

For Immediate Release

Sumitomo Forestry Co., Ltd.

Sumitomo Forestry to Exhibit at Milan Design Week for the First Time

Promoting the benefits of wood through table-top partitions and canopies

Sumitomo Forestry Co., Ltd. (President and Representative Director: Akira Ichikawa; Headquarters: Chiyoda-ku, Tokyo; hereinafter “Sumitomo Forestry”) announced that it will exhibit wooden table-top partitions and canopies at Milan Design Week, one of the world’s largest design festival held in Milan, Italy. The knowledge accumulated by Tsukuba Research Institute regarding “the effects and benefits of wood” will, through the design, be expressed as wooden objects such as table-top partitions and canopies.

In its first-ever exhibition at Milan Design Week, Sumitomo Forestry will create a space that enables visitors to experience the gentleness of wood through these objects. In addition to promoting the benefits of wood, the company intends to listen to visitor voices and opinions, and feed this back both into research aimed at further exploring the possibilities and attractions of wood, and into the realization of comfortable spaces that make use of this natural material.



Photo: Araki Kosuke

The table-top partitions and canopies have been made using walnut, oak, teak, cherry, and cedar. The designers Kosuke Araki and Akira Muraoka proposed designs for objects based on information and verification data on the benefits of wood provided by the Tsukuba Research Institute. Utilizing the warm colors of wood in an inorganic space, these products enable the benefits of wood—such as its capacity to improve work efficiency and to relax the mind—to be implemented in an easy manner. The products were made by the Group company Sumitomo Forestry Crest Co., Ltd.

Sumitomo Forestry’s entire event space at the Milan Design Week will take the shape of an art installation. It will enable visitors to learn about the characteristics of different species of wood, understand their benefits, and experience their attractions in an enjoyable manner.

Milan Design Week is one of the world's largest design festivals, and has been held in April every year since 1961. The name "Milan Design Week" is a generic term that covers both the Salone del Mobile.Milano, an international furniture trade fair, and the design events that are concurrently held in every region of the city. It is an event that attracts the attention of the design industry in all corners of the world.



◆ Exhibition Overview

Duration: Tuesday, April 9 through Sunday, April 14, 2019

Venue: Superstudio Più (Tortona District, Milan, Italy)

Exhibition content: "Reevaluating Wood," a space realized by wooden tabletop partitions and canopies

Primary benefits of the wood on show:

1. Allows us to have a long-lasting ability to think.
2. Helps us to relax and increase our concentration.
3. Grains laid out horizontally to the wall vitalize our brain activities.
4. Helps us mitigate stress.
5. Makes us feel as if time passes quickly.
6. Makes reflection of the light friendly to our eyes.
7. Facilitates memory recall.