

***cuisine, interiors and accoutrements***

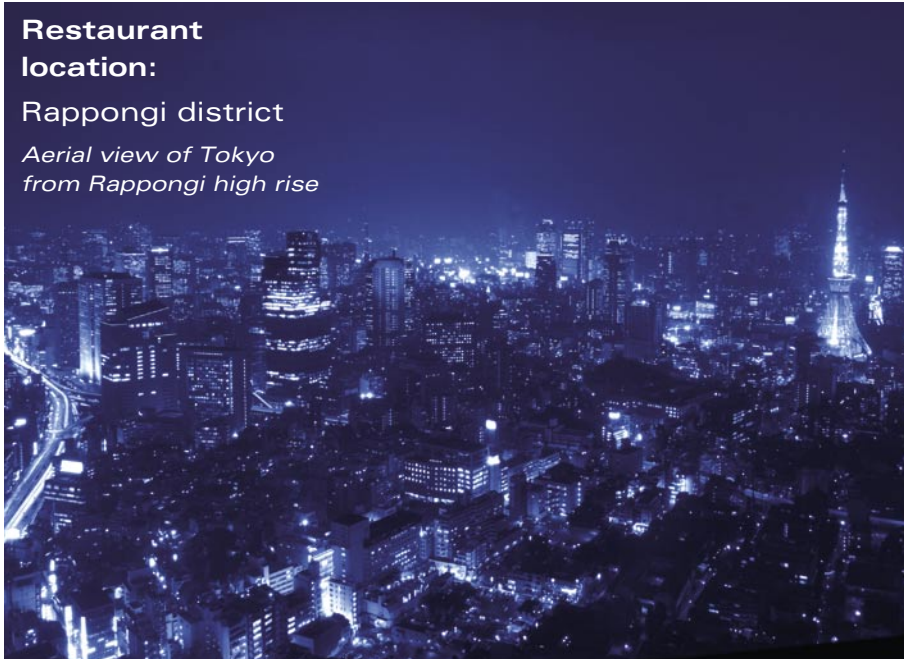
—an integrated approach to modern Japanese dining

**Restaurant**

**location:**

Rappongi district

*Aerial view of Tokyo  
from Rappongi high rise*



*Bustling Rappongi at  
ground level*



**establishing a new restaurant in  
Tokyo**

—the *HIZUKI* way



SITE DATA  
 ichii  
 tokyo, japan  
 opening date 2001.10.2  
 165 m2 58 seats  
 monthly sales projection 7,600,000 yen  
 average price 6,500 yen  
 kitchen staff 3.hall staff 4  
 food and beverage cost 24%

**a new HIZUKI restaurant starts with  
 a business analysis, plan and concept**



**Recent plans**

**Blupond**

*Location: Seoul*

*Style: "East meets East"*

**Shunpu Banri**

*Location: Tokyo*

*Style: "Japanese cuisine redefined"*

**Ichii**

*Location: Tokyo*

*Style: "Modernised Japan"*



*we are redesigning traditional Japanese concepts for any modern setting*

— Marcia Iwatate, author “Shunju, the new Japanese cuisine” and principal of HIZUKI



*Inside an Hizuki restaurant*  
Ichii, Tokyo



**The integrated approach**  
HIZUKI designs the entire experience



*we strive to serve the seasons and regional climates instead of  
culinary expertise or vanity*

— Fumihiko Matsumoto



*HIZUKI sources the chef and specifies the  
menu, ingredients and suppliers*



**Fumihiko Matsumoto**

The chef at Ichii

*traditional japanese chef since 1989*

*cp*

*lightly cooked, indeed often raw, and above all presented with the artful simplicity that lies at the heart of Japanese culture*

—The Japan Times, reviewing Marcia's book



**Selection from daily appetisers**

*Freshwater rock oysters with jellied blood orange cubes, oyster mouse with mustard miso and pomegranate, halibut sashimi stuffed with chives and ginger buds, fresh herbs and baby leaf salad*



