

Exhibit at the Salone del Mobile.Milano

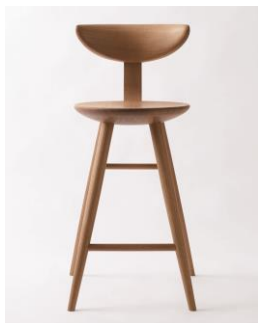
Hida Sangyo Co., Ltd. (Main Office: Takayama-shi, Gifu-ken; President: Sanzo Okada) will once again be exhibiting this year at the Salone del Mobile.Milano 2018 to be held from April 17th through the 22nd in Milan, Italy. Our booth became an independent exhibit as of last year, and, including our exhibits in a shared booth with the Japan Furniture Industry Development Association in the past, this year will mark our 6th consecutive exhibit at the event.

Our exhibit at the Rho-Fiera venue will allow guests to experience Hida's soul and craftsmanship backed by 1,300 years of history and feature new works from the many designers with which we have worked together over the years.

Date: April 17 (Tue)-22 (Sun) 2018

Location: Rho Fiera Hall 10 stand E23

<https://www.salonemilano.it/>



Sori Yanagi bar stool by SORI YANAGI | YANAGI DESIGN OFFICE [NEW](#)

gifoï lounge chair by atelier oï [NEW](#)

Kodama puzzle by Kengo Kuma [NEW](#)

Sebastian Conran Gifu collection by Sebastian Conran

Brilliantly designed products making the best use of the woodworking skills cultivated by Higa Sangyo will be on display as well, including Motomi Kawakami's *KISARAGI* made of compressed straight grained cedar, Enzo Mari's *HIDA*, Kenya Hara's *TATAMIZA*, and Kaiyama Ibuki's *kinoe*. In addition, Yoshiaki Kojiro's glass artworks, which won Special Mention at LOEWE Craft Prize 2017 in Spain in 2017, will be on display in the booth as well as a special exhibit.

- Exhibition Details: Salone del Mobile.Milano employs a comprehensive business model which allows participants to grow their networks with industry experts who gather here from around the world. The event welcomes over 370,000 attendees from over 172 different countries and gathers the attention of over 5,000 members of both domestic and foreign media. It is recognized around the world as a global platform for home furnishing systems and an epicenter of design.

- Venue Organization: Hida Sangyo Design Office
- Art Direction: Daigo Daikoku (Nippon Design Center - Daikoku Design Institute)

HIDA Sangyo co., ltd.

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Yanagi Sori bar stool by SORI YANAGI | YANAGI DESIGN OFFICE



This new bar stool was born under the supervision of the YANAGI DESIGN OFFICE by emulating the Sori Yanagi Chair (YD251) produced by Hida Sangyo. The seat has been made 5 millimeters thicker, and the legs of the chair have been strengthened.

YD281 Bar stool W41.5 x D49 x H86 Oak



■ Sori Yanagi

As a founder of the modern industrial design method after World War II, Yanagi created numerous industrial products that were valued as “tools for living,” including furniture. Moreover, he was a powerful advocate for design workshops. His design expertise also extended to automobiles, pedestrian overpasses and the platform for the Olympic flame used at the Winter Games in Sapporo, Japan. His “Butterfly Stool” is famous as the first piece of work for which a Japanese designer received global recognition.

gifoï lounge chair by atelier oï



The gifoï line, born from a collaboration with atelier oï, was unveiled at the 2016 Salone del Mobile.Milano. This year, a lounge chair prototype from this line will be on display. The line seeks to show the appeal of compressed straight grained cedar to the world.

gifoï lounge chair W71.5 x D59.5 x H75 Compressed straight grained cedar and Beech



■ atelier oï

Founded in La Neuveville, Switzerland, in 1991 by Aurel Aebi, Armand Louis and Patrick Reymond, atelier oï has been striving to dissolve barriers between genres and foster cross-disciplinary creativity for over 20 years. Over the course of their achievements, architecture, design and set design have intertwined on an international scale.

Multidisciplinary, team spirit and an intimate rapport with the material are their different materials, their projects have been recognized the world over. Between experimentation, cultural exchanges and events devoted to their creations, they design for Artemide, B&B Italia, Bulgari, Danese, Driade, Foscari, Louis Vuitton, Moroso, Pringle of Scotland, USM, Zanotta and Parachilna.

