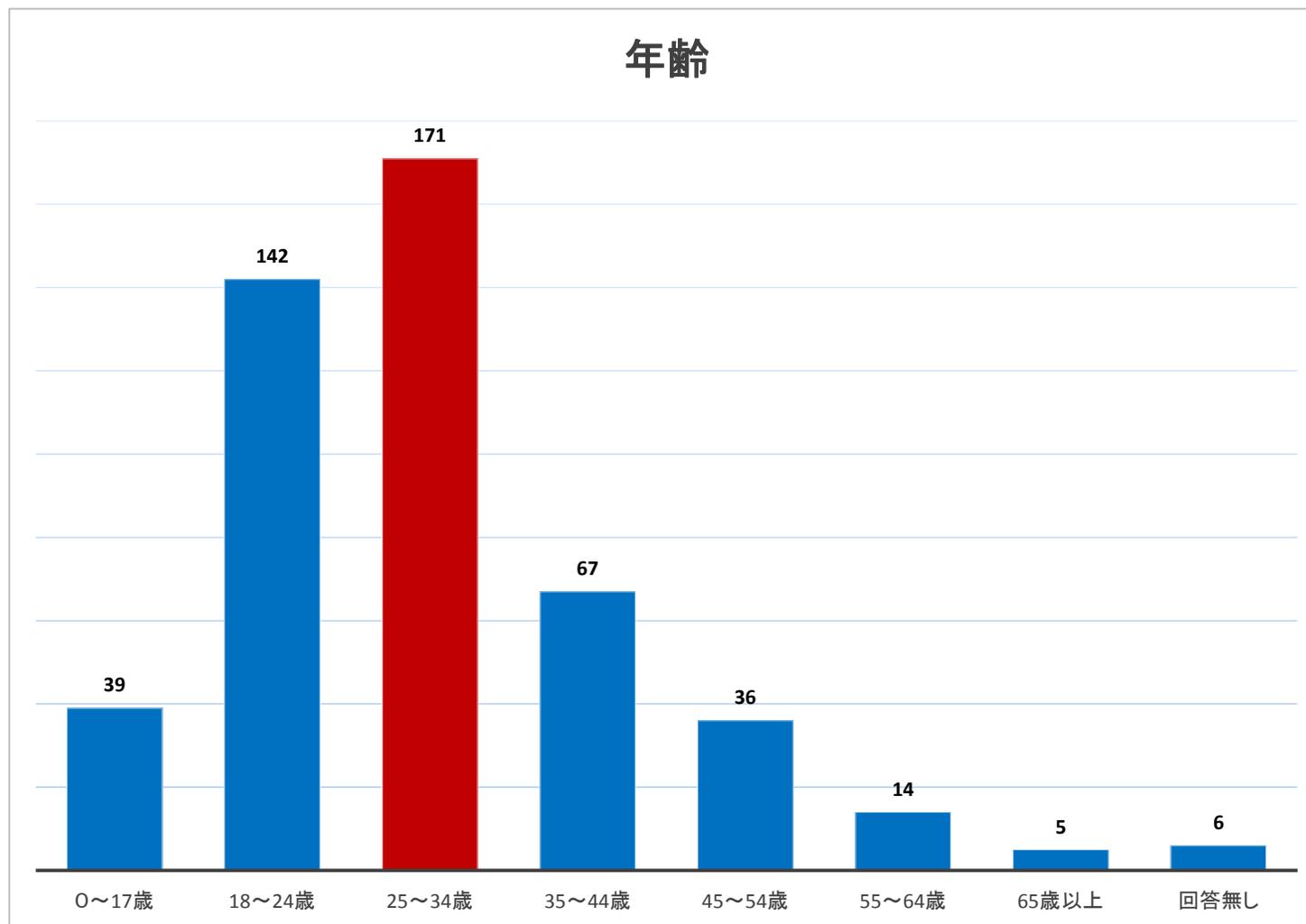
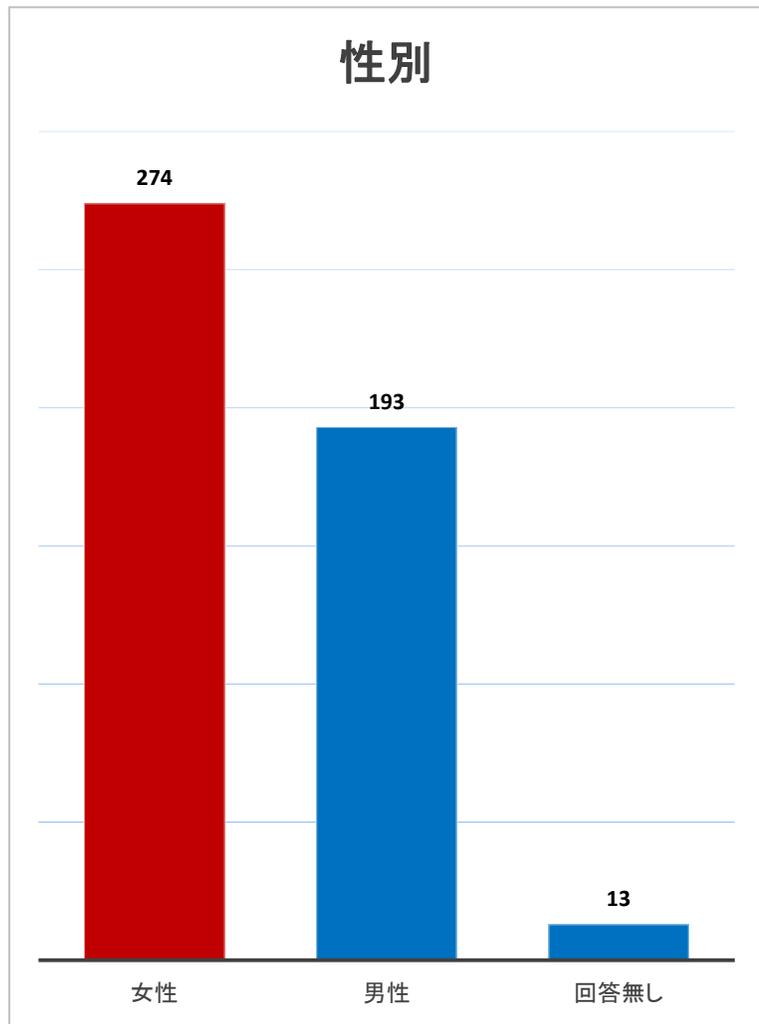


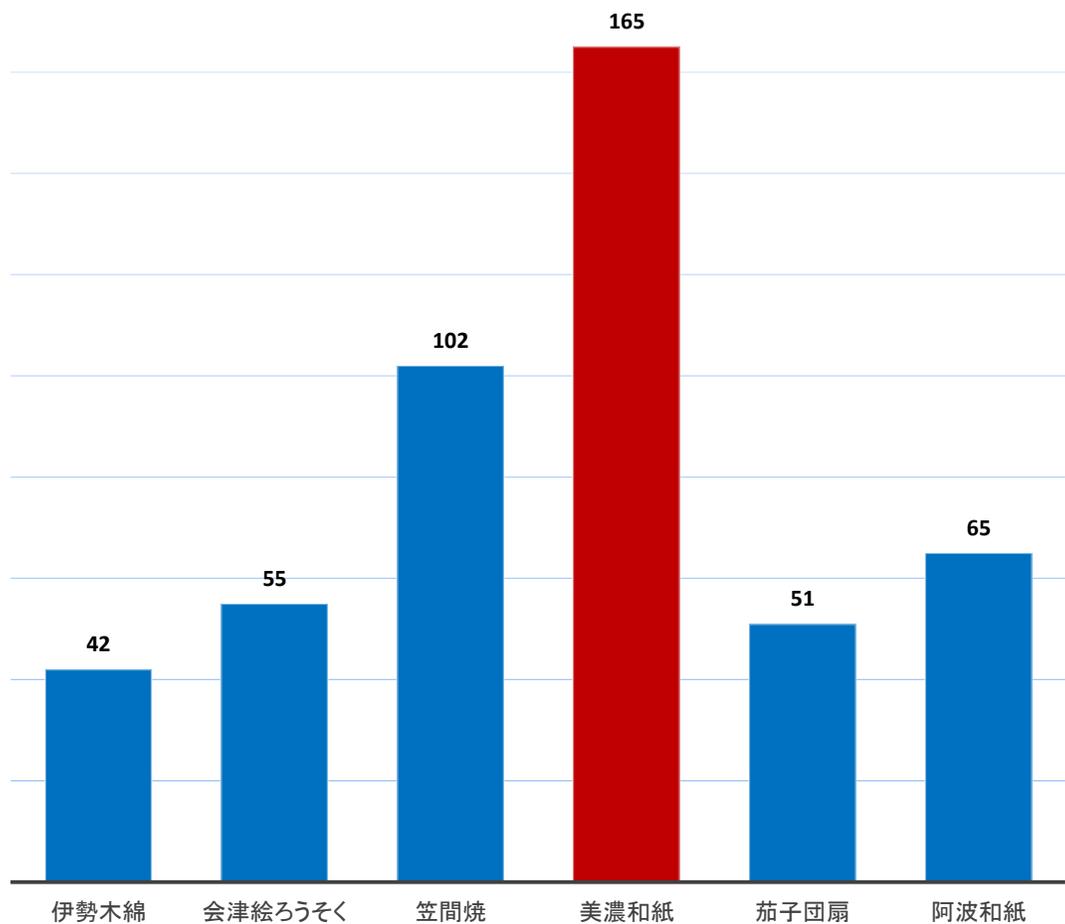
ハイパー・ジャパン・クリスマス2017
(11月24～26日開催)
アンケート結果

