

KARIMOKU CASE



CASE 10

AZABU HILLS RESIDENCE

KEIJI ASHIZAWA DESIGN

PRESS RELEASE FEBRUARY 2024



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*KARIMOKU CASE INTRODUCES CASE 10,
THE AZABU HILLS RESIDENCE IN TOKYO,
WITH BESPOKE FURNITURE AND AN
ORGANIC INTERIOR DESIGN BY KEIJI
ASHIZAWA AND SUPPORTED BY NORM
ARCHITECTS ON BESPOKE FURNITURE.*

Japanese lifestyle brand Karimoku Case is proud to present its 10th case, the Azabu Hills Residence, located on the hills of Minami-Azabu, a residential area in Tokyo. In admiration of the rich expression of natural materials and the tranquility and beauty of the natural light that floods the private home, Keiji Ashizawa Design has created a serene interior rich in colour, light and touch.

For Case 10, the brand's two co-founders, Keiji Ashizawa Design and Norm Architects, have designed new bespoke furniture pieces. Using keyaki wood from the Japanese Zelkova for the first time, these new designs are

characterized by a soft reddish colour and draw on traditional Japanese woodwork and architectural traditions.

Since the launch of Karimoku Case in 2019, nine successful and unique cases have been completed, including private residential, hospitality and retail projects. The Azabu Hills Residence is Karimoku Case's 10th interior project. All cases are based on real-life projects that respond to a native environment, with a bespoke interior design concept and bespoke furniture, creating a holistic universe and furniture collection.

CASE 10

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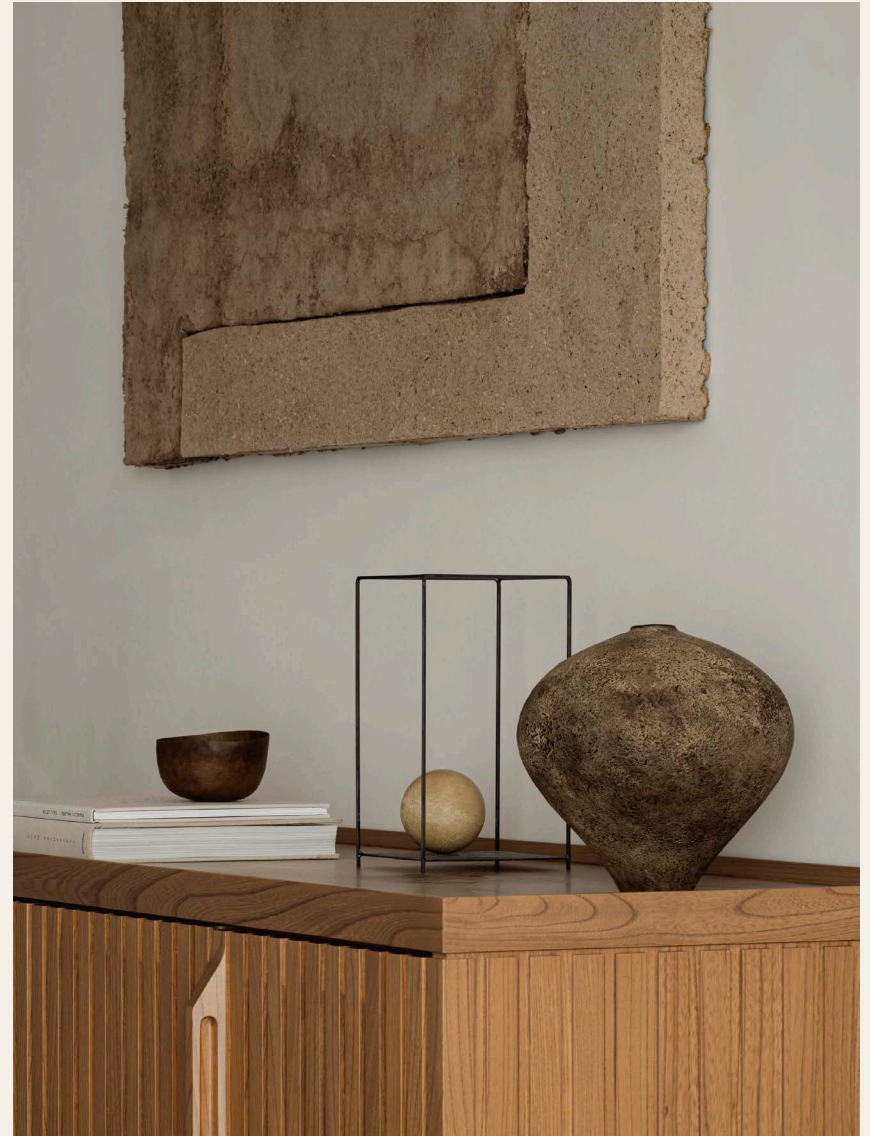
THE AZABU HILLS RESIDENCE

