

Press Release

Date : 2017/02/06

Ref.No: H-170206

Exhibition Details

Title	+d & soil POP-UP STORE
Dates	April 4th (Tuesday) - April 9th (Sunday) No holidays
Opening hours	April 4th (Tuesday) 10:00AM-8:30PM April 5th (Wednesday) 10:00AM-8:30PM April 6th (Thursday) 10:00AM-8:30PM April 7th (Friday) 10:00AM-8:30PM April 8th (Saturday) 10:00AM-8:30PM April 9th (Sunday) 10:00AM-6:00PM
Preview	April 3rd (Monday) 2:00 PM-7:00PM



Venue **LITTLE**
Address : Via Tortona, 31, 20144 Milano
Metro : M2 (green line) Porta Genova Station

Entrance Fee Free

About : +d

The +d brand was established in downtown Tokyo in the district known as Kuramae in 2002 by the company “h concept”. This is an area where many manufacturing companies are based. “h concept” is involved in the design, manufacturing and retailing of the products they create for use in daily life. The founder is Hideyoshi Nagoya, a well-known design producer, who is dedicated to the manufacturing sector, helping it develop new products and brands both in Japan and abroad.

Currently there are around 110 +d products available that can be found in our 4 directly managed stores in Japan in addition to stores in Melbourne Australia, Taipei Taiwan and Kuala Lumpur Malaysia. They specialize in “+d” and related products, trading under the name KONCENT “+d” products are also sold in well-known stores like the MoMA museum shop (New York) and the Design Museum (London).

About : soil

Since the Edo period “soil” has participated in major construction projects such as the Osaka Expo, the Tokyo Olympics, Osaka castle to name but a few. Many of the craftsmen have won awards from the government in recognition of their specialist plastering skills. “soil” was a division of Isurugi until May 2015 when it became an independent company.