回答者の属性

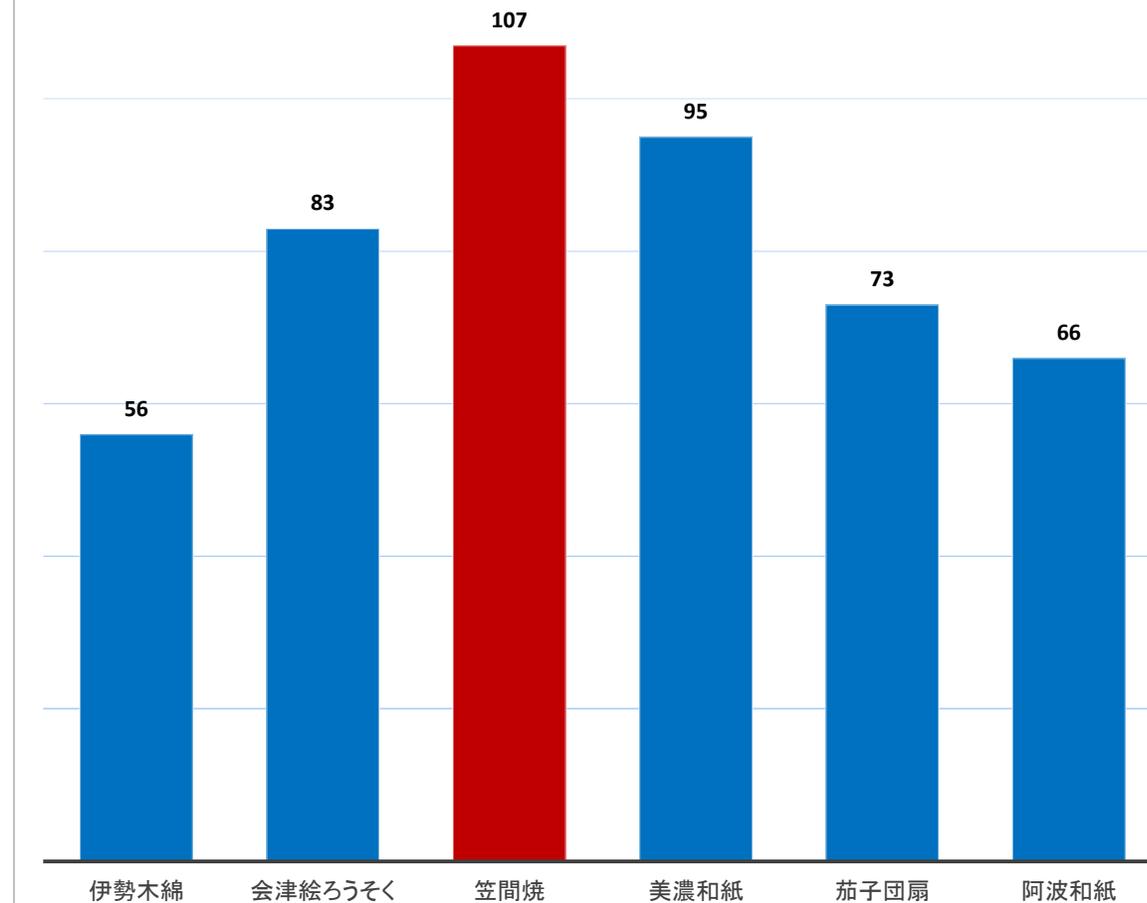


展示した工芸品に関する調査

展示品の中で、一番魅力的なもの



展示品の中で、二番目に魅力的なもの



一番魅力的だと感じるものを選んだ理由

Beauty	1
Cheerful	1
Classic	1
Detailed	1
Difficult	1
Dreamlike	1
Ethereal	1
Exciting	1
Fabulous	1
Fashionable	1
Feel	1
Floral	1
Flowers	1
Freedom	1
Fun	1
Graceful	1
Great	1
Handmade	1
Inspiring	1
Intimate	1
Intricacy	1
Lamps	1
Longlasting	1
Long-Lasting	1
Organic	1
Pleasant	1
Print	1
Process	1
Product	1
Rare	1
Refreshing	1
Romantic	1
Scenic	1
Soft	1
Soothing	1
Sophisticated	1
Structure	1
Stunning	1
Stylish	1
Traditiona;	1
Variety	1
Vintage	1
Well-Crusted	1
Well-Made	1
Wonderful	1

Cool	4
Cute	4
Detail	4
Japanese	4
Lovely	4
Shape	4
Bright	3
Creative	3
Different	3
Functional	3
Material	3
Origami	3
Quality	3
Technique	3
Tradition	3
Versatile	3
Artistic	2
Calming	2
Culture	2
Decorative	2
Durable	2
Extraordinary	2
Fascinating	2
Gorgeous	2
Intriguing	2
Natural	2
Patterns	2
Peaceful	2
Rich	2
Strong	2
Subtle	2
Vibrant	2

Pattern	16
Simple	16
History	15
Interesting	15
Amazing	11
Unique	11
Elegant	10

Intricate	9
Eye-Catching	7
Practical	7
Style	7
Useful	7
Attractive	6
Craftsmanship	6
Appealing	5
Calm	5
Colourful	5
Traditional	5
Unusual	5
Warm	5

Design	43
Pretty	42
Colour	31
Delicate	29
Lighting	23
Texture	20

Beautiful 101

二番目に魅力的だと感じるものを選んだ理由

Beauty	1	Nice	1
Charming	1	Nostalgic	1
Clean	1	Organic	1
Clever	1	Origami	1
Colours	1	Practicality	1
Complex	1	Rare	1
Contemporary	1	Recognisable	1
Cozy	1	Relaxing	1
Creation	1	Restoration	1
Creative	1	Samurai	1
Decoration	1	Small	1
Delightful	1	Soft	1
Diverse	1	Soothing	1
Dope	1	Spanish	1
Effective	1	Staining	1
Environmentally-friendly	1	Striking	1
Fantastic	1	Style	1
Feminine	1	Surprising	1
Fierce	1	Technique	1
Fine	1	Tradition	1
Functional	1	Tranquil	1
Hand-Painted	1	Translucent	1
Happy	1	Transparency	1
Historic	1	Uesful	1
Innovative	1	Uncommon	1
Intricacy	1	Valuable	1
Inviting	1	Variety	1
Light	1	Versatile	1
Linear	1	Vivid	1
Mesmorising	1	Wellmade	1
Modern	1	Wonderful	1

Calming	3
Craftsmanship	3
Cute	3
Fabric	3
Artistic	2
Classic	2
Cool	2
Fascinating	2
Fragile	2
Gorgeous	2
Graceful	2
Handmade	2
Historical	2
Japanese	2
Looksgood	2
Neat	2
Refined	2
Rustic	2
Skill	2
Stunning	2
Versatile	2

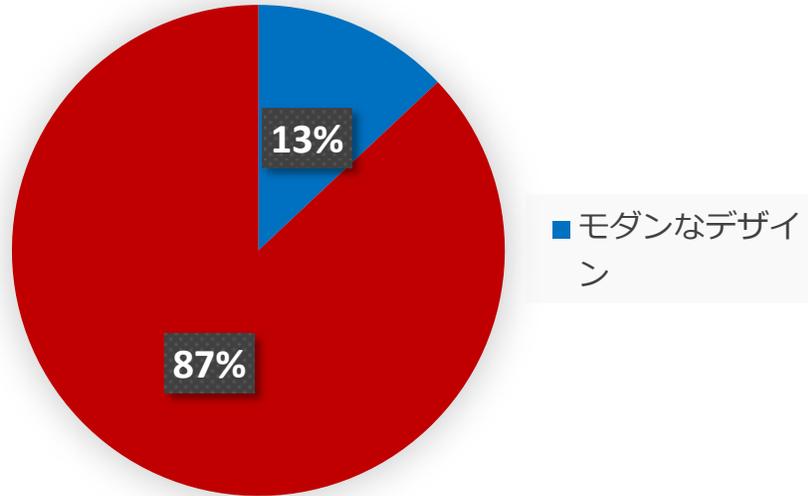
Appealing	8
Elegant	8
Intricate	8
Detail	7
Texture	7
Amazing	6
Unusual	6
Useful	6
Durable	5
Lovely	5
Attractive	4
Bright	4
Colourful	4
Different	4
Quality	4
Warm	4

Interesting	19
Unique	19
Practical	18
History	14
Simple	13
Traditional	13
Delicate	12
Shape	12
Lighting	11

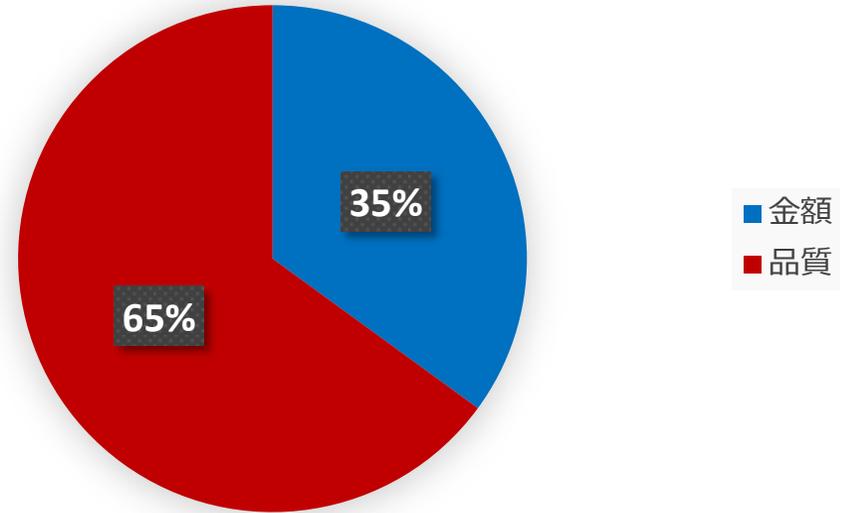
Beautiful	57
Design	52
Pretty	41
Colour	31
Pattern	27

