

 ΤΟΤΟ



## What are "JOJO"?

"JOJO" are a new, casual version of the traditional Japanese sandals known as *Zori*. *Zori* are formal sandals worn with the Japanese garment Kimono and we wanted to convert this special footwear into something that can be worn casually worldwide.

## Made in Japan

"JOJO" are sandals made using traditional Japanese craftsmanship passed down over generations and reflecting Japan's origins.

## Kyoto Naito

For more than 100 years in Kyoto, Naito, a well-established footwear artisan, has been making traditional sandals which are practical and beautiful.





## Meaning of the Name JOJO

There are many dialects that still reside in various part of Japan.

In particular, daily tools are called by different names depending on the region. The sandal *koppori* that *maiko* (apprentice geisha) wear has many names such as *okobo*, *koppo*, *pokkuri*, etc. *Zori* also is called differently depending on the dialect, and *jojo* is one of such names. *Jojo* is a very old word that many Japanese people probably will not recognize. However it is a word you see in the popular children's song *Haruyokoi* <sup>(1)</sup>.

Haru yo koi Hayaku koi

Come spring, come hurry

Aruki hajimeta Mii-chan ga

Mii-chan who just started walking

Akai hanao no jojo haite

Is wearing *jojo* with red strap

Onmo e detai to matteiru

Is waiting to go outside

Haru yo koi Hayaku koi

Come spring, come hurry

Ouchi no mae no momo no ki no

Peach tree in front of the house

Tsubomimo minna fukurande

All buds are swelling

Hayo sakitai to matteiru

Are waiting to bloom soon



## Naito - Tradition of “Practical and Beauty”

For more than 100 years in Kyoto, Naito, a well-established footwear artisan has been making traditional footwear (sandals) which is practical and beautiful.

The Kimono is a symbol of Japanese culture. Japanese sandals are considered as an accessory of the kimono. However, they did not originate as part of this garment, but rather were a living tool generated from our style of living in our environment. The sandals Gion Naito makes, carry on this tradition, and are beautiful, easy to wear and can be repaired. Japanese sandals have two parts, the *dai* (sole) and *hanao* (strap), and each is made from carefully chosen materials. Product lines offered are many, with about 3000 variations of *hanao* and over 5000 variations of *dai*. Combinations of such *hanao* and *dai* are endless in variety. They are colorful and gorgeous sandals which use a variety of

materials, and are very unique in that they cannot be found anywhere else in the world. Sandals are customized to meet people's tastes with focus not just on their appearance, but also reflecting their purpose such as for special occasions or for daily use. Each sandal is made with careful handwork based on how each customer walks and the shape of his/her feet. Footwear can be categorized into three types. One type is meant to be worn by the main participants of big and distinguished events. The second type is worn on similar occasions but by support players so that others (your master, parents and friends) stand out. And the third type is to be worn simply for enjoyment away from the limitations of big moments.

Our sandals fit perfectly to your feet from the moment you put them on and are very comfortable on the soles of your feet. Prestigious customers such as the first lady of prime minister, actresses, authors, Kabuki actors including Noh and Kyogen, traditional art performers, professors and cultural celebrities have all loved our product

and it is a must have item for kimono lovers. We also create special sandals that are used at different ceremonies at temples and shrines.

Due to their outstanding comfort, they are sandals you want to keep wearing for a long time, therefore they are tailored with focus on easy repair. Among our customers, there are many who constantly repair and wear the same sandals for 30 or even 50 years. We will continue to protect your feet through skills and experience handed down over generations.





## **Bridge Between *Zori* (Japanese style sandals) and Flip Flops.**

The Mana Project is to communicate to people over the world “the material, craftsmanship and methodology” that Naito has developed over a long history. The sandals JOJO we would like to introduce, are a new type of *zori* (Japanese traditional sandals).

### **Origin of the New *Zori* “JOJO”**

*Zori* are traditional sandals worn with the Japanese traditional garment kimono. We wanted to convert this non-daily footwear to something that can be worn casually worldwide. What triggered Seiji Naito, the 5th generation of Gion Naito to start this project was an incident he experienced in India far away from Japan. In the winter of 2012, he visited South India for mediation with his friend to pray for the victims of the Tohoku earthquake.

During the trip, he learned a lot and found a new road for the future. What he learned from the trip is the essence of saying prayers. People are helpless and vulnerable when they encounter the most important thing in their life, and all you can do is to pray for the future. What he realized was that the power of giving prayers is to think of the people that are important to you such as your family, friends and neighbors, and to recognize how powerless you are.

Another eye-opening incident was when he saw pairs of shoes in front of temples and restaurants in India where it is hot and humid like Japan, and where there is the habit of taking shoes off when entering special places. He wondered why the footwear there does not have the power it should possess, as most of the footwear scattered around were cheap shoes and many of them were rubber flip-flops.

