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japan by  
design



ICFF  
INTERNATIONAL  
CONTEMPORARY  
FURNITURE FAIR®

2011

# japan by design

JAPAN BY DESIGN is a special exhibition organized by Japan External Trade Organization (JETRO) to introduce 14 cutting-edge Japanese design companies and organization to the North American design industry. Focusing primarily on furniture and home accessories, JAPAN BY DESIGN will also feature uniquely designed wall materials such as ibushi clay tiles, ceramic tiles with LED lights, uniquely colored copper and brass panels, three-dimensional paper molded panels and many other products that have never seen before in the North America.

**ABOVO**  
**AOYA**  
**CAS**  
**D-TORSO**  
**HOSOO**  
**KOYO IBUSHI**  
**MOLZA**  
**MOMENTUM FACTORY**  
**NAGAE**  
**NEED'K TEXTILE**  
**PLY PROJECT**  
**SHIBORIAN**  
**TEAM TOKUSHIMA**  
**TILE+LIGHT**

**ICFF**  
International Contemporary  
Furniture Fair 2011

**JACOB K. JAVITS CONVENTION CENTER**  
**NEW YORK CITY**

**May 14 – 17, 2011**  
**Hall 1c 832, 932**

# ABOVO

[www.dcs-corp.com](http://www.dcs-corp.com)

COMPANY NAME: **DCS Corp.**

CONTACT: **Jun Matsuoka**

ADDRESS: **1557-1 Okabe Okabe-cho, Fujieda city**

**Shizuoka 421-1121 Japan**

PHONE: **+81-(0)54-667-3232** FAX: **+81-(0)54-667-3175**

EMAIL: **info@dcs-corp.com**

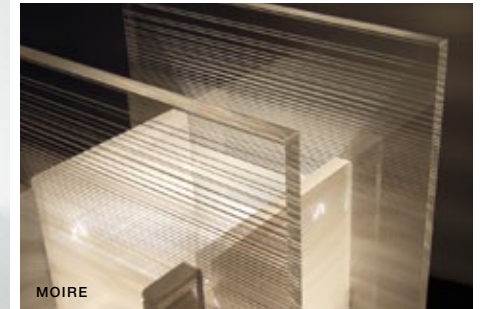
The Cloud Silver Rain lamp was created with washi using a three-dimensional shaping method to form an image of a rain cloud. It makes use of the warmth achieved from the chigiri-washi and features a contrast effect between the novel shape and materials. The Liquid lamp was created to form an image of a bucket with paint flowing from it. It is available as a table top or a sconce. The entire lamp—from the shade to the column, base and socket mounting—was formed by cutting a single sheet of steel and then bending and welding it. When the printed straight lines randomly overlap on both surfaces of the MOIRE lamp's transparent acrylic, a stripe (moiré) pattern appears. The light of the floating moiré pattern creates a fantastic effect throughout the space.



LIQUID LAMP



CLOUD SILVER RAIN



MOIRE

# AOYA

[www.aoyawashi.co.jp](http://www.aoyawashi.co.jp)

COMPANY NAME: **TANIGUCHI WASHI**

CONTACT: **Hirofumi Taniguchi**

ADDRESS: **358-1 Kawara Aoya-cho, Tottori city**

**Tottori 689-0515 Japan**

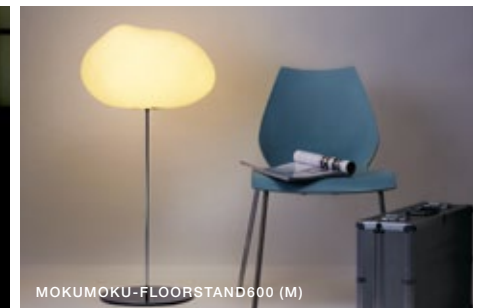
PHONE: **+81-(0)857-86-0116** FAX: **+81-(0)857-86-0117**

EMAIL: **info@aoyawashi.co.jp**

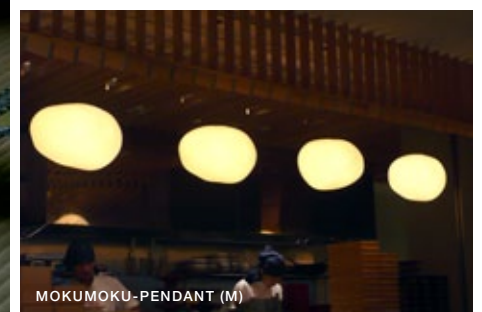
These spherical lampshades are developed with the seamless three-dimensional washi technique. The series is designed using natural motifs: a giant cocoon, a spindle, a cloud, the moon, and more. The combination of washi elegance, charming form, and the gentle, subdued light will comfort you.



