

# KARIMOKU CASE



EXHIBITION  
ECHOES OF TEXTURE  
AT 3DAYS OF DESIGN

PRESS RELEASE JUNE 2025





## *LINEIE DESIGN & KARIMOKU CASE*

*TWO TEXTURES AND AESTHETICS THAT  
QUIETLY RESONATE WITH EACH OTHER IN  
A SPECIAL COLLABORATION EXCLUSIVELY  
FOR 3DAYSOFDDESIGN.*

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Karimoku Case joins Danish handmade rug brand Linie Design at 3daysofdesign in Copenhagen, Denmark, from Wednesday, June 18 to Friday, June 20, 2025, for the collaborative exhibition, "Echoes of Texture".

Karimoku Case is a Japanese furniture brand launched in 2019 by Karimoku Furniture, Japan's leading wooden furniture manufacturer, together with Danish design studio Norm Architects as design director and Japanese architect and product designer Keiji Ashizawa as designer. Under the theme of "furniture told through its native setting," the brand designs, develops, and commercializes bespoke furniture originally designed for each architectural project.

For this exhibition, the Karimoku Case collaborates with Linie Design, a Danish brand specialising in handmade rugs, to create a poetic space that embodies a sense of beauty and material richness inspired by Japan and Scandinavia.

The venue, Linie Design's brand store designed by Norm Architects, will transform from a retail space into a special exhibition during 3daysofdesign, where both brands' worlds resonate in harmony. The exhibition is styled by internationally renowned interior stylist Pernille Vest.

While respecting the personality of both brands, the exhibition celebrates their shared values, their commitment to materials and respect for craftsmanship. The show at 3daysofdesign beautifully showcases Karimoku Case's love of serene beauty, material richness and timeless appeal in a global setting.

Prior to the opening to the public, there will be a pre-opening on Monday, June 16 and Tuesday, June 17. Additionally, Horii Shichimeien, a long-established tea garden in Kyoto, will hold a tea ceremony. Visitors will be able to experience a serene and rich intersection of traditional Japanese culture and Scandinavian atmosphere.









## ECHOES OF TEXTURE

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The exhibition "Echoes of Texture," a collaborative show by Karimoku Case and Linie Design, will create a delicate space that echoes the minimalism and craftsmanship of Japan and Scandinavia. The furniture and rugs are not merely functional objects, but rather weave a sense of space and tell a story through their texture and appearance.

The exhibition will be held at Linie Design's brand store, designed by Norm Architects and styled by Pernille Vest. Located in the heart of Copenhagen, the building consists of two floors (ground floor and basement) and is decorated with various materials such as oak, aluminum, and natural stone. Norm Architects has skillfully blended the textures and features of each material to create a sophisticated space that blends tradition and modernity. The exhibition will feature a selection of Karimoku Case furniture designed by Norm Architects, Keiji Ashizawa, and Norman Foster, along with rugs by Linie Design.

For this exhibition, Karimoku Furniture has specifically created wooden fixtures to showcase the Linie Design rugs in a three-dimensional way. The warm texture of the wood, which is designed to harmonize with the entire space, adds further depth to the presentation.

The collaboration between Linie Design and the space created by Norm Architects will allow visitors to rediscover the importance of materials and design at the intersection of architecture and interior design.

A tea ceremony by Horii Shichimeien, a long-established tea garden in Kyoto, will be held from June 18 to 20. Frederik Werner (Norm Architects), Keiji Ashizawa, and Hiroshi Kato (Executive Vice President of Karimoku Furniture) will attend the tea ceremony. For details and reservations regarding the pre-opening day and tea ceremony, please refer to the information below.

OVERVIEW  
ECHOES OF TEXTURE

DATE: June 18 (Wednesday) to June 20 (Friday), 2025 from 10:00 AM - 6:00 PM

VENUE: Linie Design Brand Store (Palægade 2, 1261 Copenhagen)

CURATED BY: Pernille Vest  
ORGANIZERS: Karimoku Furniture, Linie Design

PRE-OPENING DAY  
DATE: June 16 (Monday) and June 17 (Tuesday), 2025

If you wish to visit the exhibition, please contact the following address:

Contact: [pr-commons@karimoku.co.jp](mailto:pr-commons@karimoku.co.jp)





## TEA CEREMONY

IN COOPERATION WITH HORII SHICHIMEIEN

In cooperation with Horii Shichimeien, a traditional tea company in Kyoto, Karimoku Case will serve matcha using Horii Shichimeien's original variety "Narino". Frederik Werner (Norm Architects), Keiji Ashizawa, and

Hiroshi Kato (Executive Vice President, Karimoku Furniture) will also attend this event. We invite you to enjoy a cup of matcha and take the opportunity to engage in conversation with them.

### DATES

Wednesday, June 18, 2025 from 09:00 AM - 10:00 AM

Thursday, June 19, 2025 from 09:00 AM - 10:00 AM

Friday, June 20, 2025 from 1:00 PM - 2:00 PM

If you are interested in attending, please contact the following address:

[karimokucase@brand-kiosk.com](mailto:karimokucase@brand-kiosk.com)



#### LINIE DESIGN

Established in 1980, Linie Design is a Danish design house with traditions deeply rooted in Scandinavian design. Today, Linie Design is one of the largest developers of handmade rugs in Europe, sold in over 70 countries, including in their own brand store in Copenhagen. All rugs are handmade in India by skilled weavers and crafted from carefully selected materials, chosen for their durability and unique properties. With great respect for craftsmanship, Linie Design continuously challenges traditional weaving and knotting techniques, pushing creative boundaries in the development of new designs by experimenting with materials, shapes, and textures.

#### PERNILLE VEST

Pernille Vest is a renowned Danish interior stylist who has made a mark both nationally and internationally with her minimalist and artistically inspired approach to interior design. Pernille Vest's style is characterized by a refined and quiet minimalism, where aesthetics and functionality come together in perfect harmony. She often works with a palette of natural materials and simple shapes, and her styling carries an artistic and sensory dimension.

#### 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.

#### NORMAN FOSTER

Norman Foster is Founder and Executive Chairman of Foster + Partners, a global studio for architecture, urbanism and design, rooted in sustainability. Over more than five decades, the practice has pioneered a sustainable approach to architecture and urbanism through a wide range of work, from masterplans to offices, cultural buildings, airports and industrial design. He has been awarded architecture's highest accolades, including the Pritzker Architecture Prize, the Praemium Imperiale Award for Architecture in Japan, the RIBA Royal Gold medal and the AIA Gold medal. He is president of the Norman Foster Foundation, based in Madrid. In 1999 he was honoured with a Life Peerage, becoming Lord Foster of Thames Bank.





#### 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.



ECHOES OF TEXTURE

CURATED BY PERNILLE VEST

ORGANIZED BY KARIMOKU FURNITURE AND LINIE DESIGN

KARIMOKU CASE  
DESIGN DIRECTOR: NORM ARCHITECTS  
DESIGNERS:  
NORM ARCHITECTS  
KEIJI ASHIZAWA  
NORMAN FOSTER

WEB : [WWW.KARIMOKU-CASE.COM](http://WWW.KARIMOKU-CASE.COM)  
INSTAGRAM : [@KARIMOKUCASE](https://www.instagram.com/karimokucase)

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