



NOHARA

Link ideas. Build future.
思いをつなげ、未来をつくる。

Dear Press

February 13, 2019
Nohara Holdings, Inc.

GOOD DESIGN STORE TOKYO by NOHARA

Sumida Modern to introduce the design and manufacturing of Edo and Tokyo

~A demonstration event is held by craftsmen who support traditional crafts~

GOOD DESIGN STORE TOKYO by NOHARA is the first store in Japan to sell only item of winning good design award in Tokyo, Japan. The "Sumida modern" certified item, which was born by "Sumida regional Brand Strategy", which won the Good Design Award 2015(<http://www.g-mark.org/award/describe/43261>), will be held is held from Wednesday, February 27 to Tuesday, April 9.

On Thursday, March 28, "Sumida Modern 2018" is announced and you will be able to purchase them in "GOOD DESIGN STORE TOKYO by NOHARA" from the same day. (except some food)

Each weekend during the period, we are planning a demonstration by the craftsmen who still convey the tradition in Sumida, one of the cool Japan strategy that METI will advance to disseminate the Japan of goods to overseas "the Wonder500™". There are also craftsmen who work in the selection of. You can sense charm of product bodily more by seeing the production process.



■Last year's exhibition



■Ataka Shikkoten Ataka Shintaro /
Urushinuri Magucappu (Lacquered cup)
JP ¥9,550 (incl. tax)

From the idea of "encouraging people to use lacquerware more in their everyday lives", this mug cup was born. The more you use it, the more translucent the lacquer increases as for the mug cup which paints wooden bare wood with this lacquer many times. It is perfect for coffee and miso soup.

【Contact information for GOOD DESIGN STORE TOKYO by NOHARA】

Name of contact :Naho Yuki / e-mail : info.gdst@nohara-inc.co.jp

Outline of the event

【Period】 From Wednesday, February 27 to Tuesday, April 9

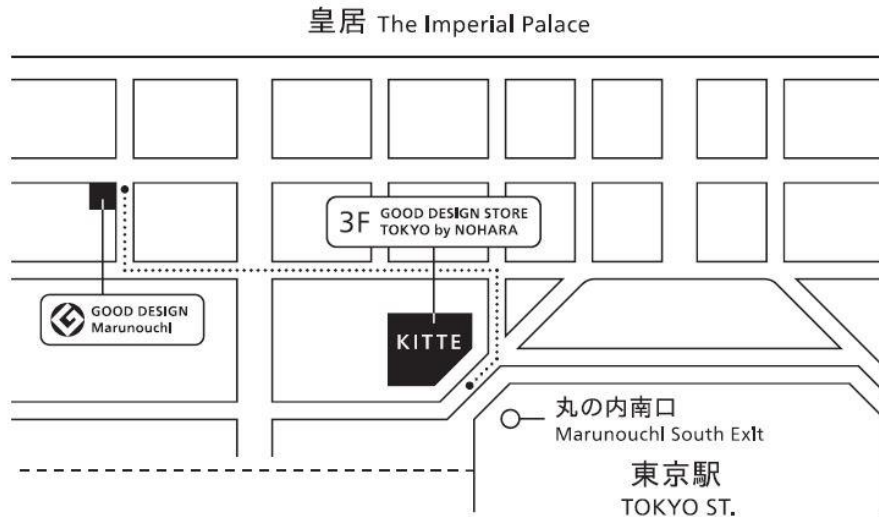
【business hours】 From 11:00 to 21:00 (only for Sundays and holidays from 11:00 to 20:00)

【Place】 GOOD DESIGN STORE TOKYO by NOHARA

(2-7-2, Marunouchi, Chiyoda-ku, Tokyo KITTE Marunouchi 3F)

【Content】

- It is displayed and sold born "Sumida Modern" certification product approximately 40 item in 2015 by "strategy of the Sumida Area Brand" of winning the good design prize
- From March 28 of certification product "Sumida Modern 2018" of this year display and sell
- Demonstration (each weekend during period) by craftsman supporting traditional technique



A demonstration event is held by craftsmen who support traditional crafts

You can see the demonstration by craftsmen who are conveying traditional craft technology in Sumida ward in GOOD DESIGN STORE TOKYO by NOHARA.

<Demonstration schedule and time> 11:00-18:00

(★マーク : Craftsmen who produce the works selected by METI 「 the Wonder 500 ™」)

Saturday, March 2 & Sunday, March 3
Uno brush brush mill Michiyo Uno [production of brush, brush] ★
Saturday, March 9 & Sunday, March 10
Atelier SOGEIKAN Oishi Tomohiro [Writing the Edo character with a brush]
Saturday, March 16 & Sunday, March 17
Shiozawa Seisakusho Co., Ltd. Shiozawa Masako [Kazarikanagu(chisel)] ★
Saturday, March 23 & Sunday, March 24
Ataka Shikkoten Ataka Shintaro [Scraping and polishing of lacquered items] ★
Saturday, March 30 & Sunday, March 31
TsukadaKobo Tsukada Eishun [crafting Edo Kimekomi dolls] ★
4月6日(土)、4月7日(日)
YAMADA GLASS WORKSHOP Yamada Masaaki [Edo Kiriko] ★

* Demonstrations may be cancelled or subject to change

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About The "Sumida modern"



Sumida Ward, located in the east of Tokyo, is a city of manufacturing that has been handed down a skilled hand of Edo tradition, and is still active in various small businesses. "Sumida modern" is a local brand that is certified as a unique and sophisticated product that is unique to the "Sumida" and won the Good Design award.

