

KARIMOKU CASE



KARIMOKU CASE EXPANDS ITS COLLECTION:
NEW FURNITURE ITEMS & COLOUR OPTION

PRESS RELEASE AUGUST 2024



KARIMOKU CASE

*KARIMOKU CASE LAUNCHES TWO NEW
PIECES OF FURNITURE FROM ITS LATEST
CASES. IN ADDITION, THE JAPANESE DESIGN
BRAND INTRODUCES THE NEW STANDARD
COLOUR KEYAKI BROWN TO ITS FURNITURE
COLLECTION.*

Following the successful launch of CASE 09 "BELLUSTAR TOKYO" and CASE 10 "Azabu Hills Residence", Karimoku Case is now expanding its furniture collection with the launch of two long-awaited pieces. Designed in response to the specific architectural framework and usage requirements of their respective cases, both new items have been designed by Norm Architects.

The new launches include two items: The N-S02 | Table, a versatile square table and the perfect addition for the existing N-S02 modular sofa series, and the N-SW01 | Swivel Chair, a lounge chair with great comfort and a swivel base. Both the N-S02 and N-SW01 are

now part of the permanent Karimoku Case collection and can be ordered from Karimoku Furniture dealers worldwide.

Karimoku Case also introduces the new standard colour, Keyaki Brown, to its collection. Characterised by a warm tone, the Japanese Zelkova wood is further enhanced by a reddish tint, resulting in a truly unique and inviting expression for interior and furniture design. All Karimoku Case[®] collections are based on real life case studies that respond to a native setting, ensuring a holistic approach to the interior, bespoke furniture items and the surrounding environment.

With CASE 10 "Azabu Hills Residence" Karimoku Case recently introduced new designs manufactured from Keyaki (Zelkova) wood in the new standard colour, Keyaki Brown, for the first time. This hardwood has traditionally been used for constructing temples, shrines, luxury furniture, and everyday small items. However, demand has declined in recent years. To address this issue, Karimoku Furniture has concentrated on the beautiful grain and distinctive characteristics of Keyaki wood, exploring innovative uses for the material.

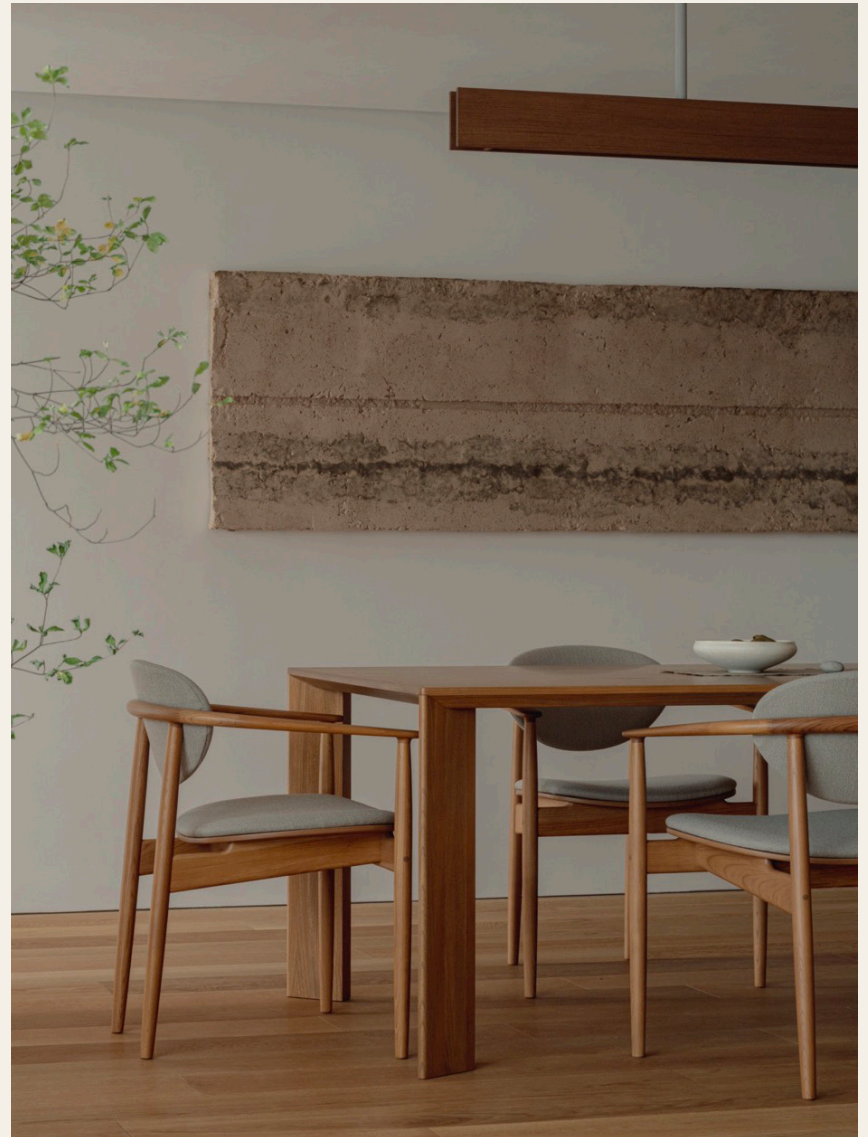
The clear grain patterns and the natural warmth of the material make Keyaki wood an ideal material for interiors and furniture. By coating the wood with "Keyaki Brown" colour, which has a reddish tint, the colour and texture resembles that of the teak wood found in vintage Scandinavian furniture. The new material provides a warm counterpoint to the natural and more subtle aesthetic cosmos of Karimoku Case. It is available for selected items from the Karimoku Case collections.

