

Dear Press

October 13, 2018
Nohara Holdings, Inc.

Buy the latest Good Design Award-winning items on the spot!
Tokyo Midtown in Roppongi
POP UP STORE opened only for a limited time
October 31 – November 4
<http://gdst.nohara-inc.co.jp/>

Nohara Holdings, Inc. (Headquarters: Shinjuku Tokyo, President Kosuke Nohara) will launch GOOD DESIGN STORE TOKYO by NOHARA POP UP STORE at Tokyo Midtown (Roppongi) from Wednesday October 31 to Sunday November 4, to bring this year's award-winning items to you at GOOD DESIGN EXHIBITION 2018 (organized by Japan Institute of Design Promotion), an exhibition introducing items that won the "FY2018 Good Design Award."

Some of the items that will be on sale at the Pop Up Store

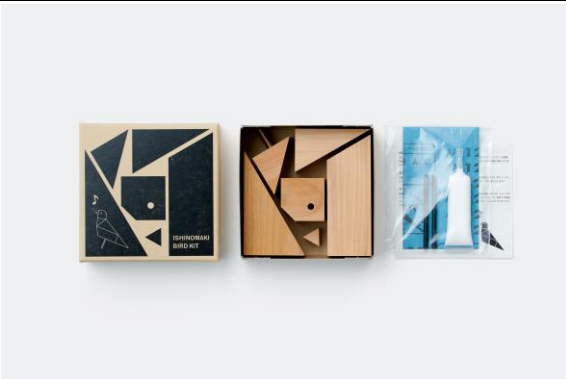


Photo by Ogawa Masaki

■ Above left: **ISHINOMAKI BIRD KIT (Ishinomaki Laboratory)**
2018 Good Design Award / ¥4,968 (including tax)
ISHINOMAKI BIRD KIT is a DIY kit for making a bird with wooden pieces and wood glue. When it is completed, you can make the bird sing by twisting its head. Sand it and paint it with any color you like to make your one and only ISHINOMAKI BIRD.



■ Above right: **Tokyo Kohaku (Issindo Honpo, Inc)**
2018 Good Design Award / ¥750 (including tax)
Tokyo Kohaku is a box of candies which integrates Japanese traditional confection kohakuto with a tangram-like dissection puzzle consisting of seven pieces that originated in Japan in the 18th century. By combining traditional features from different cultural areas, it creates new value different from any conventional Japanese confectionary.

■ Left: **Qoobo (Yukai Engineering Inc.+ Hakuodo Inc.)**
2018 Good Design Award / ¥12,960 (including tax)
A cushion type therapy robot with a tail. If you stroke it gently, it will waver its tail in a subtle way, and if you pat or stroke it for a while, it wags its tail gayly. It may unexpectedly wave its tail in a whimsy way reacting to how you treat it. It is designed to offer the joy and healing effect of interacting with an animal to people who cannot have a pet even though they want to due to various reasons, such as allergic to animals, living in a condominium where pets are not allowed, or too busy to properly care for a pet. It was inspired by the role of tails as a wordless communication tool. It offers a pseudo experience of affectionate communication with an animal by stimulating one's imagination and delivers a healing effect similar to that obtained by interacting with an animal.

Overview of GOOD DESIGN STORE TOKYO by NOHARA POP UP STORE



■POP UP STORE in 2017



■AA HIGH STOOL : Photo by Yosuke Owashii

The shop design was commissioned to Torafu Architects which will also design the GOOD DESIGN EXHIBITION 2018 venue layout.

The shop is designed based on an image of a market buzzing with people, with a giant AA STOOL of 3.8 meters high (a normal size AA stool will be exhibited at the exhibition) set up at the center as a symbol.

<Overview of POP UP STORE>

Period: Wednesday October 31 - Sunday November 4

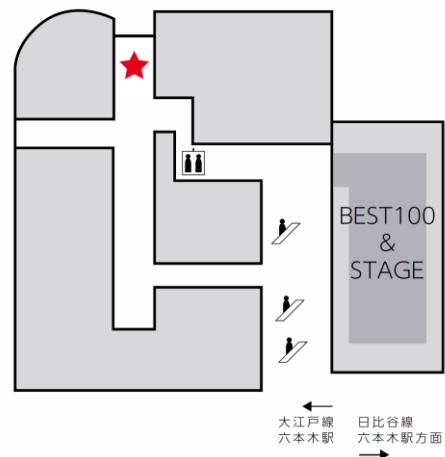
Open hours: 11:00-20:00 (Wednesday October 31 to Saturday November 3)

11:00-18:00 (on the final day, Sunday November 4)

Place: B1F Atrium Tokyo Midtown (Roppongi), 9-7-1 Akasaka, Minato-ku, Tokyo

Products: Approximately 360 items will be on sale. In addition to the awards-winning items of 2018 Good Design Award and Long Life Award, award-winning items from the past selected by GOOD DESIGN STORE TOKYO by NOHARA will also be on sale.

