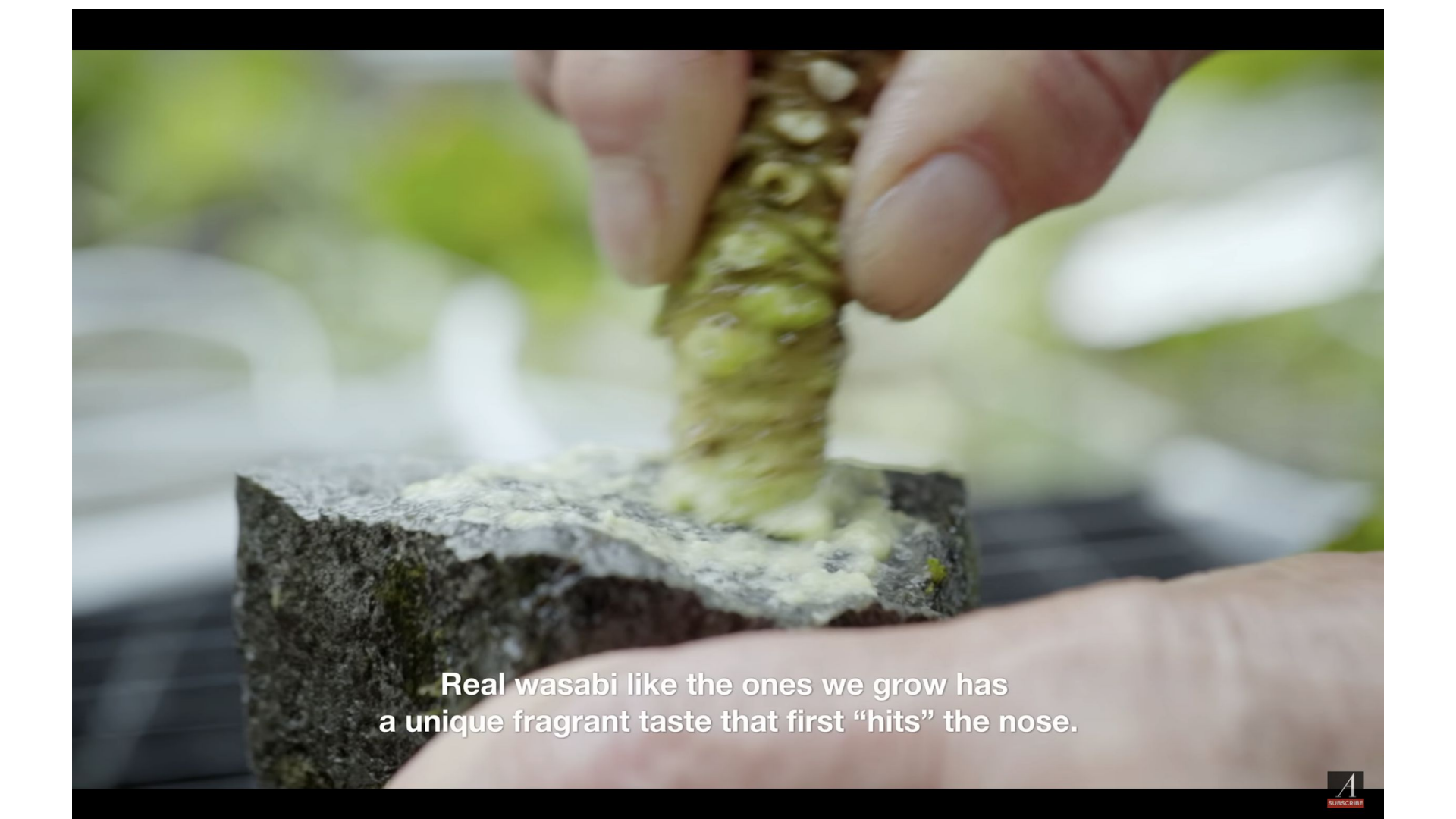










Real wasabi like the ones we grow has  
a unique fragrant taste that first “hits” the nose.



The sweetness comes next, followed finally by spiciness.



1:47 / 6:41

Scroll for details





Based on research, wasabi helps fight cancer and kills bacteria and germs.



2:10 / 6:41

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To cultivate wasabi, we mainly use a process called "bunkon-nae"





which involves separating the wasabi seedlings  
from the mother plant upon harvesting.



2:31 / 6:41

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**The soil is dug up and loosened before the seedlings are planted.**





Izu's unique wasabi farming method, the "Tatami-ishi",  
was developed in the year Meiji 26 (late 19th century) by a local farmer.



3:09 / 6:41

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This creates a natural filtration system that keeps the water clean.



A big reason why I do not use chemicals or fertilisers is because I want to protect the environment.



2:54 / 6:41

Scroll for details





To me, most of the wasabi eaten  
around the world is not real wasabi.



1:25 / 6:41

Scroll for details





It will be such a pity to allow this wasabi industry  
that has lasted 300, 400 years to end.



5:18 / 6:41

Scroll for details





And that's why he gave me this opportunity to tell the world about wasabi.



5:37 / 6:41

Scroll for details



# wasabi

- unique taste & function
- environment
- wisdom & culture
- responsibility & heritage

# haiku

Grinding wasabi

Sweet first, followed by spiciness

Fragrance, hit the rose

This book gives me a wide approach of addressing experience beyond vision(visual part). The visual sense may be the most trained part among our senses. But it is not work alone. In fact, when we acquire information and experience from something, what we experience is a integrated feelings. Especially we are breaking the boundary of design form, we are facing design challenges online and offline, multisensory-approach becomes even more important . This book reminds me of my favourite store MUJI. MUJI store has orange scent and soft & bright background music and manipulate temperature(& humidity), which all contributes to customers' mind model of this brand.