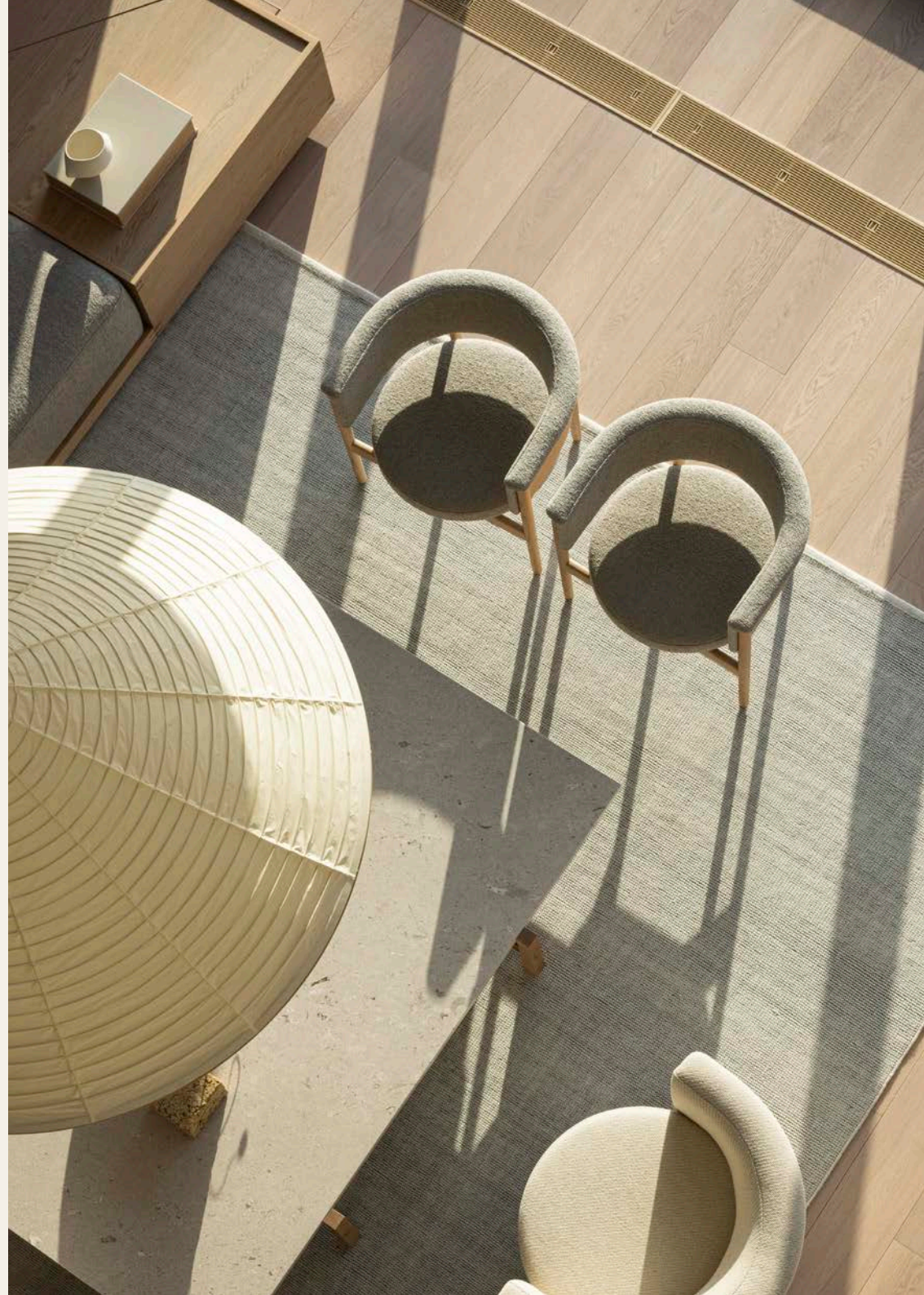




“As a hardwood with a long and rich history within Japanese building and furniture making, Keyaki is special. It resonates well with our brand direction and with its warmth it follows our ambition to create furniture and interiors that enhance human wellbeing. It is also one of the steps we take towards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

NORM ARCHITECTS





NEW BESPOKE ITEMS FOR THE
KARIMOKU CASE COLLECTION



N-S02 | TABLE
DESIGN: NORM ARCHITECTS

The N-S02 | Table stands firmly on its own even though it stems from the N-S02 series. Serving as a natural transition from the soft cushions, the table module allows for various applications, inviting its user to piece together a sofa that suits one's needs. Exquisitely crafted joinery details compliment the design and underline a production heritage so unique to Karimoku, creating coherence across the collection.

The N-S02 | Table will be available in Pure Oak, Smoked Oak as well as Grain Matte Black and the new Keyaki Brown.



N-SW01 | SWIVEL CHAIR
