

karimoku



CASE STUDY 08

THE HIROO RESIDENCE PROJECT

KEIJI ASHIZAWA DESIGN

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*KARIMOKU INTRODUCES CASE STUDY 08,
THE HIROO RESIDENCE PROJECT IN CENTRAL TOKYO
WITH A CRAFTED INTERIOR DESIGN CONCEPT
CELEBRATING THE QUALITIES OF LIGHT AND BESPOKE
FURNITURE ITEMS BY KEIJI ASHIZAWA*

The Japanese lifestyle brand Karimoku is proud to present its 8th case study, the furnishing of the luxury Hiroo Apartment located in a residential complex in central Tokyo. Brand initiator and lead architect for this case study, Keiji Ashizawa, has developed a bespoke interior design concept dictated by a sense of well-being and inspired by the sensual qualities of light. This new case study by Karimoku introduces the new concept of "crafted space", a holistic approach to interior design that incorporates high-quality and hand-finished craftsmanship in every detail. Aiming to create a modern retreat for human dwelling and comfort, the Hiroo Residence conveys a sense of simple luxury and material warmth.

This new case study once again exemplifies the holistic approach that constitutes the philosophy of Karimoku: Developing a coherent interior design concept as well as bespoke items of furniture based on a given architectural

framework. With an unparalleled sense for serene beauty and timeless design, Keiji Ashizawa has developed an interior concept for the contemporary Hiroo Apartment that is thought through down to the finest detail. Complementing the interior are also two new furniture items designed specifically for this project by Keiji Ashizawa and Norm Architects. The side board A-LB01 and the dining chair N-DC04 will be added to the Karimoku collections. Furthermore, Karimoku introduces two artworks by Atelier Plateau and Sara Martinsen to the Karimoku collections.

Since the founding of Karimoku in 2019, seven successful and unique case studies have been completed, including private housing, hospitality and retail projects. With case study 08, the Hiroo Residence project, Karimoku continues the collaboration with Keiji Ashizawa and Norm Architects.

CASE STUDY 08

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THE HIROO RESIDENCE PROJECT

Slightly raised above the treetops, the private Hiroo Residence overlooks the Arisugawanomiya Memorial Park and allows for the open rooms to be flooded with natural sunlight. Commissioned with the furnishing of this one-of-a-kind luxury apartment under the development of Rebita R100 Tokyo, Keiji Ashizawa took inspiration from the natural surroundings and the nuances of the sunlight, creating an interior design concept that conveys tranquility and serves as a retreat for human dwelling and comfort not to be expected in the city center of Tokyo.

The Hiroo Residence comprises about 200 square meters. Maintaining the open floor plan, Ashizawa integrated partitions, beams and staggered walls to divide the space into areas for retreat and interaction. The open kitchen, dining and living area are the focal point of

the private residence. Incorporating the unimpeded view through the south-facing, ceiling-high window front with long hours of sunlight, Ashizawa opted for a selection of high-quality natural materials and a subtle colour palette for the furnishings of the apartment. The visual and spacial perception changes according to the position of the sun, creating a fascinating interplay of light, materiality and surface quality. To foster this sensual approach, all details such as the slightly white-stained oak floors and the interior plaster walls, the bespoke furnishings and even the wooden window frames have been crafted meticulously by hand by the highly-skilled craftsmen and artisans of Karimoku Furniture, bringing out the softness and material warmth of each element within the space. This holistic and refined approach to spatial design is what Keiji Ashizawa calls "crafted





space" - a space that appeals to all senses and is carefully designed down to the last detail with the craftsmen's expertise in mind, focusing on comfort, tailor-made craftsmanship and subtle luxury. In addition to the furniture items and window frames, the wooden wall cladding in the bedroom, storage solutions for the bathroom and walk-in closet, the timber panelling of lighting and loudspeakers by Dynaudio and the tailor-made kitchen fronts have been developed in collaboration with the craftsmen of Karimoku. While creating a visual sense of unity throughout the apartment, the bespoke furnishings and optimized spatial structure also improve the thermal and acoustic environment inside the private residence, mitigating the outside noises and temperature changes and thus resulting in a quiet, comforting, and inspiring atmosphere with little noise, surrounded by natural materials crafted with tactility.

