



made in japan

Yukari ゆかり

/yu·ka·ri/

fate

bond

destiny



index

What is Yukari Ceramics?	_06
Traditional Japanese ceramics	_09
Handcrafted design	_10
Authentic by nature	_13
The key ingredient is time.	_14
A production cycle on a human scale	_17
Collections	_19

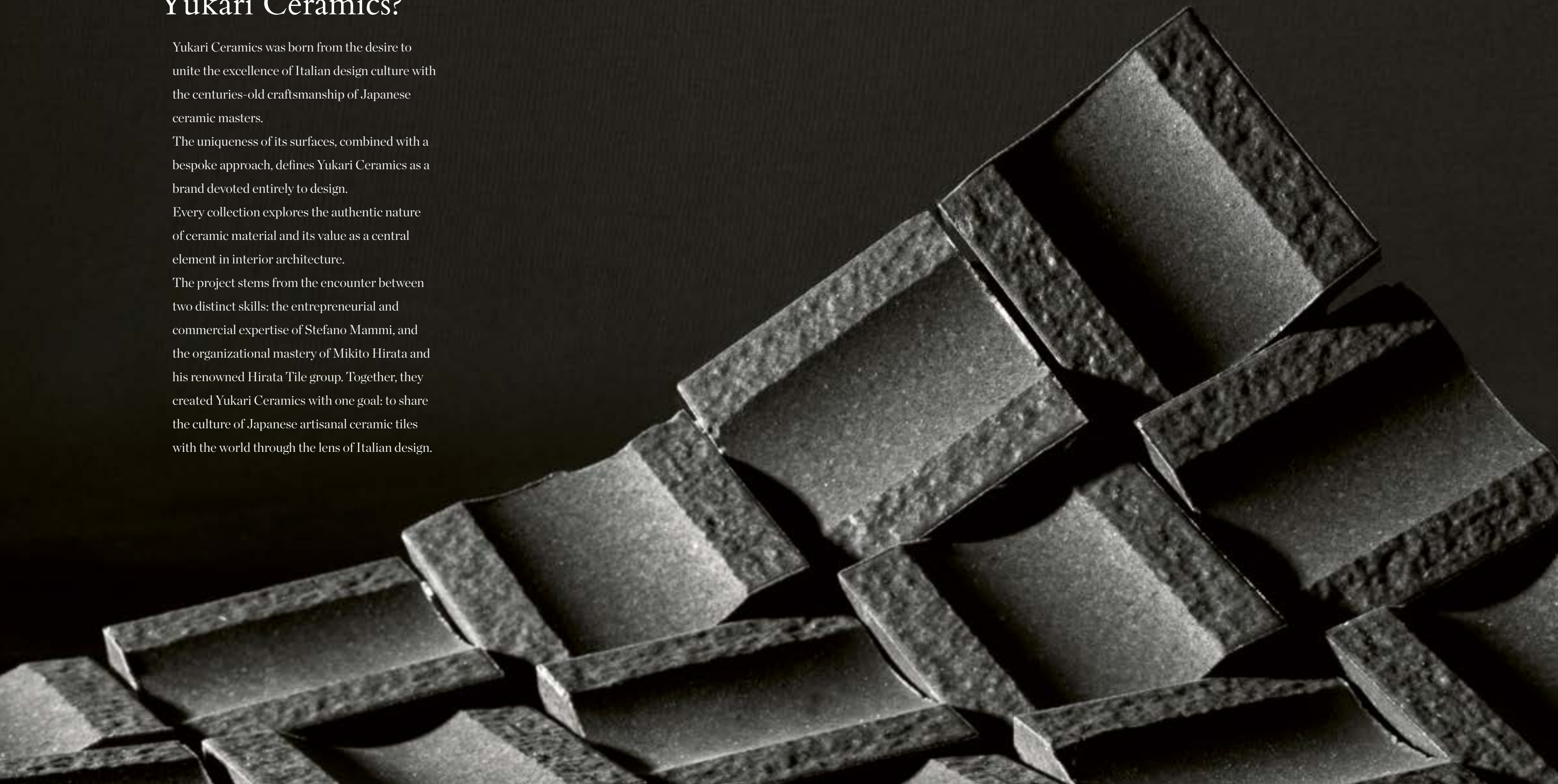
What is Yukari Ceramics?

