



Sean Barrett  
Creative & Marketing Director  
+81 90 4533 3732  
sean@deeperjapan.com

Marina Zilliacus  
Marketing Associate  
+81 90 4533 3732  
marina@deeperjapan.com

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## ‘Deeper Japan’ launches with bold vision of championing authentic cultural experiences

Tokyo-based travel platform Deeper Japan showcases a diverse portfolio of off-the-beaten-track experiences with Japanese master artisans.

Tokyo, Japan, June 18, 2019: Partnering with top-level Japanese artisans and masters, Deeper Japan (previously Detouur) now offers 54 experiences in Tokyo, Kyoto and Iwate, spanning centuries-old arts like Kintsugi gold ceramics and Bonsai, culinary experiences like Buddhist vegan cuisine, martial arts like Kyudo archery, and more niche artforms like Indigo fabric dying.

During these intimate masterclasses, guests can learn ancient artforms from masters in their field, including acclaimed swordsmith Fusahiro Shimojima, featured by CNN Style<sup>1</sup>, with multilingual interpretation options to bridge the language gap.

“The world’s never been more interested in visiting Japan<sup>2</sup> and that brings a wealth of travelers craving real connection. We believe there’s an opportunity to lead the market by focusing on what connects us all – our stories” writes Marketing Director Sean Barrett.

Deeper Japan also caters to discerning guests of Tokyo’s most luxurious hotels such as the Ritz Carlton Tokyo and the Park Hyatt Tokyo hotel, offering in-hotel private masterclasses.

Partnering with local tourism bodies like local NPO Marugoto in the tsunami devastated town of Rikuzentakata, Iwate, as well as with governmental bodies like Densan (The Association for the promotion of Traditional Craft Industries), Deeper Japan also actively supports the reinvigoration of regional communities as well as the preservation of Japan’s traditional craft industries.

About Deeper Japan: Founded in 2018 by Stein Corporation, Deeper Japan is a growing international team united by its passion for meaningful travel. For more information, visit [deeperjapan.com](https://deeperjapan.com).

<sup>1</sup> Japan’s samurai swordsmiths cling to a centuries-old craft, 17 Oct 2018, <https://edition.cnn.com/style/article/fusahiro-shimojima-samurai-swordsmith/index.html>

<sup>2</sup>JNTO Inbound Travel data, <https://statistics.jnto.go.jp/en/graph/#category--5>