

Dear Press

April 12, 2018

Nohara Holdings, Inc.

## 「GOOD DESIGN STORE TOKYO by NOHARA」

### 1<sup>st</sup> anniversary event

## The world famous designer "Jasper Morrison Design Exhibition"

April 25-May 15, 2018

<http://gdst.nohara-inc.co.jp/>

Nohara Holdings, Inc. announces the first anniversary of the opening of the "GOOD DESIGN STORE TOKYO by NOHARA" on April 28, 2018, the first and only design shop in Japan which sells items that won the Good Design Award.

From April 25 to May 15, to commemorate this, we will hold "Jasper Morrison Design Exhibition", an event focused on the products of the world-renowned designer Jasper Morrison who designed the interior of the store.

This time, we introduce the design of Mr. Jasper Morrison as a special event for the first anniversary, so we have about 20 products including items other than the Good Design Award winner.

"GOOD DESIGN STORE TOKYO by NOHARA" is the only shop where you can get Jasper's designed items in a store designed by him.

### ***Jasper Morrison new Products more trees "STOOL (stool)" will be sold***



***"This "STOOL" is all about distance. Human, Product, and space would naturally connect with pleasant distance by the friendly shape and pure hinoki material"***

***by Jasper Morrison + Wataru Kumano***

In this event, we will sell the special product "STOOL (stool)" which is made in celebration of the 10th anniversary of "more trees", a Japanese non-governmental forest conservation organization. The STOOL is designed by a collaboration of prominent designers, Jasper Morrison and Wataru Kumano.

"more trees" expected the special product "STOOL (stool)" to be something leads the organization to the future of forests in Japan and overseas through the theme "Connecting". Two are the perfect designers to embody what we want to realize.

Jasper has experiences accumulated over many years, universality brought about by his principle, "Super Normal", and global perspective based on his international projects. On the

other hand, Wataru is rich in ideas as a young and spirited creator, has affinity to wood and forest gained in his stay in Finland and Japanese perspective.

By two wonderful designers combining their unique talent and features, brand new product which is able to connect variety things, Stool, was born.

※Part of proceeds from sales will be used for forest conservation activities.

### **About “more trees”**

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“more trees”, a Japanese non-governmental forest conservation organization was founded by a renowned musician Ryuichi Sakamoto in 2007.

“more trees” plans and organizes various programs in aiming for a “society where forests and people coexist for generations to come” with a keyword in mind: “Connecting cities and forests.” Its programs include “More Trees Forests” – a collaborative work with local communities for conserving forests –, planning and development of products and services utilizing domestic timber, and sharing of information and charms of forests through seminars and events.

▼URL

<https://www.more-trees.org/>

### **Jasper Morrison**

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Born in 1959 in London, Jasper Morrison is a world renowned designer who designs widely from furniture and architecture to urban space. He studied Design at The Royal College of Art and Hochschule der Kunst in Berlin. He opened his Office for Design in 1986. He designs an ever expanding range of things at his studios in London, Paris and Tokyo, for companies all over the world.

It is “GOOD DESIGN STORE TOKYO by NOHARA” that he designed the interior for the first time in Japan.

#### **<About the design concept for “GOOD DESIGN STORE TOKYO by NOHARA”>**

*“The basic concept of the design for GOOD DESIGN STORE TOKYO by NOHARA is to create a house with a front garden, the ‘walls’, in this case display shelves divide the space into various rooms which can be used to display different categories of object, while the garden at the front can be used to display new products, themes or small exhibitions.*

*The materials are a mix of warm and cold, maple woods structures, supporting aluminum shelves, connected with brass screws, standing on a concrete floor. This reflects the precision that many Good Design Award products display and the pleasure which well-designed objects bring to everyday life.”*

*by Jasper Morrison*

### **Wataru Kumano**

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Wataru Kumano was born in Tokyo in 1980. From 2001 to 2008 studied in Finland, studied Furniture design at Lahti Polytechnic (2001-2004 BA), and University of Art and Design Helsinki (Aalto University) for Postgraduate studies (2005-2008 MA).

