



Big-Frame Configuration, Seismic Energy Absorbing Panels, Komazawa
Second Model Home Receive

Good Design Awards 2011

—Pursuing the Possibility in Wooden Housing by Utilizing
the Attractiveness of Wood to Provide Reliable Homes—

Sumitomo Forestry Co., Ltd. (President and Representative Director: Akira Ichikawa; Head Office: Chiyoda-ku, Tokyo) has been awarded the Good Design Awards 2011 administered by the Japan Institute of Design Promotion for the first wooden beam Rahmen structure in Japan, which has a Big-Frame Configuration unique to Sumitomo Forestry, for Seismic Energy Absorbing Panels which work to suppress the deformation of buildings caused by energy generated in an earthquake, and for the Komazawa Second Model Home, which is a high-grade Japanese house. This is the second consecutive awarding of this prize to the Sumitomo Forestry Group following last year's win by Sumitomo Forestry Home Tech Co., Ltd. (President: Kunihiko Takagiri; Head Office: Chiyoda-ku, Tokyo; wholly-owned subsidiary of Sumitomo Forestry Co., Ltd.) for the renovation of historic houses built using traditional methods over 100 years ago.

For the Good Design Awards, designs are assessed according to whether they are capable of “enhancing lifestyles and society,” or in other words, how effective and useful they are. This time, the Good Design Awards were given for the submission of a Big-Frame Configuration which provides both strength and flexibility in building frames through the first time use in Japan of a wooden beam Rahmen structure, Seismic Energy Absorbing Panels which prevent shaking in the home during an earthquake by converting seismic energy into thermal energy emissions, and the Komazawa Second Model Home which creates a calm living space in a way that values Japanese traditions by making use of the traditional techniques of tea-house construction. In the future, the Sumitomo Forestry Group will continue to seek opportunities in the field of wooden housing and ways to utilize the attractiveness of wood, and provide homes which are reliable, safe, comfortable, and which show consideration for the environment. The Group will thus continue to contribute to house development that offers quality through use of the latest techniques, provides comfort in a way that matches the lifestyles of people in Japan, and creates high-valued property with a long lifespan which can be passed on to and lived in by future generations.

Overview of Prize Reception

◆ Big-Frame Configuration

Extract from judges' comments

We would like to focus on the innovative application of the Rahmen structure using laminated engineered wood. A number of systems with semi-rigid constructions have been developed in the past, but the use of a pure Rahmen structure is almost unheard of. Credit has been awarded for the way that this design opens up space inside and makes it possible to have a balcony with a cantilever structure.



◆ **Seismic Energy Absorbing Panel**

Extract from judges' comments

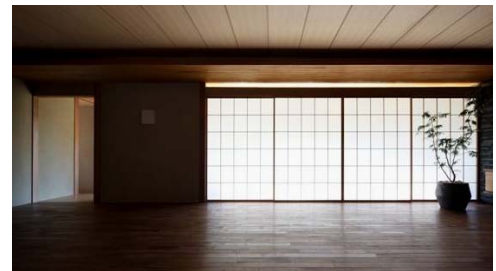
Damage to other sections of the structure is suppressed by concentrating the deformation caused by repeated earthquakes and in the after-shocks of similar magnitude in these viscoelastic products. This concept, which makes it possible to lengthen the lifespan of wooden houses, was assessed highly.



◆ **Komazawa Second Model Home**

Extract from judges' comments

Every part is carefully designed, right down to the details. The manner in which the attractiveness of the tea house is used to the maximum extent in a modern house is superb. The creation of works as precise as this by a house builder deserves great credit.



■ Summary of Good Design Award

The Good Design Award has been administered by the Japan Institute of Design Promotion since 1998, taking over from the Good Design Products Selection System established in 1957 by what was then the Ministry of International Trade and Industry, and is the only general design assessment and recommendation system in Japan. Started with the object of creating culture and activities for the era, the award has been encouraging “enhanced lifestyles” and “good business” for over 50 years. More than 37,000 awards have been made and large numbers of Japanese and overseas businesses and groups have joined the system. The “G Mark,” a sign of having been awarded the Good Design Award, is widely familiar as the symbol of good design.