MOON-TABLESTAND(M)



MOKUMOKU-FLOORSTAND600 (M)



MOKUMOKU-PENDANT (M)

# CAS

[www.cass.ne.jp](http://www.cass.ne.jp)

COMPANY NAME: **CAS SEISHIN TOUGEI**  
CONTACT: **TSUTOMU ISEYA**  
ADDRESS: **75-1 Higashimatsuyama-cho, Seto city**  
**Aichi 489-0069 Japan**  
PHONE: **+81-(0)56-187-3902** FAX: **+81-(0)56-184-1523**  
EMAIL: **iseya4832@ma.gctv.ne.jp**



ALPHA



ROBO



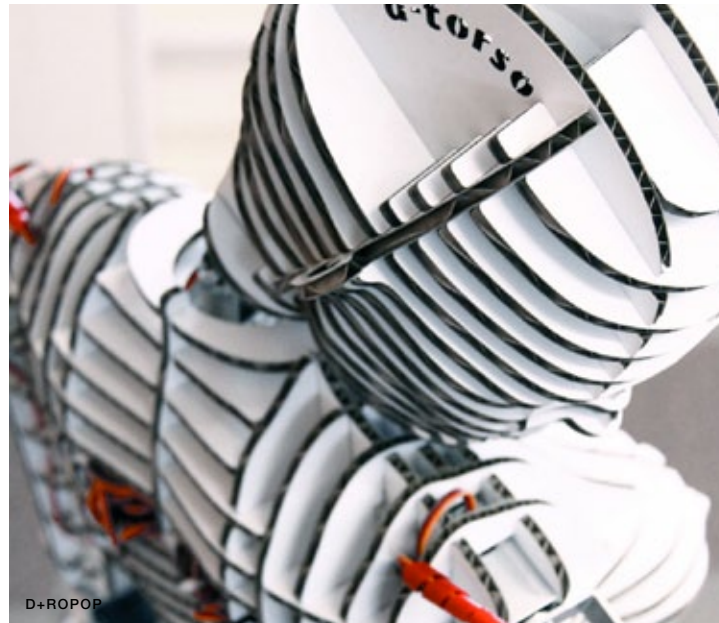
VITAL

These audio speakers feature an elaborate visual design. Beauty of form is expressed using a curved surface created from ceramics, while special attention is paid to the quality of sound.

# D-TORSO

[www.wtv.co.jp](http://www.wtv.co.jp)

COMPANY NAME: **AKI**  
CONTACT: **Hiroshi Mori**  
ADDRESS: **3209-2 Tomikiyo, Aki-machi Kunisaki**  
**Oita 873-0355 Japan**  
PHONE: **+81-(0)97-864-3002** FAX: **+81-(0)97-864-3003**  
EMAIL: **info@wtv.co.jp**



D+ROPOP



D-TORSO  
GIRAFFE 3000

From a life-size giraffe to a creative champagne holder to the very first paper robot in the world, D-TORSO presents its unique and wondrous use of cardboard. Very effective for display and publicity purposes.

# HOSOO

[www.hosoo-kyoto.com](http://www.hosoo-kyoto.com)

COMPANY NAME: **HOSOO**

CONTACT: **Masataka Hosoo**

ADDRESS: **Ryogaemachi-Sanjio agaru, Nakagyo-ku  
Kyoto 604-8173 Japan**

PHONE: **+81-(0)75-221-0028** FAX: **+81-(0)75-223-2507**

EMAIL: **info@hosoo-kyoto.com**

This design is achieved by first adhering silver leaf to washi, which is then cut to form slits and woven into a silk textile. The portion that is crinkled to form a three-dimensional effect is rendered by weaving special silk that is spun in Kyoto into a portion of the fabric, and then applying steam to shrink it. The shrinkage factor is taken into account in production. Lacquered fabric was developed using Nishijin-ori weaving techniques that originated in Kyoto. Washi is coated with urushi lacquer and then cut to form slits and woven into the fabric (called hikihaku). Then fukurashi-ori, or raised-pattern weaving, is used to form a relief pattern of the design. These two traditional Nishijin-ori techniques are used to achieve rich shaded-relief patterns. This fabric received the 2009 Good Design Award.



