

**Sumitomo Forestry to Exhibit at MATERIAL DESIGN
 EXHIBITION 2019
 DESIGNART TOKYO 2019**

Sumitomo Forestry Co., Ltd. (President and Representative Director: Akira Ichikawa; Headquarters: Chiyoda-ku, Tokyo; hereinafter Sumitomo Forestry) announced that it will exhibit spaces where the usefulness of wood as a material can be felt from various angles at MATERIAL DESIGN EXHIBITION 2019.

Starting from 2015, MATERIAL DESIGN EXHIBITION is organized each year by Material ConneXion Tokyo (CEO: Kumiko Yoshikawa; Head Office: Minato-ku, Tokyo). It is an event that exhibits the process of creating new values for materials and technologies by combining companies and designers. This event is one of the venues of DESIGNART TOKYO 2019*1, which takes place at 120 locations in Tokyo such as Roppongi.

Sumitomo Forestry has planned its exhibition concept based on various data related to wood with the support of DENTSU DESIGN FIRM*2. Using data obtained through psychological and physiological research related to the effects of wood—such as temperature, humidity, light, and sound—carried out by Sumitomo Forestry so far, it will be an exhibition where people can feel the appeal of wood.

Three cylindrical objects—with different shapes, having diameters from 800 mm to 1,200 mm, and heights from 1,200 mm to 2,800 mm—made using veneer from Japanese cedar, Japanese cypress, and oak will form part of the exhibition's interior. Going inside these objects will allow visitors to experience a relaxing effect not just visually but also through the senses of touch, smell, and hearing as if embraced by wood.

At the same time as communicating the effects of wood, Sumitomo Forestry will be collecting the evaluations and thoughts of visitors for research into the further appeal and potential of wood toward the realization of comfortable spaces.



◆ **Exhibition Overview**

Name: MATERIAL DESIGN EXHIBITION 2019

Duration: Friday, October 18 to Friday, December 20, 2019

Venue: Material ConneXion Tokyo

(Basement 1, AXIS Building, 5-17-1 Roppongi, Minato-ku, Tokyo)

Exhibition concept: FORESTARIUM—Feel trees inside trees

- *1 DESIGNART TOKYO 2019 is a design and art festival being held at various locations in Tokyo from October 18 to 27, 2019 for the purpose of invigorating the creative industries. With venues at more than 100 locations, the event is expected to attract 200,000 visitors.
- *2 DENTSU DESIGN FIRM is cross-department organization within DENTSU INC. comprising highly specialized members with a variety of skills.

The Sumitomo Forestry Group engages in various businesses in Japan and overseas as a wood professional by utilizing wood that is friendly to people and the environment. Through its business ranging from forestry management to the procurement, distribution, manufacturing, and processing of timber as well as services related to the lives of people such as its housing business, the Group seeks to realize a sustainable society.