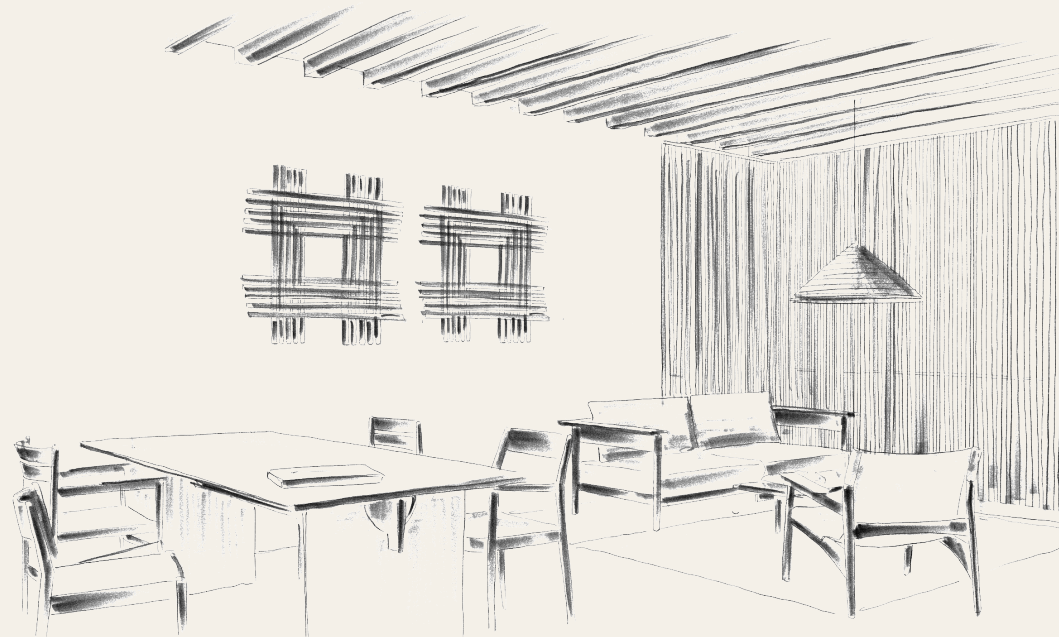


# karimoku



EXHIBITION & LAUNCH

KARIMOKU AT SALONE DEL MOBILE 2023

PRESS RELEASE APRIL 2023



*KARIMOKU SHOWCASES THE WIDE VARIETY AND HIGH QUALITY OF ITS BESPOKE FURNITURE COLLECTIONS IN A COMPREHENSIVE INTERIOR RESEMBLING AN APARTMENT DESIGNED BY KEIJI ASHIZAWA DESIGN. NEW DESIGNS BY NORMAN FOSTER AND NORM ARCHITECTS.*

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Japanese lifestyle brand Karimoku showcases the wide variety and high quality of its bespoke contemporary furniture collections at Salone del Mobile. Referencing the concept of the brand, the bespoke collections are displayed in a comprehensive, thoughtfully curated interior resembling an apartment. Designed by the brand's co-initiator, Japanese architecture and design practice Keiji Ashizawa Design, the interior is divided into different zones by material and colour, highlighting the versatility of the Karimoku collections.

products to the international audience, including new furniture designs by Norman Foster and Norm Architects as well as bespoke art pieces by Danish artist Sara Martinsen and Danish art studio Atelier Plateau.

The presentation at Salone del Mobile sees the introduction of several bespoke

## THE INSTALLATION IN MILAN: AN APARTMENT INTERIOR

On 161 sqm, the presentation at Salone del Mobile gives a thorough overview of the brand's existing wooden furniture collections designed by Norman Foster, Norm Architects and Keiji Ashizawa for real life interior cases. Referencing the case concept of the brand, Keiji Ashizawa has come up with a comprehensive, thoughtfully curated apartment interior that is divided into settings for living and dining. To showcase the wide variety of configurations that the Karimoku collections provide, the items are further arranged by wood finishes and textile options as well as by colour.

Drawing on Japanese and Danish design principles, the installation gives visitors the impression of being in a contemporary apartment studio characterized by the usage of high-quality materials. Wooden slats of pure oak provide an architectural structure to the apartment while allowing for open lines of sight and creating a sense of spaciousness. The interlocking interior settings are filled with select wooden furniture items from Karimoku's bespoke collections, allowing visitors to explore the space and interact with the furniture items.

Aiming to provide a holistic apartment experience to visitors, Karimoku also introduces a number of decorative art pieces designed by the Danish art studio Atelier Plateau and the artist Sara Martinsen. The pieces are crafted in wood by Karimoku Furniture.

The furniture on display is drawn from the existing eight private and public case studies that the brand has realized since its founding in 2019.

### PRODUCT DEBUTS

As a particular highlight of the presentation at Salone del Mobile, Karimoku showcases previously unseen designs for NF Collection by Norman Foster for the very first time, including a sofa, a dining table as well as a dining chair. Additionally, new designs by Norm Architects will be introduced internationally, including a versatile dining chair originally designed for the Hiroo Residence as well as the long-awaited ÄNG Collection.





