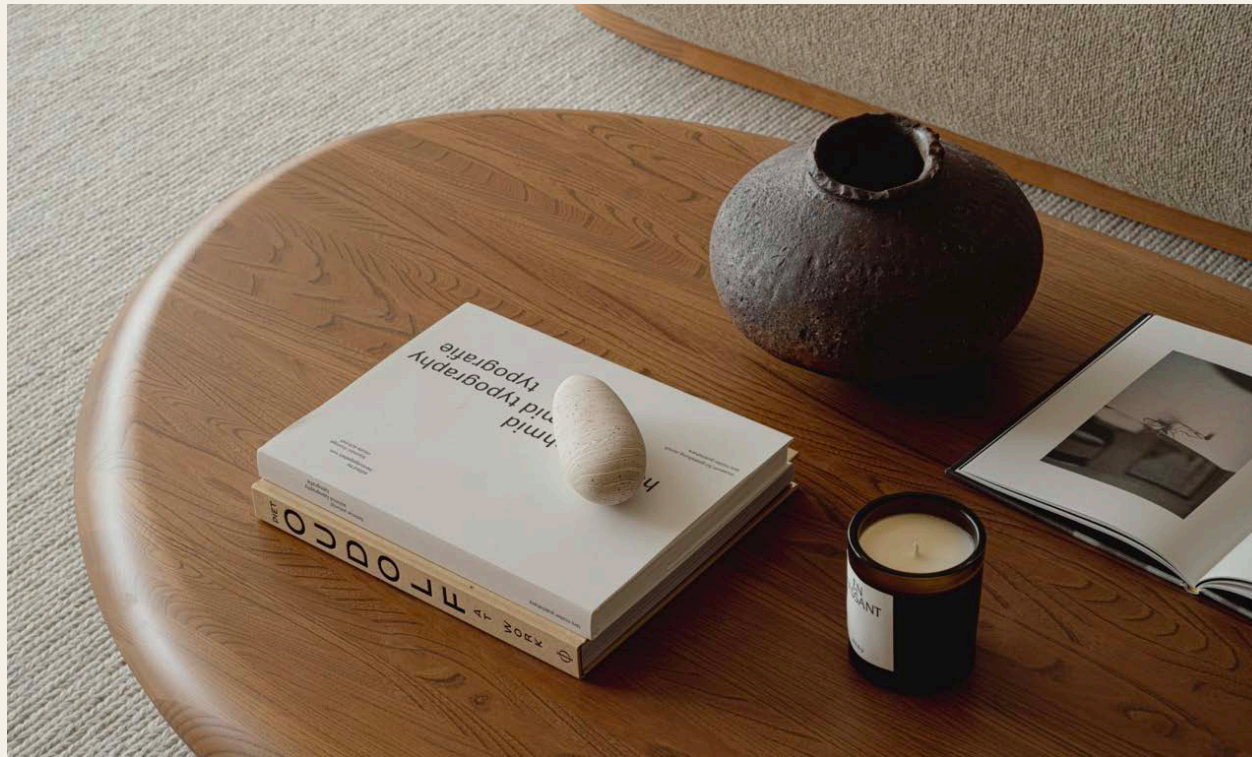


KARIMOKU CASE



ENTER THE SALON AT 3DAYSOFDESIGN

PRESS RELEASE MAY 2024



KARIMOKU CASE

*KARIMOKU CASE WILL PARTICIPATE IN
THE JOINT EXHIBITION ENTER THE SALON,
CURATED BY DESIGNER SIGNE HYTE STUDIO,
AT 3DAYSOFDISEIGN 2024 IN COPENHAGEN.*

The Conary, a historic Danish townhouse, will be decorated during 3daysofdesign with seven brands from around the world including the Japanese lifestyle brand Karimoku Case from June 12th to June 14th, 2024.

Karimoku Case is a contemporary lifestyle brand based in Japan and launched in 2019 with Danish design studio Norm Architects as design director and Japanese architect Keiji Ashizawa as designer. The Case collections are brought to life by world renowned architects through individual cases, and the story of each collection is told through its native setting.