Yukari Ceramics was born from the desire to unite the excellence of Italian design culture with the centuries-old craftsmanship of Japanese ceramic masters.

The uniqueness of its surfaces, combined with a bespoke approach, defines Yukari Ceramics as a brand devoted entirely to design.

Every collection explores the authentic nature of ceramic material and its value as a central element in interior architecture.

The project stems from the encounter between two distinct skills: the entrepreneurial and commercial expertise of Stefano Mammi, and the organizational mastery of Mikito Hirata and his renowned Hirata Tile group. Together, they created Yukari Ceramics with one goal: to share the culture of Japanese artisanal ceramic tiles with the world through the lens of Italian design.





Traditional Japanese ceramics

Japanese ceramic production has historically preserved the material's integrity, resisting the temptation to turn it into anything other than what it truly is.

At the heart of this tradition lies Tajimi, in Gifu Prefecture—a place of wooded hills and clear streams, where ceramics have been crafted for centuries. Since the Momoyama period (16th century), this district has developed a unique ceramic culture rooted in local natural resources—such as refractory clays and volcanic ash—and in a deep aesthetic sensibility embracing the beauty of imperfection.

Here, Mino-yaki emerged as one of Japan's oldest and most versatile ceramic traditions.

It is celebrated for its extraordinary range of styles, glazes, and shapes, historically linked to the tea ceremony and, more recently, to architectural surfaces. In this region, ancient firing techniques coexist with modern experimentation, blending craftsmanship, art, and functionality into a single language. Even today, traditional noborigama kilns and family-run workshops stand alongside advanced design manufacturers, keeping alive knowledge passed down through generations. Production follows a slow, deliberate rhythm—an alchemy of hand, fire, earth, and time.

Handcrafted design

The design of Yukari tiles is inseparable from their handmade nature. Each piece reflects a delicate balance between ancient tradition and contemporary research, where centuries of shared knowledge meet a modern aesthetic vision.

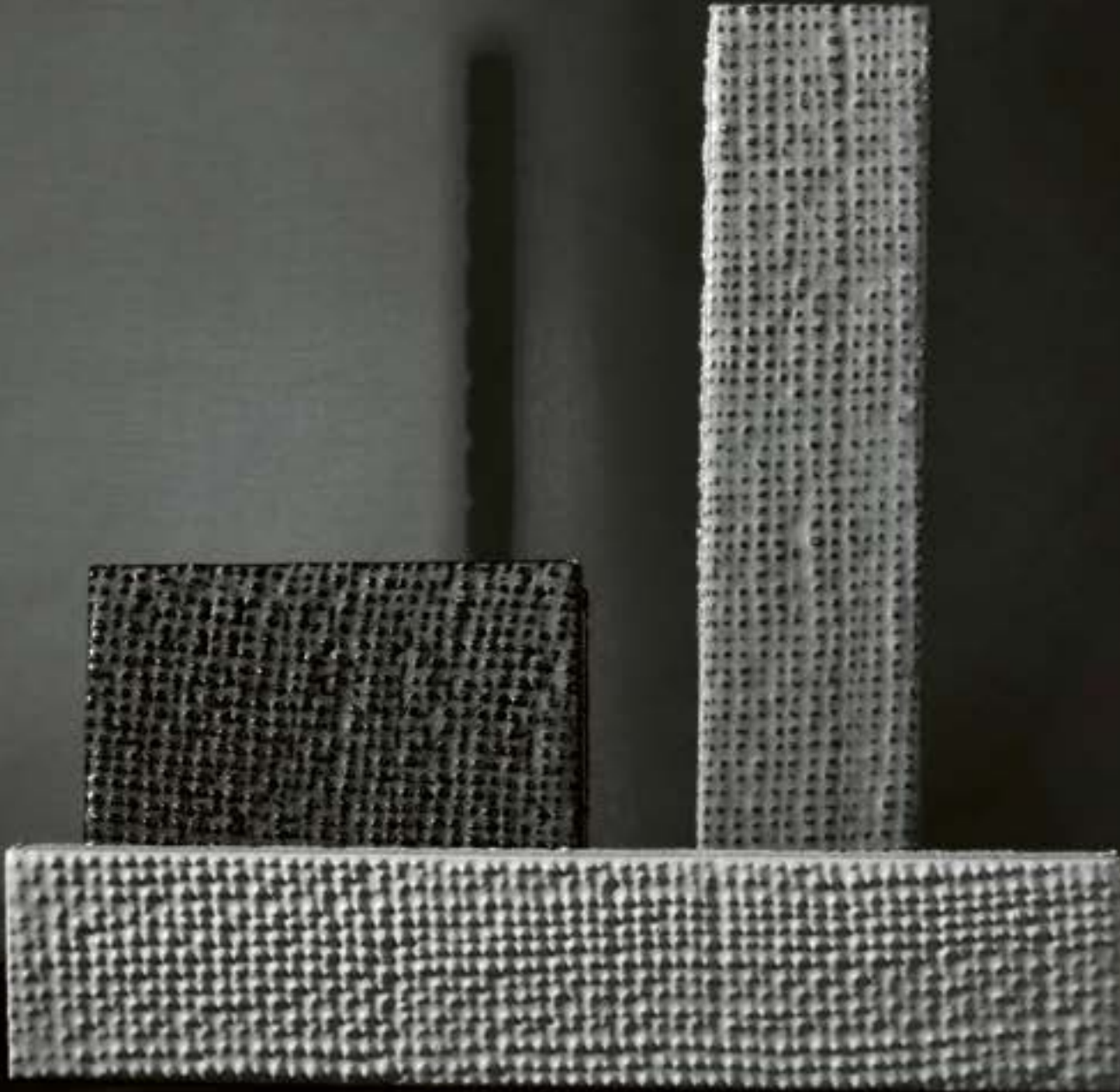
The hands of the artisans work the material with slow, precise movements, guided not only by technique but also by a deeply Japanese aesthetic sensibility, rooted in the beauty of natural imperfections.