*"Since the launch of the first case study and collection in 2019, Karimoku has quickly developed into an internationally recognized and successful lifestyle brand within the premium design furniture realm. We are very proud to be able to showcase for the first time all of the bespoke collections now part of the brand to an international audience at Salone del Mobile."*

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HIROSHI KATO  
EXECUTIVE VICE PRESIDENT KARIMOKU  
FURNITURE INC.

NOVELTIES AT SALONE DEL MOBILE 2023  
THE NF COLLECTION



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NF-DC01

DESIGN: NORMAN FOSTER

The dining chair was designed through a continuous exploration of form and ergonomics, in search of a balance between the two. The distinctive frame and organic transitions give the dining chair a refined complexity.

The dining chair NF-DC01 has been added to the Karimoku collection and is now available for order from Karimoku dealers worldwide.



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NF-BS01

DESIGN: NORMAN FOSTER

The backless stool showcases the soft transition of the NF Collection with its blended timber joints. The stool's simple composition and proportions are balanced and timeless.

The barstool NF-BS01 has been added to the Karimoku collection and is now available for order from Karimoku dealers worldwide.

NOVELTIES AT SALONE DEL MOBILE 2023  
THE NF COLLECTION



NF-LC01

DESIGN: NORMAN FOSTER

The lounge chair is designed with softness and comfort at its heart. The internal upholstery is inviting and provides overall cushioning. The low seat of the lounge chair together with its soft, rounded upholstery and crafted timber details create a chair that is sophisticated yet friendly.

The launch chair NF-LC01 has been added to the Karimoku collection and is now available for order from Karimoku dealers worldwide.



NF-S01

DESIGN: NORMAN FOSTER

The distinctive silhouette of the sofa was born from the NF-LC01. However, with its deeper seat, and thicker backrest, the sofa is more generous and luxurious. The expressive timber frame ties the sofa to the NF collection, and expresses the exceptional craftsmanship of Karimoku.

The sofa NF-S01 has been added to the Karimoku collection and is now available for order from Karimoku dealers worldwide.

NOVELTIES AT SALONE DEL MOBILE 2023  
THE NF COLLECTION



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NF-DT01  
DESIGN: NORMAN FOSTER

The dining table has a simple silhouette and refined geometry that are characteristic of the NF Collection. The soft corners embrace the language of the NF-DC01, whose sloping armrests tuck neatly into the matching angle on the table's underside.

The dining table NF-DT01 has been added to the Karimoku collection and is now available for order from Karimoku dealers worldwide.

NOVELTIES AT SALONE DEL MOBILE 2023  
FROM THE HIROO COLLECTION



N - DC 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-tec 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.

At Salone del Mobile the chair will be showcased as a prototype.



NOVELTIES AT SALONE DEL MOBILE 2023  
BESPOKE ART PIECES



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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.



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AP - PLATEAU 02  
DESIGN: ATELIER PLATEAU

The limited edition subtle wall sculpture AP - PLATEAU 02 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.

NOVELTIES AT SALONE DEL MOBILE 2023  
FROM THE ÄNG COLLECTION



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A - DT 0 3

DESIGN: KEIJI ASHIZAWA

The round table A-DT03 responds to modern European fine dining and hospitality culture. Based on the design of the rectangular dining table A-DT02, originally designed for case study 04, the private Azabu Residence, the round table A-DT03 maintains the characteristic shape and diagonal arrangement of the legs. Without any aprons, the round table has a simple and clean appearance. The versatile table can be used in any location and

is suitable in private settings as well as in the hospitality industry. The dining table A-DT03 is available in two sizes with a width of 120 and 150cm.

At Salone del Mobile the table will be showcased with the width of 90 cm.



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N - CC 0 2

DESIGN: NORM ARCHITECTS

The N-CC02 is bridging the needs of having a relaxed look and feel, while still maintaining an engaged sitting position. The design is a line-extension of the existing N-CC01 where the inner parts of the design - the surfaces that meet the body - are fully upholstered to create a soft and comfortable feeling, while the outer parts are more stringent and architectural to allow the wooden elements to be in focus.

The sofa N-CC02 will be available in Pure and Smoked Oak as well as Grain Matte Black.

NOVELTIES AT SALONE DEL MOBILE 2023  
FROM THE ÄNG COLLECTION



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N - C T 0 2

DESIGN: N O R M A R C H I T E C T S

The coffee table N-CT02 was designed as a simple solution to the ever-changing needs of the restaurant. The cubic design language offers an understated modularity, making it easy to rearrange in the dining setting as the amount of guest and group sizes changes through the evening - resulting in a table that can easily stand alone as a plinth-like object, while also working great in numbers.

The coffee table N-CT02 is made from pure oak and will be available in Pure and Smoked Oak as well as Grain Matte Black.



## 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 collection is 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 introduces its fourth high-end, contemporary furniture brand, following Karimoku New Standard, MAS and Ishinomaki Laboratory by Karimoku.

## KARIMOKU FURNITURE INC.

The origins of Karimoku Furniture date back to 1940, when Shohei Kato took over a long-standing 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.

## 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.

## 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.

## COLLABORATORS:

SARA MARTINSEN,  
Danish designer based in Copenhagen

ATELIER PLATEAU  
Danish art studio based in Copenhagen

EXHIBITION DETAILS

SALONE DEL MOBILE 2023  
APRIL 18TH TO 23TH  
9:30-18:30  
RHO FIERA, HALL 2, BOOTH C19

PRESS CONTACT

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