

**ICHIRO MILANO DESIGN WEEK 2014**

# **JAPANESE TRADITIONAL THINGS**

**with Jo Nagasaka**

08 - 13 Apr. 2014 at Spazio Rossana Orlandi

Via Matteo Bandello 14/16 20123 Milano

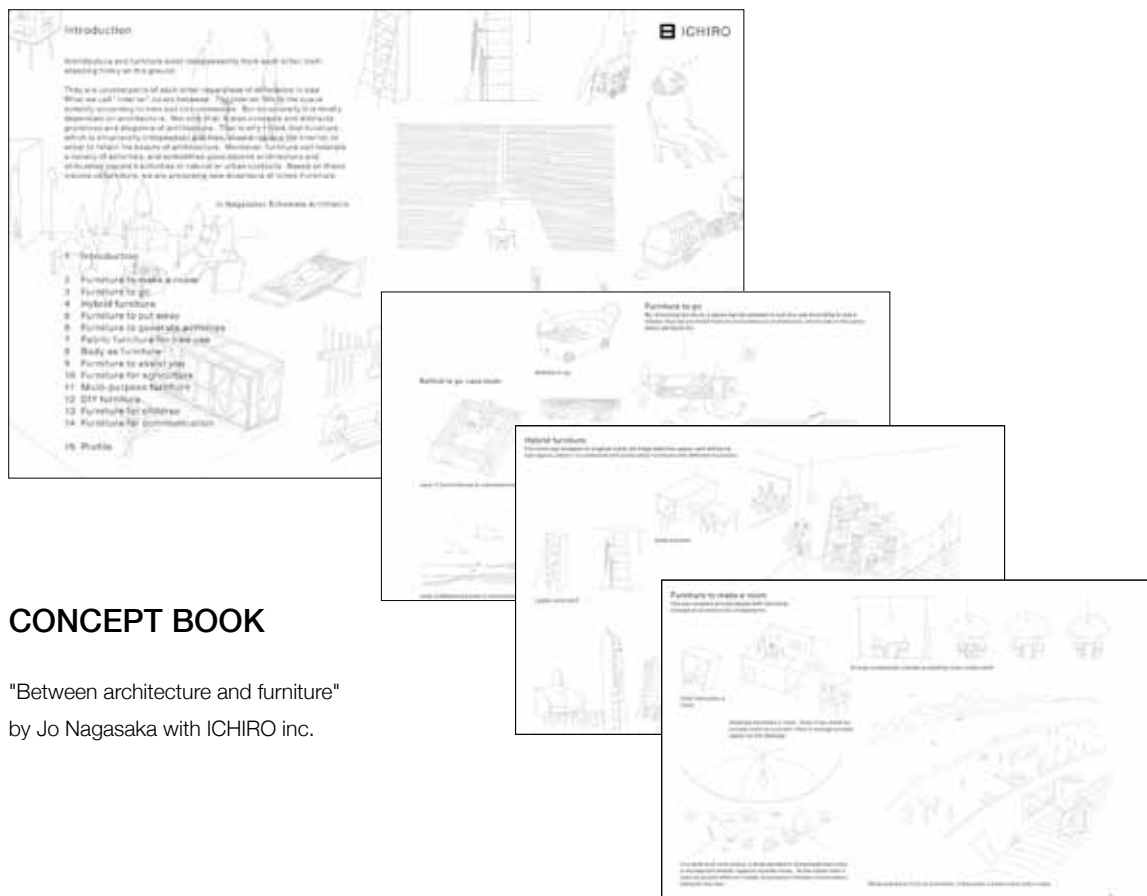


## INTRODUCTION

Ichiro Inc. is presenting concept models of new furniture lineup designed by Jo Nagasaka, principal of Schemata Architects, at Milano Salone 2014. The new lineup includes lighting fixture, table and stool, all of which feature innovative design concepts of Nagasaka.

Nagasaka and Ichiro are focusing on the relationship between furniture and space, and are developing design concepts for furniture that generates various activities. This exhibition showcases their innovative conceptual works that do not correspond to conventional categorization of furniture.