The Azabu Hills Residence is situated on the hills of Minami-Azabu, an area of Tokyo known for its abundant greenery. The architectural office Keiji Ashizawa Design adapted the long north-south floor plan and connected the different areas of the apartment with lattice doors, enabling the passage of light and air. The interior design reflects this focus on openness and light, with a selection of bright natural finishes and colours, ranging from linen curtains to plaster walls, light coloured marble and high-quality textiles for the various bespoke furniture designs.

This case by Karimoku Case introduces Japanese Zelkova Keyaki wood for the first time, resulting in a truly unique and surprising expression for interior and furniture designs. The new wood provides a warm counterpoint to the cream tones of the interior. Zelkova

wood has traditionally been used in Japanese culture as a building material for temples and shrines, and as a material for high-end furniture. However, demand has declined in recent years. In an effort to revitalise the Japanese forests and to use natural resources responsibly, Karimoku Furniture is now introducing this new wood to its Karimoku Case collections. By painting the Zelkova with a reddish tint, the colour and texture resembles that of the beech wood found in vintage Scandinavian furniture.

Both Norm Architects and Keiji Ashizawa Design have created new bespoke furniture items for the Azabu Hills Residence, which were manufactured by Karimoku Furniture Inc. Additionally, select items from the Karimoku Case collections have been used for the furnishing of this new case.