CRATER\_8406



GRAPE\_8202

# KOYO IBUSHI

[www.koyoseiga.co.jp](http://www.koyoseiga.co.jp)

COMPANY NAME: **KOYO SEIGA**

CONTACT: **Kenji Sasada**

ADDRESS: **5241-5, Funatsucho, Himeji**

**Hyogo 679-2101 Japan**

PHONE: **+81-(0)79-232-5295** FAX: **+81-(0)79-232-7003**

EMAIL: **info@koyoseiga.co.jp**

KOYO IBUSHI is a new material based on Japanese traditional ibushi technology. Clay is the only raw material, so it is very environmentally friendly. Ibushi has been used for roof tiles for hundreds of years in what are now cultural treasures, so there is no doubt of KOYO IBUSHI's durability. KOYO IBUSHI has an expressive face with a natural silver color.



KOYOIBUSHI POD



KOYOIBUSHI TILE ARARE



KOYOIBUSHI TILE FLAT

# MOLZA

[www.molza.co.jp](http://www.molza.co.jp)

COMPANY NAME: **MOLZA CORPORATION**

CONTACT: **Kenichi Tominaga**

ADDRESS: **983 Hachimam, Mugegawacho, Seki city**

**Gifu 501-2603 Japan**

PHONE: **+81-(0)57-546-1481** FAX: **+81-(0)57-546-1483**

EMAIL: [tominaga@molza.co.jp](mailto:tominaga@molza.co.jp)



PLEATED SCREEN



DECO-BASE

A MOLZA pleated screen not only creates privacy but also diffuses light like a shoji screen. MOLZA screen paper is made from durable polyester and is produced by the same mechanized paper method used for washi. In processing, flame retardants and super water-resistant compounds for prevention of dirt are added. Deco-base is a new and unprecedented decoration panel developed by three-dimensional paper molding technology. Simple design and paper material create a unique space. Various looks are achieved by putting together square panels like a puzzle. It is most suitable for a space requiring a strong impact, such as an exhibition booth or the background of an information desk.

# MOMENTUM FACTORY

[www.mf-orii.co.jp](http://www.mf-orii.co.jp)

COMPANY NAME: **MOMENTUM FACTORY ORII**

CONTACT: **Koji Orii**

ADDRESS: **530 Nagae Takaoka city**

**Toyama 933-0959 Japan**

PHONE: **+81-(0)76-623-9685** FAX: **+81-(0)76-623-9696**

EMAIL: [info@mf-orii.co.jp](mailto:info@mf-orii.co.jp)



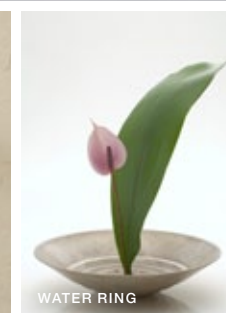
WALL SURFACE DECORATION PANEL



TIME AND SPACE (OVAL)



ON THE WALL (MINI)



WATER RING

Using traditional techniques such as chemical and heat treatment creates color in copper and brass. A variety of colors in each metal is used for wall materials, wall-mounted vase, clocks and vase. The process creates excellent interior design materials.

# NAGAE

[www.nagae.jp](http://www.nagae.jp)

COMPANY NAME: **NAGAE**

CONTACT: **Yoshio Hisasue**

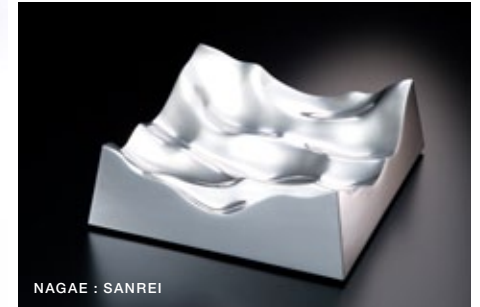
ADDRESS: **278 Arayashiki, Takaoka city**

