

Owners of *Name of Japan* Aim to Rescue Endangered Japanese Hanko with Touch of Hipness

Name of Japan™

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The recent Corona Virus and electronic banking signatures have not been kind to the thousand-year-old hanko name seal, but Tsukino-san and Chieko-san have their battle plan signed, sealed and delivered.

KAMAKURA, Japan., July 18, 2024 – [Name of Japan](#), a third-generation hanko maker in Kamakura has introduced the personal logo of pop culture, *Hip Hanko*, a new name-seal design with youthful flair and hip-hop style. As the traditional hanko fades, the owners believe that innovations like *Hip Hanko* could spare it from total extinction and see it rise again.

Tsukino Mitsuhiro and his wife, Chieko, both award-winning Seal Engravers and co-owners of *Name of Japan*, view the young generation as a largely underserved market. For new seal design ideas, they immersed themselves in JPOP videos and hip-hop photos to channel hip boldness into their engraving blades.

“We feel that hip people will embrace our *Hip Hanko* like a personal logo rather than a document signature,” said owner, Mitsuhiro Tsukino. “It really becomes them.” This is especially true because the seal will also be available as a JPEG file for use online as an email signature and other applications.

Key Takeaways:

- *Name of Japan* sees *Hip Hanko* as a campaign to preserve and promote not only their craft, but all Japanese arts and cultural practices now facing extinction.
- *Name of Japan* was [recently honored](#) by Kamakura City as hanko designer for their sister city, Nice, France.



*Tsukino Mitsuhiro, Certified Seal Engraver and co-owner, Name of Japan.
Photo: Name of Japan*



*Tsukino Chieko, Certified Seal Engraver and co-owner, Name of Japan.
Photo: Name of Japan*

- *Name of Japan* hanko are now in use at major Shinto Shrines and Buddhist Temples throughout Japan.
- *Name of Japan* has introduced [in-house workshops](#) on hanko design.
- *Name of Japan* has created [The Hip List](#), a free, online business directory open to any business with innovations that support or enhance Japanese culture.

For complete details and views of the new *Hip Hanko* designs or *The Hip List*, visit <https://www.hiphanko.com>. To arrange an interview with Tsukino-san, see *News Contact* below.

ABOUT NAME OF JAPAN

Name of Japan (originally *Kamakura Hanko*) is a third-generation hanko maker founded in 1951. All of their hanko are hand-engraved using centuries-old techniques. The owners' vision is to preserve and promote traditional Japanese arts and culture through their campaign "Be More Japanese." For more information, please visit <https://www.nameofjapan.com/>.

NEWS CONTACT

Mitsuhiro Tsukino, co-owner and Certified Seal Engraver
 Name of Japan
 Kamakura, Japan
 Tel: +81 467 37 9297
[Email](#)

ADDITIONAL ASSETS Brand images can be [downloaded here](#).

SUGGESTED YOUTUBE VIDEO ABOUT HIP HANKO

[Hip vs. Traditional](#) (1:59)

SOURCE Name of Japan



Presentation of official hanko design to Kamakura City officials for Kamakura's sister city, Nice, France. Pictured (L-R): Kamakura City Mayor Matsuo; Name of Japan co-owners and Certified Seal Engravers, Tsukino Chieko and Tsukino Mitsuhiro; and Vice Mayor Chida, April 27, 2024. Photo: Kamakura City



Every Name of Japan hanko is hand-engraved using traditional techniques. Photo: Name of Japan