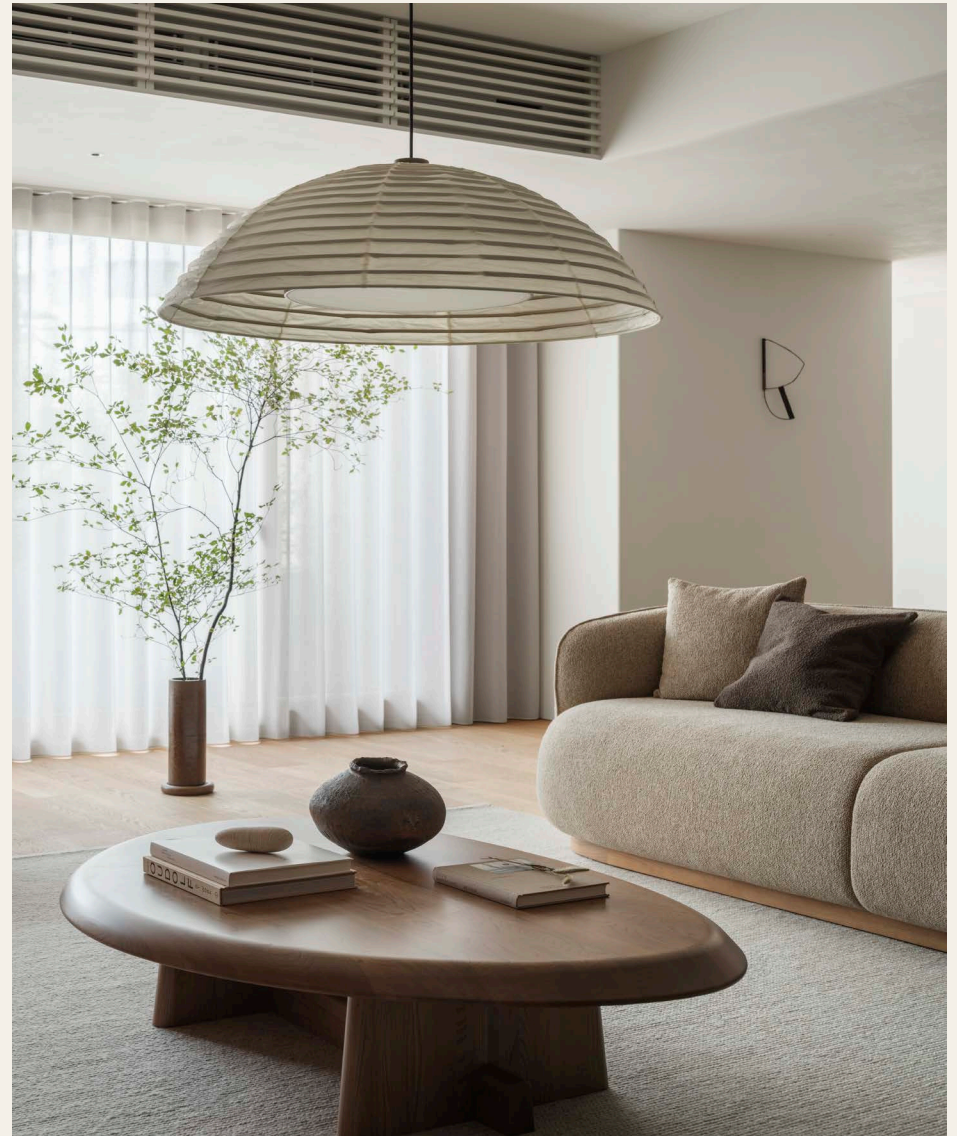
Keiji Ashizawa has designed a matching sofa, armchair with an organic feel. The soft and rounded shapes of all two pieces are accentuated by high-quality, tactile textiles and the smooth and warm grain of Keyaki wood. Norm Architects designed a new coffee table and task chair with an open, rounded back that conveys a sense of organic lightness.

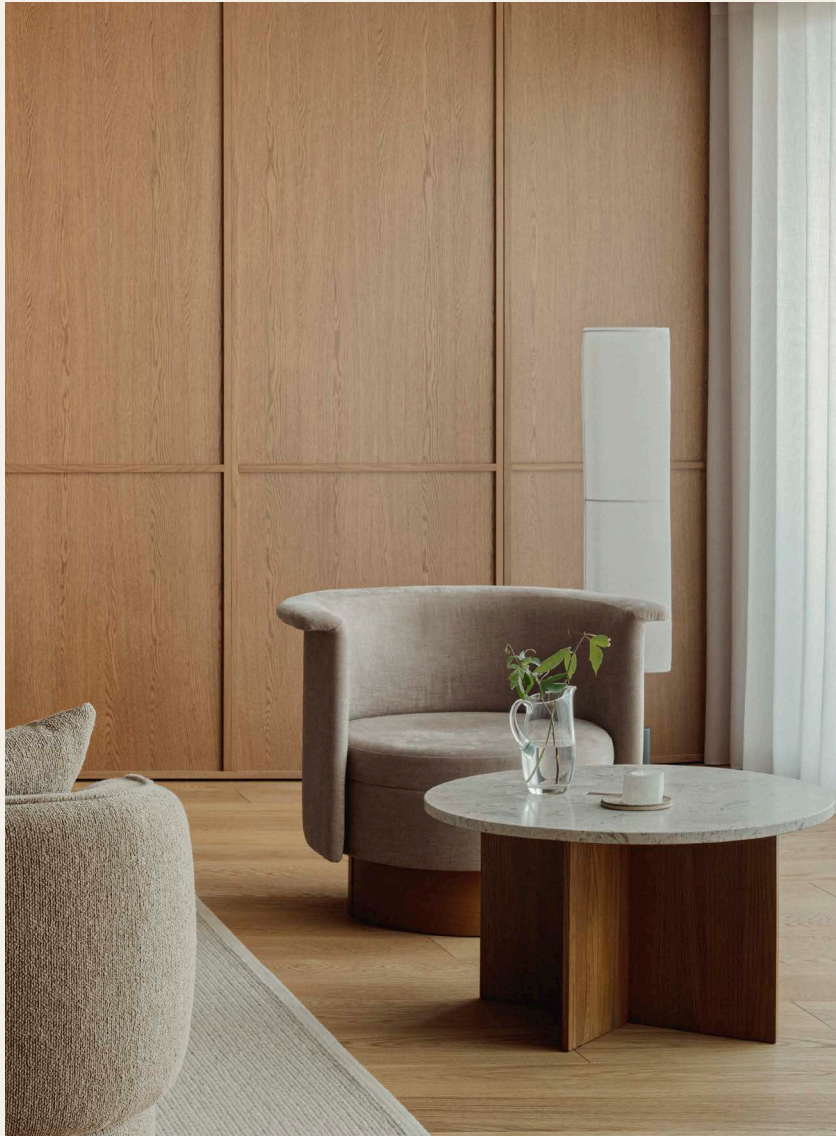
In addition, in keeping with Karimoku Case's holistic approach, the interior window frames, wooden hardware, wall materials and accessories were manufactured by Karimoku Furniture to the same quality as the custom-made furniture.

