



Masahiro Inoue, a Japanese art mounting craftsman, mounts PFPs of popular NFT “Azuki” holders

Proof of Japan, INC. (POJ) produced a collaboration project with Holders of "Azuki"※ NFT, a globally popular NFT series, and Hyougu master (Japanese art mounting craftsman) Masahiro Inoue.

Hyougu was introduced from China as a technique for preserving Buddhist scriptures, and later developed into a uniquely Japanese form with decorative features. It is a traditional craft that has been mainly used for hanging scrolls, folding screens, and sliding doors in the alcoves of Japanese-style rooms.

Masahiro Inoue (Inoue), the third generation Hyougu master of Inoue Kogado, while works on traditional interior decorations, also aims to create a new style of Japanese decoration by searching for the best way to match modern architectural style, through the theme of “Traditional Elements of Hyougu x ART”.

POJ aims to create special experiential value in both digital and physical spaces, while making full use of AI and NFT technologies, in collaboration with the young generation who will succeed the future of Japanese culture and entertainment. In October last year, with the cooperation of Inoue, we have started offering workshops to create new experiential value by using AI to mount photos and digital arts and transform them into NFTs in collaboration with overseas Web3 platforms.

POJ focuses on the common essence of mounting technology, which adds decorative value to real objects and preserves them, and NFT technology, which adds asset value to digital objects. Through planning a new initiative to mount PFP (Profile Picture) of the globally famous “Azuki” NFT community, we will provide experiential value that visualizes the connection between digital and real through mounting and aim to make “Hyougu” accessible to the next generation around the world.

The material used for the mounting is Japanese paper made by traditional methods, and Azuki NFT holder’s PFP is mounted with the techniques of Masahiro Inoue, who has been involved in many mounting restorations. The depth and richness of expression of the traditional Japanese mounting technique enhances its appeal.



● Masahiro Inoue

Masahiro Inoue has been engaged in the restoration and renewal of Japanese paintings, calligraphies, and other artworks, as well as mounting of shrines and temples. He has also produced many works that fuse mounting and contemporary art, as well as Japanese painters and calligraphers. As an approach to contemporary architectural styles, he has created many new mounting works using the traditional materials and techniques used in mounting. Through Hyougu, he is committed to the transmission and dissemination of traditional techniques.



● Proof of Japan, Inc.

POJ is a joint venture established in April 2023 by Hatapro Inc., one of the leading AI robotics startup, and SMBC Nikko Securities Inc., one of the largest securities companies in Japan. POJ intends to build up an ecosystem to benefit global people by sharing the value derived from the growth and development of Japanese culture and performing.

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※Azuki : Formed by Chiru Labs born in Los Angeles, Azuki is an anime brand crafting stories and experiences that blur the lines between the physical and digital worlds. It is popular as PFPs (Profile Picture) used in online profile images on such as on SNS.

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