He was told growing up that the power of footwear is to bridge the very basics (food,

clothing, housing and daily life) with your dreams. However, the shoes he saw thrown off in front of the temples and restaurants were carelessly scattered, and they were far from offering warmth and comfort.

Then he thought of re-developing rubber sandals<sup>(2)</sup> which originated from Japanese *zori* into sandals that can enrich daily life and offer the warmth and comfort that footwear should possess. Culture evolves when the point of transformation becomes a new beginning.

## Considering Japan's Origins

The origin of footwear, as mentioned earlier is the bridge that connects daily life and dreams. So, what is the origin of making things in Japan?

One characteristic of culture in Japan is continuity, i.e. words, letters and things have been used continuously over Japan's long history. For instance, words used in Kyogen and Noh have

been inherited over 700 years, and we in the modern age can still understand their meanings. As for letters, *hiragana* and *katakana* that we use today were developed from Chinese characters (*kanji*) during the Heian Period (794 – 1185).

In the middle of the Heian period when *hiragana* was developed, a story that represents Japan, *The Tale of Genji (Genji Monogatari)*<sup>(3)</sup>, was born in Kyoto. This is the one of the oldest masterpieces of Japanese literature and was written by Murasaki Shikibu over 1000 years ago. The novel was written when reading aloud was common rather than silent reading. Therefore, it is an artistic work having both drawings and words with written text over Japanese pictures. A characteristic of the novel is that “state of mind” is depicted as it is in modern novels. How Murasaki Shikibu illustrated beauty not only in the main theme of love, but also in society, fashion, paintings, criticism toward politics and literature from the viewpoint of that time is worth special mention. Within the novel, there is a story that

Naito values as the base of making things.

## **The Tale of Genji 2nd Chapter *Hahakigi* (the Broom-Tree) Appraisal of Women on a Rainy Night**

Start of appraisal of women on a rainy night  
Tono-Chujo's grief

The scene is as follows.

On a rainy night in May, the main character Hikaru Genji, who was on night duty at the emperor's court, and Tono-Chujo, who was specially close to Genji, had nothing to do and they were killing time talking. Then Samanokami (a guard officer) and Toshikibunjou (a functionary in the ministry of rites) came and said they wanted to see the love letters Hikaru Genji received as he was handsome and popular among the ladies, and they started talking about their experience with women and their view on qualities of women. Samanokami expresses his opinion

referring to an artistic skill as below.

“One-time object having no real pattern may seem stylish and draws attention due to its modern newness, but traditional genuine object used in formal furnished decorations has such an undeniable value that you would always want to keep it. Furthermore, there are number of masters in the painting academy but it is not easy to separate the good from the bad. The painter of things no one has ever seen, of paradises, of fish in angry seas, raging beasts in foreign lands, devils and demons can abandon himself to his fancies and paint to terrify and astonish others. It does not matter if the results seem somewhat remote from real life. However, it is not so with the things we know, mountains, streams, houses near and like our own. The soft, unspoiled, wooded hills must be painted layer on layer, the details added gently, quietly, to give a sense of affectionate familiarity. It is here that the master has his own power. There are details a lesser painter cannot imitate.”

Interesting things you see in front of you would attract attention and move you, however it is the genuine things with tradition that you would want to have. Also, things that are unique and never seen can be painted freely to entertain people, but paintings of typical usual things that can impress people are that of the true artist. You can easily tell when they are not real.

From this story, you can understand the beauty that people valued for over 1000 years. Beauty that exists in traditional things made over the generations, and that exists in ordinary daily items and not in eye-catching things, is the universal beauty people have been seeking. This sense of value has not changed over 1000 years, and is being passed down the generations as Japanese beauty. But what is interesting is how people 1000 years ago have considered this beauty, and how will people 1000 years from now be feeling about this.

This beauty of Japanese is not anything

special, but within things that can be found in daily life or in daily experience. Constantly focusing on it would lead to the sense of beauty.

Being able to find beauty in this simple daily life is the power of Japanese and this is what Naito has focused on.

## **Back to the How Origins Lead to New Style**

What the Mana Project JOJO communicates to the world is Japanese tradition.

JOJO are sandals made using Japanese traditional craftsmanship.

We will introduce you to the Japanese characteristics reflected in JOJO.

## **Unique Japanese Body Movement**

Japanese body movements are mystical and

elegant. What is unique about martial arts, Japanese dance, Kabuki and Noh are the position of hips and how you keep your balance. The key of these movements is the basic walking style *suriashi* (shuffle). *Suriashi*, the base of Japanese movement, activates not only the psoas major muscle, but also the adductor muscle which is the core of lower body, and this repeated *suriashi* leads to various movements of the lower body. The key to this movement is to have strong grip in your toes. People seem to have a common difficulty when wearing thongs that the strap hurts between their toes. JOJO reviewed both shape and material to resolve this problem.