Marking its third exhibition during 3daysofdesign, Karimoku Case

will be part of the joint exhibition Enter The Salon, curated by Danish designer Signe Hytte Studio, with a total of seven brand exhibitors.

In the heart of Copenhagen, the Conary will be the setting for an exhibition of furniture, lighting, art pieces and more, bringing together brands from all over the world and from a variety of genres.

This special collaboration of seven brands can only be seen during 3daysofdesign, where visitors will be able to appreciate the new possibilities of Karimoku Case and the universal beauty that comes from a design that is conscious of harmony with a space.





ENTER THE SALON

Enter the Salon is a joint exhibition of seven brands from around the world, curated by Signe Hytte Studio based in Denmark.

In the past, salons existed around the world as a social space for intellectuals and creators to exchange fresh ideas and create new movements. This exhibition continues in that spirit, presenting seven brands (August Sandgren, Ambientec, Carpe Diem Beds, Karimoku Case, Ladies & Gentlemen, Origin Made, Silkeborg Ulrich) that have an unwavering commitment to craftsmanship and quality, regardless of temporary trends and fashions. Items from each brand will be woven together to create a single space, offering guests the experience of visiting a former salon.

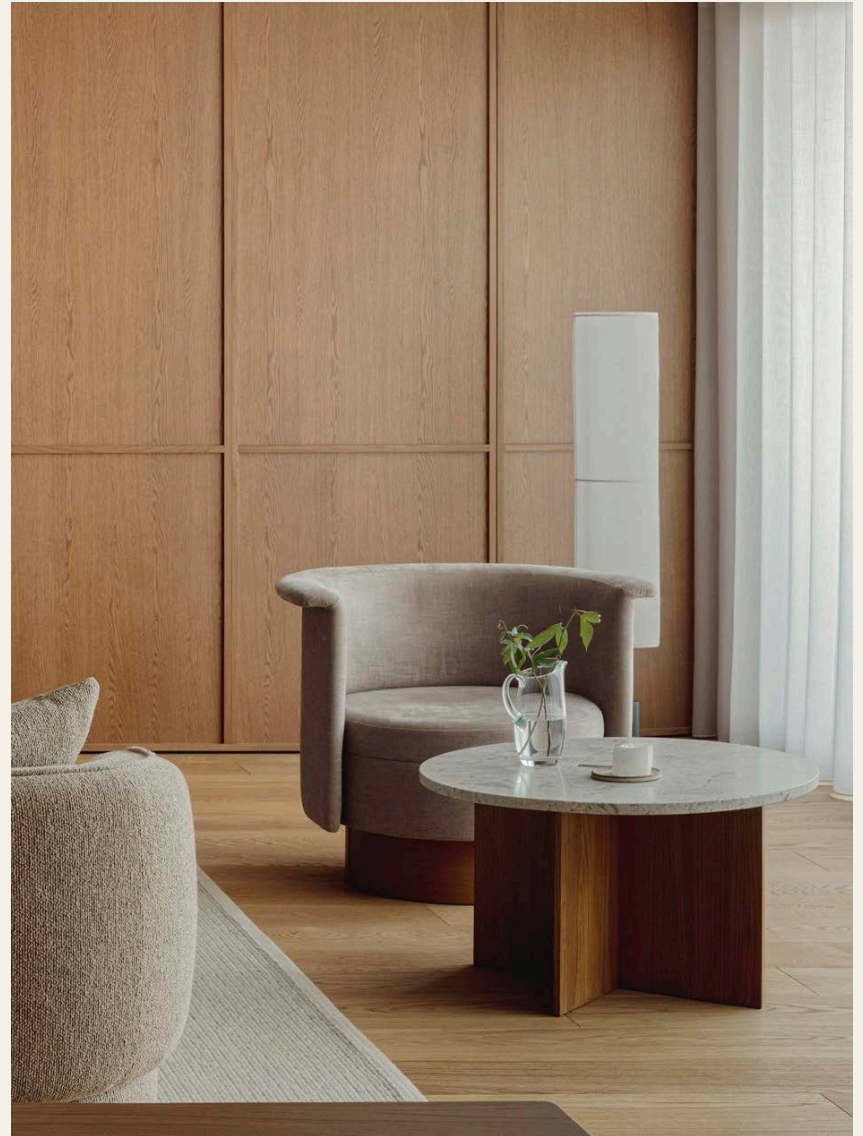
The venue is The Conary, a historic townhouse in the heart of Copenhagen, built in 1797. The townhouse is the home

