Beginning in the latter half of the nineteenth century, Japan underwent a period of rapid industrialization. In the twentieth century, this wave of technological advancement reached Ichinokura in the form of mass production.

The use of plaster molds for both pressing and slip-casting were introduced, as were coal- and oil-fired kilns. These advancements allowed potters to mass-produce vessels using molds and fire them more quickly. Copper-plate transfer and stamping techniques became common methods of adding decoration, and new glazes were developed as well. Previously, pigments were largely derived from just three minerals: copper, iron, and cobalt. Through international trade, other colors entered the local repertoire. For example, a chromium-oxide glaze from Germany was used to make the jade-green cups on the back wall.

The display on the back wall contains locally produced *sakazuki* from the twentieth century. While mass production brought more uniformity to individual pieces, it also made porcelain accessible to more people and expanded the range of possible shapes and designs across the industry, as evidenced by the wide variety of cups on display. The case to the right displays *sakazuki* from Kyoto, Arita, Kutani, and Seto—all major ceramic-producing areas. They are decorated with motifs and colors characteristic of their respective regions, demonstrating the broad range of artistic expression that is possible with just a simple cup.