

Press release  
April 2020

## KARIMOKU NEW STANDARD INTRODUCES A NUMBER OF NOVELTIES THIS SPRING AND EXTENDS ITS DISTINCT COLLECTION OF WOODEN FURNITURE



**This spring, the Japanese contemporary design brand Karimoku New Standard debuts a number of new concept models and introduces new additions to their portfolio. Known for its distinct collection of high-quality wooden furniture, the Japanese brand introduces novelties by international designers Christian Haas, GECKELER MICHELS and Moritz Schlatter. The elegant Elephant series by designer Christian Haas is extended with a comfortable, mobile pouf in two sizes and built-in castors as well as a side table with an asymmetrical leg, allowing for easy access from the sofa. The Spectrum Workstation by German studio GECKELER MICHELS is debuted in new dimensions as well as with a single table top version. Additionally, KNS introduces the new Polar Lounge Chair by Moritz Schlatter in two sizes.**

### THE KNS BRAND PHILOSOPHY

Founded by leading Japanese furniture manufacturer Karimoku in 2009, Karimoku New Standard is defined by the fusion of progressive ideas and manufacturing excellence. Bringing together the unique perspectives of Karimoku's craftsmen and a select group of international designers, the brand presents new standards in Japanese furniture design.

Karimoku New Standard's pursuit of high quality outcomes includes responsible production, starting with the material itself. Sustainably grown Japanese hardwoods are sourced from northern Japan as part of an initiative to revitalise the forests and the industries they support. The low-diameter trees, which are often discarded or used as paper pulp, are processed in regional workshops before taking shape through a combination of skilled craftsmanship and advanced technology. Over the past decade, the brand has evolved through its collaborative approach and the belief that true standards should not only be universal, but exemplary in nature. This philosophy continues to inspire the brand's designers and craftsmen, who strive to create innovative furniture of the highest quality, imbued with a sense of joy.

**NEW TO THE COLLECTION****ELEPHANT SIDE TABLE**  
**DESIGN: CHRISTIAN HAAS**

The Elephant Side Table is an addition to the Elephant series and adopts the same elaborate design language. The asymmetrical leg allows the table to be pulled over the seat with ease, allowing for convenient access. The table can also accommodate a laptop, making it an elegant and functional companion for living rooms, office spaces and lobbies.

**ELEPHANT POUF**  
**DESIGN: CHRISTIAN HAAS**

The Elephant Pouf is part of the simple, elegant and versatile Elephant series. Designed to function in both public and private spaces, its soft form suggests timeless comfort and coziness. Two versions of the pouf are available: one with a lower seat height for lounge situations; and one with a regular seat height and built-in casters that allow it to be moved with ease. A range of colours and high-quality fabrics are available, while the wooden base comes in a choice of natural or black.

**ARCHIVE BARSTOOL, BARSTOOL PAD**  
**DESIGN: CHRISTIAN HAAS**

The Archive series is inspired by traditional Japanese carpentry and characterised by refined joint details and soft, tactile surfaces that convey a sense of comfort. The stools are made from solid Japanese oak and the upholstered version offers extra comfort through the addition of a slim yet soft cushion pad, matching the colour of the frame.

**SPECTRUM WORKSTATION DT190, DT240**  
**DESIGN: GECKELER MICHELS**

Spectrum is a versatile table system, designed for flexible contemporary working environments. The table's design is inspired by the minimalism of Japanese architecture with its graphical lines, combining beauty with efficiency. The meeting table version comes with a distinctive double tabletop with storage compartments around the sides of the table to keep clutter from the table surface. A simple and smart cable system with a large, easy to access cable tunnel allows quick installation of electronic devices. Spectrum Workstation DT comes in two sizes and in a black and natural finish. Further versions of the table are currently being developed.

**NEW CONCEPT MODELS****POLAR LOUNGE CHAIR S & L  
DESIGN: MORITZ SCHLATTER**

As successor of the Polar Chair, this minimalist lounge chair adopts a similar design language based on clear, round and soft shapes, balanced with straight lines and geometric elements.

This contrast gives the lounge chair its characteristic, gentle appearance and strong aesthetic expression. The proportions that gently adapt to the body, paired with a firm, yet soft upholstery make the chair particularly comfortable.

The Polar Lounge Chair comes in two versions: A lower, larger version with an optional wooden side table suitable for relaxed, casual seating and a higher, compact version with optional wooden armrests suitable for seating at a cafe-table.

Both versions are designed for contract applications and to fit in various settings in private and public spaces, from lobbies to cafes, from work spaces to living rooms.

The chair is available in a selection of high-quality Kvadrat and Maharam fabrics and the feet, the optional table and armrests are made from solid, sustainably sourced Japanese oak.

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## **NEW CERTIFIED CMHR FOAMS**

To comply with the standard flammability safety requirements in the international contract market, Karimoku New Standard now offers its versatile upholstery collections in Europe with certified fire retardant foams. The CMHR foams adhere strictly to European fire safety regulations, as do the fabrics by Kvadrat and Maharam, that have already been used for the past years. The new high-quality and fire safe upholstery materials of the Karimoku New Standard collection ensure the perfect seating comfort.

## **NOTES TO EDITORS**

### **KARIMOKU NEW STANDARD**

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[www.karimoku-newstandard.jp](http://www.karimoku-newstandard.jp)

## **PRESS CONTACT**

**For additional press information, high-resolution images or interview requests, please contact:**

## **INTERNATIONAL**

**Brand. Kiosk**  
**Danai Colla / Susanne Günther**  
**E [kns@brand-kiosk.com](mailto:kns@brand-kiosk.com)**  
**T +49 (0)69 2649 1122**  
**[www.brand-kiosk.com](http://www.brand-kiosk.com)**

**JAPAN**  
**daily press**  
**nao takegata**  
**E [naotakegata@dailypress.org](mailto:naotakegata@dailypress.org)**  
**T +81 3 6416 3201**