Using keyaki wood as a key material and experimenting with the interplay between spaciousness, a light colour palette and strong material accents, the Azabu Hills Residence is a modern home that offers sophisticated comfort.

“The resident’s comfort upon returning home is of utmost importance, given the apartment’s prime location in the heart of the city. We prioritized creating a serene and peaceful environment, with careful attention to detail.”

KEIJI ASHIZAWA





ABOUT KARIMOKU CASE

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, 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 collection is brought to life by internationally renowned architects through individual cases, and the story of each collection is told through its native setting. 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 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.



“The Azabu Hills Residence has given us the opportunity to not only work on new pieces for the collection, but also to welcome “Keyaki” (Japanese Zelkova) to the family of wood species we can offer.

As a hard wood with a long and rich history within Japanese building and furniture making, Keyaki is special. It resonates well with our brand direction and with its warmth it follows our ambition to create furniture and interiors that enhance human wellbeing. It is also one of the steps we take towards offering a more diverse material palette, in an effort to open our customers’ and collaborators eyes for the qualities within less utilised wooden species.”

FREDERIK WERNER
NORM ARCHITECTS







“The Japanese Zelkova wood is the perfect choice for the soft gradation of light we aimed to achieve. We have designed the bespoke furniture for the Azabu Hills Residence with additional textiles and a brighter tone to ensure that it is adaptable to any environment.”

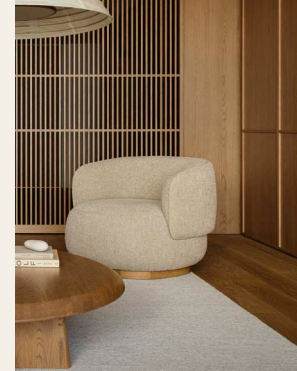
KEIJI ASHIZAWA



BESPOKE FURNITURE FOR
THE AZABU HILLS RESIDENCE



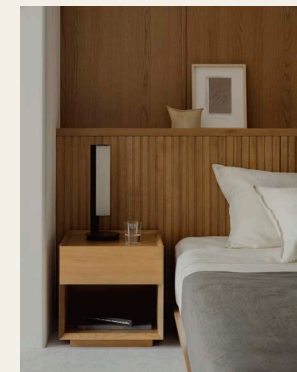
DINING CHAIR
DESIGN: KEIJI ASHIZAWA



SOFA
DESIGN: KEIJI ASHIZAWA



CABINET
DESIGN: KEIJI ASHIZAWA



SIDE TABLE
DESIGN: KEIJI ASHIZAWA

BESPOKE FURNITURE FOR
THE AZABU HILLS RESIDENCE



TASK CHAIR
DESIGN: NORM ARCHITECTS



COFFEE TABLE
DESIGN: NORM ARCHITECTS

PHOTO CREDIT
KARIMOKU CASE

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