

### TOKYO SAIKAI CO., LTD

Drawing on its roots in the famed porcelain town of Hasami, Tokyo Saikai specialises in the planning and development of long-life tableware products, working closely with designers to build brands that enhance our quality of life.  
[www.tokyosaikai.com](http://www.tokyosaikai.com)

## Contact

tel. 03-6431-0062 e-mail. [order@tokyosaikai.com](mailto:order@tokyosaikai.com)

## 「Ha」 WEB site • SNS

「Ha」 WEB : [www.haporcelain.com](http://www.haporcelain.com)

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