工芸品を購入する際に重視するポイント

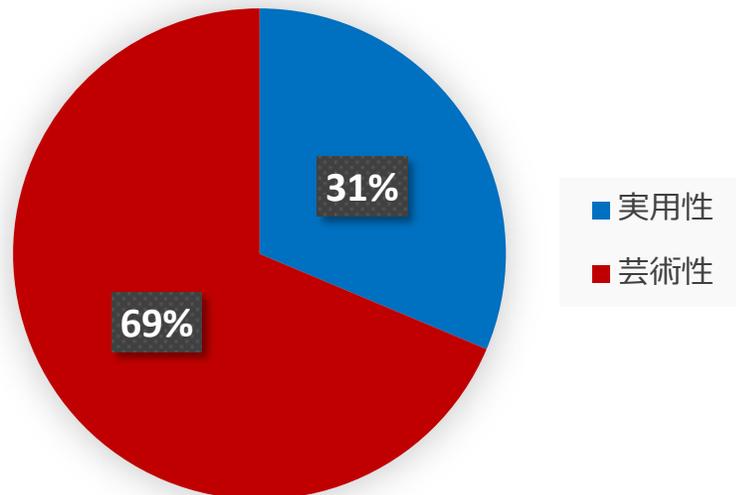
モダンなデザイン vs 伝統的なデザイン



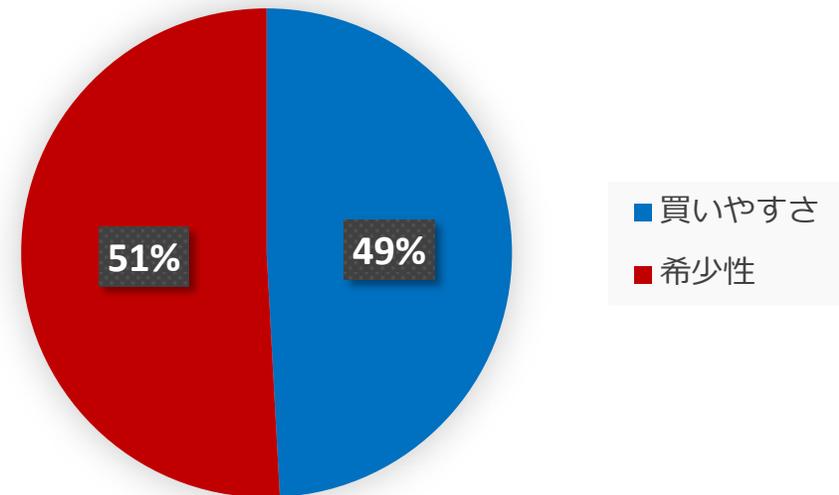
金額 vs 品質



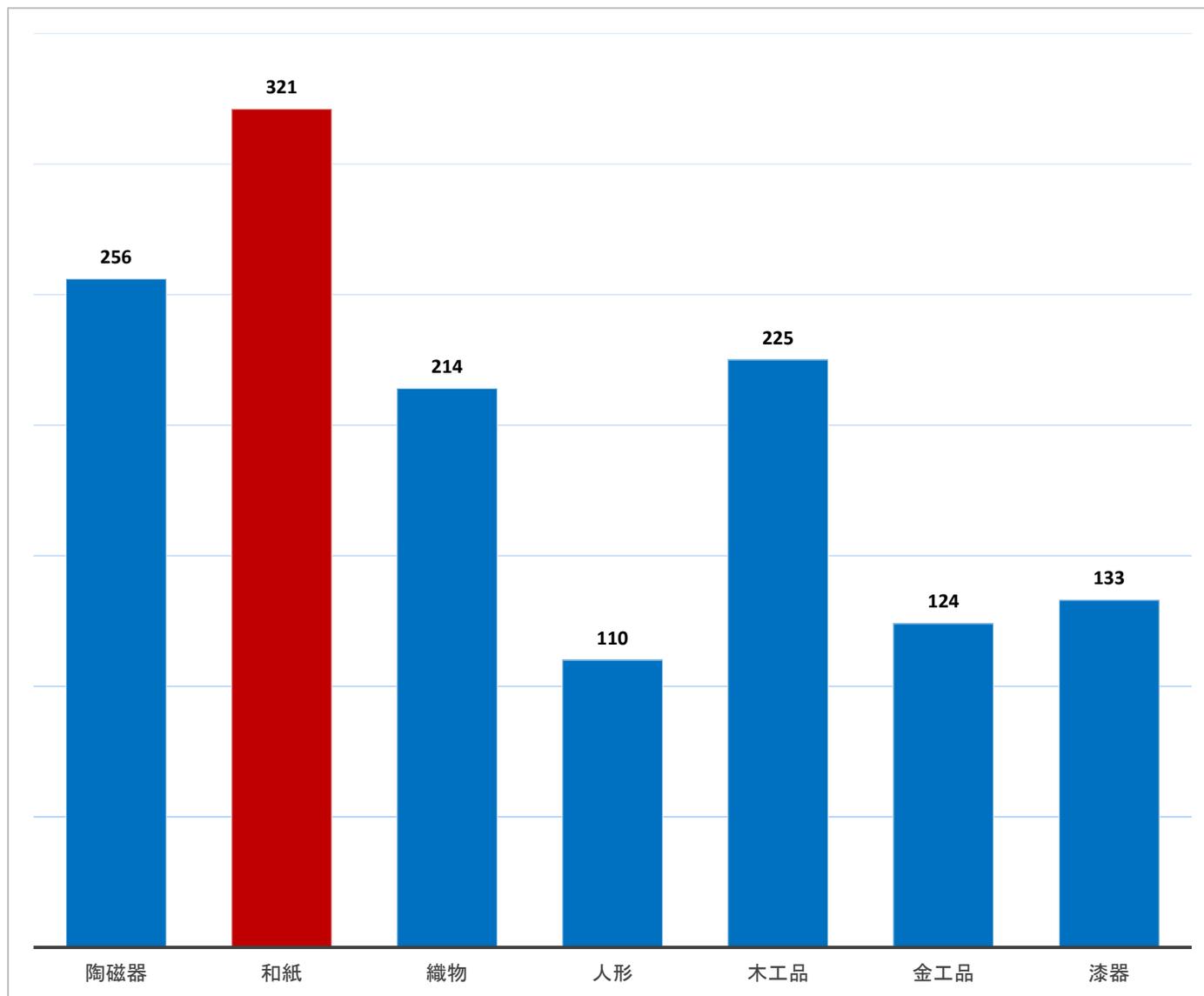
実用性 vs 芸術性



買いやすさ vs 希少性



興味のある日本の工芸品



その他:21	
Glass	3
Prints	3
Candles	2
Bamboo	1
Byobu	1
Chochin	1
Cooking	1
Food	1
Kimono	1
Makeup	1
Masks	1
Origami	1
Pictures	1
Shodo	1
Sushi	1
Wood block prints	1

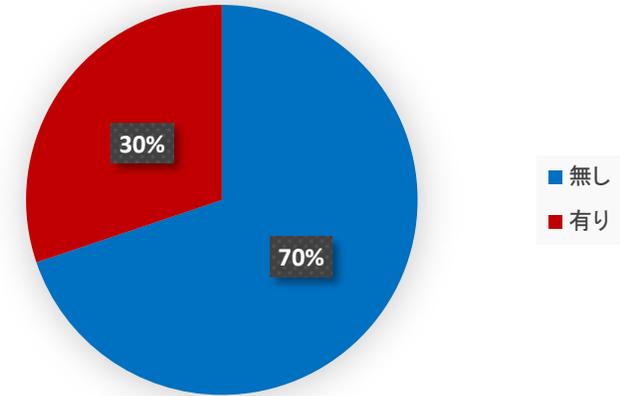
知っている日本の工芸品

Amigurumi	1
Basketry	1
Block printing	1
Braids	1
Cloth-Making	1
Edo-Kiriko	1
Fabric dolls	1
Fuurin	1
Indigo dye	1
Kaga pottery	1
Kanzashi	1
Karakuri	1
Kinpaku	1
Lacquer	1
Lanterns	1
Live-art	1
Manga	1
Mashiko	1
Masks	1
Netsuke	1
Nunoji	1

Obi	1
Okinawa glass	1
Printing	1
Prints	1
Samurai armour	1
Sarubobo	1
Sashimono	1
Satsuma glass	1
Shibori	1
Silk	1
Sumi-E	1
Sushi	1
Tetsubin	1
Textiles	1
Trick boxes	1
Ukiyoe	1
Walking	1
Washi paper	1
Water prints	1
Weave	1
Weaving	1
Woodcraft	1
Wooden boxes	1
Yosegi	1

Sword & Knife Making	7
Pottery	6
Woodblock prints	5
Dolls	4
Kimono	4
Mino-washi	4
Bonsai	3
Kintsugi・Kintsukuroi	4
Kirigami	3
Sake	3
Daruma	2
Fabrics	2
Fans	2
Raku	2
Wood-carving	2
Nishijin/Kyoto fabric	2

知っている日本の工芸品の有無



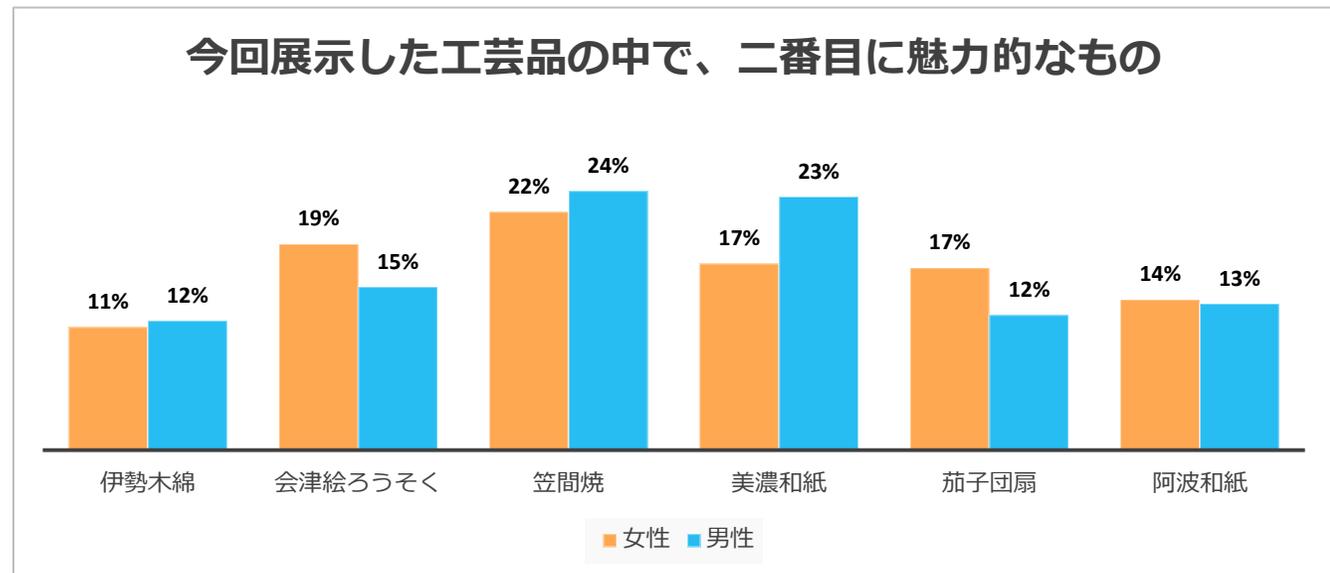
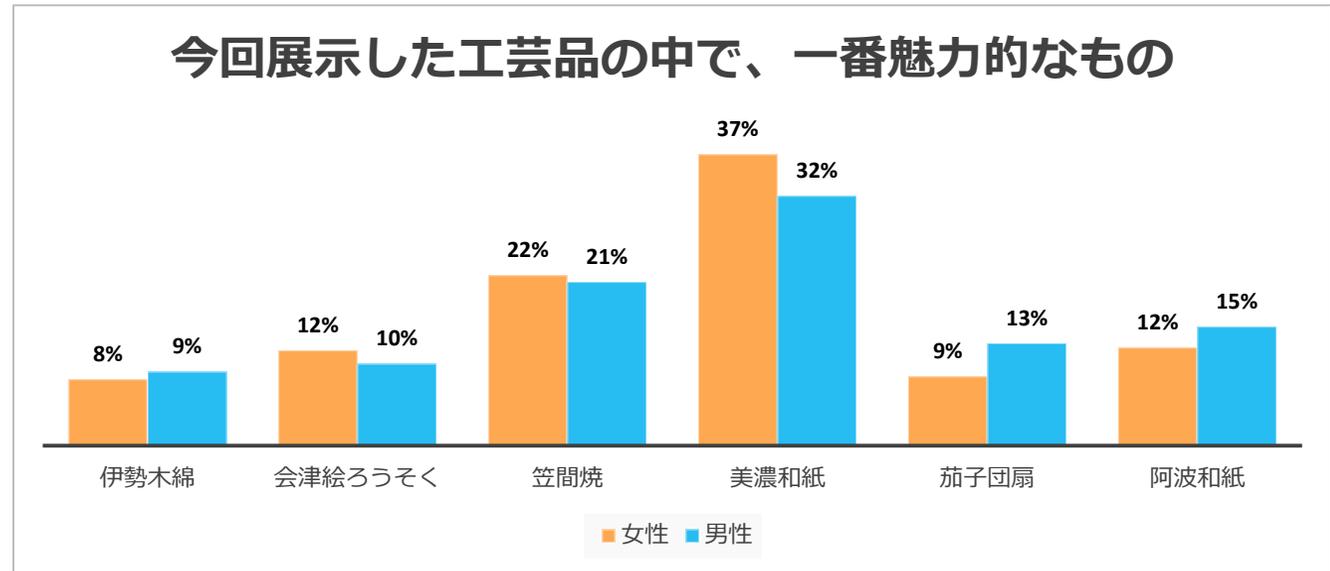
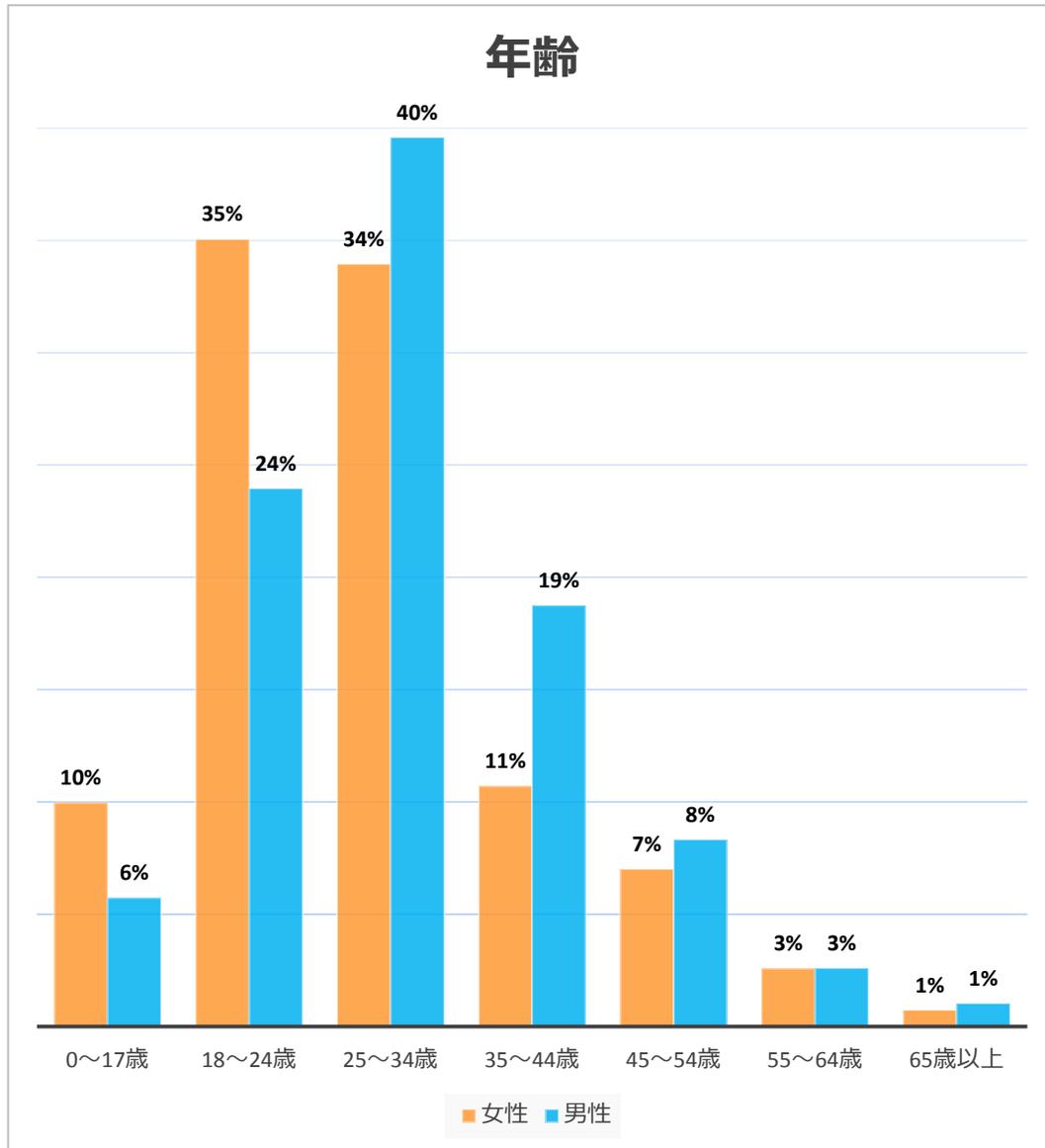
Origami 47