Kodama by Kengo Kuma



A pavilion designed in the Arte Sella forest in Italy has been made into a small, wooden puzzle. Any number of figures can be produced by connecting together the basic parts made by combining six pieces of notched wood. This puzzle brings out the most of the fun which wood has to offer by fusing together with the highly sophisticated woodworking techniques of Hida Sangyo. Two varieties have been made, one of Japanese cedar and one of walnut wood, and both allow one to feel the inherent warmth of the wood. (Kengo Kuma's Comment)

KODAMA puzzle W7 x D6 x H17 Cedar / Walnut

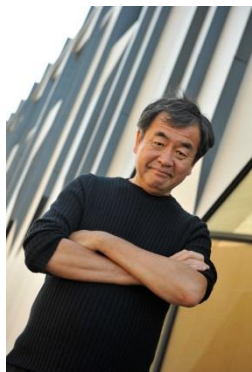


Photo © J.C. Carbonne

■ Kengo Kuma

Kengo Kuma was born in 1954. He completed his master's degree at the University of Tokyo in 1979. After studying at Columbia University as Visiting Scholar, he established Kengo Kuma & Associates 1990. In 2009, he was installed as Professor at the Graduate School of Architecture, University of Tokyo.

Among Kuma's major works are Kirosoan Observatory (1995), Water/Glass (1995, received AIA Benedictus Award), Stage in Forest, Noh Stage in the Forest (received 1997 Architectural Institute of Japan Annual Award), Bato-machi

Hiroshige Museum (received The Murano Prize). His recent works include Yusuhara Wooden Bridge Museum (2010), Asakusa Culture and Tourism Center (2012), Nagaoka City Hall Aore (2012) and Ginza Kabukiza (2013). Outside Japan, Besancon Arts and Culture Center, FRAC Marseilles and Aix-en-Provence Conservatoire of Music were completed in 2013. Currently, about 100 projects are going on in Japan, Europe, USA, China and many other Asian countries. Kengo Kuma & Associates are also engaged in the designing of the new national stadium in Japan.

Sebastian Conran Gifu collection by Sebastian Conran



A contemporary furniture series incorporating the essence of Hida-Takayama. The unique form of the dining chair with no coping adopts the characteristic wooden framework techniques of Hida craftsmanship.

The products which will be on display at the Salone del Mobile are the dining chair and armchair.



■ Sebastian Conran

As creative principal Sebastian always takes a hands-on, down-to-earth approach to all the studio's projects. He is intimately involved in all design aspects during the innovation journey, sharing his wealth of experience and manufacturing expertise with the design team, however big or small the project. His design teams have received many awards for design & innovation, as well as being granted dozens of patents in various fields.

From stacking shelves at Habitat in his teens to running Studio Conran, Sebastian's life has been focused on understanding how things are made, sold, and used, as well as designing innovative, stylish & satisfying products. He has seen many thousands of successful & enduring products through from concept to consumer. Whether for John Lewis or Virgin Atlantic, Nigella or Nissan, to many other industry leading clients across the globe that he has worked with during his career.

Special exhibit: Structural Blue by Yoshiaki Kojiro



Matter is in a constant state of change. Sometimes, individual collections of matter are called “materials” by being refined or extracted and shaped into a certain form for a time by human hands. I try my best to produce the barest structure possible in taking part in this creation of transient forms. Structural Blue is made of glass powder and copper oxide fired in a mold. When melted at a temperature of over 800°C, the copper oxide releases a gas which is incorporated by the glass which then bubbles up and expands to fill the mold. The resulting work is the deflated traces of this reaction created during the cooling process. (Yoshiaki Kojiro’s Comment)



■ Yoshiaki Kojiro

Born in 1968 in Chiba Prefecture, Japan. Currently resides in Takayami-shi, Gifu Prefecture.

Completed post-graduate study at the Tokyo Glass Art Institute in 2003.

Completed a M.Eng. in Architecture from the Graduate School of Science and Engineering, Tokyo University of Science in 1994. Graduated with a B.Eng. in Architecture from the Department of Science and Engineering, Tokyo University of Science in 1992.

[Awards]

2017: Special Mention, LOEWE Craft Prize 2017 (Spain)

2012: Prize Winner, "OBJECT," International Glass Prize 2012 (Belgium)

2012: Bavarian State Award, Meister der Moderne 2012, International Trade Fair Munich (Germany)

2004: Grand Prize, The International Exhibition of Glass Kanazawa 2004 (Ishikawa, Japan)