



Press release
March 2019

KARIMOKU NEW STANDARD CELEBRATES ITS 10TH ANNIVERSARY WITH TWO EXHIBITIONS AND A NUMBER OF NEW COLLECTIONS IN MILAN



The Japanese design brand Karimoku New Standard (KNS) celebrates its 10th anniversary at this year's Milan Design Week with two exceptional exhibitions – at Salone del Mobile and in an apartment with a beautiful garden in the vibrant design district Brera. In addition to a fresh new brand identity, website and visual appearance, KNS debuts a number of new products and extends its existing portfolio to include lighting concepts, kitchens, outdoor furniture and accessories by acclaimed designers from the KNS designer portfolio, including Christian Haas, BIG-GAME, Scholten & Baijings and GECKELER MICHELS as well as new aspiring design talents such as Moritz Schlatter and Dimitri Baehler.

PRESENT, PAST AND FUTURE KNS AT RHO FIERA

To celebrate its 10th anniversary KNS exhibits at Salone del Mobile with the topic PRESENT, PAST AND FUTURE. This year sees the launch of numerous products, including a chair produced as part of a new collaboration with Tokyo-based Swiss designer Moritz Schlatter. Lighting concepts designed by Swiss product designer Dimitri Baehler and KNS collaborator Christian Haas as well as a new chair by Scholten & Baijings are also showcased for the very first time. Moving beyond the conventional image of a wooden furniture maker, KNS is drawing on its experience and technology to explore new challenges across a range of genres. The presentation also provides a glimpse into the brand's vision for the next 10 years.

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KNS HOME & GARDEN, BRERA IN COLLABORATION WITH JAPANESE CHEF SHIORI GOTO

In addition to the main exhibition at Rho Fiera, KNS also welcomes visitors to its temporary home in the Brera district. The beautiful apartment features a large garden, while a sunroom looks out onto the garden and kitchen. The space reflects the brand's approach to creating exhibitions that feature everyday life by pairing furniture with food and art.

KNS Home & Garden provides visitors with a chance to relax and take a break from the busyness of Salone del Mobile. As a show of gratitude for the past 10 years, KNS has invited Japanese chef Shiori Goto to share her cuisine and warm hospitality with visitors as they relax on the brand's furniture.

NEW RELEASES AT SALONE DEL MOBILE 2019

NEW DESIGNS

POLAR CHAIR:

Design: Moritz Schlatter

The Polar Chair is a universal, compact and stackable chair with a distinct character, defined by the contrast between the soft shapes of the seat and the straight-edged legs. The gentle appearance, along with excellent stackability and seating comfort, make the chair a friendly and functional choice for domestic and public use. The chair is made from solid, sustainably sourced Japanese oak and comes in a range of colours, including a newly developed beige.

SOFT WOOD CHAIR

Design: Scholten & Baijings

The Soft Wood Chair's design focuses on providing perfect seating comfort. The seat shell is made from reinforced foam, moulded in a single piece, while the supporting frame and legs are crafted from sustainably sourced Japanese oak. The chair's calm, elegant lines allow it to be paired seamlessly with various tables and interiors. The wooden legs are available in a range of transparent colours, while upholstery options include quality fabrics by Maharam, Kvadrat and Scholten & Baijings.

SPECTRUM WORK STATION

Design: GECKELER MICHELS

Spectrum is a versatile table system for creative work environments. Designed to address the needs of contemporary workers, the table can accommodate casual meetings and flexible coworking arrangements. Spectrum's distinctive feature is a double tabletop with storage compartments around the perimeter that, along with smart cable management, keep clutter to a minimum. The table's lines and details highlight Karimoku's craftsmanship and the characteristics of Japanese oak. In addition to the meeting table, the system is designed to include a single work desk and a basic table suitable for domestic use, along with single tabletop and high-table versions.

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 by Kvadrat and Maharam are available, while the wooden base comes in a choice of natural or black.

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.

ARCHIVE HIGH TABLE

Design: Christian Haas

Inspired by traditional Japanese carpentry, the Archive High Table is characterised by refined joint details and soft, tactile surfaces that convey a sense of comfort. The table is crafted from solid, sustainably sourced Japanese oak. The table can be paired with the Archive Barstool, while functional options include a board for handbags and a cable management solution.