Calligraphy 11

Ikebana 10

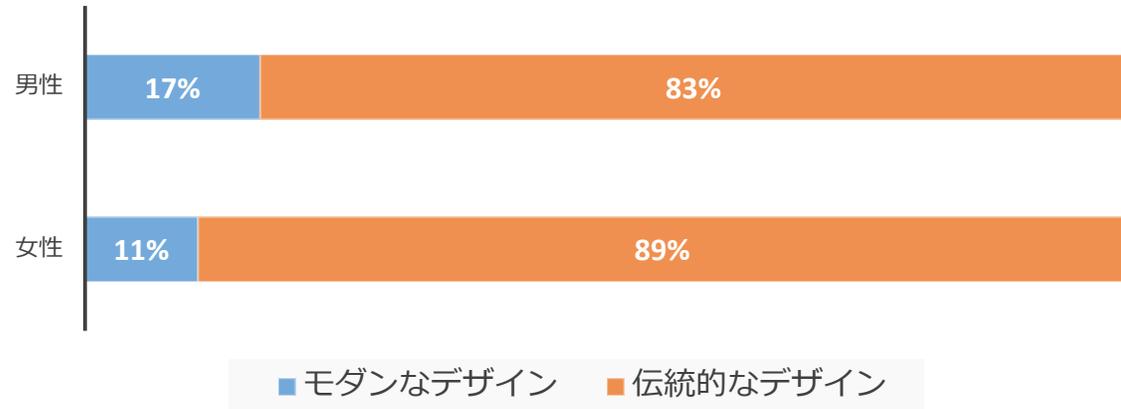
Lacquerware 10

男女別(1)

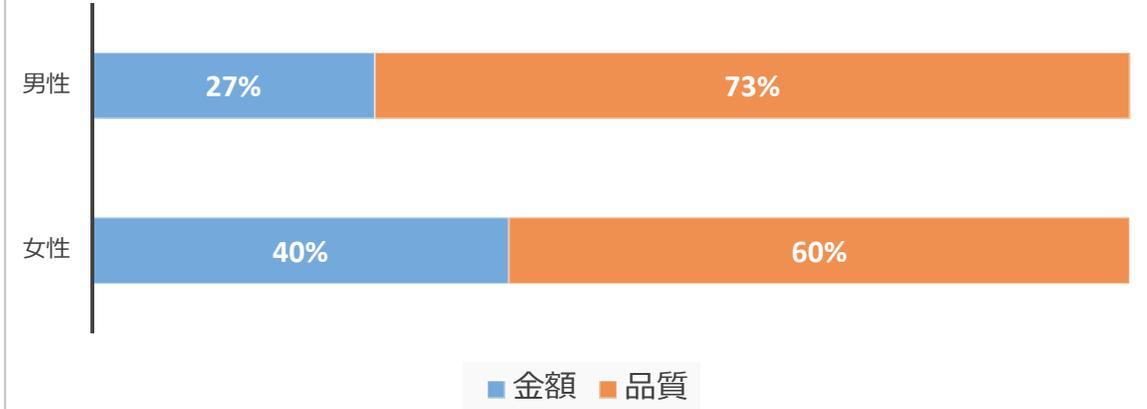


男女別(2)

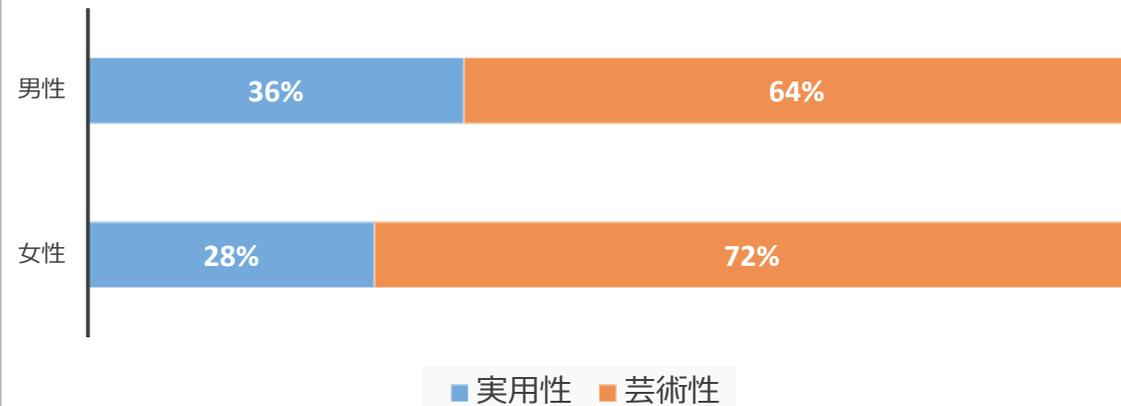
モダンなデザイン vs 伝統的なデザイン



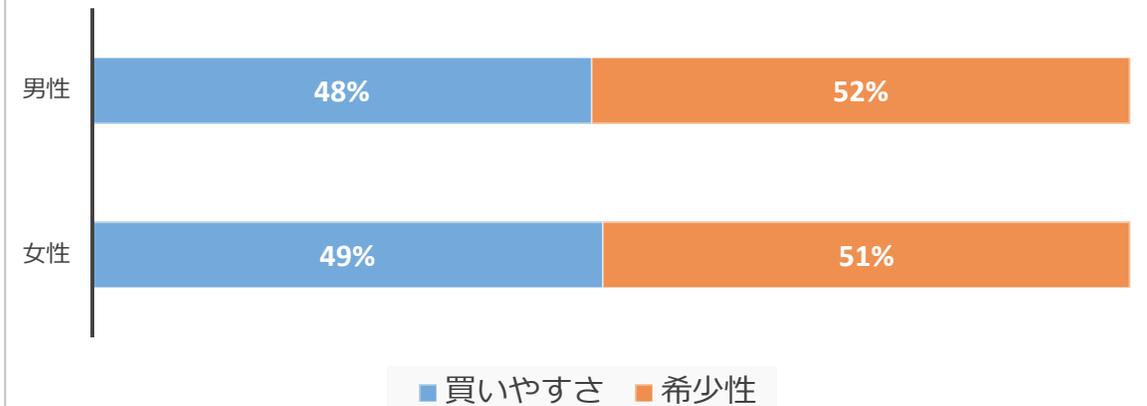
金額 vs 品質



実用性 vs 芸術性

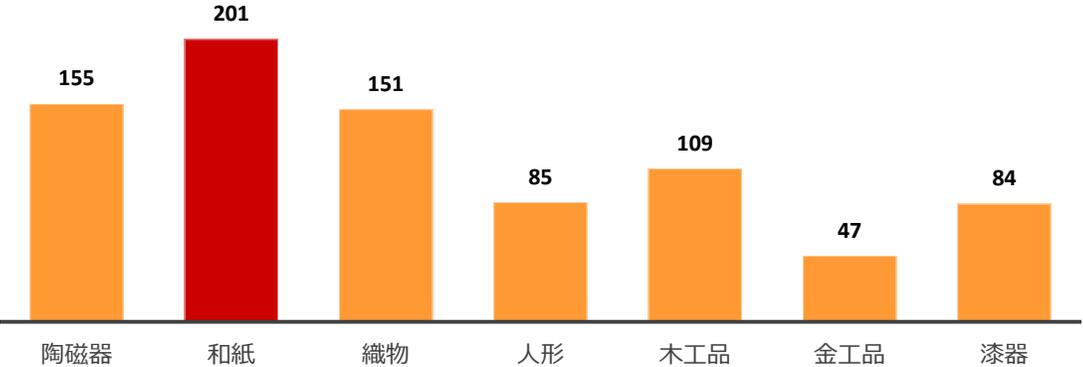


買いやすさ vs 希少性

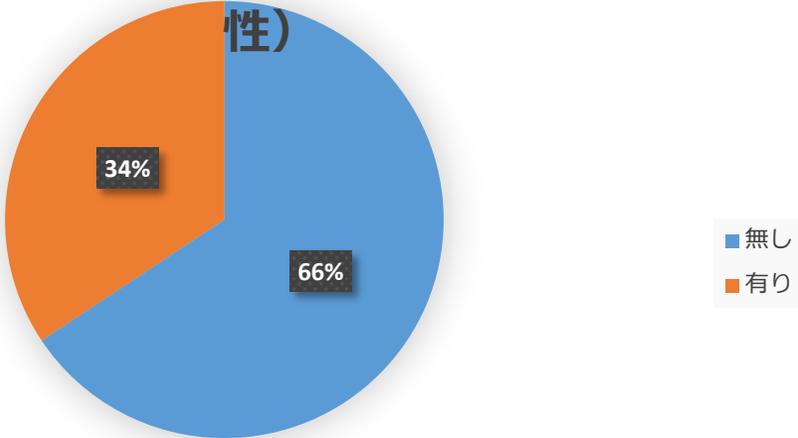


男女別(3)

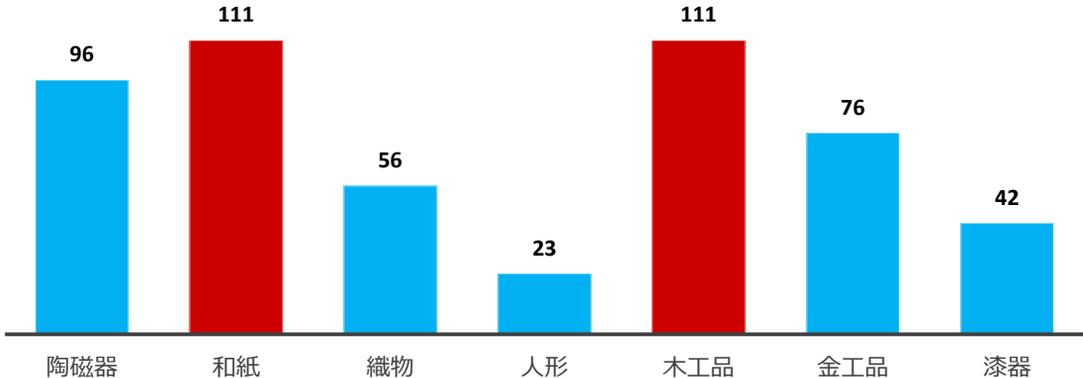
興味のある日本の工芸品の種類 (女性)