Ceramic surfaces here are not mere decoration:

they become living forms, material memories, expressive layers. Textures are engraved, scratched, or hand-glazed with matte, glossy, or iridescent finishes, each bearing the trace of gestures and fire.

The collections are produced in small series, allowing subtle variations in tone and surface. Each module retains its uniqueness, creating tiles with a tactile, essential language—micro-architectures capable of interacting with space in a quiet yet powerful way. This design does not seek industrial perfection, but authenticity.



A black and white photograph of three ceramic tiles with a woven texture. One tile is lying flat in the foreground, while two others are standing vertically behind it. The tiles have a complex, grid-like pattern that resembles a woven fabric. The background is dark and out of focus.

Authentic by nature

Yukari Ceramics does not imitate.

Its tiles do not pretend to be stone, wood, metal, or concrete. They embrace, with precision and elegance, the very essence of ceramic: a living, noble, expressive material.

Each tile is different from the next. In texture, in reflections, in the micro-marks left by hand glazing and firing. Even within the same collection, no two modules are ever identical: slight ripples, unexpected nuances, and delicate traces of the artisan's hand reveal the story of their making.

These variations are not imperfections but evidence of authenticity. They make every surface distinct and every installation a composition of unrepeatable details.

This aesthetic celebrates ceramic for what it truly is: sometimes porous, sometimes glassy; matte or glossy; smooth or textured – never standardized, never uniform.

Rather than imitating other materials, ceramic asserts itself as an autonomous language of beauty.

The key ingredient is time.

Each tile is created through a slow, deliberate process. Hand-shaped, naturally dried, individually glazed, and fired according to precise temperature curves, often in small batches.

Time here is not a limitation: it is a condition for excellence. It allows the material to transform without losing its character.

In a world that accelerates everything in the name of efficiency, this conscious slowness becomes an ethical gesture. It preserves

