

Full-scale reproductions of "Hell Scroll and Hungry Ghost Scroll, designated National Treasure" will be on sale from January 30th

~You can enjoy the full-scale National Treasure Handscrolls in your hand.~

Shinka Co., Ltd. (Headquarters: Shinagawa-ku, Tokyo, CEO: Noriko Kii) will start selling the full-scale reproductions of "Hell Scroll and Hungry Ghost Scroll, designated National Treasure" from January 30, 2021. This time, we will sell them as a two set of the handscrolls. The original works of the National Treasure are held by the Tokyo National Museum, Nara National Museum and Kyoto National Museum. The set is put in a paulownia wood box.

In addition, to commemorate this publication, the DVD featuring "TALK on Pictures of Illustrated Handscroll" and "Performing Arts for Hell" is released and presented to those who place order to the first fifty sets of the Handscrolls.



Complete set of "Hell Scroll" and "Hungry Ghost Scroll"



DVDs entitled "TALK on Pictures of Illustrated Handscrolls and Performing Arts for Hell."

What do you imagine when you hear of "Hell"?

Do you imagine a world under the ground, such as flames, dark and scary places?

How has it been expressed in literature, art and performing arts?

Let's warp into the world of Heian period together.

Three Features of the set of handscrolls "Hell Scroll and Hungry Ghost Scroll, designated National Treasure"

1. We will provide the latest products based on your order by using the on-demand method.
2. We utilize the know-how of image production for picture scrolls, we produce 7 to 9 m lengths by long printing without "sticking".
3. The Illustrated Handscrolls are accompanied by the commentaries, in Japanese and English, by Ueno Tomoe, Chief Curator at the Suntory Museum of Art.

Background: How to create "Hell Scroll and Hungry Ghost Scroll, designated National treasure."

In 2019, a project started at Toppan Forms Co., Ltd. (Headquarters: Minato-ku, Tokyo),

We have decided to manufacture and release this title as the 7th edition of the "Reproductions of Picture Scrolls, designated National Treasure" that the company has made into a series.

Color proofing and reference work with the originals was carried out at the three national museums that hold National

Treasure handscrolls. For printing direction (PD), up-and-coming young staff members were appointed, and color reproducibility was confirmed at each museum in the presence of curators.

"I had a hard time in reproducing the ground color and vermilion that are peculiar to picture scrolls in order to improve the accuracy of reproduction in color tones. I felt strongly "(Toppan Forms PD talk)

No matter how high the printing accuracy of a digital printer is, the final check is with the "human eye."

We hope that you will enjoy the world of "colors" of the Hand scrolls, designated National Treasure, which have been reproduced by the advanced technology.

Several spots used in "Hell Scroll and Hungry Ghost Scroll"

1. "Hell & Hungry Ghost" event utilizing "TALK on Pictures of Illustrated Handscroll" and "Performing Arts for Hell" movie (recorded on DVD)

2. "Hell & Hungry Ghost" online classroom utilizing the above movie

* We provide events and online classrooms (instructor dispatch, picture scroll rental, etc.).

We would like to provide a place for children who will be responsible for Japan and for the earth in the future and think about living and dying.

About simultaneous release

● You can see the hell-themed Joruri and Noh movie "Hell Performing Arts" (35 minutes uncut, with commentary and English subtitles) on the following paid distribution site.

360channel <https://www.360ch.tv/video/show/2973>



• Kangekizanmai <https://v2.kan-geki.com/tvods/detail/18>



• eplus <https://eplus.jp/jigokunogeinou/>



• U-NEXT <https://video.unext.jp/title/SID0055196?rid=BN00024>



Membership registration is required. 330 yen (tax included) once, viewing period 7 days

● Paper art (*) "The King of Hell (Yama)" will be on sale from January 30th at the following online shop.

Shinka's STORE <https://shin-flower.stores.jp/items/601260c86728be423b754d39>

※Paper art: Developed based on the ancient Japanese culture of "origami" and 3D picture

Designated National Treasure "Hell Scroll Hungry Ghost Scroll" Reception method

Sales start date: January 30, 2021

How to apply and inquire: From the Shinka site "Inquiry Form"

URL: https://shin-flower.jp/contact_us/

Designated National Treasure "Hell Scroll and Hungry Ghost Scroll:" Specifications;

Price: ¥250,000 (excluding shipping charge) A set of two handscrolls with Commentaries

Dimensions: 27.6 by 707.0cm (Hell Scroll) 38.6 by 920.0cm (Hungry Ghost Scroll) / Printed on Bagasse paper / Mounted by hand in the handscroll / format with a box of paulownia wood

Produced and Published in Japan by TOPPAN FORMS CO.,LTD.

Sales method: Individual consultation (on-demand production and shipping after ordering)

About Shinka Co., Ltd.

- Established in December 2018 as a producer of traditional performing arts, mainly Noh.
- Once a year, we call it the "The Shinka Noh Performance" and hold a Noh performance of famous songs, and are taking on new challenges such as installing a monitor with English subtitles.
- Holding seminars and workshops for business owners, foreigners living in Japan, and elementary and junior high school students, making use of their Noh master qualifications

Company name: Shinka Co., Ltd.

Location: 3-6-1 Hatanodai, Shinagawa-ku, Tokyo

Representative: Noriko Kii (Representative Director)

Established: December 3, 2018

URL: <https://shin-flower.jp/>

Business content:

Planning and management of Noh performances, holding of traditional performing arts workshops and Noh classes, management support for recital, planning and sales of Noh goods



<< News about this release and other inquiries >>

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