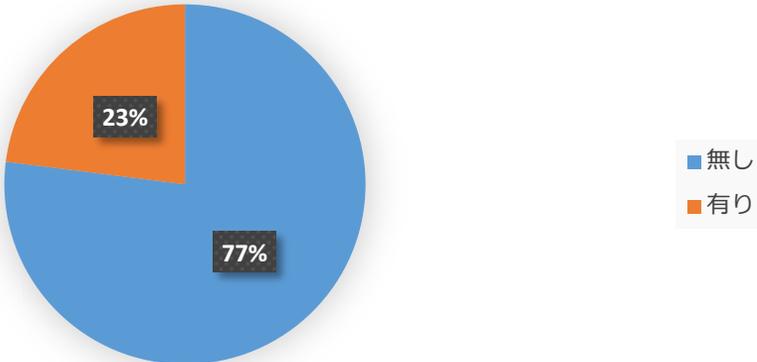
知っている日本の工芸品の有無 (女性)



興味のある日本の工芸品の種類 (男性)

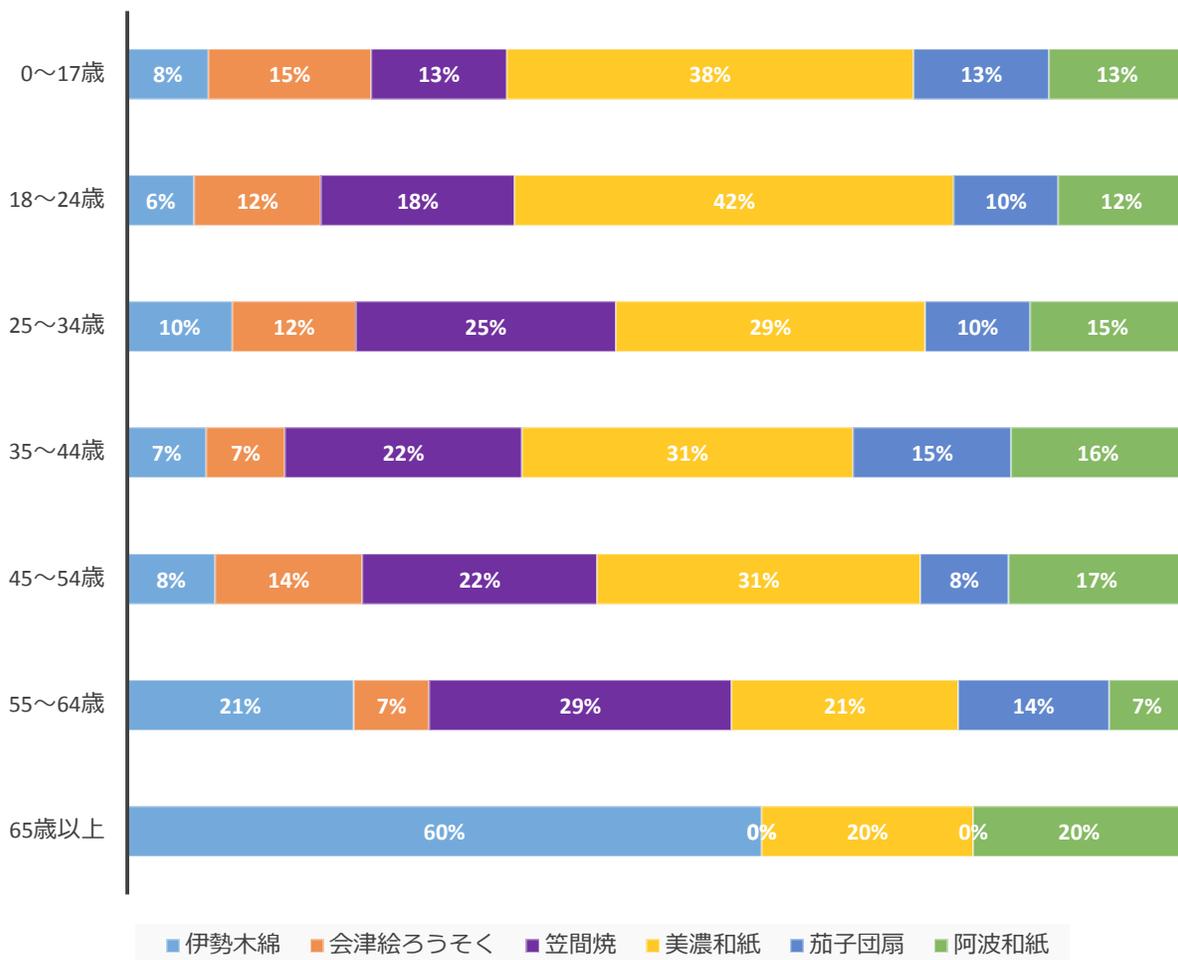


知っている日本の工芸品の有無 (男性)

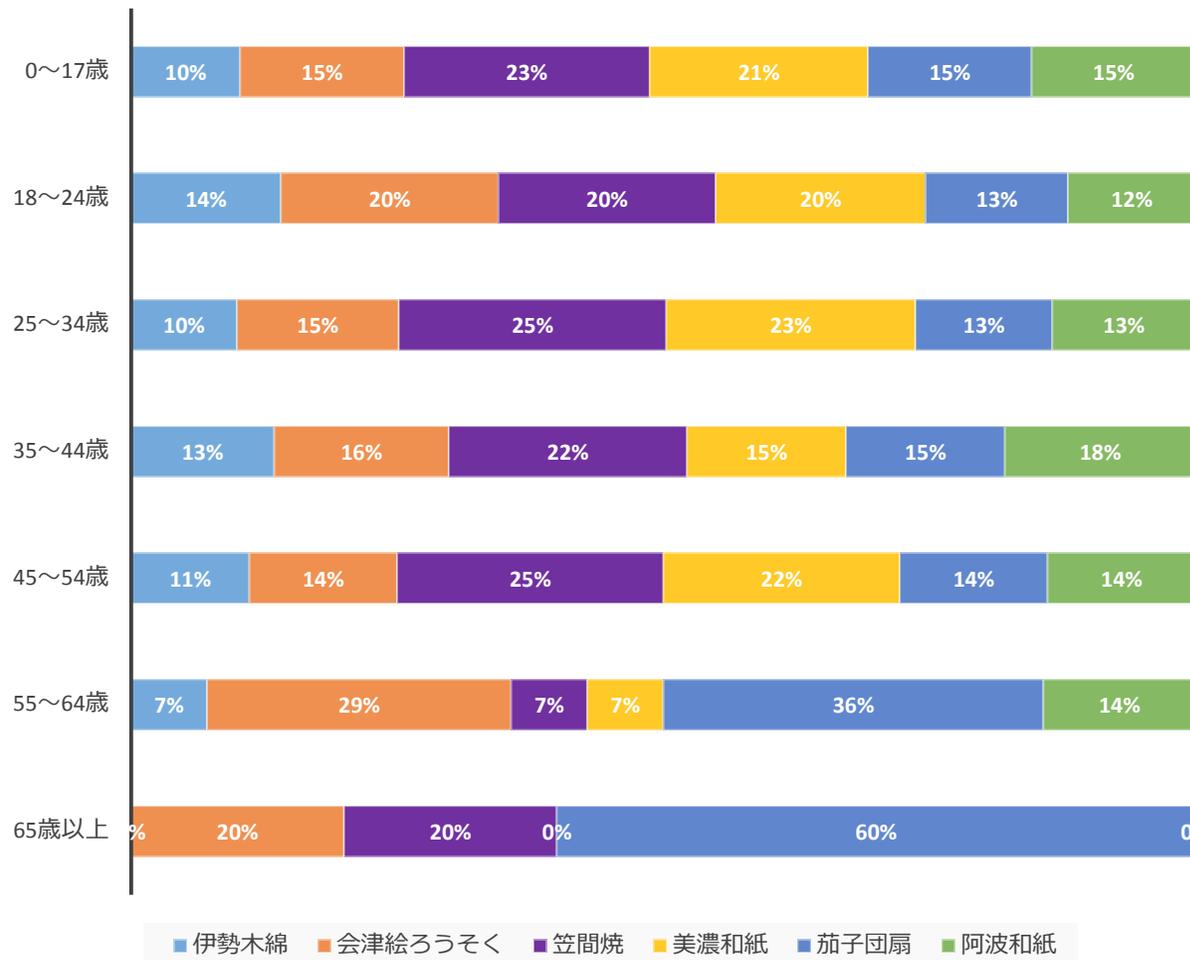


年代別(1)

今回展示した工芸品の中で、
一番魅力的なもの

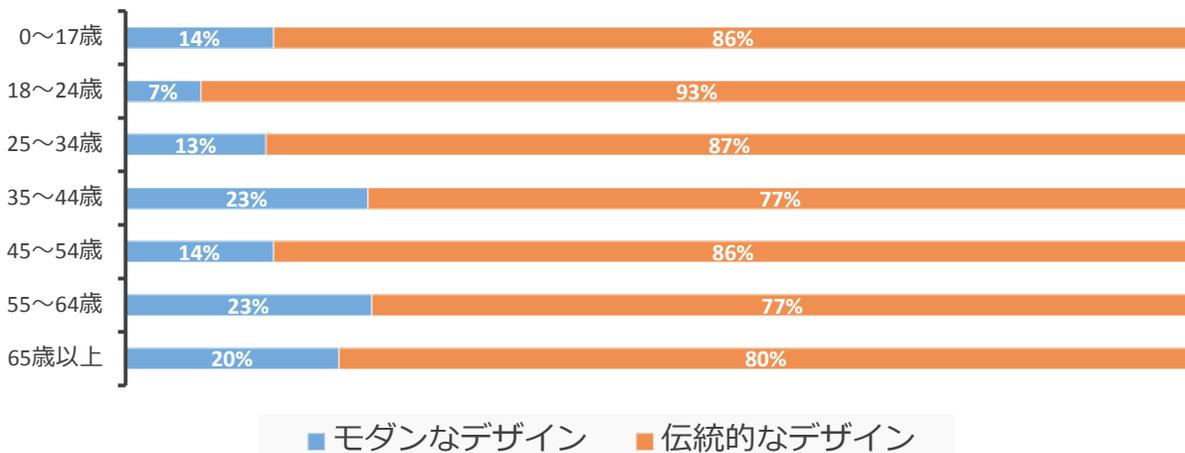


今回展示した工芸品の中で、
二番目に魅力的なもの

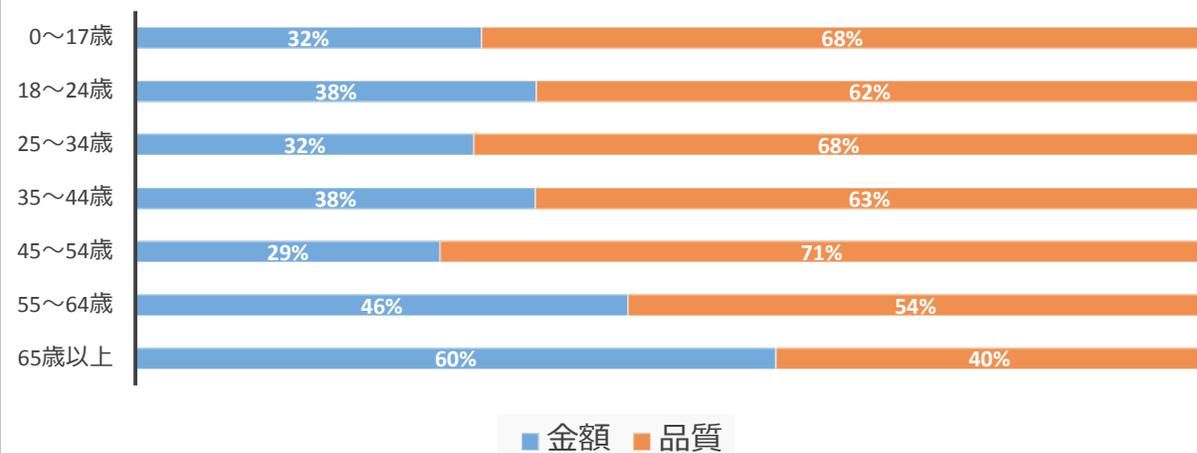


年代別(2)

