



PRESS RELEASE

EMBARGO 2024. 6. 10

KOYORI at 3daysofdesign



KOYORI once again collaborates with GamFratesi to capture the essence of true Japanese aesthetics in the exhibition design. This immersive installation, set within a classical Scandinavian building, seamlessly integrates traditional Japanese crafts with new furniture pieces by GamFratesi and the newly appointed designer Michael Anastassiades, along with existing items designed by Ronan & Erwan Bouroullec.

“We wanted to immerse the visitor in a room surrounded by hundreds of Japanese lanterns, which, with their lightness, suggest reflection and calmness.” -GamFratesi

The serene space will feature exquisite designs that combine artistic elegance with practical functionality, offering visitors a unique journey of tranquility and inspiration.

The exhibition, taking place from [June 12-14] at Ørgreen Studios (Overgaden Oven Vandet 58A, 1415 Copenhagen, Denmark), promises to be a celebration of design innovation and cultural fusion.

PRESS PREVIEW INVITATION

We cordially invite you to meet KOYORI's designers GamFratesi and Michael Anastassiades for an intimate conversation at the event site.

DATE : Tuesday, June 12th, 5:00 PM - 6:00 PM

VENUE: Ørgreen Studios (Overgaden Oven Vandet 58A, 1415 Copenhagen, Denmark)

Please confirm your attendance by sending a message to: Mizuki Maruyama, KOYORI PR Manager (mizuki@koyori-jp.com).

NEW PRODUCT

MAKURI LOUNGE CHAIR AND OTTOMAN designed by Michael Anastassiades



Inspired by a desire to create an iconic and versatile piece, Anastassiades infused the lounge chair with elements of simplicity and functionality, and a geometric elegance.

"We wanted to create an easy chair which is iconic and representative of many different references," Anastassiades explains.

Reflecting on the design process, Anastassiades remarks, "Our approach was to try to do a slightly different typology than the current KOYORI collection. An easy chair that can live in every home, with its level of comfort, perceived comfort, and inviting comfort."

The new lounge chair offers a unique seating experience, blending comfort with minimalist aesthetics. Anastassiades explains, "My challenge was to make the chair simple, but at the same time it invites you to occupy it. This was my motivation."

Crafted from a combination of plywood and solid wood elements, this lounge chair features an iconic plywood seat and backrest that adds playfulness and lightness to the chair. Anastassiades' meticulous attention to detail and considerable focus on processability and productivity are evident, enhancing both the design and manufacturing process.

Thorough discussions with the manufacturer led to the refinement of the joinery of plywood and solid wood. By eliminating the beam under the seat, the chair exudes a sense of simplicity and airiness.

In terms of sustainability, in manufacturing and construction, the designers endeavored to create a chair with minimal components. The chair is substantial and durable, yet also lightweight and effortlessly portable, making it convenient for everyday use.

The lounge chair also has an ottoman in the family, which can be used not only as a footrest accompanying the lounge chair, but also as an independent stool.



For the upholstered version, natural, untreated leather is used to create a thin cushion, complementing the chair's oak frame. Elmovegeta was added to the KOYORI leather lineup, respecting Anastassiades' studio philosophy; "natural, untreated materials that develop a beautiful patina over time."

Makuri Lounge Chair (Wooden Seat): Oak, W740 x D653 x H801 (SH 375) mm

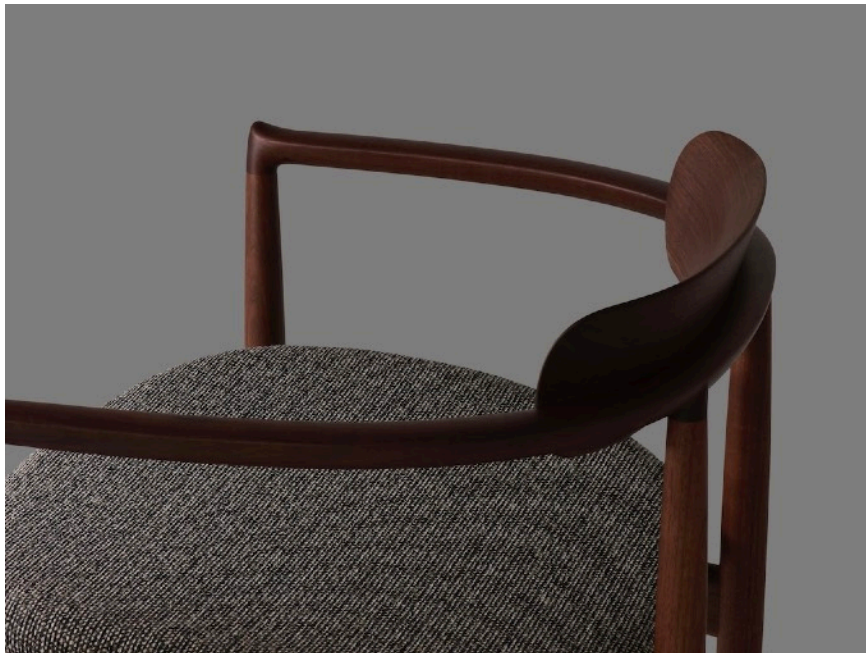
Makuri Lounge Chair (Upholstered Seat) : Oak, Textile / Leather, W740 x D653 x H801 (SH 397) mm

Makuri Ottoman (Wooden Seat): Oak, W550 x D450 x H374 mm

Makuri Lounge Chair (Upholstered Seat) : Oak, Textile / Leather, W550 x D450 x H386 mm

MIAU LOUNGE CHAIR designed by GamFratesi

Building upon the success of the Miau Armchair, which received exceptional feedback and appreciation, the Miau Lounge Chair serves as a natural extension of the acclaimed Miau Armchair, seamlessly expanding the Miau family.



