

Dear Press

June 13, 2018

Nohara Holdings, Inc.

<http://gdst.nohara-inc.co.jp/>  
「GOOD DESIGN STORE TOKYO by NOHARA」

Discovering the allure of Japan region

" Toyama's Osusowake"

~sharing "Monozukuri"(craftsmanship)& Rich harvests from the mountains and seas~

The original gift box from " Etchu Toyama Waza no Kowake"

~First sale in Tokyo / June 20-July 24, 2018~

Nohara Holdings, Inc. will hold an event to showcase the attractiveness of Japan region at "GOOD DESIGN STORE TOKYO by NOHARA", the first and only design shop in Japan which sells items that won the Good Design Award.

From June 20 to July 24, we will make a plan sale titled " Toyama's Osusowake"(sharing). In the event, we will sell the original gift box centering on " Etchu Toyama Waza no Kowake" and " Etchu Toyama Sachi no Kowake" by the " Regional brand development project [Souvenir project of Toyama by design]" which won the Good Design Award 2011.



■ Etchu Toyama Waza no Kowake

A new craft brand which uses Toyama's exceptional crafting techniques to create affordably priced small-sized products.

■ Etchu Toyama Sachi no Kowake

In order to convey the food culture of Toyama Prefecture, a souvenir brand that showcases various Toyama companies' harvests from the mountains and seas packaged into a single meal.

Thanks to the Tateyama mountain range and the abundant natural resources of the deep Sea of Japan, Toyama Prefecture has been developing its own culture and craftsmanship from a long time ago. In addition, the harsh natural environment creates a spirit of cooperation and the connection of the region, and the people who live there foster the spirit of "Osusowake"(sharing) which divides joy.

This time, as well as deliver the spirit of "Osusowake"(sharing), you can purchase it while looking at the article of the design which was in a modern life from "Toyama Design Wave" and "Toyama Products" and "technique" which has been passed on delicious "happiness" of all. We will propose the original gift for you to celebrate and to greet the important person.

We are looking forward to seeing you at our store.

## ***First sale in Tokyo - The original gift box from " Etchu Toyama Waza no Kowake "***

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In Tokyo for the first time, you can obtain the original gift box from " Etchu Toyama Waza no Kowake " which has already started to be sold in Toyama Prefecture.

The original gift set, which is made while thinking of the recipient, is in a firm box, and the top of the box is embossed with Ukiyoe depicting the appearance of the craftsman's lively manufacturing. The person who is given it increases the expectation to contents.

" Etchu Toyama Sachi no Kowake " conveying the food culture of Toyama Prefecture and " Etchu Toyama Waza no Kowake " which can feel the technique of the craft of Toyama Prefecture by the unique form and material make perfect gifts. Those who receive this gift can enjoy the charm of Toyama from both "food" and " craftsmanship".

### ***About The Toyama Design Wave***

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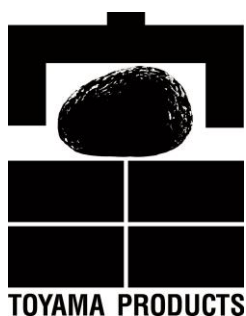


The Toyama Design Wave began in 1990 as "a movement to bring design from Toyama to the world." Workshops, design seminars, exhibitions, etc. are held in conjunction with the "Toyama Design Competition," which aims to recruit and commercialize outstanding work from all over the country.

About 8,000 designers have participated thus far, and with over 50 items commercialized, the competition has become a matchmaker between designers and companies.

### ***About The Toyama Products***

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In Toyama prefecture, we certify locally planned or produced manufactured goods with superior quality, performance, and design as "Toyama Products," and support the development of sales channels inside and outside the prefecture.

Around 290 products have been certified since the system was established in 2002. From traditional crafts such as Takaoka Copperware, Takaoka Lacquerware, Shogawa Turnery, and Etchu Washi paper to industrial plastic, glass, aluminum, woodworking, and machinery, we are showcasing Toyama's excellent products to the world.