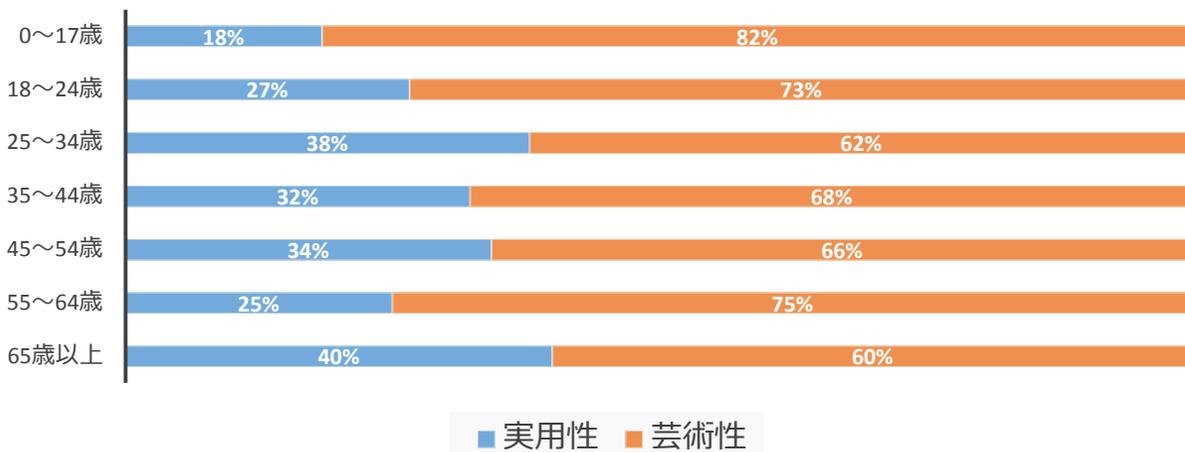
モダンなデザイン vs 伝統的なデザイン



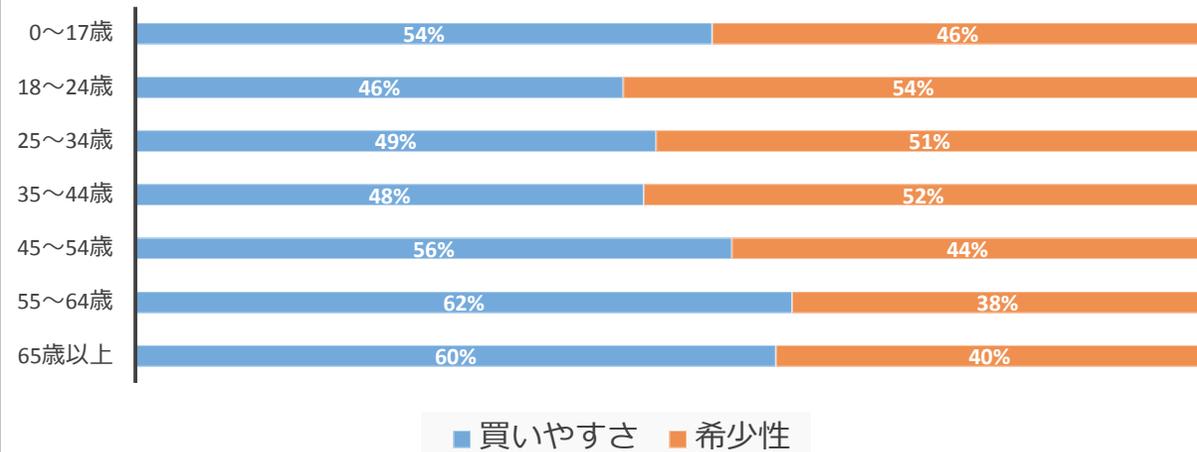
金額 vs 品質



実用性 vs 芸術性

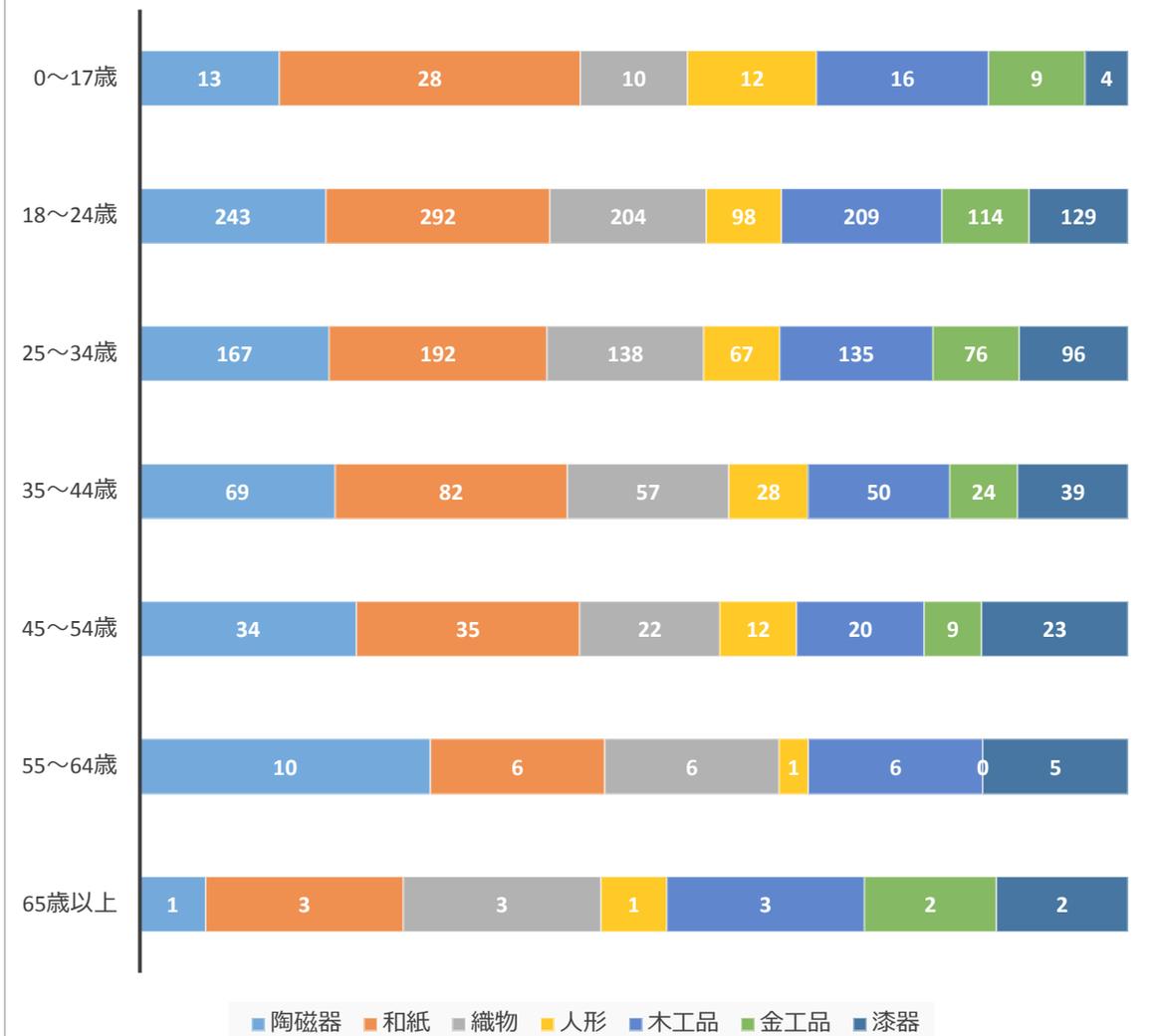


買いやすさ vs 希少性

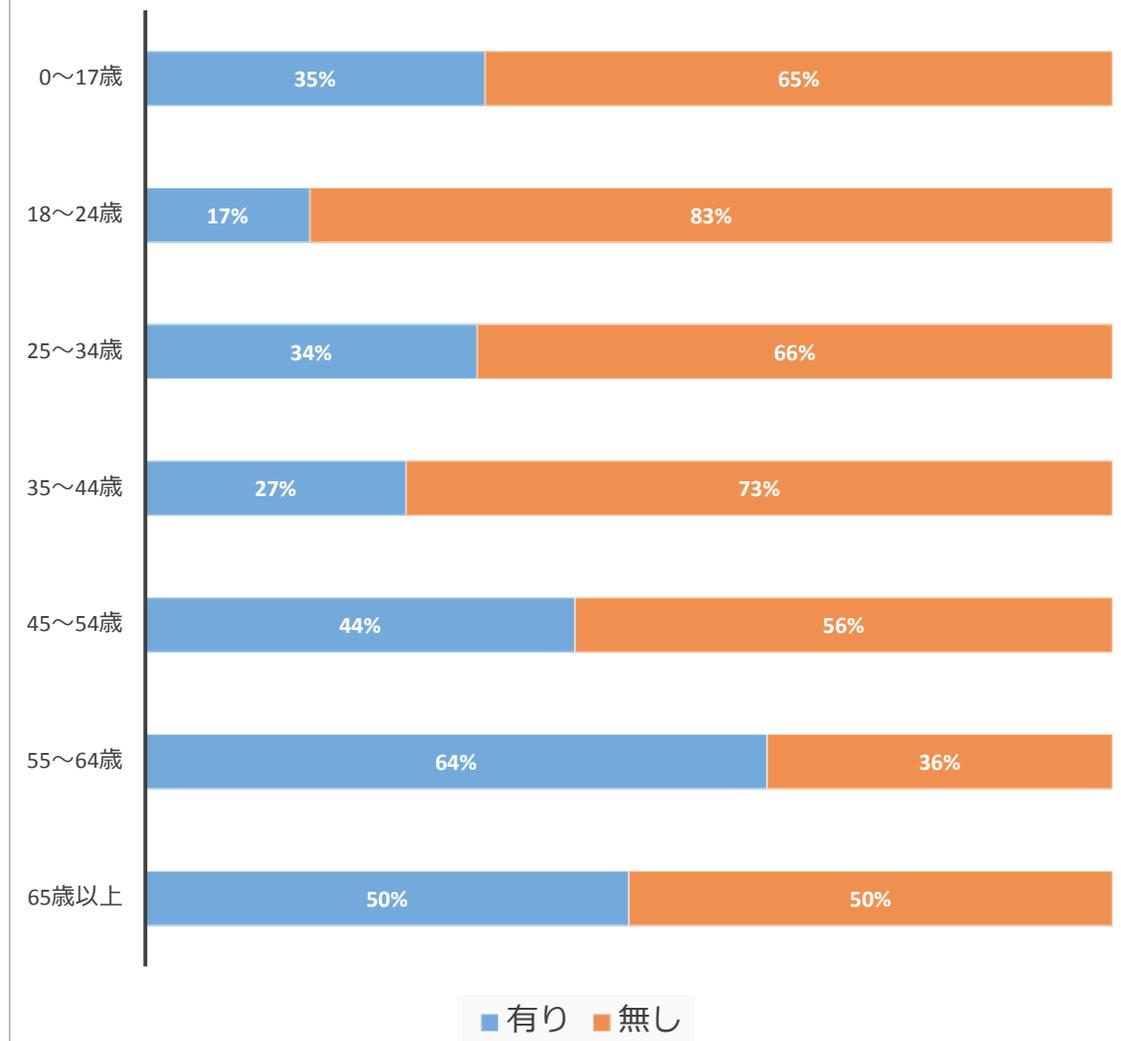


年代別(3)

