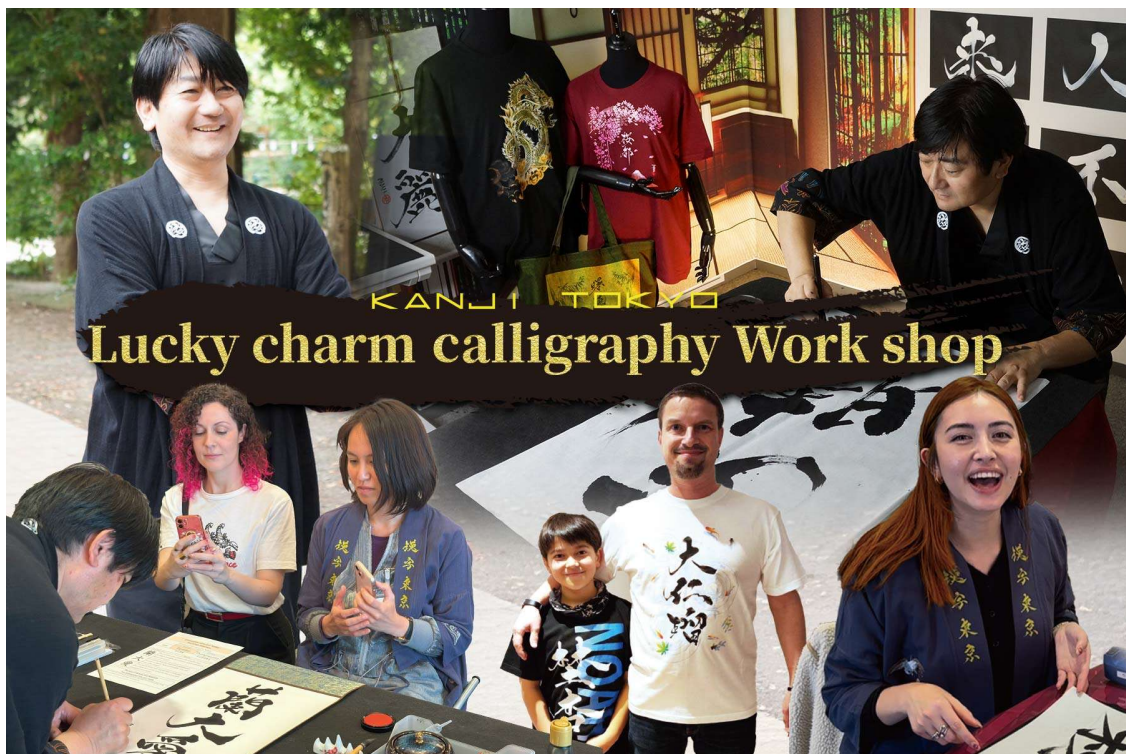


KANJI TOKYO Press Release

Date: [september] [11th], 2025

Exclusive Japanese Calligraphy Workshop Brings ‘Luck-Enhancing’ Art from Shonan, Japan to the World Name in Kanji, Destiny Rewritten

Hiratsuka, Japan — Crafort Co., Ltd., under its brand KANJI TOKYO, is launching a new calligraphy workshop designed for international visitors: “Japanese Calligraphy Workshop by KANJI TOKYO”. Led by renowned calligraphy artist MADARA, Japan’s only Hisseki-jutsu Shodo calligrapher, the program combines traditional brush techniques with Hisseki-jutsu Shodo — a pioneering calligraphy art form he developed to attract good fortune.



• A Two-Part Cultural Journey

The program unfolds in two parts.

In the first, MADARA gently guides participants through the basics of Japanese calligraphy,

ensuring even complete beginners feel at ease.

In the second — the highlight of the experience — he transforms each guest's name into auspicious kanji imbued with cultural meaning, then brings it to life using Hisseki-jutsu Shodo. This distinctive art form, unlike the brushwork of traditional calligraphers, uses unconventional wrist and arm movements to create bold, stylish sweeps and flourishes believed to invite good fortune. Guests watch in awe as each stroke forms a one-of-a-kind "Name Art" before their eyes.

Finally, participants choose one of MADARA's own ink or sumi-e paintings to serve as the backdrop for their kanji name. The finished design is then printed on a custom T-shirt or tote bag — not just a lucky charm to display at home, but a wearable piece of personal good fortune. Participants can also request MADARA to create a personalized piece not only for themselves, but as a unique birthday or Christmas gift for someone special — an unforgettable souvenir of their journey in Japan.



• What is Kanji Tokyo?

KANJI TOKYO is a unique brand that combines traditional Japanese calligraphy, ink painting, and the art of brush writing. We transform your name into beautiful Japanese kanji characters and hand-print them onto original t-shirts and merchandise, creating works of art.

KANJI TOKYO brings to life the timeless beauty of traditional Japan, delivering custom designs that infuse the meaning and positive energy of kanji characters.

- **What is “Hisseki-jutsu Shodo”?**

Hisseki-jutsu Shodo is a calligraphy art form derived from graphology — the study of handwriting and its connection to personality traits — and adapted uniquely to the world of brush calligraphy. By intentionally adding certain features to brush strokes, practitioners believe they can align their writing with desired life outcomes, from success to happiness. MADARA has practiced this art for over 20 years, creating more than 800,000 personalized name artworks — an achievement unmatched by any other calligrapher.



- **Why Shonan Hiratsuka?**

Located between Tokyo and the iconic destinations of Kamakura and Hakone, Hiratsuka is a hidden gem for travelers seeking authentic Japanese experiences without the crowds. Along with its scenic Shonan coast and historic shrines, the city flourished as a post town during the Edo period and is still home to century-old shops and master artisans who keep traditional crafts alive. It offers a rich cultural atmosphere and a peaceful setting for meaningful experiences. Hiratsuka also appears in Katsushika Hokusai’s famous ukiyo-e Thirty-six Views of Mount Fuji, yet it remains little known among international travelers as a spot to quietly enjoy stunning views of the mountain.

- **About the Artist — MADARA**

Born in Fukushima, MADARA began studying calligraphy at the age of five, earning the highest rank in the All Japan Calligraphy Federation by age 15. After discovering graphology in 2000, he pioneered its adaptation into Hisseki-jutsu Shodo, blending traditional calligraphy with modern art and the power to invite good fortune. Following the 2011 Great East Japan Earthquake, MADARA relocated to Shonan, where he now welcomes visitors

from around the world to share his pioneering calligraphy value.

- **Limited-Time Offer**

Full Workshop Price: ¥15,000

Special Opening Campaign: ¥10,000 (through December 2025)

- Duration: approx. 90 minutes

- By reservation only

Reserve at: <https://kanji.tokyo/en/booking-en/>

Follow on Instagram: @kanjitokyo

- **About Crafort Co., Ltd.**

Founded in 2023 and based in Hiratsuka, Japan, Crafort specializes in inbound tourism experiences and custom-made calligraphy art. Through KANJI TOKYO, the company aims to share the beauty, history, and modern creativity of Japanese calligraphy with visitors from around the globe.

【Contact】

Crafort Co., Ltd.

Email: info@kanji.tokyo | Tel: +81-50-1791-7244

Website: <https://kanji.tokyo>