

ヤマギワ株式会社

Last year in the first of this series we discussed our agent for the Irish Republic, Bourke Strand Electric, who operate in Dublin under the leadership of the famous Kevin Bourke.

Our agents in different parts of the world obviously vary greatly in the size of their operations, but not in their knowledge or enthusiasms which remain the constant factors, everywhere in the world, the Strand banner is flying. On literally the opposite side of the world, in another island, Japan, there is another Strand agent, the Yamagiwa Corporation. This company covers the whole lighting spectrum from domestic fittings to television 5K's.

THE Yamagiwa Corporation was established in 1923. Shortly after World War II the President of Yamagiwa, Hyogo Konagaya was among the first businessmen in Japan to take note of the wide interest in lighting in continental Europe. He believed that the same interest in lighting would follow in Japan, so he set about obtaining licensing agreements from some of the world's best known lighting manufacturers and designers. As his company progressed, it began to develop its own design expertise and skill, of which more later.

Ever since the foundation of the company Mr. Konagaya and his associates have made their main mission in life the promotion of imported lighting to Japan.

It was this tradition of importing the best from everywhere in the world that, I will modestly say, led Yamagiwa to the doors of Strand some years ago. I suppose one of the things, as a Strand man, that always pleases me is that the countries in the world which are generally considered to be the most advanced technically i.e. the U.S.A., Japan and West Germany are all Strand strongholds.

As well as the import business, the other side of Yamagiwa's operation is the development of their own lighting products which are aimed at the commercial and domestic lighting market. In 1968 they exhibited their own equipment at the Hannover Fair, where some of their designs were award winners. In fact they have been Hannover prize winners no less than 44 times.

Yamagiwa have nineteen shops throughout Japan with over 20,000 sq.m. of floor space devoted to lighting while their total sales reaching a staggering £150m per annum. This September they are opening a brand new store with a 4,000 sq.m. floor space - for people such as your Editor who can't be bothered with metric measurements, this is very nearly an acre. They reckon it will be the largest shop in the world devoted entirely to lighting. Yamagiwa also have a large lighting laboratory for their development work.

It is now three and a half years since our Japanese agent began to represent Strand theatre lighting and laniro television lighting in Japan. Since then Galaxies, Duets and all the old familiar Strand names are becoming as well known in the Land of the Rising Sun as in Erin's Fair Isle.



1 Fuji TV Studio.
2 Studio 8000.
3 Shinjuku NS building.
4&5 Auditorium and control desk in Theater Apple.
6 "Jack" the opening performance at Theater Apple.