**Second course**

*white roe steamed in lemon*

*cp*

***Shun: the luxury to savour the best of what each season has to offer***

— Marcia Iwatate, “Shunju, the new Japanese cuisine”



**Third course**

*baby squid, tomato and couscous  
(up to 10 small courses can be served)*



*there are times when the simple act of procuring one's own food is the ultimate gastronomic experience*

— Fumihiko Matsumoto, chef at Ichii

*cp*

***without a doubt the most sumptuous book on Japanese cooking produced this year***

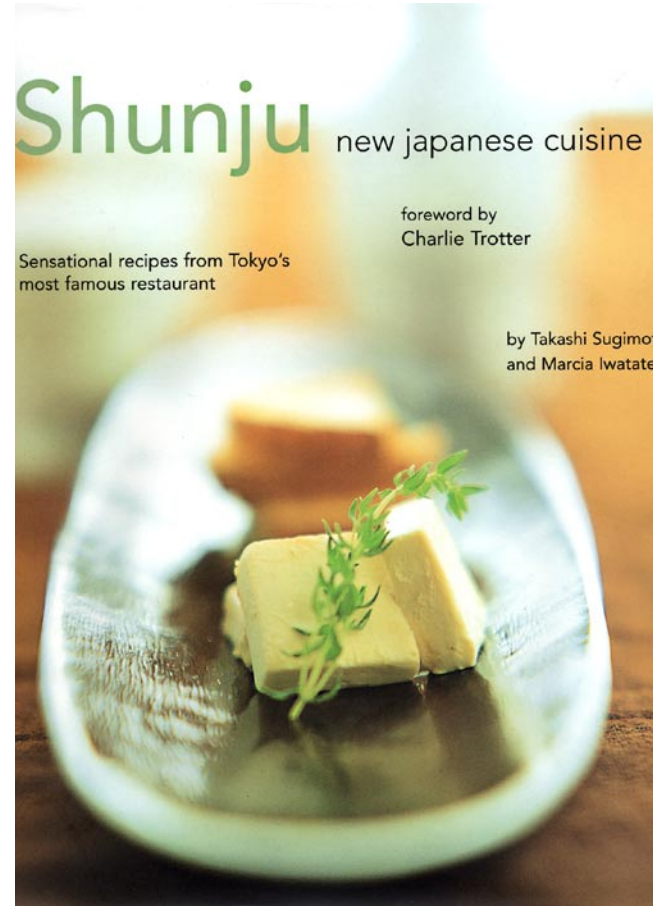
—The Japan Times, reviewing Marcia's book (6.12.02)



**“The restaurant planner”**

**Marcia Iwatate**

*Author, consultant, principal HIZUKI*



**Shunju: new Japanese cuisine**

*co authored by Marcia Iwatate*

ISBN: 9625936181

*cp*

*the darkness is a non-existing screen dividing the tables into their own private worlds.*

— Marcia Iwatate



***defining areas***

intimate seating areas defined by transparent curtains and pools of light



**Tsukasa Ohshiro**

The restaurant investor  
*HIZUKI's client and owner of Ichii*

*cp*



*the mere act of removing one's shoes and sitting on the floor to dine stimulates the senses*