We have selected about 40 items from crafts to food, such as products made by local manufacturing companies and designers.

Please enjoy the new and nostalgic design of Edo Tokyo.

About GOOD DESIGN STORE TOKYO by NOHARA



GOOD DESIGN
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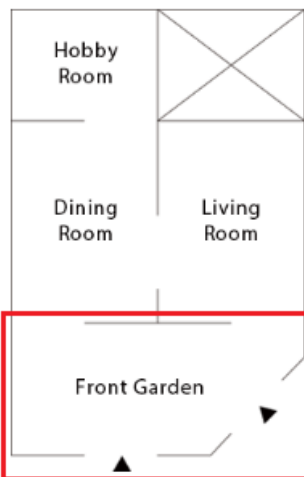
GOOD DESIGN STORE TOKYO by NOHARA is the first Good Design Store (a store that exclusively deals in goods that won the Good Design Award) opened in Japan. There are already several Good Design Stores operating overseas.

Nohara Holdings, Inc. launched this store as a new business based on hope to "enrich our lives and society by the power of design".

The basic concept is "a place to encounter good design and discover new comfort". GOOD DESIGN STORE TOKYO by NOHARA offers nearly 1,000 items that have won the Good Design Award. It carries a wide selection of goods from

stationary to household goods, interior goods and even groceries, to propose new lifestyles filled with "good design" as conceived by the Good Design Award.

▼ Introduction of the store space



The basic concept of GOOD DESIGN STORE TOKYO by NOHARA is to create a house with a front garden. The garden at the front can be used to display the latest good design award winning items and seasonal exhibitions.

In addition, we also plan in conjunction with "GOOD DESIGN Marunouchi" (<http://www.g-mark.org/gdm/index.html>), which is operated by Japan Institute of Design Promotion near our store.

The front garden is a place where you can discover new designs.

▼ Creators

Interior design
Graphic design
Shop produce
Sound design

JASPER MORRISON
MASAAKI HIROMURA
YU YAMADA
MASATO HATANAKA

▼ Shop Information

【Place】 KITTE marunouchi 3F, 2-7-2marunouchi, Chiyoda-ku, Tokyo

【Business Hours】 Monday–Saturday 11:00–21:00,

Sunday & Holidays 11:00–20:00(the day before holidays –21:00)

【WEB】 <http://gdst.nohara-inc.co.jp>

【Contact information for GOOD DESIGN STORE TOKYO by NOHARA】

Name of contact :Naho Yuki / e-mail : info.gdst@nohara-inc.co.jp

About Nohara Holdings, Inc.

Nohara Holdings, Inc. marked its 70th anniversary in 2017. It has grown its business mainly in the building and construction industry by selling a wide variety of building materials including interior and exterior materials, iron/steel products and cement as well as road signs, and also by engaging in construction. Our portfolio of businesses, however, has evolved and expanded according to changes in society and business environment.

We are building the future of the Nohara Group, powered by our three pillars of **"Innovation"**, **"Digitalization"** and **"Globalization"**. We are launching new businesses across various sectors and industries by utilizing our experience and insights accumulated to date and our network building capabilities. Aiming to become an innovator, we are making new proposals to industry.

Some of our new businesses are,

- E-commerce **"aunworks"**, which sells building materials for construction professionals on the web,
- Design shop **"GOOD DESIGN STORE TOKYO by NOHARA"**, which only sells products that have won the GOOD DESIGN AWARD,
- A joint venture with a Sweden company **"BIMobject Japan, Inc."** at the forefront of digitalizing building information in Japan
- A place to share special moments and feelings, **"Rental Kitchen Space Patia"**,
- , A wallpaper brand that supports the flexibility of ideas for people who seek new expressions, **"WhO"**

And our original products, ultra light ceiling material Carlton and wallpaper WhO (<http://whohw.jp/>) has won the Good Design award.

【Company Profile】

Name of company: Nohara Holdings, Inc.
Headquarters: 160-0022 Yusen Shinjuku Gyoen Bldg.,
1-1-11 Shinjuku, Shinjuku-ku, Tokyo, Japan
Established : 1598
Incorporated: January 5th, 2017
Capital: JPY 480,000,000
Representative Director, President: Kosuke Nohara



About Good Design Award

The Good Design Award, hosted by the Japan Institute for Design Promotion (JDP), is the only comprehensive design-promotion system in Japan. Its precursor, the Good Design Selection System (or G Mark System), was founded in 1957 by the Ministry of International Trade and Industry (the current Ministry of Economy, Trade and Industry), and has been engaged in this work for about 60 years. Its history marks the milestones of Japanese industry and design. Since 2014, JDP has been operating Good Design Stores in Thailand and Taiwan to sell and promote Good Design Award-winning products, as a channel to promote Japanese design to the world. In addition, GOOD DESIGN Marunouchi was opened in Yurakucho Tokyo in 2015 as a permanent base for holding events and seminars and presenting contemporary design to the public. (<http://www.g-mark.org>)



【Contact information for GOOD DESIGN STORE TOKYO by NOHARA】

Name of contact : Naho Yuki / e-mail : info.gdst@nohara-inc.co.jp

【Contact information for this release】

Nohara Holdings, Inc

Name of contact : Aya Saito

e-mail : nhrpreso@nohara-inc.co.jp

【Contact information for GOOD DESIGN STORE TOKYO by NOHARA】

Nohara Holdings, Inc

Name of contact : Naho Yuki

e-mail : info.gdst@nohara-inc.co.jp