

Press release  
April 2018

**KARIMOKU NEW STANDARD AT SALONE DEL MOBILE 2018  
NEW RELEASES BY BIG-GAME, GECKELER MICHELS AND CHRISTIAN HAAS**



The Japanese contemporary furniture brand Karimoku New Standard showcases again at Salone del Mobile in April, debuting the simple yet striking universal chair, PANORAMA, by Berlin designers GECKELER MICHELS, PROP, a line of shelving by Swiss design studio BIG-GAME, the ARCHIVE shelf by German designer CHRISTIAN HAAS as well as a number of new additions to existing collections, such as the Elephant Sofa as a 1-seater and island, the castor barstool with a backrest and the scout bistro bar table.

In addition, a series of developments in existing collections and a new striking colour round off the comprehensive presentation.

With an exhibition design by Karimoku New Standard's creative director David Glaettli, the presentation showcases in four interconnected rooms the contemporary collection of wooden furniture, emphasising the versatile and innovative, joyful and functional character of the products, made for natural life. The reduced exhibition design plays with the usual staged settings at trade fairs by unmasking for example the simple construction of the walls and using it as a decorative detail instead.

## NEW RELEASES AT SALONE DEL MOBILE 2018

### PANORAMA CHAIR

Design: Geckeler Michels

Panorama is a plain, universal chair, made of sustainably sourced Japanese oak wood, that complements Karimoku New Standard's iconic range of high-end wood crafted furniture. It offers high versatility with a focus on professional applications from meeting rooms, lecture halls to restaurants. The generously dimensioned and elaborately bent plywood seat and backrest have a striking, unique linear look, that evokes sheets of paper. The chair family features versions with compact yet comfortable armrests and with runners that allow a forward tilting sitting position for active working environments. Karimoku New Standard introduces Panorama in the new colour Night Blue.

### PROP SHELVING SYSTEM

Design: BIG-GAME

PROP is a line of shelving and storage units consisting of low boards/ TV boards and sideboards in different sizes.

The design is built on the bold, L-shaped side modules that give the shelf great stability while reducing its component parts and creating its characteristic appearance. The well-conceived proportions and details, with easy to use, removable sliding doors, make PROP well suited for storage and display in living rooms, hallways and offices. PROP is crafted from sustainably sourced Japanese oak wood and looks as beautiful from the back as it does from the front.

### ARCHIVE SHELF

Design: Christian Haas

While in the digital age we own less books, magazines, CD's and records, the ARCHIVE shelf is conceived as a platform for the personal items we collect, keep safe and hold dear over the years. The shelves store and display everything we like to use, see or be reminded of every day. It comes in two sizes and together with a set of specially made book-stands. Making use of Karimoku's expertise in wood craftsmanship, the shelves are assembled from slender beams and boards made of solid Japanese oak wood. The beautifully crafted details, elegant joints and slightly curved fronts make the ARCHIVE shelf a centrepiece in every room.

### ELEPHANT SOFA

Design: Christian Haas

The Elephant Sofa is a strikingly simple and elegant, versatile upholstery range, designed to function in private - as well as public places. Its calm and soft forms suggest timeless comfort and an unobtrusive cosiness. The curved armrests invite to relax and allow different sitting postures. Its elaborate details like the feet carved from solid chestnut wood, make the sofa a unique piece of furniture. The upholstery is firm but comfortable, containing a durable pocket spring core upholstered with a high-performance Maharam fabric made from

recycled synthetic materials, with an appealing, woolly texture. The new 1-seater lobby chair and the Island module complete the series, consisting of a 3-seater, 2-seater, Ottoman and Chaiselongue.

#### CASTOR BARSTOOL WITH BACKREST

Design: BIG-GAME

The Castor barstool with backrest is an addition to the Castor barstool introduced in 2017 and completes the successful Castor series designed by BIG-GAME. It adopts the same characteristic design language based on functionality and timeless simplicity. The barstool is built of solid, sustainably sourced Japanese oak wood, while its footrest is reinforced with a recessed stainless steel fitting for additional stability. The barstools come in two heights to suit different surroundings from the kitchen counter at home to counters in cafes, bars or lobbies.

