

(2) Specific weight

plastic	iron	Aomori cypress
1.3	7.8	0.41

→ Aomori cypress is **light!!**

- ⇒ • doesn't become hot to the touch
• light and handy!!

Future's problem

- Development of goods that young people want.
- PR activity out side of the prefecture.

< Charm of Tsugarunuri >

1. You can eat delicious food!

→ lacquer is heat insulating.

While being warm, it's possible to eat a dish off of it.

2. Strong and can be used for a long time!

→ Lacquer has been painted many times

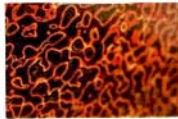
...▶ durability increases

3. Many kinds and Many goods!

→ smartphone cases, Accessories and so on.



nanaco-nuri

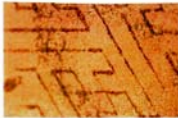


kara-nuri

~ pattern ~



monsya-nuri



nishiki-nuri

TSUGARU LACQUERWARE PR PROJECT

Hirosaki Minami High School

14-6

— Member —

1. motive

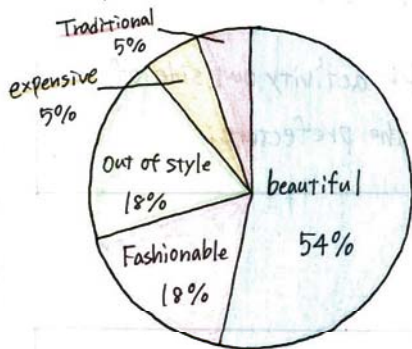
Tsugaru lacquerware is one of the traditional crafts in Aomori. But it isn't popular. We would like to attract young people's interest. We will investigate its charm!



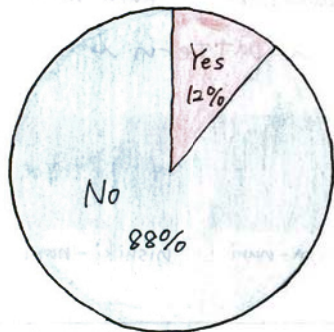
2. questionnaire

① How others see Tsugaru lacquerware

52 people from Twitter.



② Do they want to buy Tsugaru lacquerware 52 people from Twitter.



From this result.

Young people don't have a good image of Tsugaru lacquerware.

- Because they don't know the charm.
- Because the price is high

Investigate the charm!

Let's promote tsugaru lacquerware.

3. material comparison

① plastic

② iron

③ Aomori cypress
(ingredient of Tsugaru lacquerware)

(1) Thermal conduction

plastic	iron	Aomori cypress
0.25	80.0	0.14

→ Aomori cypress is conductive