DESIGN: NORM ARCHITECTS

The N-SW01 | Swivel Chair that was designed for the luxury hotel BELLUSTAR TOKYO, A Pan Pacific Hotel, in the iconic Shinjuku district in Tokyo exudes a minimalistic sense of luxury. The crafted circular base and exquisite upholstery entice with the promise of remarkable surrounding support and comfort, whilst preserving a strong sense of privacy. Rotating on its own axis, the chair turns seamlessly and returns to its origin when not in use.

The N-SW01 | Swivel Chair will be available in Pure Oak, Smoked Oak as well as Grain Matte Black and the new Keyaki Brown.



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.

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.

PHOTO CREDIT

KARIMOKU CASE

PRESS CONTACT

FOR ADDITIONAL PRESS
INFORMATION, HIGH-RESOLUTION
IMAGES OR INTERVIEW REQUESTS, PLEASE
CONTACT:

BRAND. KIOSK
SUSANNE GÜNTHER NEVES / ISABELLE HAMMER
E KARIMOKUCASE@BRAND-KIOSK.COM
T +49 (0)69 2649 1122
WWW.BRAND-KIOSK.COM

TRADE INQUIRIES AND ORDERS

PLEASE CONTACT:
FURNITURE@KARIMOKU.CO.JP

karimoku

KARIMOKU.COM