**Toyama 933-0319 Japan**

PHONE: **+81-(0)76-631-2797** FAX: **+81-(0)76-631-6777**

EMAIL: **shop@nagae.co.jp**

See the beauty of the silhouette when this bowl is placed on a table and illuminated by a lamp. Although it is made of metal, tsuchime (hammering imprints) achieved on the surface through the shaping by tankin (hammering), combined with the texture of Japanese lacquer, creates a soft effect. The graphic design was inspired by the momentary impression of waves left behind on the shore. The bowl—"Migiwa (shore)"—will transform your familiar living space into a resort. NAGAE also presents nature-inspired candle holders, wall hooks and vases.



# NEED'K TEXTILE

[www.needk.com](http://www.needk.com)

COMPANY NAME: **NEED'K**

CONTACT: **Gen Namura**

ADDRESS: **3-6-10 Honcho, Nakano-ku**

**Tokyo 164-0012 Japan**

PHONE: **+81-(0)33-372-7222** FAX: **+81-(0)33-372-7226**

EMAIL: **gen@needk.com**

NEED'K, known around the world for its sophisticated manufacturing of textiles, emphasizes originality to bring out the charm and possibilities of a fabric. For the 2011 New Collection—Mode Recollection/Time of Serenity—a new standard of luxury is pursued.

AGENT COMPANY NAME: **AGOSTINO** CONTACT: **Marie Carlino**

ADDRESS: **979 Third Avenue, Suite 1502 New York City, NY 10022 USA**

PHONE: **212-421-8820** FAX: **212-421-8826** EMAIL: **marieagostino@aol.com**



# PLY PROJECT

[www.plyproject.com](http://www.plyproject.com)

COMPANY NAME: **FORESTA**

CONTACT: **Kenichi Sato (US), Akio Nakamura (JP)**

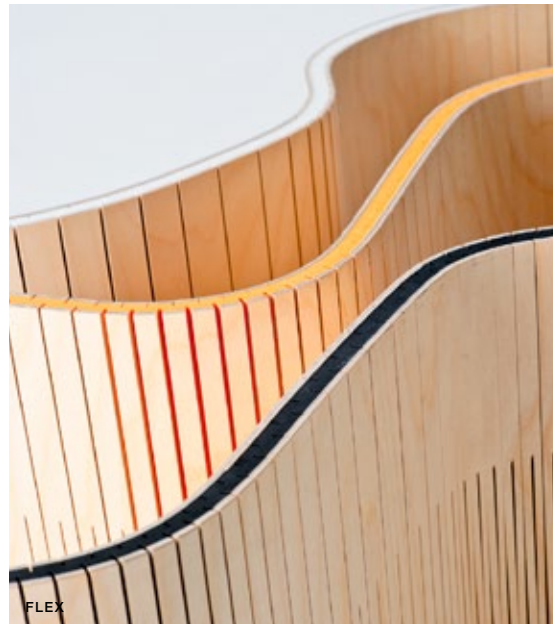
ADDRESS: **144-6 Tutumine, Noda city**

**Chiba 278-0021 Japan**

PHONE: **+81-(0)90-4959-7609** FAX: **+81-(0)47-126-2580**

EMAIL: **kenichi@plyproject.com (US), foresta@kagu.or.jp (JP)**

Founded in 2010 by Kenichi Sato, PLY PROJECT interlinks craft, design, and mass-production technologies with the Japanese manufacturer, Foresta Co. This company has been fusing traditional woodworking skills and passion for over 80 years or three generations. FLEX Chairs come boxed as a flexible membrane and mounting frame with embedded magnets for easy attachment. FLEX Chairs are light, easily moved and transported. To get up and go, the seat surface simply detaches and rolls up. FLEX Chairs are good diplomats: they blend within our rooms yet create an instant identity of place. They have the style to color the day ahead. You feel good and you know you look good in a chair that is new, flexible, and complementing your lifestyle.



