

EDELKOORT EXHIBITIONS



© Shin Suzuki, 2011

A DAY

KARIMOKU NEW STANDARD X Shin Suzuki

a design and photography exhibition during Designer's Days 2011

Scholten & Baijings (Netherlands)

BIG-GAME (Switzerland / Belgium)

Sylvain Willenz (Belgium)

Teruhiro Yanagihara (Japan)

Karimoku Design Team (Japan)

30 boulevard Saint-Jacques, 75014 Paris

metro: Saint-Jacques (line 6) & Denfert-Rochereau (line 4 / RER B)

June 16, 17, 18, 19 & 20

10:00 – 19:00 daily

vernissage: June 16 @ 18:00 – 21:00

press breakfast on Tuesday, June 21st @ 9:15

press images and information can be downloaded at:

www.karimoku-newstandard.jp
www.trendtablet.com

follow Shin Suzuki's daily image uploads on:

<http://suzukishin.jp/>

press contacts:

Nao Takegata @ Daily Press
naotakegata@dailypress.org

Philip Fimmano
@ Edelkoort Exhibitions
philip@edelkoort.com

sales:

Kohji Yokoi @ Karimoku

ns-contact@karimoku.co.jp

EDELKOORT EXHIBITIONS

Lidewij Edelkoort is pleased to present *A DAY: KARIMOKU NEW STANDARD X Shin Suzuki*, a new design and photography exhibit during Designer's Days design week 2011 in Paris.

Karimoku will unveil a new collection of wooden furniture; set against intimate images documenting the daily life of renowned artist **Shin Suzuki**.

For KARIMOKU NEW STANDARD, international design talents such as **Scholten & Baijings** (Netherlands), **Sylvain Willenz** (Belgium) and **BIG-GAME** (Switzerland / Belgium) were invited under the creative direction of **Teruhiro Yanagihara** to connect their ideas with the know-how and technology of Karimoku.

As Japan's leading manufacturer of wood furniture with a history of 70 years, Karimoku unites true craftsmanship with cutting-edge production techniques to build furniture that meets the highest standards of quality, comfort and sustainability. With the company's aim to preserve Japanese forests and revitalize local forestry, Japanese hardwoods that are mostly turned into wood chips for paper pulp, are widely used for this collection. The objects are designed to suit individual ways of contemporary living, dedicated to quality and design. They are made to last – and grow on their owner's heart.

For Shin Suzuki, taking photographs is a natural act that resembles a slow, deep breath, therefore has no intention to the viewer. He leaves room to the viewer to interpret, and at the same time to expand his or her imagination in life, which in itself is an accumulation of ordinary moments. His personal accounts of the days that followed the earthquake and tsunami in Japan (March 2011) are amongst his poignant visions, resonating a sense of humanity that transcends borders, and in turn, illustrating a need for ecological awareness.

The exhibition reflects our collective interest in merging sustainable craft with new techniques and the awe we feel when confronted by the power of nature.

Notes to Editors:

1. KARIMOKU FURNITURE INC.

Japan's leading manufacturer of wooden furniture started from a small woodworking shop established in Kariya, Aichi Prefecture in 1940 with Shohei Kato who took over a timber company which dates back to the Edo period. Wood processing, surface treatment and colouring technologies had been accumulated through the subcontracting of various wooden parts in the mid-1900's, and the company's sought after original furniture for the domestic market, introduced in the early 1960's. Since then, Karimoku has focused on the pursuit of its original concept of "high-tech and high-touch" products by establishing bases in timber production areas in order to maintain a large and reliable supply of materials as well as by introducing large-scale advanced production facilities that display to the greatest extent possible our craftsmen's technique and sensibility. Karimoku also aims to contribute to improving people's lives by meeting challenges presented by environmental issues. This is evidenced in Karimoku's 20+ year history in the reforming and utilization of "parawood", a product derived from rubber trees after its use in latex production.
<http://www.karimoku.com>

2. SHIN SUZUKI

Artist Shin Suzuki has committed himself to taking hundreds of photographs a day as his lifework. His photographs closely illustrate the scenes where our products dissolve into their surroundings to quietly gaze at the users' lives. Shin Suzuki was born in Fukushima in 1980. After graduating from Tokyo Polytechnic University, Faculty of Arts, Department of Photography, he started working for amana inc., and then as an independent photographer. His work varies greatly in his photographic approach and covers still and moving pictures, commercial and self-commissioned projects. His works can be found in many advertisements and editorials, along with his own website that showcases his personal work; a public place where hundreds of his photographs are uploaded every day, without any copyright limitations.
<http://suzukishin.jp>