In addition to the interior design of the Hiroo Residence, both brand-initiators, Japanese architecture and design studio Keiji Ashizawa Design and the Danish studio Norm Architects have designed bespoke items for the apartment that are in line with the spatial and sensual focus of the project. The side board A-LB01 designed by Keiji Ashizawa Design and a new dining chair N-DC04

designed by Norm Architects will be introduced to the Karimoku collections in 2023. In order to further implement the concept of "crafted space", Ashizawa reached out to like-minded manufacturers and artists that have a similar understanding of furniture and its tactile qualities to develop decorative art pieces. Designed by the Danish art studio Atelier Plateau and the artist Sara Martinsen, the pieces are crafted in wood by Karimoku and will also be added to the Karimoku collections.

The Hiroo Residence Project poses a great example of a modern and luxurious interior design that is well thought-out and flawlessly crafted, yet minimalist and understated enough to unfold a sense of timeless beauty and comfort. With the fast-moving and globalized world of technological innovation and constant flow of information as well as with the diversification of smart living in mind, the Hiroo Residence project aims to provide a retreat for human dwelling, serene beauty and material richness.

With this new case study, Karimoku celebrates the launch of yet another private residence project with a holistic interior design and resulting bespoke furniture collection that responds to the furnishing and living needs of our time.



ABOUT KARIMOKU

Emerging from shared design values, Karimoku is a contemporary lifestyle brand based in Japan and born out of admiration and love for serene beauty, material richness and timeless appeal. The different collections are brought to life by the world's leading architects through individual cases, and the story of each collection is told through its native setting. With Karimoku, Karimoku Furniture Inc. introduces its fourth high-end, contemporary furniture brand, following Karimoku New Standard, Karimoku Kunst and Ishinomaki Laboratory by Karimoku.

KARIMOKU FURNITURE

The origins of Karimoku Furniture date back to 1940, when Shohei Kato took over a longstanding timber company and established a small woodworking shop in the town of Kariya, Aichi. The company produced various wooden parts in the ensuing decades, developing a range of techniques before launching its own line of wooden furniture in the 1960s. Building upon the concept of manufacturing high-tech and high-touch products, the company established bases in timber production areas and soon developed into one of Japan's leading manufacturers of wooden furniture.

KEIJI ASHIZAWA DESIGN

Keiji Ashizawa Design is an architectural and product design studio based in Tokyo, Japan. Formed in 2005 by Keiji Ashizawa, following 10 years' working experience in both architecture and steel fabrication, the studio is comprised of both architects and designers, each bringing unique skills to the team. Through logical thinking and open-mindedness, the studio presents works of "honest" design: simple yet refined, thoughtful and of a light manner—and derived naturally through the process of maximising the potential of each material and its functions.

NORM ARCHITECTS

Norm Architects was founded in 2008. The multidisciplinary design studio works within the fields of industrial design, residential architecture, commercial interiors, photography and art direction. Much like human well-being, the essence of Norm Architects' work is found in balance—between richness and restraint, between order and complexity.

“Our goal was to design a space that can only be created by meticulously crafting from the smallest detail to the furniture, resulting in a quiet, comforting, and inspiring atmosphere with little noise, surrounded by natural materials crafted with tactility. We hope that it will serve as an aspiring model for urban dwellers overflowed with information, who may be stressed yet curious in living more harmonized with nature.”

KEIJI ASHIZAWA









“Located in a quiet and favorable neighborhood with a park nearby, the living room is facing the open area on the south side with long hours of sunlight, creating a bright atmosphere. In response to the increasing desire of urban dwellers to reside closer to nature, the interior embraces textures of the white-stained oak floors and walls and plaster walls cherishing the handwork strokes.”

KEIJI ASHIZAWA



BESPOKE FURNITURE FOR THE HIROO RESIDENCE



A - L B 0 1

DESIGN: KEIJI ASHIZAWA

The A-LB01 TV board designed by Keiji Ashizawa convinces with its clear design language and well thought-out functionality. Serving either as a TV board or as a low sideboard, it offers both surface area to display beloved items as well as storage space for audio systems or cables. A small opening on the surface area also allows a projector to be installed while the cladding with wooden slats hides the technical equipment without blocking the signal of a remote control.



N - D C 0 4

DESIGN: NORM ARCHITECTS

The design for the N-DC04 dining chair originated from the idea of creating a wooden chair with a straight forward expression, yet maintaining and bridging the handcrafted and high-tech qualities that Karimoku has perfected for decades. The chair is mainly modelled from straight elements, but by adding a single angled stretcher that adds direction and character, it becomes crisp and modern - suitable for a wide range of interiors. The bended backrest is divided into two pieces,

embracing the body and heightening the comfort - while also creating rhythm and adding to the dynamic design language of the piece. The result is a lightweight wooden dining chair with scandinavian roots and Japanese craftsmanship.