After came back to Japan, he start work as an assistant designer of British Product Designer Jasper Morrison in Tokyo in 2008. Beside of the work, set up own design office "KUMA" in 2011, and work for interior, furniture, product design and project management. In 2013, He inaugurated R&D for Japan Creative.

## Outline of the event

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### ▼Date and time

From Wednesday, April 25, 2018 to Wednesday, May 15

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

As the first anniversary of the open, we sell the latest product from Jasper Morrison, who designed the interior of our store, his so far products and sold items that are sold at Jasper Morrison Shop.

## Examples of items

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### <Jasper Morrison Design items that embody “The Beauty of Practicality”>



#### ■more trees design / STOOL

Size/Price : [S]JP¥10,584, [D]JP¥14,904, [L]JP¥20,304 (Tax included)

Stool comes in three sizes: Single, Double and Long. Three different sizes and shapes of stool are characterized by the beauty of the form. Just like music, it makes very rhythmic expression when arranging with plural. It links you and space as it fits in your lifestyle.

Stool is made of Tohno Hinoki from Gifu where one of the More Trees Forests is located, and made manually by local skilled craftsmen in the area. Tohno Hinoki is a representative Hinoki in Japan for having a good scent and a good strength as material and has been used for traditional buildings such as temples for a long time.

#### ■Vitra / Trays, a set of three

Price: JP¥6,480 (Tax included)



At first glance, the Trays appear to be simple, flat dishes made of plastic. They were, however, developed by Jasper Morrison as a set of three, in carefully harmonised colours and sizes, in accordance with his 'super normal' design philosophy. The understated Trays tidy up any space while also adding a decorative accent.



#### ■ASANO CO., LTD/ The Porchini Family

Size/Price : [S]JP¥15,120, [M] JP¥29,160, [L]JP¥51,840(Tax included)

Jasper Morrison successfully commercialized a lighting fixture based on Gifu Lanterns, a traditional craft of Japan, from the perspective of “The Beauty of Practicality”.

This work was born as the first of the project "LX. Project (LUX Project)" which designs lighting using traditional techniques of Japan. It was named Porcini family because there is three size that it was nicknamed the "mushroom" from the production staff.



### ■ ANDO GALLERY, INC / ANDO'S GLASS S/T

Price : JP¥1,944(Tax included)

Koichi Ando from Ando Gallery asked Jasper Morrison, one of the premier product designers in the U.K. to "design simple glasses that we can use on a daily basis," and so, ANDO'S GLASS was born. Although it seems simple, ANDO'S GLASS, characterized by the slight inclination on the side of the glass, and the beautiful curve towards the bottom, in both short and tall variations, has a design that the longer you keep using, the more you like. This plain, yet delicate figure, created by artisans in an old town in Tokyo blowing into a mold piece by piece, stays with you quietly in your daily life and gives you delight every time you take a drink.

### About GOOD DESIGN STORE TOKYO by NOHARA



GOOD DESIGN  
STORE  
TOKYO  
by NOHARA

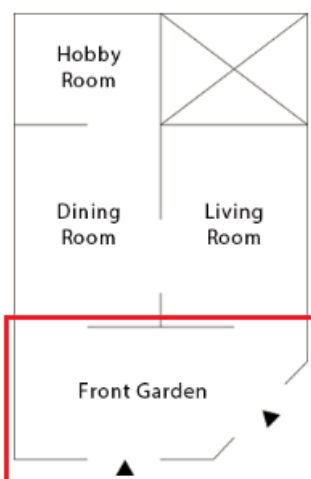
GOOD DESIGN STORE TOKYO by NOHARA is the first Good Design Store (a store that exclusively deals in goods that won the Good Design Award) opened in Japan. There are already several Good Design Stores operating overseas.

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.

#### ▼ 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>

## **About Nohara Holdings, Inc.**

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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**

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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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