

NJK

Osaka, JAPAN
since1933

NJK BRAND IDENTITY

MISSION

Stationery brand to contribute to
culture creation through pencil sharpeners.

VISION

We are going to continue fulfilling
the mission of being a true culture-creating.

VALUES

We value the “MOTTAINAI spirit,” “creative ingenuity,”
and “communication of our Heart.”

Mottainai: A beautiful value system for cherishing things.

With this value system, we gazed at pencil shavings and
were awakened to the richness of the wood grain,
the gossamer-thin ephemeral fragility, and the beauty of the spiral form.

Our discomfort with discarding these sculptures as mere pencil shavings
and desire to let their appeal guide us to the beauty of Mottainai led to the
creation of conceptual art pieces with the title "Pencil Flake".

In 2023, as we re-assess our value systems after the COVID crisis,
we pose questions to us about the meaning of Mottainai.

Through "Pencil Flake", we explore the relationship between
Mottainai and time and space.

MAISON & OBJET 2018



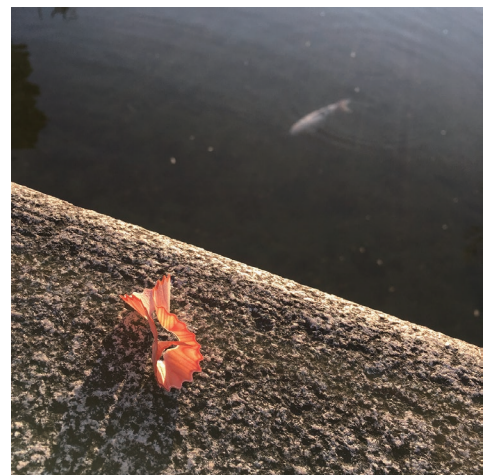
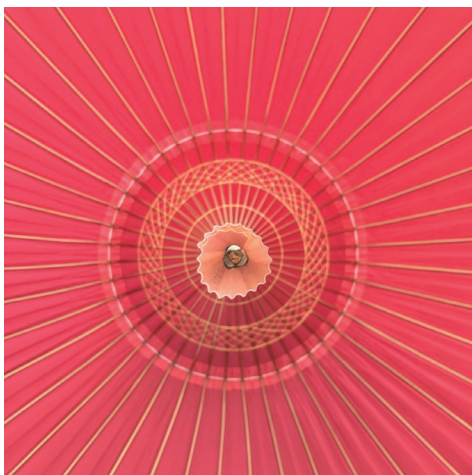
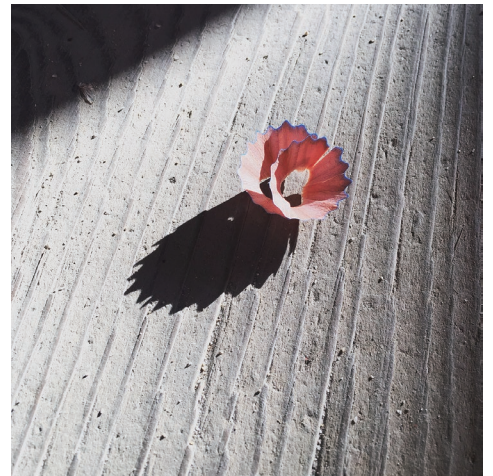
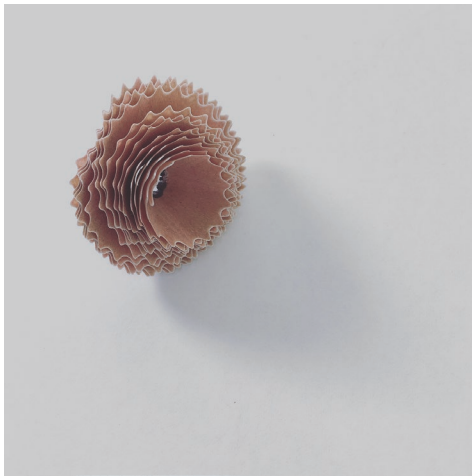
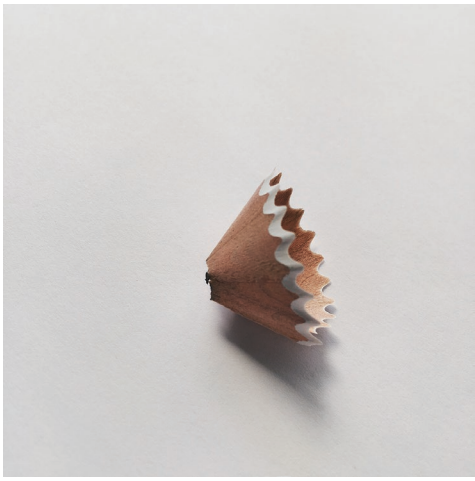




Creating Pencil Flake for aesthetic experience.









Made in Osaka, JAPAN.

Jun. Nakajima