BESPOKE ART PIECES FOR THE HIROO RESIDENCE



OUTWARD AND INWARD
DESIGN: SARA MARTINSEN

Danish designer Sara Martinsen finds inspiration in the relationship between nature and human beings and wishes to bring the natural materials closer and back into our homes. Sara presents the materials through aesthetic compositions where solid wood, veneer and plant fibers are weaved, layered and arranged in order to create a visually strong story.

For the Outward and Inward art work, long rectangular pieces of solid wood

are layered so that they appear to be weaved together, creating a refined and calm expression.



AP - PLATEAU 01
DESIGN: ATELIER PLATEAU

The limited edition subtle wall sculpture AP - PLATEAU 01 by Atelier Plateau celebrates the unique sensory approach of this case study by Karimoku. Consisting of subtle abstracted plateaus made of pure oak and assembled with fine furniture joints in smoked oak, the viewer is invited to watch volumes of shadows grow as light moves across the curved surfaces. The relief format holds enduring value as a means of expressing shadow play and texture. Atelier Plateau encourages the viewer

to spend time in the space to experience the changing expressions of each plateau. The sculpture is in dialogue with its surroundings and encourages the viewer to be present in this moment.

Highlighting the connection between the plateaus and the bespoke furnishings of the Hiroo Residence, the wall sculpture is highly sensory to the viewer—inspired by the materials and finishes of the Karimoku collections.

FURNITURE FROM THE
KARIMOKU COLLECTIONS



A - B 0 1

DESIGN: KEIJI ASHIZAWA

The bench A-B01 by Keiji Ashizawa is a light and harmonious piece of furniture. In search for a piece to place in the Azabu Residence entrance space, Karimokus fourth case study, that had the functionality of a bench and a form that could also be used as a display stand, Keiji Ashizawa designed the A-B01. The lightness created by the thin edges of the seat and legs, and the strength of the crosspiece material—almost as though squared timber was used — are connected by a delicate

stool rod to create a sense of overall harmony.



A - S 0 1

DESIGN: KEIJI ASHIZAWA

With the sofa A - S01, Keiji Ashizawa played with the same structure used for the table, arriving at a sofa that embodies sculptural, yet laid-back elements. The low height enhances the size of the space. Simple, yet multifunctional, the armrest can be used as a pillow, making it a daybed.

FURNITURE FROM THE
KARIMOKU COLLECTIONS



N - ST01

DESIGN: NORM ARCHITECTS

The solid wooden base of the side table N-ST01 changes in thickness according to where it needs to be strong - being sturdiest in the middle of the construction where the elements meet, and thinnest at the ends. This creates a visually lighter expression, without losing its strength. The rounded marble top highlights the underlying wood base through a subtle cut-out, emphasizing the relationship between the materials and indicating direction.

For case study 08, the Hiroo Residence Project, the N-ST01 side table has been modified with an extended marble table top.



N - DT01

DESIGN: NORM ARCHITECTS

Playing with the balance between light and heavy elements, the dining table N-DT01 by Norm Architects is dimensioned like the branches of a tree - thus making it appear paperthin from some angles and more robust where it needs to be. Like with the architectural works of the studio, Norm Architects have explored the negative space within the furniture pieces, emphasizing the materials and details by highlighting the places where the light can shine through.

FURNITURE FROM THE KARIMOKU COLLECTIONS



A - DT02

DESIGN: KEIJI ASHIZAWA

With A-DT02 Karimoku introduces a new table by Keiji Ashizawa. Designed specifically for the case study 04, the Azabu Residence Project, the new table was designed to contrast the stone kitchen. The new table, perched on four lightweight legs has a simple design, with a leg attached to each corner. The angle at which the cross-section of each leg is attached however gives the table its structural elegance with the tabletop supported without aprons. The legs and edge of the tabletop follow

the flow of the dining chairs N - DC01 designed by Norm Architects, creating a soft and light feeling. When placed in the space, the wooden table seems to float. Despite its size, its presence does not overwhelm the space. Rather, it allows the organic form of the chairs placed around it to stand out.

For case study 08, the Hiroo Residence Project, the A-DT02 dining table has been modified with an extended table top and supporting leg.

PHOTOGRAPHY

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