



PRESS RELEASE

For Immediate Press Release 2022.6.6

THE JAPANESE DESIGN BRAND KOYORI PRESENT A DESIGN EXHIBITION CURATED BY GAMFRATESI AT TRIENNALE MILANO



KOYORI is a new Japanese design brand of sophisticated lifestyle products that embody the distinct sense of Japanese aesthetics. Collaborating with contemporary designers from across the globe, KOYORI crafts quality furniture and interior accessories with elegant designs that transcend borders.

The KOYORI brand is being built together with some of Japan's leading furniture and interior décor manufacturers and the brand identity was formed under the watchful eye of the iconic British product and furniture designer, Jasper Morrison, in the role of Art Directing Advisor also co-designed by Sebastian Fehr. KOYORI stands for 'twisted paper cords' and is the primary material of Mizuhiki, the durable and decorative paper strings traditionally used in Japan for wrapping gifts, especially on festive and ceremonial occasions.

Crafted using outstanding Japanese manufacturing technology, all KOYORI products are made to be cherished for generations and to bestow happiness on their owners. Five chairs are presented in the brand's first collection: Kawara Armchair, Musubi Armchair and Shaku Chair, designed by the Paris-based brothers Ronan & Erwan Bouroullec, and Miau Armchair and Edaha Chair from the Danish-Italian design duo GamFratesi. Each chair is unique in the way they make the best use of either solid wood or plywood and the expert technologies and craftsmanship of the Japanese manufacturers. In addition to the chairs, two solid wood tables from both designers, and one plywood table from the Bouroullecs are disclosed to enrich the collection, also creating an elegant ambience at the exhibition.

The exhibition curated by GamFratesi will be open during Milan Design Week, June 3-12.



All photography: ALBERTO PARISE

For high-res press images, please visit [Grand Relations Press Room](#).

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ABOUT RONAN & ERWAN BOUROULLEC



Ronan and Erwan Bouroullec are French design brothers from Quimper in Brittany, France. They have been working together since 1999 with everything from industrial design to craft work, and large production runs to research, as well as the objects for the public space. Ronan and Erwan Bouroullec's creations span multiple fields of expression and have gradually entered our daily lives.

Photography: Alexandre Tabaste

ABOUT GAMFRATESI



GamFratesi studio was founded in 2006 by Danish architect Stine Gam and Italian architect Enrico Fratesi and is based in Copenhagen. GamFratesi aims to create furniture that illustrates the process and the techniques that created it, and which reflects a persistent exploration of the diverse border zone between harmony and disharmony.

Photography: Petra Kleis

ABOUT KODA



Koda is the Executive Director of KOYORI, and is an expert at international trade and branding, succeeding in expanding sales, developing the brand, and promoting Japanese craftsmanship, globally. His knowledge and experiences led a Japanese manufacturer expand its sales to 60 stores in 30 countries and regions.

Koda aims to continually promote Japanese craftsmanship at a global scale.

ABOUT KOYORI

KOYORI is a modern design brand that embodies the distinct sense of Japanese aesthetics. Offering quality furniture and interior design that adds value to everyday life, KOYORI was founded to showcase the heritage of Japanese craftsmanship to the world. KOYORI products are crafted to be cherished for generations and to bestow happiness on their owners.

SUSTAINABILITY AND TRANSPARENCY

KOYORI also aims to carry forward the legacy of the beauty, creativity, and authenticity of Japanese craftsmanship and also convey it to the international market. In addition to creating products that last for a long period of time, KOYORI ensures that the production and delivery processes are sustainable and help us become the leading brand with a culture of transparency.

As a first step, to establish carbon footprint transparency, KOYORI will measure the carbon footprint generated by our products and the results will be published on our website. KOYORI will continually work and take further steps to reduce the carbon footprint across our product life cycle.

Website: www.koyori-jp.com

Official Instagram: [official_koyori](https://www.instagram.com/official_koyori)

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