In this exhibition two types of conceptual works are presented; one is furniture series composed of a traditional material (bamboo) and industrial materials, which would be adjusted to accommodate different activities; the other is furniture series created by the act of “tying up”.



## CONCEPT BOOK

"Between architecture and furniture"  
by Jo Nagasaka with ICHIRO inc.

## TAKE KAGO

### JAPANESE TRADITIONAL MATERIAL

Bamboo is traditional material for basketry. By combining bamboo with contemporary materials, lightweight furniture is realized with simple methods without any elaborate techniques of traditional craftsmanship.



#### \_TO THE LIGHTING

Traditionally bamboo and paper are combined to make a lighting fixture. In this work, bamboo and paper are clearly separated to create a two-way lighting fixture; one way is to illuminate upwards in an indirect way; another way is to illuminate downwards directly, which would be used for dining areas. In addition, it can also be used for floor lighting by adjusting position of the light bulb. This lighting fixture can be adjusted to illuminate diverse activities.



#### \_TO THE BENCH

A bamboo basket is originally not strong enough to sit on. However, it gains strength by dipping it into rubber coating. In addition, the rubber coating smooths out fine splits on the bamboo surface, which makes it easier to sit on. This is a very lightweight bench that generates various activities.



#### \_TO THE LOW TABLE

We applied steric weaving method to create bumpy surfaces and cast colored epoxy resin over them. The bumps generate different shades of colors to create beautiful effects on the sides of the table. This is Nagasaka's first challenge to cast epoxy resin on vertical surfaces.

## **SHIBARI**

### **JAPANESE TRADITIONAL LOVE AFFAIR**

SHIBARI means “to tie something up with string”. We are envisioning furniture that generates different activities according to what we tie up and how we tie up.



©Hiroataka Hashimoto

### **\_TO THE SOFA**

A sponge sheet is folded, gets tied up with rope and it becomes a form. Then it gets dipped in rubber coating, and it is turned into a sofa. Rope bites hard into the sponge to generate gorgeous curves, while emphasizing its resiliency. You can grab the knot and easily carry it around. This sofa generates various activities.

## EVENT OUTLINE

Title : JAPANESE TRADITIONAL THINGS with Jo Nagasaka

Venue: Spazio Rossana Orlandi  
Via Matteo Bandello 14/16,20123 Milano

Date: 8th - 13th April 2014  
9:00 - 20:00

---

## PROFILE

### Jo Nagasaka

Architect.

Born in Osaka. After graduating from the Department of Architecture ,Faculty of Fine Arts of Tokyo University of the Arts, he established "Schemata Architects" in 1998. In 2007, he started a collaboration office called "HAPPA" that shares a gallery, shop and other facilities. Among his works are "Sayama Flat", "63.02°", "PACO", "House in Okusawa", "Aesop Aoyama/Ginza", "MR\_DESIGN OFFICE", "LLOVE", "HANARE", "Today's Special Jiyugaoka/Hikarie" and "Hue plus". He released "UDUKURI", a series of "Flat Table", from Established and Sons in 2012.

### ICHIRO Inc.

ICHIRO Inc. is a maker of polyester decorative plywood. Now ICHIRO have taken a fresh approach, from a different starting point, to the relationship between everyday spaces and furniture, and embarked on a new kind of furniture-making aimed at forging a new kind of connection.

ICHIRO will now be offering tools designed to bring the real you to day-to-day living. ICHIRO offers 'tools for the real you' to create a lifestyle crafted to your personality, giving you a space purely your own to use in everyday living.

---

## CONTACT

ICHIRO Inc.  
18-25 Obatachiyoda Moriyama-ku,  
Nagoya-shi Aichi Prefecture, 463-0053 Japan  
Tel:+81-52-793-1205  
URL : <http://www.ichirodesign.jp>

Press contact:  
daily press [mihokawamura@dailypress.org](mailto:mihokawamura@dailypress.org)