FLEX



HIGH BACK CHAIR

# SHIBORIAN

[www.shiborian.co.jp](http://www.shiborian.co.jp)

COMPANY NAME: **SHIBORIAN**

CONTACT: **Hideki Tomiyama**

ADDRESS: **4-48, Ogura-cho, Nishinokyo, Nakagyo-ku, Kyoto city**

**Kyoto 604-8414 Japan**

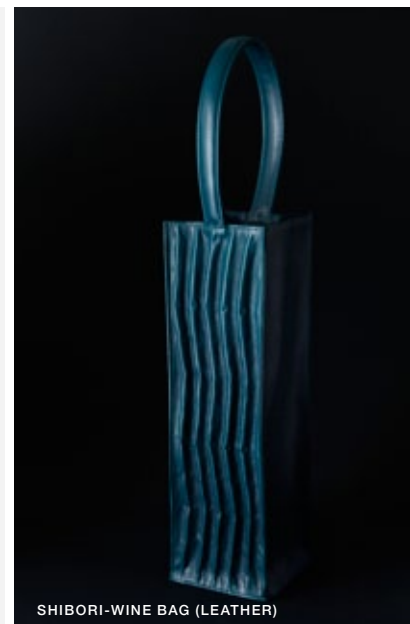
PHONE: **+81-(0)75-821-1866** FAX: **+81-(0)75-821-1870**

EMAIL: **info@shiborian.co.jp**

In its pursuit of new tie-dyeing possibilities, SHIBORIAN has applied traditional techniques to leather as well as cloth. Techniques known as Inden for applying color and patterns to leather have been used since ancient times, but, SHIBORIAN has enabled the manifestation of beautiful three-dimensional designs using dyeing techniques derived from the Kyo-kanoko-shibori tradition. These designs feature even more delicate nuances of contour than those produced with fabric. The special and sophisticated nature of the techniques employed makes these designs the exclusive domain of Hideki Tomiyama, who has received two patents for his work in Japan (with patents also pending overseas).



SHIBORI-WINE BAG (DOUBLE)



SHIBORI-WINE BAG (LEATHER)



SHIBORI-WINE BAG (CANVAS)



# TEAM TOKUSHIMA

*team-tokushima.com*

COMPANY NAME: **TEAM TOKUSHIMA EXECUTIVE OFFICE**

(**KATAOKA KATSUHITO DESIGN OFFICE**)

CONTACT: **Katsuhito Kataoka**

ADDRESS: **12-5 Motoura naka Ronden cho Tokushima city  
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PHONE: **+81-(0)88-663-5240** FAX: **+81-(0)88-663-5240**

EMAIL: **info@team-tokushima.com**

This collection features a variety of items, including table, stool, plate, rug and speakers. The design features a spiral pattern processed by a numerical control router, which is difficult to achieve manually. Tables can be easily assembled and come in a package. Each item is coated with 100% organic-plant oil for health and environmental considerations. The UZU Stool received the 2010 ICFF Editors Awards for Craftsmanship.



# TILE+LIGHT

*www.kano.co.jp*

COMPANY NAME: **KANO CERAMIC TILE**

CONTACT: **Yoshiki Kano**

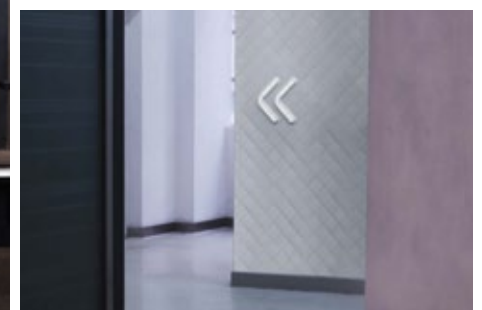
ADDRESS: **1647-3, Kasahara-cho, Tajimi**

**Gifu 507-0901 Japan**

PHONE: **+81-(0)572-43-3161** FAX: **+81-(0)572-43-3162**

EMAIL: **ykano@kano.co.jp**

Ceramic tiles with LED lights embedded within. Combine up to four styles of tile for no extra charge. Many options for personalizing one's own designs, and it's easy to combine TILE+LIGHT with a wide range of other tiles. LED units are water-resistant and made to standard measurements with the flat luminescence method. Size of each tile is 98mm X 98mm (with the joint 100mm X 100mm); height is 19mm.



## Japan External Trade Organization / JETRO

JETRO is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.

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### CONTACT

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#### **JETRO TOKYO**

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[www.jetro.go.jp](http://www.jetro.go.jp)