

## Press Preview Monday 13th of April, 16.00–18.00

Christian Haas and other Karimoku New Standard designers, as well as photographer Norio Kidera, are present at the venue. Please contact us in advance for interview- or photo shoot requests.

### Exhibition Concept

KARIMOKU NEW STANDARD takes over an apartment in the Brera district to present prototypes of the latest pieces. We introduce designer Christian Haas and show his exceptional chair and table SCOUT, together with BIG-GAME's new CASTOR Sofa and Armchair.

In addition to the furniture, the exhibition circles around the story and the making of KARIMOKU NEW STANDARD. Through personal photographs and a short movie by Japanese photographer Norio Kidera we trace back Karimoku New Standard to its origins and document its story and process: from the hardwood forests in the north of Japan that provide the source material for Karimoku New Standard, the people that grow and maintain these forests over generations and the sawmills that process the trees, to the large Karimoku factories in Aichi prefecture, where the timber is crafted in countless working steps, through high-tech machines and the hands of skilled craftsmen, into impeccable pieces of furniture.

We look forward to welcoming you to this special exhibition, midway between the intimacy of a home and a public exhibition.



"The making of the prototype of SCOUT chair" photo by Norio Kidera



#### Christian Haas

German born Industrial Designer Christian Haas began working in Munich before opening his Paris Studio in 2007, a move that extended his portfolio through multiple disciplines from lighting to furniture and interior design with an emphasis on porcelain and glassware. Since 2014, Studio Christian Haas is based in Porto, Portugal. Haas works with galleries such as Galerie Bensimon and renown companies such as Christofle, Rosenthal, Villeroy & Boch and Theresienthal and is a member of the 2016/ ceramics project in Arita, Japan. For his clients he creates products that distinguish themselves through a harmonious balance between functionality and sophisticated expression. [www.christian-haas.com](http://www.christian-haas.com)

#### Norio Kidera/photographer

Photographer Norio Kidera was born in Yokosuka, Japan in 1974. He studied under the tutelage of photographer Takashi Homma and founded his own studio in 2001. Kidera works as photographer for advertising and magazines as well as to pursue personal projects. Kidera exhibited on international fairs, such as Bridge Art Fair New York (USA) and Art Fair Tokyo (Japan), and held numerous solo exhibitions in Japan. Kidera has been awarded with the JR East Award/Transit Advertising Awards and Newspaper Advertising Award. His publications include "meisje" (2007), "jicca" (2008), "Works by Lisa Larson" (2009), "Grandpa. Grandma." (2009), "Österlen Lisa & Gunnar Larson" (2012) and "Samirou Yunoki - 92 years of colours and shapes" (2014).

<http://mountains.jp/kidera/>

### KARIMOKU NEW STANDARD

The new standard in Japanese furniture making.

We are Karimoku, a manufacturer of wood furniture from central Japan with a history of more than 70 years. We launched KARIMOKU NEW STANDARD in 2009 as a collaboration with some of the most promising international design talents. While our tradition derives from a deep understanding of craftsmanship combined with innovative technologies, the KARIMOKU NEW STANDARD collection features innovative, joyful yet functional objects that are made to suit the ways of urban living in the 21st century. Our products are made of Japanese hardwoods such as maple, chestnut and oak, that are sustainably sourced from low-diameter trees - lumber that is often discarded or ending up as paper pulp. KARIMOKU NEW STANDARD products are made to last, true to the credo that a piece of furniture should last at least as long as the tree it was made from.

[www.karimoku-newstandard.jp](http://www.karimoku-newstandard.jp)