

Press Release

JAPANESE WOODEN FURNITURE BRAND MAS INTRODUCES FOUR NEW DESIGNS BY INTERNATIONAL DESIGNERS, ENHANCING THE EVERYDAY EXPERIENCE



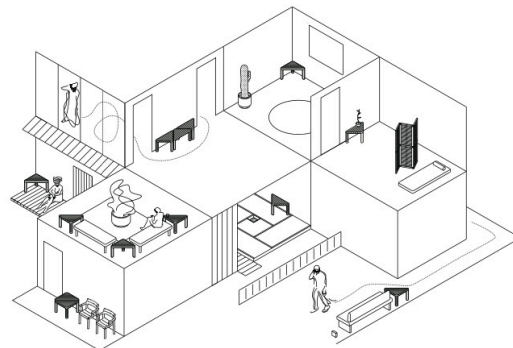
To kick off 2025, Karimoku Furniture launches four new products from MAS, the Japanese wooden furniture brand born out of a dialogue with domestic materials, mainly coniferous woods. The latest designs by design director Wataru Kumano, Villa Kokkonen, and Daniel Rybakken include the WK Armchair 01 Pad, WK Chair 01 Pad, DR Chair 01 Pad, and VK Side Table 01.

The VK Side Table 01, designed by Ville Kokkonen, was first introduced as a prototype at Milan Design Week 2024. Its distinctive right-angled isosceles triangular shape allows it to fit seamlessly into the corner of a room while also enabling various layout configurations, such as square or trapezoidal when multiple units are combined. The WK Armchair 01 Pad, WK Chair 01 Pad, and DR Chair 01 Pad are upholstered variations of existing dining chairs. Compared to the standard wooden seat models, these upholstered versions provide a softer and more comfortable seating experience, making them ideal for long-term use.

BEHIND THE STORY

A Triangle That Brings Rhythm to Life

Japanese forests are composed of diverse tree species, forming a unique ecosystem. Hinoki wood has long been revered in Japan and used in sacred temples and shrines. This cultural significance was particularly fascinating to Finnish designer Ville Kokkonen, who drew inspiration from Hinoki's distinctive presence to create a design that enhances aesthetics and functionality. After extensive testing, he developed the VK Side Table 01 with its signature triangular form.



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The triangular shape of the VK Side Table 01 allows it to fit neatly into corners, contributing to a clean and organized interior. Additionally, the table can create dynamic layouts by forming striking corners within a room, naturally guiding movement. With a height of 440 mm and a weight of 7.5 kg, the table maintains stability while being compact and portable, making it easy to reposition according to the user's needs. The tabletop's edges and legs are rounded to enhance usability and preserve Hinoki's soft appearance.

MAS introduces its first upholstered seat models: the WK Chair 01, WK Armchair 01, and DR Chair 01. Each chair maintains its distinctive design elements, such as the traditional Japanese woodworking technique, "Arare-gumi" (dovetail joint) of the WK Chair 01, and the "Sumiki" (corner block) of the DR Chair 01, while incorporating upholstered cushions. These cushions, designed using Karimoku Furniture's unique ergonomic expertise, provide exceptional comfort for extended seating. The upholstery is available in two high-quality fabric options from Danish textile manufacturer Kvadrat: Steelcut Trio 3 and Vidar 4, each offered in three colors. These fabrics were selected by MAS design director Wataru Kumano to complement all MAS wood finishes. Combining the clean look of Hinoki (Japanese cypress) and Sen (Castor Aralia) wood with the soft and warm texture of the cushions allows the chairs to blend seamlessly into various living environments.



VK Side Table 01



Designer: Ville Kokkonen
Finishes: Hinokikinari / Forest Green / Soil Brown
Materials: Hinoki (Hinokikinari) / Sen (Forest Green, Soil Brown)
Dimensions: W780 D400 H440 (mm)

The VK Side table 01 seamlessly blends the natural warmth of wood with a sophisticated design. Crafted from solid wood, its robust form conveys stability and tranquility. The triangular top is thoughtfully designed to fit perfectly into room corners, optimizing space and allowing for versatile arrangements by combining multiple units. Its uses are endless—as a lounge, sofa, bedside table, or as a striking accent piece for hallways or entrances. This elegantly simple side table, offering both function and convenience, brings a harmonious rhythm to your living space.

WK Armchair 01 Pad



Designer: Wataru Kumano
Finishes: Hinokikinari / Forest Green / Soil Brown
Materials: Hinoki (Hinokikinari) / Sen (Forest Green, Soil Brown)
Dimensions: W595 D505 H775 SH450 AH645 (mm)
Upholstery
Options: Steelcut Trio 3, Vidar 4

Staying true to the typology of chairs, the WK Armchair 01 Pad seamlessly integrates the beauty of wood grain into its form. This model adds a soft cushioned seat to the series, offering even greater comfort. The gentle padding supports the body and ensures a relaxed seating experience. The ergonomically designed seat reduces physical strain, allowing for extended sitting comfort. Traditional Japanese wood-working techniques, such as “Arare-gumi”, give the chair a unique and striking presence. Its combination of aesthetic appeal and practicality makes it a versatile piece that enhances both casual and formal settings, creating a cozy and engaging environment.