As for the form, we developed a shape where toes can naturally move as if a baby's fingers clutch by reaction. It is based on skills acquired from making traditional sandals for a long period of time. As for the material, it is made from special blended silicon that is used for baby bottle nipples. It is strong and soft, and comfortable so that you would want to wear it forever.



## Sophisticated Design with Diverseness

In order to realize this sophisticated form, the methodology applied is *hikizan* (subtract/take out) and *utsushi*. As you are aware, *hikizan* is the method used in *karensansui* (dry landscape garden)<sup>(4)</sup>, the technique of feeling water in the dry garden after taking out (*hikizan*) the water.

The word *utsushi* in Japanese has different meanings depending on the Chinese character used, *utsushi* 映し(reflection), *utsushi* 写し(copy), *utsushi* 移し(move) and *utsushi* 遷し(transfer). The pronunciation *utsu* in *utsushi* has the meaning of *utsuro* (imagination) and also expresses the movement to *utsutsu* (present) via *utsuroi* (move, copy, reflect). Reflects image, transfers meaning, copies shape, goes beyond the boundaries, moves back and forth between present (*utsusu*) and imagination (*utsutro*), and between old tradition and modern lifestyle. In the end, after taking out (*hikizan*) the ancient smell from the

traditional sandals, the current form was made from the residue that was remaining.

Some people say the JOJO style is typically Japanese but some say it is modern and new. We feel both are correct. It is the nature of Japanese culture to have two sides or diverseness. In Japan, front and back flips back and forth, main themes can change from time to time. Even if the kimono is the same, simply by changing *obi* (sash), the kimono can be used on different occasions. There are many meanings to words with the same pronunciation, and different characters (Chinese character, *hiragana*, *katakana*, and alphabet) can co-exist. It is so natural for a single thing to have diverseness, and this is unique to Japan.

Because some buildings have vague boundaries, a partition is set to distinguish inside and outside. A tense atmosphere in Japan is balanced with this vagueness.

This new style of *zori* JOJO has many faces and is designed to match various places and occasions.

Murata Juko<sup>(5)</sup> says in his scroll of quotes called *Furuichi harima hoshi Juko*<sup>(6)</sup>, “Most important thing in Japanese tea is to take out the boundary between Japan and foreign (China). This is very important and we always need to pay attention to it.”

JOJO confuses the boundary, is a mix of now and history representing “modern, casual and traditional”. It is a comfortable, easy to wear and beautiful sandal that can be worn in cities, at the beach and indoors. Please try wearing JOJO in your daily life, and enjoy Japanese culture and beauty.



## Logo Mark

The cute face like a rabbit is the shape of the letter J in cursive script. Eyes are the letter O. With the idea of graphic designer Mr. Tachibana, the logo was completed with Mr. Naito (5th generation) drawing the nose and eye. It was also inspired by Ryoukan's <sup>(7)</sup> scroll *Tenchi*.



## Notes

1) *Haru yo koi*

Composed by Ryutaro Hirota (1892-1952) Written by Gyofuu Souma (1883-1950).

A poet, songwriter and commentator originally from Niigata Prefecture. Graduated from Waseda University, and has also written the school song for Waseda University *Miyakono Seihoku*

2) Flip flops worn worldwide was developed in Kobe in 1952 by an American, Ray Pastine and Shotaro Ikuta, the rubber engineer. An American working in Japan saw the traditional Japanese sandal and had it developed using rubber which was still new at that time.

3) *The Tale of Genji (Genji Monogatari)* is a classic work of Japanese literature written by Murasaki Shikibu in the early years of the 11th century during the Heian period. It is sometimes called the world's first novel and is considered a masterpiece.

4) The Japanese rock garden or "dry landscape" garden is a miniature stylized landscape composed of rocks, water features, moss, pruned trees and bushes, and uses gravel or sand that is raked to represent ripples in water.

5) Juko Murata (1423–1502) is known in Japanese cultural history as the founder of *chanoyu* (Japanese tea ceremony) during mid-Muromachi period. He was the early developer of the *wabi-cha* style of tea enjoyment.

6) A scroll titled *Furuichi harima hoshi Juko* given to Murata Juko's first apprentice *Furuichi Choin* (Commonly called *Kokoro no Shi no Bun*)

7) Ryoukan (1758-1831) was a Soto Zen Buddhist monk of Edo period, also remembered for his poetry and calligraphy.

## Reference

By Seigo Matsuoka:

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*Renjuku Houhou Nihon* all 3 volumes (Shunjusha)

Quote from Seiichi Fujiwara in Chapter 1256 of *Senya Sensatsu* by Seigo Matsuoka



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