ARCHIVE BARSTOOL

Design: Christian Haas

The Archive Barstool can be used as a standalone bar stool or paired with the Archive High Table. 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 are also available in an upholstered version for extra seating comfort.

CASTOR LOBBY SOFA

Design: BIG-GAME

The sofa, based on the design of the Castor Sofa, adds new functionality through its rectangular outline and armless design, which allow units to be combined to create larger formations. The simplified frame, slightly elevated seat height and firm upholstery make the sofa well suited to contract use in lobbies and offices. The sofa's robust oak frame is available in three standard colours, while the upholstery, including Kvadrat and Maharam, comes in leather or a choice of high-quality fabrics.

NEW PRODUCT VARIATIONS

CASTOR LOW TABLE 75

Design: BIG-GAME

Based on the design of the Castor Table, Castor Low Table 75 is featuring the design details characteristic for the iconic Castor Series. It complements the Castor Lobby Sofa as a modular side table that allows to form various sofa formations.

CASTOR LOW CHAIR PAD

Design: BIG-GAME

The Castor Low Chair Pad is the upholstered version of the Castor Low Chair, a light and compact lounge chair with elaborate details. The robust yet relaxing design features a low seat and a wide backrest, making it a versatile choice for both domestic and commercial spaces. The chair is available in four frame colours with corresponding upholstery, while Kvadrat Steelcut Trio 3 fabric is available as an option.

CASTOR KIDS CHAIR

Design: BIG-GAME

The Castor Kids Chair is the offspring of the iconic Castor Chair and was developed for professional use in day care centers. Light, compact and comfortable, the chairs are stackable and are suited to both public and domestic spaces. The chair's design incorporates fine details into a simple aesthetic. The backrest, back legs and joints have been carefully engineered for stability and comfort, while the transparent color finish accentuates the texture and robust nature of the Japanese oak.

PANORAMA CHAIR PAD

Design: GECKELER MICHELS

Panorama Chair Pad is the upholstered version of the Panorama Chair Series and offers extra comfort through the addition of slim yet soft cushion pad, covered with a durable Kvadrat fabric. The Panorama Chair is a plain, universal chair made of sustainably sourced Japanese oak. Featuring generous dimensions, the elaborate bent plywood seat and backrest have a striking aesthetic that evokes sheets of paper, while also providing good seating comfort. The highly versatile chairs are well suited to use in meeting rooms, lecture halls and restaurants.

COLOUR WOOD ARMCHAIR

Design: Scholten & Baijings

The armchair is based on the Colour Wood Sidechair that launched in 2018. The chair's design presented a unique challenge: Small laths of wood are connected to form a shell with no apparent fixtures. The seat is upholstered with a Kvadrat fabric designed by Herzog & de Meuron and offers exceptional comfort. The Colour Wood Armchair complements the Colour Wood Dining table and suits home and contract applications.

COLOUR WOOD DINING 95 GRID, 120 GRID

Design: Scholten & Baijings

This 14-sided dining table features a distinctive barrel-shaped base and a transparent grid pattern printed directly on the wood using cutting-edge technology. The pattern's design, which is characteristic of Scholten & Baijings, interacts with the texture of the wood and takes on the appearance of a transparent tablecloth. The table, made from Japanese oak and chestnut, comes in two sizes and seats 2~4 and 4~6 people respectively.

COLOUR WOOD GREEN GRID

Design: Scholten & Baijings

Colour Wood Green Grid is the latest addition to the iconic Colour Wood series that

launched in 2009. The polygonal table explores craft traditions and the characteristics of low diameter wood, while layered patterns are printed directly on the tabletop using cutting-edge technology. The table's generous size allows it to be combined with large sofas in living rooms and lounges.