興味のある日本の工芸品の種類

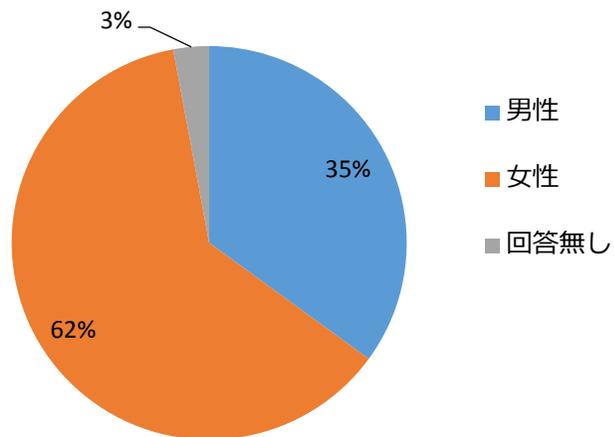


知っている日本の工芸品



工芸品別(1) 会津絵ろうそく【福島県】

男女構成



モダンなデザイン vs 伝統的なデザイン



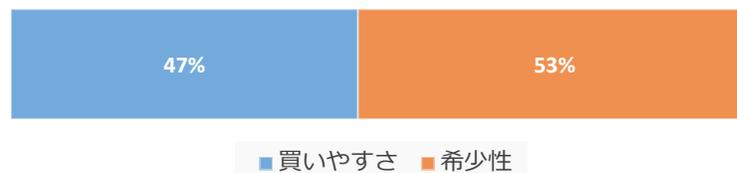
実用性 vs 芸術性



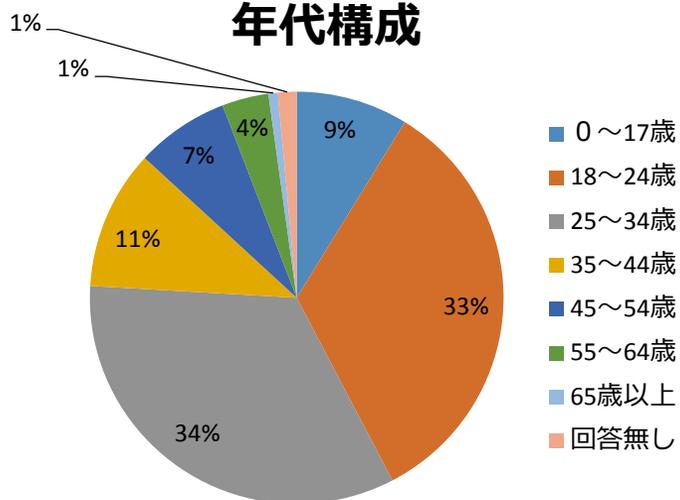
金額 vs 品質



買いやすさ vs 希少性



年代構成



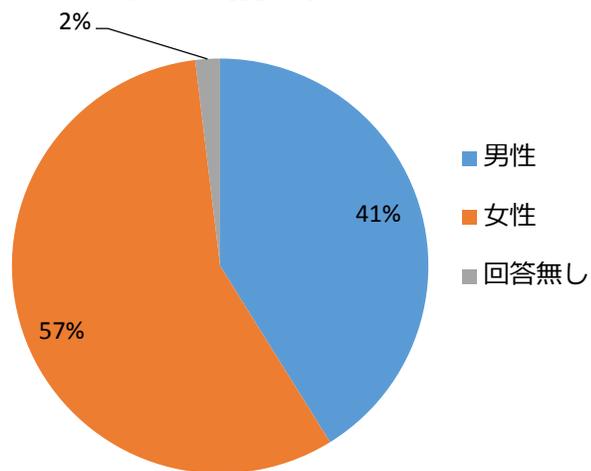
キーワード

Beauty	1
Calm	1
Charming	1
Clever	1
Cool	1
Decoration	1
Decorative	1
Difficult	1
Effective	1
Environmentally-Friendly	1
Extraordinary	1
Fabulous	1
Fierce	1
Floral	1
Flowers	1
Gorgeous	1
Graceful	1
Hand-Painted	1
Happy	1
Historical	1
Innovative	1
Intimate	1
Inviting	1
Linear	1
Material	1
Neat	1
Organic	1
Origami	1
Peaceful	1
Relaxing	1
Rich	1
Romantic	1
Scenic	1
Skill	1
Soothing	1
Strong	1
Surprising	1
Technique	1
Valuable	1
Variety	1
Vibrant	1
Vivid	1
Wonderful	1
Lighting	9
Detail	8
Simple	8
Interesting	7
Amazing	6
Elegant	6
History	6
Shape	6
Texture	5
Appealing	4
Cute	4
Practical	4
Traditional	4
Attractive	3
Bright	3
Calming	3
Different	3
Eye-Catching	3
Intricate	3
Tradition	3
Unusual	3
Useful	3
Colourful	2
Creative	2
Functional	2
Japanese	2
Lovely	2
Quality	2
Style	2
Warm	2

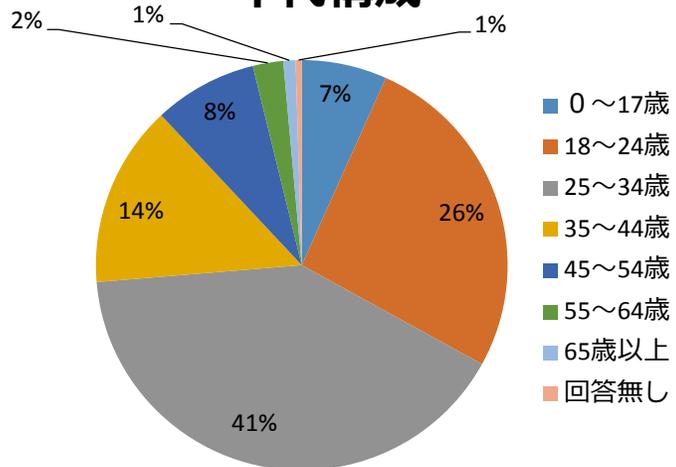
Beautiful	47
Design	36
Pretty	33
Colour	20
Delicate	12
Unique	11
Pattern	10

工芸品別(2) 笠間焼【茨城県】

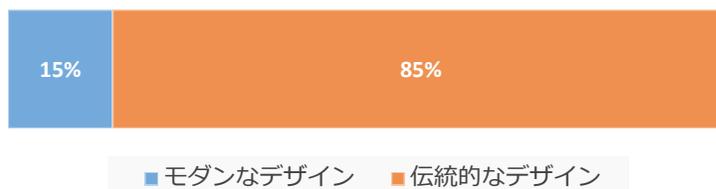
男女構成



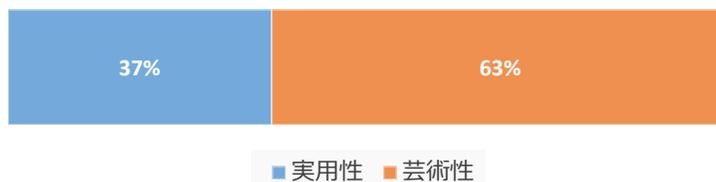
年代構成



モダンなデザイン vs 伝統的なデザイン



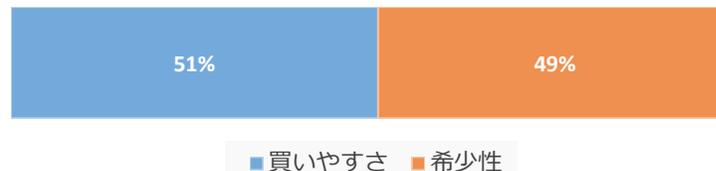
実用性 vs 芸術性



金額 vs 品質



買いやすさ vs 希少性



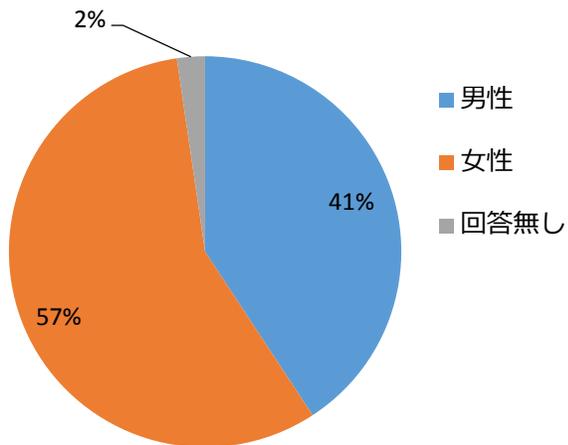
キーワード

Beauty	1	History	9
Bright	1	Amazing	7
Cheerful	1	Elegant	7
Clean	1	Shape	7
Creative	1	Useful	7
Culture	1	Attractive	6
Decoration	1	Craftsmanship	6
Decorative	1	Lovely	6
Detailed	1	Traditional	6
Difficult	1	Appealing	5
Environmentally-Friendly	1	Quality	5
Fantastic	1	Unusual	5
Fashionable	1	Warm	5
Feel	1	Calm	4
Fine	1	Colourful	4
Flowers	1	Cute	4
Freedom	1	Durable	4
Graceful	1	Fascinating	4
Great	1	Gorgeous	4
Intricacy	1	Style	4
Light	1	Classic	3
Longlasting	1	Different	3
Long-Lasting	1	Handmade	3
Looksgood	1	Artistic	2
Modern	1	Calming	2
Organic	1	Cool	2
Peaceful	1	Detail	2
Process	1	Eye-Catching	2
Refined	1	Fragile	2
Restoration	1	Functional	2
Rich	1	Historical	2
Scenic	1	Natural	2
Skill	1	Origami	2
Small	1	Rustic	2
Staining	1	Soft	2
Striking	1	Technique	2
Strong	1	Versatile	2
Stunning	1	Long-Lasting	2
Stylish	1		
Subtle	1		
Tradition	1		
Translucent	1		
Useful	1		
Uncommon	1		
Vintage	1		
Vivid	1		
Well-Crusted	1		
Well-Made	1		

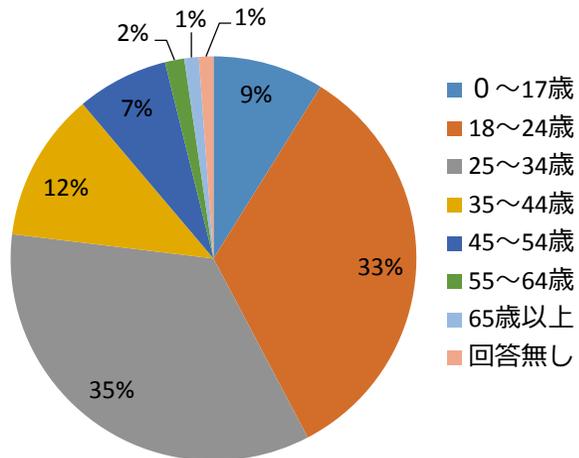
Beautiful	68
Design	38
Pretty	34
Lighting	18
Colour	17
Interesting	16
Pattern	15
Unique	15
Delicate	14
Simple	14
Practical	12
Intricate	10
Texture	10

工芸品別(3) 美濃和紙【岐阜県】

男女構成



年代構成



モダンなデザイン vs 伝統的なデザイン



実用性 vs 芸術性



金額 vs 品質



買いやすさ vs 希少性



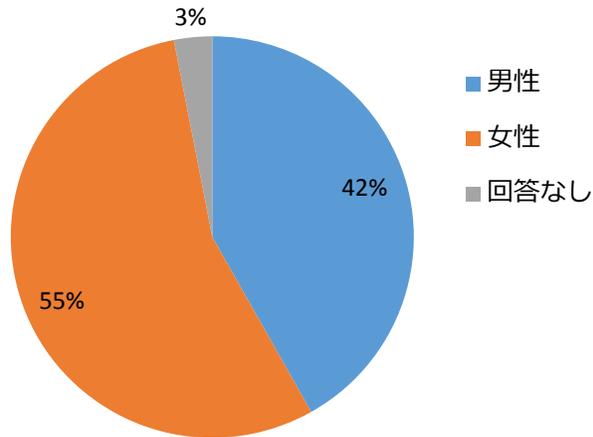
キーワード

Charming	1
Cheerful	1
Classic	1
Clean	1
Clever	1
Complex	1
Contemporary	1
Creation	1
Delightful	1
Diverse	1
Dope	1
Dreamlike	1
Ethereal	1
Feel	1
Feminine	1
Fine	1
Fragile	1
Freedom	1
Fun	1
Gorgeous	1
Graceful	1
Great	1
Innovative	1
Inviting	1
Lamps	1
Light	1
Long-Lasting	1
Looks good	1
Mesmorising	1
Nice	1
Peaceful	1
Print	1
Product	1
Rare	1
Refined	1
Refreshing	1
Relaxing	1
Restoration	1
Rich	1
Rustic	1
Small	1
Soft	1
Soothing	1
Sophisticated	1
Spanish	1
Striking	1
Strong	1
Structure	1
Stylish	1
Transparency	1
Uncommon	1
Variety	1
Vintage	1
Well-made	1
Wonderful	1
History	9
Elegant	8
Shape	7
Appealing	6
Colourful	6
Detail	6
Durable	6
Lovely	6
Style	6
Attractive	5
Cute	5
Different	5
Calm	4
Craftsmanship	4
Eye-Catching	4
Unusual	4
Useful	4
Warm	4
Bright	3
Creative	3
Fascinating	3
Functional	3
Japanese	3
Origami	3
Quality	3
Technique	3
Artistic	2
Beauty	2
Cool	2
Decorative	2
Detailed	2
Extraordinary	2
Fabric	2
Handmade	2
Intriguing	2
Material	2
Skill	2
Stunning	2
Subtle	2
Tradition	2
Versatile	2