EDELKOORT EXHIBITIONS

3. SCHOLTEN & BAIJINGS

Stefan Scholten (1972) and Carole Baijings (1973) established Scholten & Baijings, Studio for Design in 2000. Scholten & Baijings produce both independent and commissioned work that is presented in galleries and museums, and sold worldwide. They work for companies and institutions such as National Historical Museum, Zuiderzee Museum, Royal Crystal Leerdam, Thomas Eyck, Established & Sons, Royal VKB, HAY and many more. Scholten & Baijings' work is characterized by minimal design, intense colours and a keen eye for detail. Their work has been published in magazines such as Wallpaper, Elle Déco, Frame, New York Times, Vogue, Casa da Abitare and in The International Design Year Book. In 2010 the duo won the 'Woonbeurs Award' and received a Dutch Design Award for their 'Paper Table', while Wallpaper* magazine has nominated them as its 'Designer of the year' (2011) and has given them its Design Award for their 'Paper Porcelain'. During the Salone del Mobile in Milan, Scholten & Baijings were awarded with the ELLE Decoration International Design Award for 'Young Designer Talent 2011'.

<http://www.scholtenbaijings.com>

4. BIG-GAME

BIG-GAME is a design studio founded in 2004 by Grégoire Jeanmonod (Swiss, 1978), Elric Petit (Belgian, 1978) and Augustin Scott de Martinville (French, 1980) and is now based in Lausanne, Switzerland. BIG-GAME's products are edited by Moustache, Galerie Kreo, Tamawa, Materia and have been acquired by Centre Pompidou, National Fund of Contemporary Art, Zurich Museum of Design. Their works have been shown in various exhibitions and been published in major magazines and the monograph 'BIG-GAME Design Overview'. BIG-GAME won the Swiss Federal Design Award in 2006 and 2010. The three designers draw on a vast repertory of ideas and put them nonchalantly into unexpected contexts, following the credo "Confrontation is giving birth to progress".

<http://www.BIG-GAME.ch>

5. SYLVAIN WILLENZ

Born in Brussels in 1978, Sylvain Willenz has lived consecutively in the US, Belgium and in the UK. He studied Design Products at the Royal College of Art in London graduating in 2003. In 2004, Sylvain opened his studio in Brussels. Sylvain deals with projects reaching from lighting to product and furniture design. His approach is characterized by a love for materials and processes, while his attitude is straightforward and uncomplicated. SylvainWillenzDesignStudio works internationally with clients such as Established & Sons, Freecom and Feld, SCP and Tamawa. In 2009, Sylvain Willenz was nominated Belgian Designer of the Year. His works have been granted several awards including an iF Award and a Red Dot Award "Best of the Best" in Product Design in 2009 and 2010. The Torch light series has also been nominated best in Lighting and Product of the Year 2009 at the UK Grand Design Awards.

<http://www.sylvainwillenz.com>

6. TERUHIRO YANAGIHARA

Teruhiro Yanagihara was born in 1976 in Kagawa Prefecture, Japan. After graduation, he established his design studio ISOLATION UNIT/ in Osaka in 2002. Since then, he has been working in the fields of space design, product development and art direction for national and international clients such as OFFECCT (Sweden), PALLUCCO (Italy), MATER (Denmark), LESS IS MORE / LIM (Japan), KIMURA GLASS (Japan). His works have been subject of numerous exhibitions in Japan and Europe and have been published in various book and major magazines. He was nominated Elle Decor Young Talent of the Year 2010.

<http://teruhiroyanagihara.jp>

7. KARIMOKU DESIGN TEAM

Satoshi Seto and Takahiko Fujimori are members of Karimoku's regular in-house design team. For this exceptional project, they challenged the company's regular way of designing, widely determined by a traditional common-sense and internal conventions, to create products that combine Karimoku's highest quality standards with a design that reflects the spirit of the new brand. In addition, they are responsible for the technical support of the outside designers and the product development of their designs.

<http://www.karimoku.com>

8. LIDEWIJ EDELKOORT

As an educator, curator, founder of Trend Union and one of Icon magazine's 20 most influential people in design, Lidewij Edelkoort inspires culture and creation through her role as a design icon and trend forecaster. Edelkoort Exhibitions has created design installations in museums, institutes and cultural spaces around the world, most recently including *Post Fossil* at 21_21 DESIGN SIGHT (Japan) and Design Museum Holon (Israel) and *Talking Textiles* at this year's Salone del Mobile in Milan. Edelkoort also promotes young talent on her new network Trend Tablet.

<http://www.trendtablet.com>

9. JAPANESE TRANSLATION

<http://www.karimoku-newstandard.jp>