

**“NINJA SYURIKEN” to send your  
thoughts !**

The first official merchandise of the Japan Ninja Council,

**“NINJA SYURIKEN ORIGAMI”**

The first official merchandise of the Japan Ninja Council, Origami specifically to make Syuriken, the "NINJA SYURIKEN ORIGAMI", will be available for online purchase from February 22nd (Wed), on "Ninja Day".

This product, combines the weapon of "Syuriken" which is said to have been used by the Ninja since ancient times and "Origami", a toy from the old times which also can be used as a gift with prayers, is a communication tool to convey a special message that cannot be expressed through modern technology such as SNS.

In Japan, there is a sense of psychological communication such as "pathos" and "force". With the "NINJA SYURIKEN ORIGAMI", one can fold in one's prayer in a piece of paper and through the act of symbolizing the thought, one can also experience the communication rooted in Japanese history as well as to feel the Japanese delicate spirit that still exists today.

The concept video and how to use "NINJA SYURIKEN ORIGAMI" is available on the official YouTube channel of the Japan Ninja Council.

The "NINJA SYURIKEN ORIGAMI" is available for 450 yen (excluding tax). Everyone can order from the Amazon merchant page. For a detailed product overview, please check on the Amazon page. The outline of "NINJA SYURIKEN ORIGAMI" is as follows.

## 【Launching overview of NINJA SYURIKEN ORIGAMI】

【Name】 NINJA SYURIKEN ORIGAMI

【Launch Date】 February 22nd (Wed), 2017

【Price】 450yen (Tax excluded)

【Sales Channel】 Online purchase through Amazon

URL : [https://www.amazon.co.jp/db/B06W2PJZXT/ref=sr\\_1\\_3?ie=UTF8&qid=1487575577&sr](https://www.amazon.co.jp/db/B06W2PJZXT/ref=sr_1_3?ie=UTF8&qid=1487575577&sr)

【Sales Agency】 MIME Co.,Ltd.

【Movie】 『Art of NINJA』 <https://youtu.be/5915XPtN8KU>

**STAB YOUR MESSAGE** ✦

**NINJA SYURIKEN ORIGAMI**

  
JAPAN NINJA COUNCIL

NINJA SYURIKEN ORIGAMI  
～Sample image of how to make Syuriken～



NINJA SYURIKEN ORIGAMI  
~Image of the product~



NINJA SYURIKEN ORIGAMI  
~Finished image of the Syuriken~

【NINJA SYURIKEN ORIGAMI Concept】

STAB YOUR MESSAGE

# NINJA SYURIKEN ORIGAMI

JAPAN NINJA COUNCIL, organized with the aim to spread the nature of Japanese Ninja, came up with a product that carries on Ninja's spirit.

Combining "SYURIKEN", a traditional weapon of Ninja, and "ORIGAMI", a traditional Japanese plaything that sometimes acts as a prayerful gift, the council developed a communication tool carrying a special message that could not be sent on SNS. In Japan, there are psychological senses of communication such as "pathos" and "vital energy". In the process of making NINJA SYURIKEN ORIGAMI, users make wishes on a single sheet of paper and typify their thoughts. In doing so, they experience the communication that is rooted in the Japanese history and feel Japan's primitive mind that are still alive today.

**<Inquiries about this release>**

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