— Marcia Iwatate



**The *Hizuki* way incorporates interiors...**



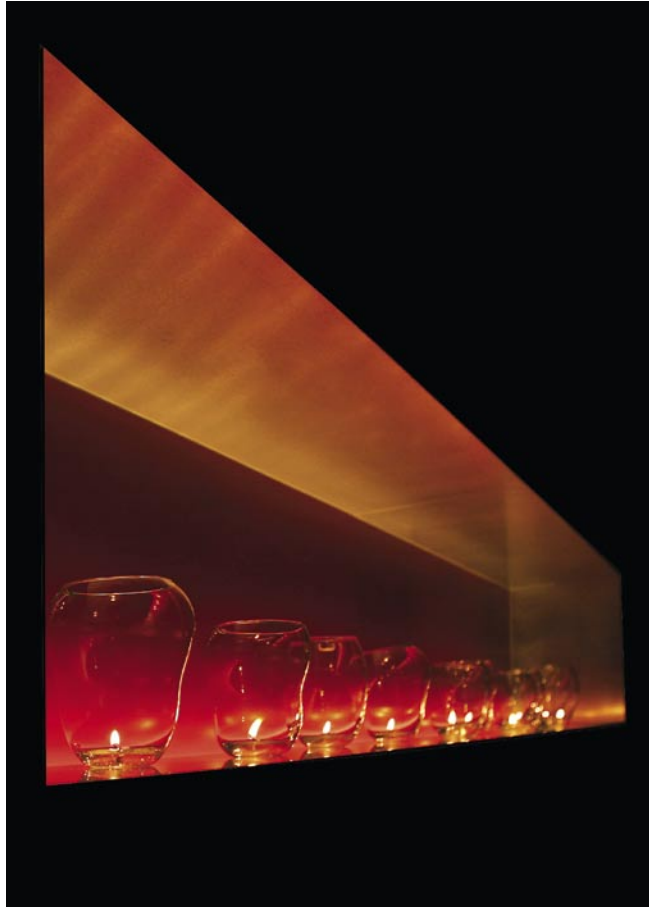
**...and accoutrements**

*hand thrown porcelain pendant lights and floorlamp in steel and handcrafted paper designed by HIZUKI*

*cp*

*the sharp light... in the dimly lit interiors is reminiscent of the traditional Japanese candles and lanterns*

— Marcia Iwatate



**mouthblown glassware**

*realised by traditional craftsmen to HIZUKI's specifications*



**vessels of light**

*candles holders from the HIZUKI collection are the light source for a "contemporary shrine" feature*

*cp*

***[we will] continue our search for artists, artisans and materials to realise a new aestheticism of light***

—Reiko Okamoto, accoutrement designer, HIZUKI



**restaurant specific dishware**

*Individually handcrafted to Reiko Okamoto's design*



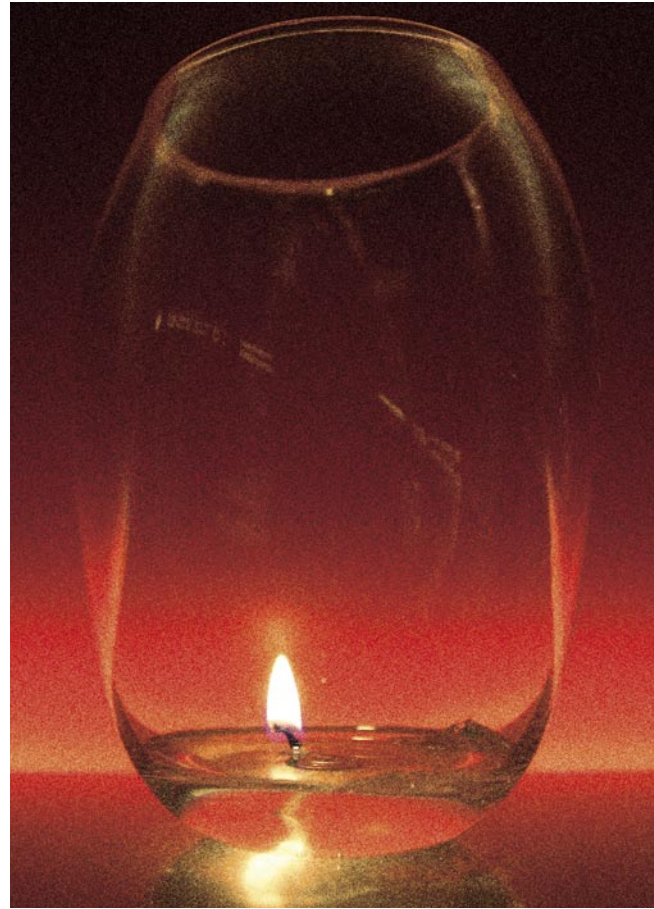
**handbeaten pewterware**

*individually handcrafted to Reiko Okamoto's design*

*cp*



**Alternative treatment**  
atmospheric grain



*cp*