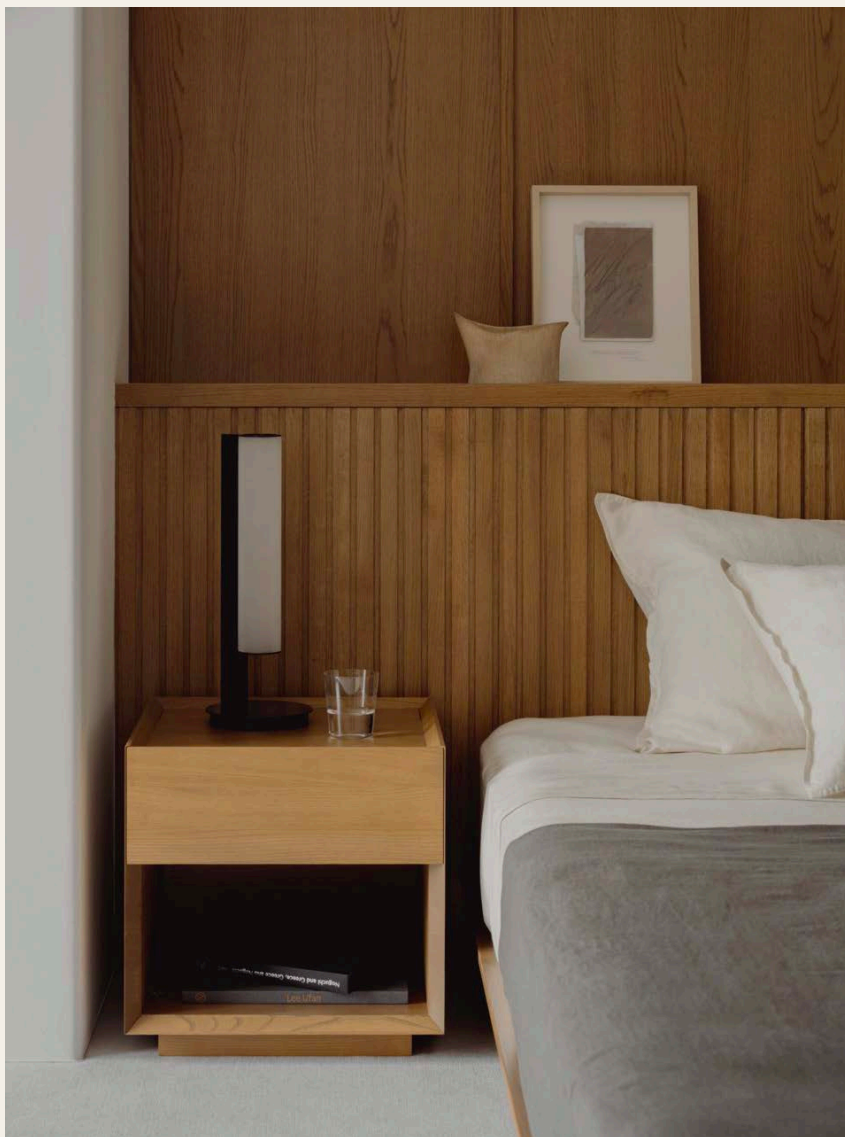
of a Danish members' business club and is still used as a venue for members' events and socialising. For this exhibition, the space will be transformed into a private residence, with the brands' items laid out in a dining room and hall on the ground floor, and a living room, office, bedroom and atrium area on the first floor, where events organised by each brand will take place. Each area will be decorated with items from the existing Karimoku Case collections, selected together with Signe Hytte Studio. Visitors will be able to enjoy the special atmosphere created by Karimoku Case and the other brands.