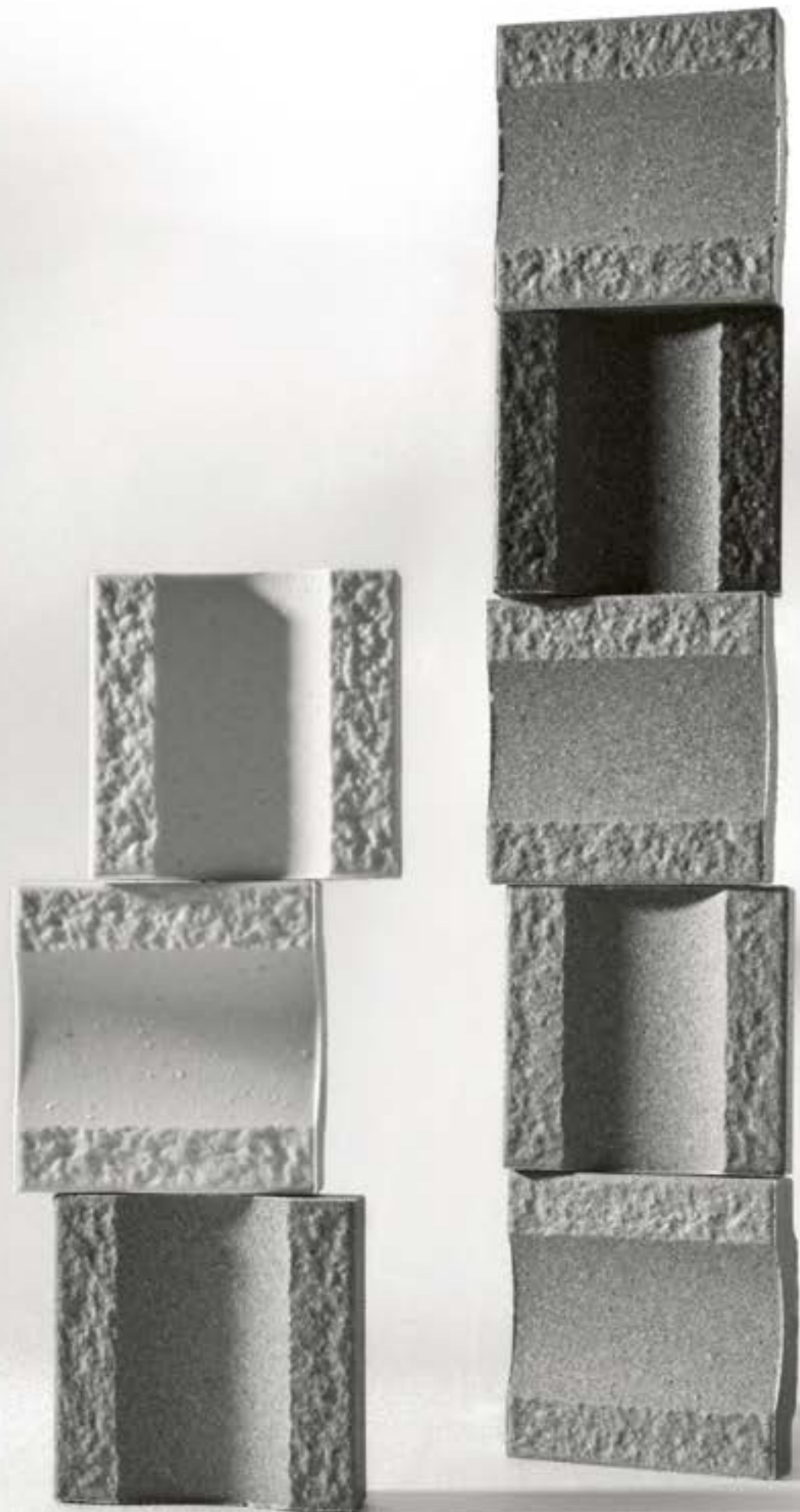
quality, safeguards knowledge, and

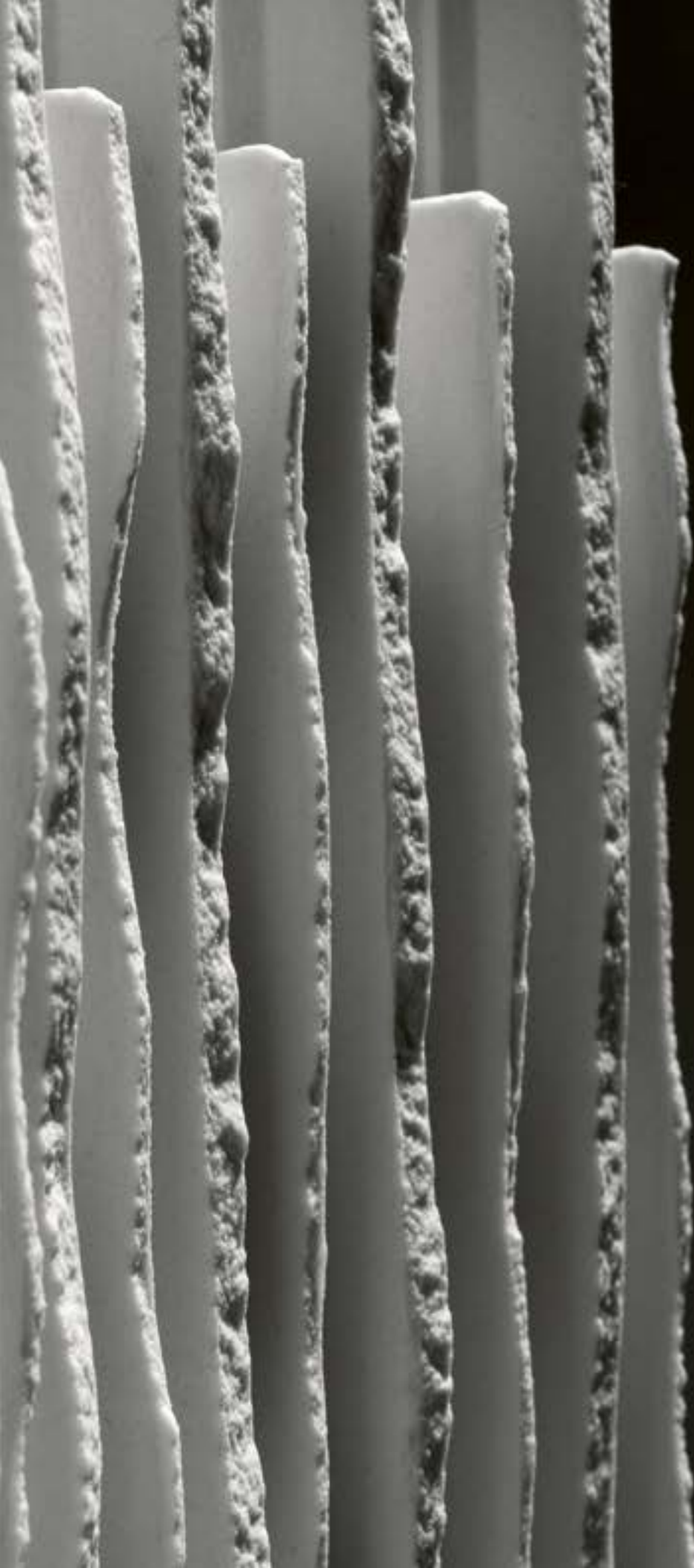
respects the nature of the material itself.

Every tile carries the marks of this choice.

No two are identical because each step leaves subtle variations that time does not erase but enhances. It is time that gives the surfaces depth, vitality, and a unique relationship with space.

In contrast to standardization, Yukari Ceramics reaffirms a simple truth: what truly matters takes time.





A production cycle on a human scale

In Japanese craftsmanship, firing is not just a technical step, it is a defining moment. In traditional kilns and specialized workshops, firing cycles can last up to 48 hours, including gradual heating, controlled peaks, and slow cooling phases.

This extended timing allows the glazes to merge naturally with the surface and the ceramic body to mature without stress, ensuring strength, stability, and depth of color.

Slowness here is not inefficiency. It is precision, care, and respect for the material. Each firing curve is calibrated to the clay type, tile size, and

glaze composition, combining technical skill with artisanal sensitivity.

Equally important is the recovery of materials. Production waste—defective pieces, unfired clay, cutting scraps—is systematically recycled and reintroduced into the process. In some workshops, up to 50% of the raw material is reused without compromising quality.

Time and recycling thus embody a sustainable philosophy: doing things well, without haste, without waste, honoring both tradition and innovation.