WK Chair 01 Pad



Designer: Wataru Kumano
Finishes: Hinokikinari / Forest Green / Soil Brown
Materials: Hinoki (Hinokikinari) / Sen (Forest Green, Soil Brown)
Dimensions: W500 D505 H775 SH450 (mm)
Upholstery
Options: Steelcut Trio 3, Vidar 4

The WK Chair 01 Pad seamlessly integrates the beauty of wood grain into its form, allowing users to fully appreciate its luxurious texture both visually and physically. Designed for soft and comfortable seating, it ensures long-lasting comfort. Traditional Japanese woodworking techniques, such as “Arare-gumi”, are used in the chair’s construction, giving it an iconic and distinctive appearance. Ergonomically designed, the seat provides robust support for the body and accommodates a range of sitting postures. Ideal for dining rooms, cafes, or offices, this chair harmonizes effortlessly with diverse interior styles, making it a versatile and welcoming addition.

DR Chair 01 Pad



Designer: Daniel Rybakken
Finishes: Hinokikinari / Forest Green / Soil Brown
Materials: Hinoki (Hinokikinari) / Sen (Forest Green, Soil Brown)
Dimensions: W385 D435 H800 SH475 (mm)
Upholstery
Options: Steelcut Trio 3, Vidar 4

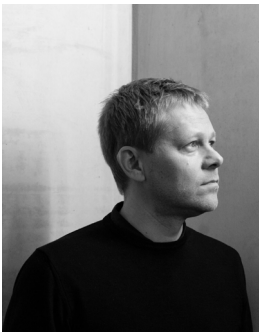
The DR Chair 01 Pad, designed by Daniel Rybakken, features a soft cushioned seat for enhanced comfort. The seat uses durable fabric from the Danish textile brand Kvadrat. Combining compact dimensions with comfort, it allows for long, pleasant sitting sessions. Additionally, the chair incorporates “Sumiki” (corner blocks), typically hidden structural elements, as a functional design feature connecting the seat and legs. This creates a fresh and innovative expression. Despite its practical and sturdy construction, its lightweight form does not impose on a space. From homes to public spaces, this chair effortlessly blends into a variety of environments, creating a pleasant and inviting atmosphere.

DESIGNERS



Design Director
Wataru Kumano

Product designer Wataru Kumano studied in Finland from 2001 to 2008 and worked for Jasper Morrison after returning to Japan. He established the design office "kumano" in 2011, and collaborates on projects with domestic and foreign furniture makers such as Nikari, Karimoku and Tendo Mokko. His work is based on the theme of design with a focus on environment, functionality, and regional characteristics. In 2021, he was invited to the Lausanne Cantonal School of Art (ECAL) in Switzerland, and in the autumn of the same year he became an associate professor at Musashino Art University.



Ville Kokkonen

Ville Kokkonen is a Finnish industrial designer. His Swiss based office centers on a project portfolio that is driven by technological and scientific discoveries. Kokkonen's work, which integrates multiple disciplines, spans product design, material and cultural research, crafts, applied sciences and engineering. His works are often results of examined projections towards healthier living conditions and sustainable approaches to problem solving. Kokkonen has lectured in numerous institutions and 2017-2021 held a professorship in furniture design at Aalto university, School of Arts Design and Architecture.



Daniel Rybakken

Norwegian designer Daniel Rybakken has a Master of Fine Arts in Design. In 2008 he started Studio Daniel Rybakken in Gothenburg, Sweden, and has since then attained international recognition and become one of Scandinavia's most highly acclaimed designers. He has worked with leading furniture companies such as Luceplan, Artek, Vitra and HAY and on product design with companies like Panasonic, Givenchy and as 'Illumination Art Director' for Volvo and Polestar. In 2014 and 2016 Rybakken was awarded the Compasso d'Oro; Italy's oldest and most prestigious design award, and became the first Scandinavian designer to receive this award.



About MAS

Introducing MAS, a woodworking furniture brand born from a dialogue with various woods spread across Japan. By exploring new methods and expressions without being bound by established rules, the company brings valuable products with a universal appeal to the world. Through its shared design language, MAS embraces the inherent charm of its chosen material, crafting practical forms that harmonize with various environments. With an understated, functional, and inclusive elegance, MAS furniture embodies contemporary utility and aesthetics, creating beautiful landscapes intertwined with people's lives.

www.mas.karimoku.com

[@mas_karimoku](https://www.instagram.com/mas_karimoku)



About 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.

www.karimoku.com

[@karimoku_official](https://www.instagram.com/karimoku_official)

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