GOOD DESIGN STORE TOKYO by NOHARA
ポップアップストア



<TORAFU ARCHITECTS Inc.>

Founded in 2004 by Koichi Suzuno and Shinya Kamuro, TORAFU ARCHITECTS employs a working approach based on architectural thinking. Works by the duo include a diverse range of products, from architectural design to interior design, exhibition space design, product design, spatial installations and film making. Amongst some of their main works are 'TEMPLATE IN CLASKA', 'NIKE 1LOVE', 'HOUSE IN KOHOKU', 'airvase', 'Gulliver Table' and 'BigT'. 'Light Loom (Canon Milano Salone 2011)' was awarded the Grand Prize of the Elita Design Award. In 2015, airvase is selected for permanent collection of Montreal Museum of Fine Arts. Published in 2011 were the 'airvase book' and 'TORAFU ARCHITECTS 2004-2011 Idea + Process' (by BIJUTSU SHUPPAN-SHA CO., LTD.), in 2012, a picture book titled 'TORAFU's Small City Planning' (by Heibonsha Limited) and in 2016, 'TORAFU ARCHITECTS Inside Out' (by TOTO Publishing).

About GOOD DESIGN STORE TOKYO by NOHARA

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.



▼ 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>

▼Event information (October 3-November 4, 2018)

This event is linked to the " My Favorite Design 2018" exhibition held at Good DESIGN Marunouchi. You can purchase the item that you have seen in this " My Favorite Design 2018" exhibition promptly in our Store.

About Nohara Holdings, Inc.

Nohara Holdings marked its 70th anniversary in 2017. It has grown its business mainly in the construction industry by selling a wide variety of construction materials including 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.

Recently, we are launching new businesses under the key concepts of Innovation, Digitalization and Globalization. Some of our new businesses include aunworks, an online shopping site for construction professionals; BIMobject Japan, a new company at the forefront of digitalizing construction information; GOOD DESIGN STORE TOKYO by NOHARA, a first of its kind design shop specialized in selling Good Design Award-winning items only; Rental Kitchen Space Patia, a place to share special moments and feelings; and WhO, a wallpaper brand that supports the flexibility of ideas for people who seek new expressions.



【Company Profile】

Name of company: Nohara Holdings, Inc.

Headquarters:160-0022

1-1-11 Shinjuku, Shinjuku-ku, Tokyo, Japan

Established :1598

Incorporated: January 5th,2017

Capital:JP¥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>)



<FY2018 Good Design Award related events>

GOOD DESIGN EXHIBITION 2018

All award-winning items will be exhibited at Tokyo Midtown along with other projects such as a special exhibit of the “Good Design Best 100” and GOOD DESIGN STORE TOKYO by NOHARA POP UP STORE that will be opened only for a limited time. There will also be a vote by visitors to select the Good Design Grand Award on October 31, the first day of the Exhibition.

Period: Wednesday October 31 - Sunday November 4

Venue: Tokyo Midtown (Roppongi)

Organizer: Japan Institute of Design Promotion

※October 31 (Wednesday): Good Design Grand Award, Good Design Gold Award and Good Focus Award (new established award) will be announced

GOOD DESIGN PRESENTATION 100

FY2018 Good Design Award Special Awards Screening [Part I] Best 100 Presentations (open to public)

This year, presentations by the Best 100 winners will be open to the public for the first time in the history of Good Design Awards

Time and Date: October 10 (Wednesday) 13:00-16:30

Venue: Tokyo Midtown Conference

Organizer: Japan Institute of Design Promotion

My Favorite Design 2018 - Selection by the FY2018 Good Design Award Screening Committee members -

The 86 Good Design Award Screening Committee members will share their “favorite” from among the award-winning works.

Period: Wednesday October 31 - Sunday November 4

Venue: Good Design Marunouchi

Organizer: Japan Institute of Design Promotion

【Contact information for this release】

Name of contact : Aya Saito, Nohara Holdings, Inc

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

【Contact information for GOOD DESIGN STORE TOKYO by NOHARA】

Name of contact : Naho Yuki, Nohara Holdings, Inc

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