Recognizing the inherent perfection in the sleek proportions and timeless design of the Miao Armchair, the addition of the Miao Lounge Chair is a clever and thoughtful evolution. Scaled larger and featuring a subtly inclined backrest, the Miao Lounge Chair offers an enhanced level of relaxation and comfort, with a fully upholstered seat.

"The introduction of the Miao Lounge Chair was a natural progression for us," says designer, GamFratesi. With its more robust dimensions, inclined seat, and more ample backrest, the Miao Lounge Chair additionally embodies a sense of relaxation and luxury that perfectly complements a living room setting. With its ample size and graceful design, featuring sleek lines that are both precise and graphical, this chair exudes elegance. The organic and sculptural details of its shape and wood joints add a unique touch. It's a versatile choice for any home or commercial space.



Miao Lounge Chair (Upholstered Seat) : Oak / Walnut, Textile / Leather, W672 x D599 x H637 (SH 379) mm

KIGO SIDE AND COFFEE TABLE designed by GamFratesi

Drawing inspiration from the timeless works of sculptor Isamu Noguchi, this series of tables is a tribute to the beauty of organic shapes and the craftsmanship of solid wood.



Designed as a sculptural centerpiece for modern living spaces, the tables embodies a deep understanding of the inherent qualities of solid wood. Inspired by Noguchi's iconic stone sculptures, GamFratesi have skillfully translated his artistic vision into a stunning piece of furniture crafted from premium wood materials.

At the heart of these tables is its organic shape, which blends light and dark wood tones in its construction. This juxtaposition of contrasting hues creates a dynamic visual effect, evoking the harmony found in nature's own creations.

"With these tables, we sought to create a piece that is not only functional but also a work of art in its own right," says GamFratesi. "Drawing inspiration from art and nature, we aimed to capture the essence of both worlds and translate it into a beautiful and expressive furniture piece."



The table features a variety of shapes and sizes, allowing for creative compositions and versatile arrangements. Each table is a unique expression of creativity, offering a captivating focal point for any interior space.

In addition to its artistic appeal, the tables are designed with practicality in mind. Featuring a flat-pack design with simple cylinder legs, this table offers easy assembly and versatility in placement, making it a perfect addition to any modern home.

"We are thrilled to introduce the tables as a new typology for KOYORI," adds GamFratesi. With its artistic design and unparalleled craftsmanship, this table is a perfect blend of artistry and functionality that elevate your living space.

Kigo Side Table 70: W695 x D398 x H280 mm

Kigo Side Table 97: W969 x D425 x H280 mm

Kigo Coffee Table 80: W800 x D637 x H280 mm

Kigo Coffee Table 150: W1500 x D380 x H280 mm

All items available in Oak with walnut tray / Walnut with oak tray

URIBO STOOL designed by GamFratesi

Designed by a talented duo inspired by the wood bending techniques of KOYORI's esteemed manufacturer, this stool embodies simplicity, elegance, and functionality.



Drawing inspiration from the Sori Yanagi Chair, the new stool series reimagines the iconic backrest of Sori Yanagi Chair into the seat itself. The result is a remarkably simple yet striking piece of furniture that exudes a modern aesthetic.

"At the heart of the stool is a commitment to simplicity and beauty," says GamFratesi. "We were inspired by the wood bending techniques of the manufacturer and sought to create a stool that celebrates the inherent beauty of this craftsmanship."

The stool features clean lines and a simple aesthetic, making it a versatile addition to any interior space. Its straight edges lend a modern touch, while the implementation of the manufacturer's existing techniques ensures both quality and durability.

Perfect for use alongside a sofa or as standalone seating, the stool is a curated accent that enhances any living space. With its impeccable quality and thoughtful design, it embodies the best features and history of the manufacturer, showcasing the excellence of the factory.

"We believe that the stool is a reflection of Japanese and Danish design and craftsmanship," adds GamFratesi. "We aimed to capture the essence of these traditions and express it through a stool that is both functional and beautiful."

Uribo Stool 27: Oak / Walnut, W587 x D300 x H270

Uribo Stool 38: Oak / Walnut, W587 x D300 x H375



The KOYORI brand was established in 2022 by some of Japan's leading furniture and interior design 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, and co-designed by Sebastian Fehr. Crafted using outstanding Japanese manufacturing technology, all KOYORI products are made to be cherished for generations and to bestow happiness on their owners. This year marks the brand's second appearance at 3daysofdesign, following a successful launch exhibition in Milan in 2022.

All product photography: HIROSHI IWASAKI

For information or request for interviews, please contact:
Mizuki Maruyama, KOYORI PR Manager (mizuki@koyori-jp.com).

DESIGNERS

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

GamFratesi



The design studio GamFratesi was founded in 2006 by Danish architect Stine Gam and Italian architect Enrico Fratesi. The studio 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

Michael Anastassiades



Michael Anastassiades is a Cypriot designer based in London. He founded his studio in 1994 followed by his eponymous brand in 2007. Working across lighting, furniture, objects and spatial design, his designs are most notable for their honest use of materials, familiarity of form and clarity of function. They are at once disciplined and obsessive with a playfulness that inspires a vitality once might not expect.

Photography: Ben Murphy

KOYORI

Koda Munetoshi



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.

Photography: Sohei Oya, Nacása & Partners Inc.

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.

Winner of:

Best Seats Category of Wallpaper* Design Award 2023

Best New Brand, MONOCLE

Nominated for:

Best seat for EDIDA 2023

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 have been measuring the carbon footprint generated by the products and the results are published on the website. KOYORI have also taken action to offset the carbon footprint. 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)



Photography: TOSH SHINTANI (SHIKI)