#### SCOUT BISTRO BAR TABLE

Design: Christian Haas

The bar table is an addition to the Scout table series designed by Christian Haas and adopts the same characteristic details with its simple and elegant appearance. With its central leg with four integrated hooks for hanging bags underneath the table top, it is suitable for cafes, restaurants, hotels and public spaces. The table is made of Japanese oak wood and the table top is attached to the leg with a sturdy steel fixture.

/Ends.

#### NOTES TO EDITORS:

#### KARIMOKU NEW STANDARD

The Japanese brand Karimoku New Standard 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 Karimoku New Standard products are made of sustainably sourced Japanese hardwoods, making them lifelong companions. Collaborating with some of the most promising international design talents, Karimoku New Standard constantly expands its exceptional collection of wooden furniture.

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

#### GECKELER MICHELS

Geckeler Michels explores product functionality around human habits, with a forecasting eye on ever evolving usages and market demands. The duo articulates innovative positions, deliberately embracing history of design, contemporary technologies and digital design methods. Geckeler Michels' functionalist

approach is typically complemented by an intriguing detail or logic, lending the product a thrilling and thus long-standing narrative. David Geckeler and Frank Michels established their Berlin-based design studio in 2013. Areas of work include furniture, lighting, products and spaces.

[www.geckelermichels.com](http://www.geckelermichels.com)

## BIG GAME

BIG-GAME is a design studio founded in 2004 by Grégoire Jeanmonod (Swiss, 1978), Elric Petit (Belgian, 1978) and Augustin Scott de Martinville (French, 1980). Based in Lausanne, Switzerland. BIG-GAME designs objects for companies such as Moustache, Galerie Kreo, Praxis or Materia. Their creations are part of the collections of the Zürich Museum of Design, the Musée du Grand-Hornu, the Centre Georges Pompidou as well as the French National Fund of Contemporary Art. Their works have been shown in various exhibitions and been published in major magazines. The book 'BIG-GAME Design Overview' was published in 2008 on the occasion of their first monographic exhibition in a museum. Along with their design practice, the three founders of BIG-GAME are also professors at the ECAL/University of Arts and Design in Lausanne, and won the Swiss Federal Design Award in 2006 and 2010. The three designers draw on a vast repertory of ideas and put them nonchalantly into unexpected contexts, following the credo "Confrontation is giving birth to progress".

[www.big-game.ch](http://www.big-game.ch)

## CHRISTIAN HAAS

German born Industrial Designer Christian Haas began working in Munich before opening his Paris Studio in 2007, a move that extended his portfolio through multiple disciplines from lighting to furniture and interior design with an emphasis on porcelain and glassware. Since 2014, Studio Christian Haas is based in Porto, Portugal. Haas works with galleries such as Galerie Bensimon and renown companies such as Christofle, Rosenthal, Villeroy & Boch and Theresienthal. For his clients he creates products that distinguish themselves through a harmonious balance between functionality and sophisticated expression.

[www.christian-haas.com](http://www.christian-haas.com)

## SCHOLTEN & BAIJINGS

Stefan Scholten (1972) and Carole Baijings (1973) established Scholten & Baijings, Studio for Design, in 2000. They combine minimal forms and balanced use of colour with traditional craft techniques and industrial production in a distinctive, almost un-Dutch design style. They work for companies and institutions such as the Zuiderzee Museum, Audax Textile Museum, RoyalVKB, Established & Sons, HAY, Thomas Eyck, Pastoe, among others. Their work is published in magazines such as Wallpaper\*, Frame, Elle Deco, New York Times, Vogue, Surface and in the International Design Year Book. Their work has been purchased by several museums and private collectors and is sold worldwide. They recently received their second Dutch Design Award, won a Wallpaper\* Design Award and

were rewarded with the ELLE Decoration International Design Award for Young Designer Talent 2011.

[www.scholtenbaijings.com](http://www.scholtenbaijings.com)

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