## About Toyama prefecture general design center



富山県総合デザインセンター

Toyama prefecture general design center is engaged in a lump sum from supporting the development of designers to commercialization of designs and support for sales. Toyama prefecture general design center is engaged in a variety of initiatives to energize Toyama by design with designers and companies.

## Examples of original gift box ~ Etchu Toyama Waza no Kowake & Sachi no Kowake~

You can enjoy both "Monozukuri" (craftsmanship) & Rich harvests from the mountains and seas of Toyama.

- One "Shared Fortune Dish" & Two "Sachi no Kowake"  
Price: JP¥5,130 (Tax included)



It is a combination of a small plate and two kinds of snacks suitable for Sake. This "Kowake set" is also recommended for summer gift.

- One "Shared Fortune Dish" & Two "Shared Fortune Sake Cups"  
Price: JP¥10,800 (Tax included)



This "Shared Fortune Dish" is one set with two small plates. On the surface, grouse are drawn by handmade washi katazome. By making a gift with "Shared Fortune Sake Cups", it can be used as gifts in a wide range of scenes, for example, gifts for people who like alcohol, as well as everyday scenes that are used as a small plate.

## Item examples of Toyama design wave and Toyama products

You can enjoy excellent design and a variety of the craftsmanship of Toyama.

- The Toyama Design Wave (selected in 2003) / Toyama products AQUARIUM#3  
Price: JP¥10,800 (Tax included)



This is a shoe spatula made of aluminum that looks like a metal sculpture. This shoe lifter is designed not only to be superior in functionality and ease of use, but also to be placed at the entrance as an object.  
(2004 Good Design Award)

- Toyama products  
Sake cup kisenseries  
Price: JP¥9,936 (Tax included)



TURQUOISE BLUE

This is a stylish and unique "Guinomi" (Sake cup) that combines "wood" and "metal". Its proportion with a sense of stability is realized by using "brass" with a moderate weight in the base part. We will send the excellent craftsmanship of Japan to the world with the design from the provinces.

It is an item that has been developed with such a wish.  
(2014 Good Design Award)

## Outline of the event

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### ▼Date and time

From Wednesday, June 20, 2018 to Tuesday, July 24

Business Hours: Monday–Saturday 11:00–21:00

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

### ▼Place

GOOD DESIGN STORE TOKYO by NOHARA

KITTE Marunouchi 3F, 2-7-2marunouchi, Chiyoda-ku, Tokyo, Japan

### ▼Contents

There is sharing custom called ""Osusowake" in Toyama Prefecture. Also, Toyama Prefecture is a region with a history of manufacturing, including casting and glass crafts.

- **Regional brand development project [Souvenir project of Toyama by design]**  
(2011 Good Design Award)
- **A Program to stimulate industry of Toyama by Design [Design Wave in Toyama]**  
(2009 Good Design Award)

At this event, we will introduce *the attractiveness of Japan region* by selling products in Toyama, especially in the Good Design award winning project.

## About GOOD DESIGN STORE TOKYO by NOHARA

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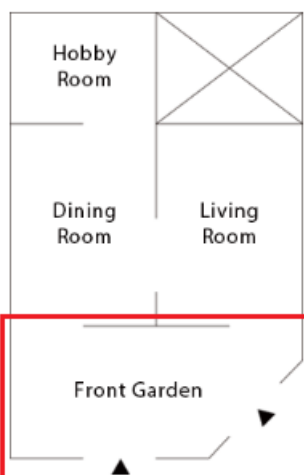
GOOD DESIGN STORE TOKYO by NOHARA is the first Good Design Store (a store that exclusively deals in goods that won the Good Design Award) opened in Japan. There are already several Good Design Stores operating overseas.

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>

## ▼ Notice of the next exhibition (July 25-August 21, 2018)

"Good job! Project" Special Plan Popup Store is scheduled to be held.

"Good job! Project" was awarded the Good Design Award 2011.

## ***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.

In July 2017, we changed our group structure in which all businesses will be led by a holding company in order to further enhance agility and accelerate growth with mobility. 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.

And our original products, ultra light ceiling material Carlton, 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:JP¥480,000,000

Representative Director, President: Kazuo 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>)



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