Collections

Yukari collections are crafted through artisanal or semi-artisanal processes. Variations in size and shade, whether within the same collection or between different production batches, are part of the natural character of the product. We recommend an installation with joints wider than 3 mm.

collection 03	Tsuya	艶	pp. 22
collection 06	Yugure	夕暮	pp. 26
collection 08	Yohaku	余白	pp. 30
collection 09	Ame	雨	pp. 34
collection 14	Ami	網	pp. 38

Collection 03

Tsuya

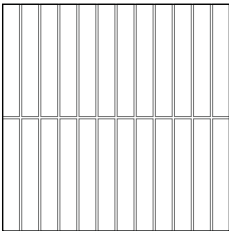
艶



Tsuya is composed of small, glossy glazed tesserae, each with subtle tonal variations that naturally emerge from the artisanal process.

These delicate shifts in shade enhance the surface depth, celebrating the uniqueness and hand-crafted character of the piece.





PIECES
147x22x7 mm

SHEET
300x300 mm



Silk Dune



Opal Veil



Mist Leaf



Petal Glow



Sage Light



Collection 06

Yugure

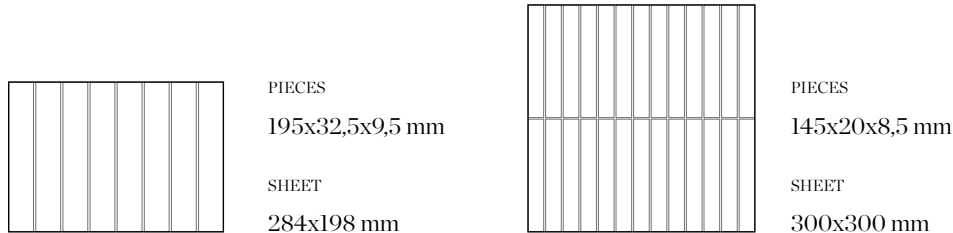
夕暮



Yugure is a fully handcrafted surface where glossy glaze applications overlap freely, guided by the hand rather than by repetition. These luminous gestures rest on a

drier, matte base, creating a natural yet powerful contrast. The result is a surface defined by depth, tension and quiet imperfection.





L-Moss&Acid



L-Misty Crimson



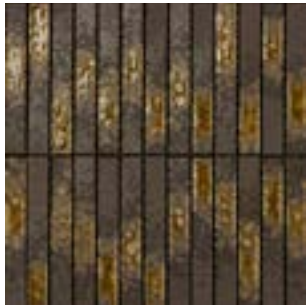
L-Ember Ochre



S-Moss&Acid



S-Misty Crimson



S-Ember Ochre



Collection 08

Yohaku

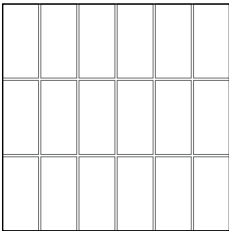
余白



Yohaku is composed of engraved rectangular tesserae, each marked with subtle variations in incision. Once installed and grouted, the individuality of each piece dissolves,

giving way to a continuous rhythm of fine, aligned slats. The surface reads as an infinite sequence, where repetition becomes texture and structure.





PIECES
95x45x8 mm

SHEET
300x300 mm



Silent Chalk Glossy



Silent Chalk Matte



Dry Dune Glossy



Dry Dune Matte



Collection 09

Ame

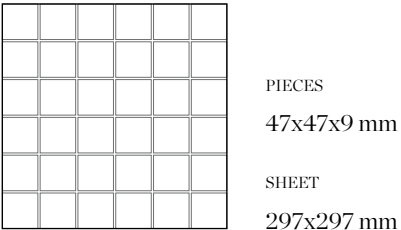
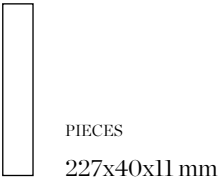
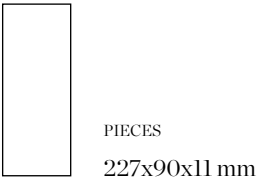
雨



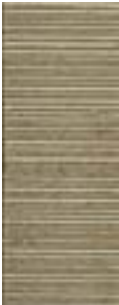
Ame is a fully handcrafted collection composed of multiple elements shaped like dense micro-slats, as if the surface were finely folded. These tightly structured rhythms create a deeply natural texture,

where light and shadow enhance the material's artisanal character. The result is an authentic surface, defined by precision, irregularity and hand-made depth.