Beautiful	83
Design	49
Pretty	48
Delicate	33
Colour	28
Lighting	28
Pattern	26
Interesting	21
Simple	20
Unique	16
Texture	15
Practical	14
Amazing	13
Intricate	11
Traditional	10

工芸品別(4) 伊勢木綿【三重県】

男女構成



モダンなデザイン vs 伝統的なデザイン



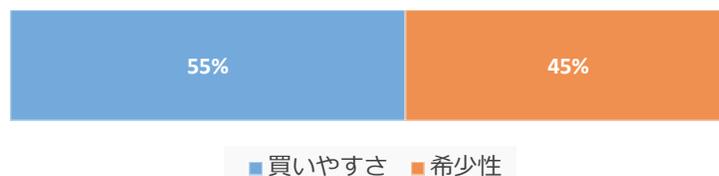
実用性 vs 芸術性



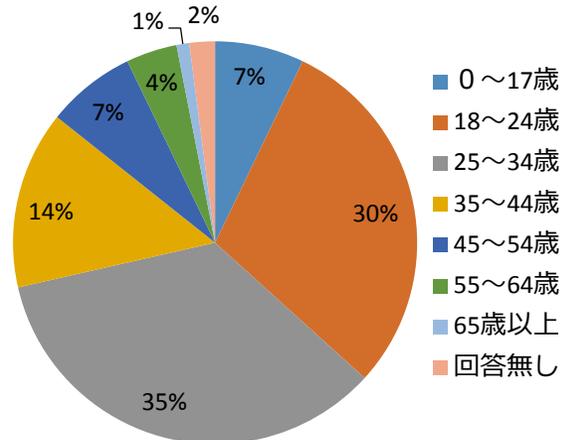
金額 vs 品質



買いやすさ vs 希少性



年代構成



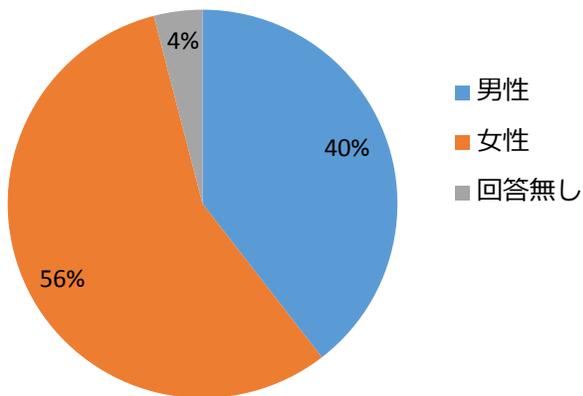
キーワード

Artistic	1
Classic	1
Colourful	1
Cool	1
Cozy	1
Creative	1
Delightful	1
Different	1
Diverse	1
Exciting	1
Fashionable	1
Floral	1
Functional	1
Gorgeous	1
Graceful	1
Hand-Painted	1
Linear	1
Looks good	1
Lovely	1
Mesmorising	1
Organic	1
Origami	1
Patterns	1
Product	1
Quality	1
Refined	1
Spanish	1
Strong	1
Structure	1
Stunning	1
Tranquil	1
Transparency	1
Valuable	1
Vibrant	1
Warm	1
Well-Made	1
Wonderful	1
Delicate	7
Lighting	7
Simple	7
Interesting	6
Texture	6
Appealing	5
Practical	5
Traditional	5
Versatile	5
Elegant	4
Unique	4
Useful	4
Amazing	3
Attractive	3
Craftsmanship	3
Detail	3
Intricate	3
Shape	3
Unusual	3
Bright	2
Eye-Catching	2
Fabric	2
Intriguing	2
Japanese	2
Material	2
Neat	2
Rare	2
Style	2

Beautiful	30
Design	21
Pattern	16
Colour	14
Pretty	14
History	11

工芸品別(5) 茄子団扇 【三重県】

男女構成



モダンなデザイン vs 伝統的なデザイン



実用性 vs 芸術性



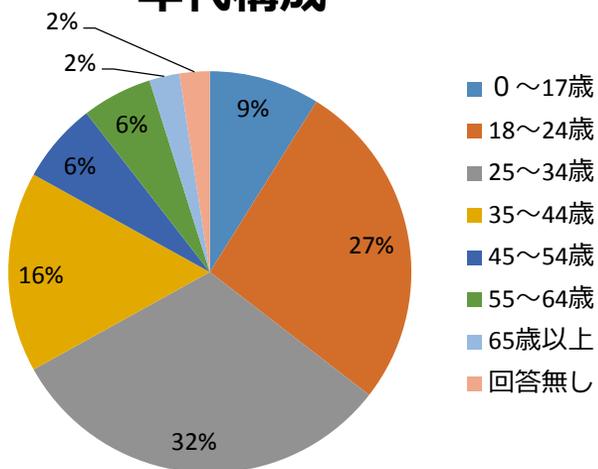
金額 vs 品質



買いやすさ vs 希少性



年代構成



キーワード

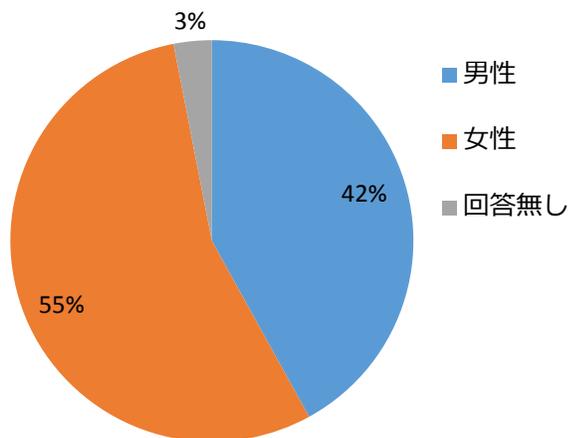
Amazing	1
Artistic	1
Attractive	1
Bright	1
Calm	1
Colourful	1
Complex	1
Contemporary	1
Cosy	1
Creative	1
Culture	1
Cute	1
Designs	1
Dope	1
Durable	1
Exciting	1
Extraordinary	1
Fabric	1
Feminine	1
Fierce	1
Fun	1
Handmade	1
Historical	1
Inspiring	1
Lamps	1
Looks good	1
Material	1
Natural	1
Neat	1
Nostalgic	1
Peaceful	1
Pleasant	1
Practicality	1
Print	1
Process	1
Rare	1
Recognisable	1
Refined	1
Romantic	1
Samurai	1
Sophisticated	1
Stunning	1
Style	1
Subtle	1
Surprising	1
Technique	1
Variety	1
Versatile	1
Well-made	1

Colour	9
Elegant	9
Unique	9
Practical	8
Useful	7
Delicate	6
Simple	6
Unusual	5
Calming	4
Intricate	4
Lighting	4
Texture	4
Appealing	3
Craftsmanship	3
Japanese	3
Shape	3
Cool	2
Detail	2
Different	2
Eye-Catching	2
Graceful	2
Pattern	2
Soothing	2
Tradition	2

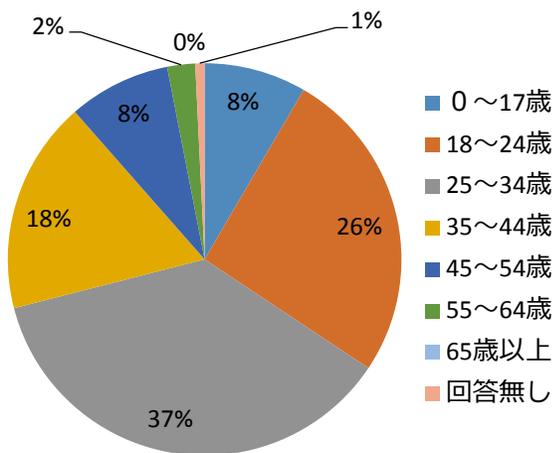
Beautiful	48
Design	23
History	16
Pretty	15
Interesting	11
Traditional	11

工芸品別(6) 阿波和紙【徳島県】

男女構成



年代構成



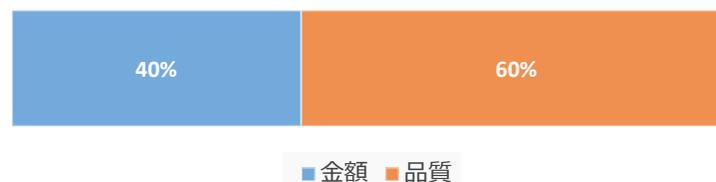
モダンなデザイン vs 伝統的なデザイン



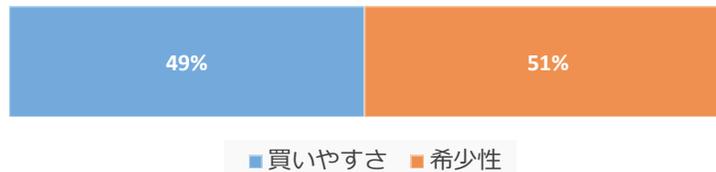
実用性 vs 芸術性



金額 vs 品質



買いやすさ vs 希少性



キーワード

Calming	1
Classic	1
Creation	1
Dreamlike	1
Effective	1
Ethereal	1
Eye-Catching	1
Fabric	1
Fabulous	1
Fantastic	1
Fascinating	1
Fragile	1
Gorgeous	1
Happy	1
Inspiring	1
Intimate	1
Longlasting	1
Modern	1
Natural	1
Nice	1
Nostalgic	1
Organic	1
Origami	1
Pleasant	1
Recognisable	1
Refreshing	1
Rich	1
Rustic	1
Samurai	1
Soft	1
Staining	1
Stunning	1
Style	1
Technique	1
Tranquil	1
Translucent	1
Variety	1
Vibrant	1
Well-Crusted	1
Wonderful	1

Practical	8
History	7
Interesting	7
Intricate	6
Shape	6
Warm	6
Unique	5
Amazing	4
Bright	4
Colourful	4
Cool	4
Appealing	3
Durable	3
Lovely	3
Quality	3
Simple	3
Artistic	2
Attractive	2
Craftsmanship	2
Culture	2
Elegant	2
Historical	2
Japanese	2
Lighting	2
Traditional	2
Unusual	2
Useful	2
Versatile	2

Beautiful	40
Colour	36
Design	22
Pretty	22
Pattern	20
Texture	13
Delicate	10

その他考察

- 知っている日本の工芸品に「Origami」と挙げた方が多かったが、日本人がイメージする「折り紙」よりも幅広く「日本の紙を使って作った物」として受け取られている。
- 工芸品を購入する際、女性よりも男性の方が、また、現役世代の方が、より品質を重視する傾向にある。
- 他の展示品と比較すると、会津絵ろうそくは女性からの人気が高く、笠間焼は20代後半～30代前半の方からの人気が高い。