Experience Japanese Craftsmanship Through Travel: Cultural Experience Brand 'FUJI JAPAN Nara' Opens

From discovering Japanese knife culture to making an original knife by hand, FUJI JAPAN Nara offers a new cultural experience for travelers.



Blade alignment inspection



Knife Blade Selection

TOKYO, JAPAN, September 14, 2026 /EINPresswire.com/ -- TAIMATSU Inc. (Headquartered in Chuo-ku, Tokyo; Representative Director: Wei-Han Wang; hereinafter “TAIMATSU”) has opened “FUJI JAPAN Nara,” a new location of its cultural experience brand FUJI JAPAN, which introduces Japanese culture and traditional craftsmanship through hands-on experiences.

Under the theme of “a journey to restore balance,” FUJI JAPAN offers visitors the opportunity to experience Japanese culture and traditional techniques through activities that engage the hands, including calligraphy and Japanese knife sharpening.

At its newly opened Nara location, the brand introduces a unique cultural experience centered on Japanese blade culture, allowing visitors to create an original knife with their own hands.

Turn a Travel Memory into a One-of-a-Kind Knife

The experience begins with selecting and combining a blade and handle. With guidance from an

instructor, participants work through each step by hand to create their own knife. Personal engraving is also available upon request, allowing visitors to add their name, a meaningful word, or a special memory from their journey and create a one-of-a-kind knife that exists nowhere else in the world.

The experience is about more than simply taking home a finished knife. Choosing the materials, working with one's own hands, and gradually bringing the knife to completion are all part of the journey. Each step becomes part of a lasting memory of time spent in Nara.

Located in the historic city of Nara, where Japan's history and culture continue to live on, FUJI JAPAN Nara is easily accessible from popular destinations such as Nara Park and Todai-ji Temple. Visitors can enjoy the atmosphere of the ancient capital while taking part in a hands-on cultural experience during their travels.

FUJI JAPAN Nara is also located in the same building as MUSASHI JAPAN Nara, a specialty store dedicated to Japanese kitchen knives. At the store, visitors can pick up a variety of Japanese knives and experience firsthand their beauty, materials, and the craftsmanship behind them.



Knife Handle Selection



FUJI JAPAN Nara Storefront



Custom Knife Service Display

By bringing MUSASHI JAPAN and FUJI JAPAN together in one location, TAIMATSU aims to offer travelers a deeper opportunity to experience Japanese craftsmanship and culture.

A New Way to Encounter Japanese Culture Through Travel

With FUJI JAPAN Nara serving as a new base, FUJI JAPAN will continue connecting with cultures, traditions, and craftspeople across Japan to deliver the techniques and cultural heritage passed down through generations as meaningful hands-on experiences.

For FUJI JAPAN, experiencing Japanese culture is not simply about learning a technique. It is about discovering the culture and spirit behind it, and creating an unforgettable memory by taking part with one's own hands. This is the essence of the "journey to restore balance" that the brand seeks to offer.

FUJI JAPAN will continue creating new cultural experiences that leave a lasting impression on travelers and bring them closer to the culture, craftsmanship, and spirit of Japan.

TAIMATSU Inc. Company Overview

Established: November 2023
Representative Director: Wang Weihan
Location: Harumi Island Triton Square Office Tower X, 22F, 1-8-10 Harumi, Chuo-ku, Tokyo, Japan
Website: TAIMATSU Inc. Corporate Website

TAIMATSU Inc. works to reinterpret Japanese traditional crafts for global audiences. With team members from diverse backgrounds around the world, the company explores the possibilities of traditional craftsmanship through an international and contemporary perspective.

Its businesses include Japanese kitchen knives, sake, fragrance, cultural experiences, and restaurant operations, presenting Japanese craft and culture through products and services for global markets.

Operating Brands
MUSASHI JAPAN Japanese Kitchen Knife Business
FUJI JAPAN Traditional Culture Experience Business
YOKAI JAPAN Sake and Fragrance Business
ITTO Restaurant Business

Tomoki Tokoro
TAIMATSU Inc.
+81 3-6824-5991
help@tai-matsu.jp
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