

June 23, 2016

For Immediate Release

Sumitomo Forestry Co., Ltd

Sumitomo Forestry to Participate and Exhibit at House Vision 2016 Tokyo Exhibition

Sumitomo Forestry Co., Ltd. (President and Representative Director: Akira Ichikawa; Head Office: Chiyoda-ku, Tokyo; hereinafter "Sumitomo Forestry") announced today that it will participate in and exhibit at the House Vision 2016 Tokyo Exhibition to be held in Odaiba from July 30 through August 28, 2016.

House Vision is a project coordinated by designer Kenya Hara that likens the "house" to a crossroads of many diverse industries, and offers proposals for future lifestyles from a wide range of perspectives. Launched in 2010, the project has enabled many discussions between architects, researchers, companies and government bodies through research labs and symposiums. Sumitomo Forestry also participated in 2013 when House Vision held its first Tokyo Exhibition under the theme of *Exploring New Approaches to House Design*. These days, the project's activities extend throughout Asia as well as across Japan.

This second Tokyo Exhibition is being held under the theme of *Co-Dividual: Split and Connect / Separate and Come Together*. Even though the number of single-person households is on the rise, the ways in which we connect are changing with the proliferation of social media and other networks. Companies, architects and designers will collaborate to propose new ideas for homes as places for people to gather.

Together with Seijun Nishihata, "plant hunter" and founder of the Sora Botanical Garden Project, and architect Kengo Kuma, Sumitomo Forestry is proposing and developing an urban oasis that is both transportable and temporary. Called "Ichimatsu no Mizube" (checkered waterside), the concept consists of wooden cubes made from Japanese timber and arranged in a checkered pattern. With alternate cubes containing water and plants, a cool urban oasis of trees, greenery and water can be created. The intention is to create a gathering place for people by collecting and combining a



Illustration of "Ichimatsu no Mizube"
(checkered waterside)

number of these original Sumitomo Forestry cubes made from engineered Japanese cypress. With Nishihata selecting the vegetation to be used, and employing traditional flower arrangement techniques to enable the vegetation to weather even the heat of midsummer, the plan is to have fresh, green maple trees with new growth to coincide with the period of the exhibition, providing a cool and green shady area to escape the heat of midsummer in Odaiba.



Illustration of entrance

In addition to our own exhibition space, we will be procuring widely available 105 mm square cedar timber, grown in Fukushima Prefecture, to construct other shared areas designed by Kuma along the venue's main street, within the center house and elsewhere. These areas will be built according to Kuma's belief that spaces where people live should be made of natural materials.

Happiness Grows from Trees

To achieve sustainable usage of the materials, the cedar timber used to create the beautiful spaces designed by Kuma will be reused after the exhibition in a number of ways, including as fuel and as construction materials for other projects.

Going forward, the Sumitomo Forestry Group will continue to pursue the potential of wooden materials by enabling new knowledge and technologies through a wide range of cross-industry collaborations.

Reference

■ House Vision 2016 Tokyo Exhibition details

Opening times:	Jul. 30–Aug. 28, 2016 (30 days) (Press day: July 29) 11:00–20:00 daily (last entry 19:30)
Venue:	Special events area in front of Aomi Station, New Transit Yurikamome Line (Rinkai Fukutoshin J Area, 2-1 Aomi, Koto Ward, Tokyo)
Official Website:	http://house-vision.jp/en.html
Inquiries:	Nippon Design Center, Hara Design Institute, House Vision Office Contact: Tomoko Nishi (Email: info@house-vision.jp / TEL +81-3-6264-0330)
Exhibition director:	Kenya Hara
Organizer:	House Vision Executive Committee
Production and management:	Nippon Design Center, Hara Design Institute
Venue layout:	Kengo Kuma