CONCEPT MODELS

PARABOLE LIGHT

Design: Dimitri Baehler

The Parabole Light is KNS's first attempt to develop a lamp. The lamp's design challenges Karimoku's mastery in wood processing in the form of thin materials and intricate milled patterns. Conceived as a wooden canvas, the design plays with the light and shadow that appear on the lamp's surface. The light source is standardised and reduced to a minimum, allowing the reflector to vary in size, while different textures and colours open up a wide range of possibilities and applications. The Parabole Light floats in space, producing a warm ambient light suitable for various environments.

CHL01 TABLE LIGHT

CHL02 AMBIENT LIGHT

Design: Christian Haas

The CHL series lights are KNS's first attempt to develop lamps. The design features a elegantly contoured silhouette, drawing attention to the refined, sculptural shapes milled from Japanese chestnut. The wooden surfaces reflect the light from the built-in LEDs and provide the surroundings with a warm, natural feeling. The table light, CHL01, is based on the classic typology of industrial desktop lamps, while its asymmetry adds a contemporary twist. The ambient light, CHL02, is designed to be directed against a wall for soft mood lighting and cuts an elegant figure on any shelf or sideboard.

CORSO KITCHEN CH01 - KNS X sanwacompany

Design: Christian Haas

The Corso kitchen concept marks the start of a collaboration between KNS and sanwacompany, a Japanese manufacturer and retailer of kitchen and bathroom furnishings and fittings. Corso brings together Karimoku's extensive woodworking knowledge and sanwacompany's experience with compact kitchen modules. The kitchen has been conceived as a hybrid that merges a functional kitchen unit with a wooden sideboard, resulting in a new typology that allows for unexpected interior layouts.

The design draws inspiration from the grid structures found in modernist architecture, which have been translated into the distinctive three-dimensional vertical and horizontal profiles. The kitchen unit is complemented by matching wall-mounted shelves made from the same Japanese oak as the kitchen.

Ends./

NOTES TO EDITORS:

KARIMOKU NEW STANDARD

The Japanese brand Karimoku New Standard (KNS) stands for innovative, joyful and functional furniture and objects that suit the ways of urban living in the 21st century. With a deep understanding of carpentry craftsmanship, all KNS products are made of

sustainably sourced Japanese hardwoods, making them lifelong companions. Collaborating with some of the most promising international design talents, KNS constantly expands its exceptional collection of wooden furniture.

www.karimoku-newstandard.jp

EXHIBITION DESIGN

Present Past and Future Exhibition design: David Glaettli

In celebration of the 10th anniversary of the KNS brand, the stand will symbolically represent a construction site – a creative space of change and progress. Building on the themes of “unfinished” and “imperfect”, the stand aims to contrast and contradict the shiny, superficial spaces found at trade shows, deliberately exposing what lies beneath the surface and using it as a design medium. The construction site also represents the ongoing development of the KNS brand. What began as a small project for designer collaborations has grown into an international design brand, active in fields including offices and public spaces, and exploring new ideas in kitchen and lighting design. The space is separated into loosely interconnected scenes reminiscent of a contemporary office space, with areas for meeting, eating, coworking and relaxing.

**Present, Past and Future
KNS 2019 Exhibition
Rho Fiera Milano Expo, Hall 10, Stand A07
Tuesday, April 9 – Sunday, April 14, 2019
9:30 – 18:30 H**

KNS Home & Garden Exhibition design: David Glaettli

KNS Home & Garden has been conceived as a private home, rather than an exhibition. Visitors will be welcome to gather, sit down and relax in the small apartment and secluded garden, where drinks and appetisers will be prepared by Japanese chef Shiori Goto. The space is furnished with KNS furniture and a collection of private objects, providing a glimpse into the spirit of KNS.

**KNS Home & Garden
In collaboration with Japanese chef Shiori Goto
Via Cernaia 7, Milano (Brera district)
Tuesday, April 9 – Saturday, April 13, 2019
11 – 17 H**

Shiori Goto (Chef)

Shiori Goto, daughter of a Shushi chef, began working independently in 2012 after working in a Bhutanese restaurant, vegetarian restaurant and other eateries. Based in Setagaya, Tokyo, she now works as a caterer and chef for business trips. In addition to producing everyday meals, seasonal cuisine, festive bento boxes and assorted dishes, she also provides catering services to companies and events.

Instagram: @shiorigoto_tou

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