Various events are also planned during the exhibition, including press previews and morning events in the atrium area. For more details, please see the exhibition summary.

“My vision is to get rid of the classic exhibition style and instead make it a story-telling exhibition. Each visitor will gain their own new perspective as they explore the multi-layered space with its diverse attractions.”

SIGNE HYTTE





EXHIBITION SUMMARY

ENTER THE SALON

DATE

12 (Wed) – 14 (Fri) June 2024, AM09:00 – PM06:00

VENUE

The Conary (Dronningens Tværgade 26, Copenhagen)

CURATED BY

Signe Hytte Studio

PARTICIPATING BRANDS

August Sandgren / Ambientec / Carpe Diem Beds / Karimoku Case /
Ladies & Gentlemen / Origin Made / Silkeborg Uldspinderi

PRESS PREVIEW

DATE

Tuesday 11 June 2024, PM01:00-PM01:45

There will be an interpretive tour of the exhibition by Signe Hytte. If you wish to attend, please contact the following email address by Friday 31 May.

Contact: karimokucase@brand-kiosk.com

MORNING EVENT IN COOPERATION WITH HORII SHICHIMEIEN

With the cooperation of the long-established Kyoto-based company Horii Shichimeien, we will be serving Matcha green tea made from their original variety, Narino. Frederik Werner from Norm Architects and Hiroshi Kato, Executive Vice President of Karimoku Furniture, will also attend the event. We hope you will enjoy chatting with them over a cup of Matcha tea.

Date: 13 June (Thu), 2024 AM10:00-AM12:00

Part 1: AM10:00-AM11:00 Part 2: AM11:00-AM12:00

Venue: The Canary Atrium area

If you wish to attend, please contact the following address by Friday 31 May.

Contact: karimokucase@brand-kiosk.com

堀井七茗園
HORII SHICHIMEIEN

"Since our founding in the 12th year of the Meiji era, 1879, we have carefully selected the highest quality teas produced in the Yamashiro region of the Uji and Kizu river basins, and have produced them using traditional methods. In the Muromachi period, the Ashikaga shogun recognized the quality of Uji tea and created an excellent tea plantation in Uji Village, which will later be called "Uji Shichimeien". Among the seven tea gardens, the "Okunoyama" tea garden, which is cultivated by us, is the only tea garden in existence today. Our original varieties, Narino and Okunoyama, were selected to be passed on to the next generation from among 50 varieties of old tea plants over a period of 20 years when the Okunoyama Tea Garden was replanted in 1981."







SIGNE HYTTE STUDIO

Signe Hytte Studio is based in the heart of Copenhagen. Drawing inspiration from culture and art rather than trends and tech, the idea is to create objects, designs, and interiors that tell a story. With meticulous attention to detail, every project is an expression of a feeling, a dream, or an idea. Formerly working as Head of Design for Danish furniture brand & tradition, Signe Hytte Studio combines an artistic outlook and commercial understanding with designs that come alive through visual storytelling. Signe Hytte Studio works within the fields of product design and creative consultancy.

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.

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.

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.

ENTER THE SALON

CURATOR: SIGNE HYTTE STUDIO

PARTICIPATING BRANDS:

AUGUST SANDGREN / AMBIENTEC / CARPE DIEM BEDS / KARIMOKU CASE / LADIES & GENTLEMEN / ORIGIN MADE / SILKEBORG ULDSPINDERI

KARIMOKU CASE

DESIGN DIRECTOR: NORM ARCHITECTS

DESIGNERS:

NORM ARCHITECTS

KEIJI ASHIZAWA

NORMAN FOSTER

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