

# KARIMOKU CASE



BRAND INFORMATION

INTRODUCING THE NEW BRAND NAME

PRESS INFORMATION JANUARY 2024



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Karimoku Furniture is happy to announce the renaming of its high-end lifestyle brand Karimoku to Karimoku Case. From January 31, 2024, the brand will be run entirely under the name Karimoku Case in its online as well as offline presence.

Launched in May 2019 at 3daysofdesign in Copenhagen, Karimoku Case is a contemporary lifestyle brand developed by Japan's largest wooden furniture manufacturer, Karimoku Furniture Inc., in collaboration with architecture and design studios Norm Architects and Keiji Ashizawa Design. Born out of admiration and love for serene beauty, material richness and timeless appeal, the collections are brought to life by internationally renowned architects through individual cases, and the story of each collection is told through its native setting.

Over the past 5 years, Karimoku Case has developed into an internationally established and recognized brand, having worked with its co-founders

Norm Architects and Keiji Ashizawa Design as well as with partners such as Sir Norman Foster to realize global projects and custom-made furniture designs that made it into the permanent collection of the brand.

Starting out as Karimoku Case Study at its launch in 2019, the interim name change to Karimoku is now changed permanently to Karimoku Case to reflect the DNA and internationality of the brand as well as to distinguish itself clearly from its mother company Karimoku Furniture.

With Karimoku Case, Karimoku Furniture Inc. establishes its sixth high-end, contemporary furniture brand, in addition to Karimoku New Standard, MAS, SEYUN, Kunst and Ishinomaki Laboratory by Karimoku.





#### KARIMOKU CASE

Emerged from shared design values, Karimoku Case is a contemporary lifestyle brand, based in Japan and born out of admiration and love for serene beauty, material richness and timeless appeal. Developed by Japan's leading wooden furniture manufacturer, Karimoku Furniture, in collaboration with architecture and design studios Norm Architects and Keiji Ashizawa Design, the collections are brought to life by internationally renowned architects through individual cases.

#### 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.

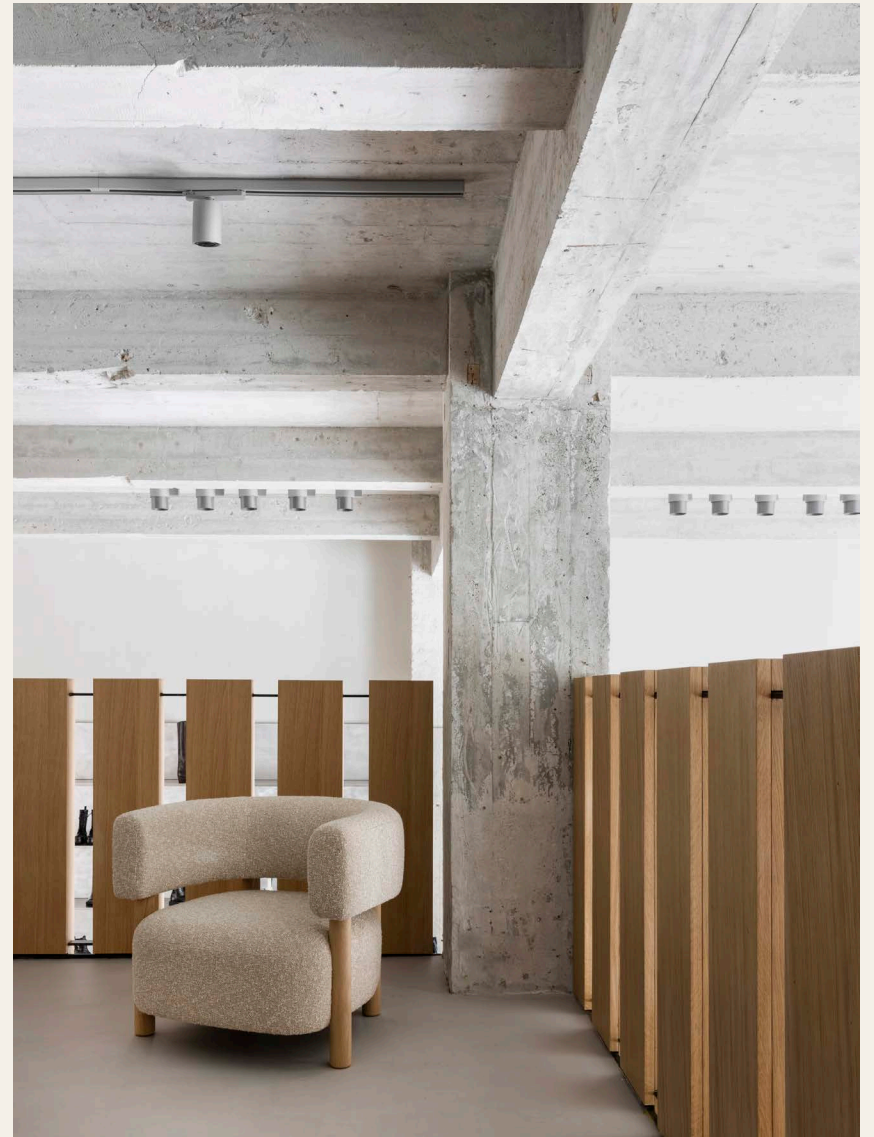


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