Fine Line Rectangle Sand



Fine Line Rectangle Terracotta



Fine Line Rectangle Tobacco



Fine Line Strip Sand



Fine Line Strip Terracotta



Fine Line Strip Tobacco



Raw Line Square Sand



Raw Line Square Terracotta



Raw Line Square Tobacco

Collection 14

Ami

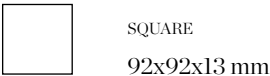
網



Ami is a fully handcrafted collection defined by an irregular, net-like texture, where both material and structural imperfections arise from the artisanal process. These variations become a distinctive language, deeply rooted in the identity

of Yukari's collections. A wide chromatic movement flows across the surface, enhancing the natural rhythm of each element and giving the material a powerful, organic presence.





Square Loomed White



Square Woven Jute

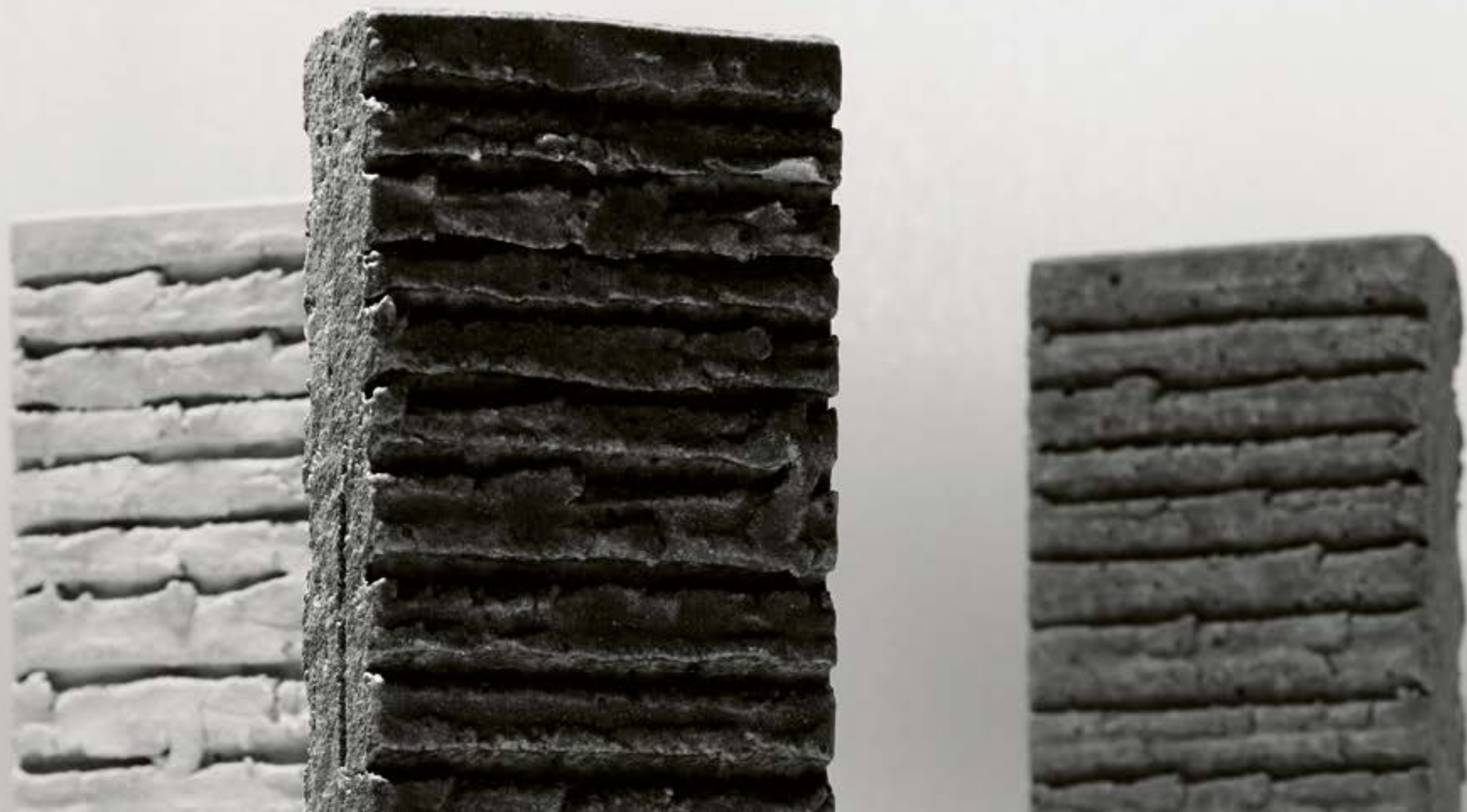


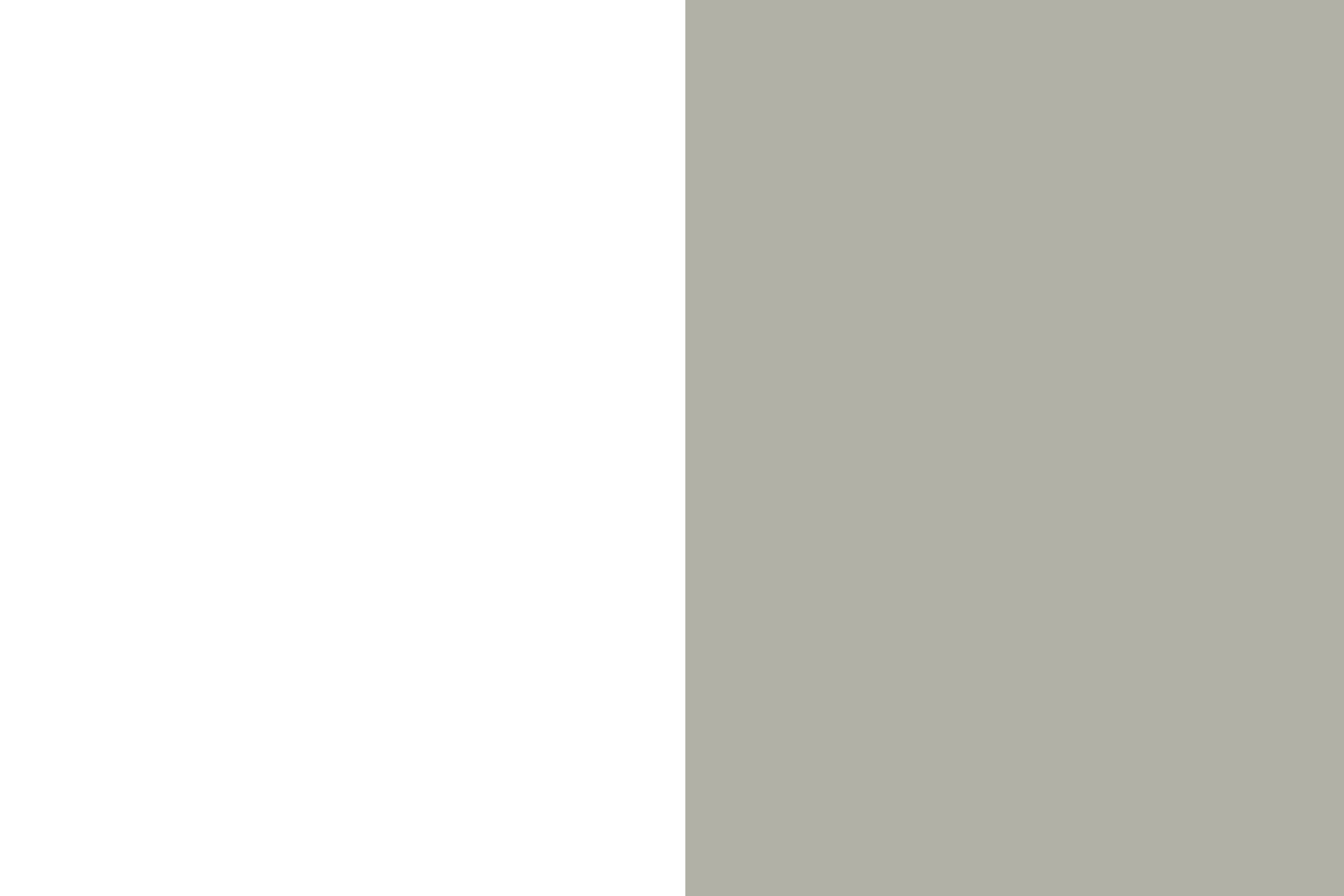
Strip Loomed White



Strip Woven Jute









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