

Sumitomo Forestry at House Vision 2013 Tokyo Exhibition

Sumitomo Forestry Co., Ltd. (President and Representative Director: Akira Ichikawa; Head Office: Chiyoda-ku, Tokyo) will have a presence at the House Vision 2013 Tokyo Exhibition, which runs from March 2 through to March 24, 2013, at Odaiba in Tokyo.

House Vision is a project coordinated by graphic designer Kenya Hara that aims to illustrate residential dwellings as the intersection of multiple industries. Extensive dialog among architects and researchers as well as representatives of private industry and government has been ongoing since 2010 in the form of seminars and symposiums.

The inaugural House Vision Exhibition presents seven concept display homes that have been developed through collaboration with architects, artists and corporations under the theme *Exploring New Approaches to House Design*. The exhibition provides an opportunity to share and extend the knowledge and insights gained through the dialog process to-date and realize a tangible manifestation of the overarching cross-industry vision across multiple fields, which will stimulate awareness among visitors.

When Sumitomo Forestry commissioned modern artist Hiroshi Sugimoto to design a residential dwelling, the results were the modern-style *Sukiya* (teahouse), which marries traditional Japanese design with an older-style condominium floor plan, and the *Uchoten*, which borrows heavily from the famed Taian* teahouse in Kyoto. This values tradition and the Japanese sense of beauty as important resources, and endeavors to express this through the materials.

Based on the design of Kengo Kuma, the main street, railings and tent interiors at the exhibition were constructed by Sumitomo Forestry using standard 105-mm square cedar sourced in Japan. At the end of the exhibition all materials will be sent to the Tohoku region and reused.

Sumitomo Forestry has maintained a sustainable forestry program of tree planting, forest development and resource management since its foundation in 1691, predicated on a fundamental commitment to planting a new tree for every tree harvested. Through the use of timber resources and provision of a range of housing services, Sumitomo Forestry makes an important contribution to the goal of a sustainable and a prosperous society.

* The Taian teahouse, a registered national treasure, is part of Myokian at Oyamazaki-cho in Kyoto, a branch temple of the Tofukuji temple. The oldest teahouse still in existence, it is thought to have been built by Sen Rikyu in the year 1582 by order of the warlord, Hideyoshi Toyotomi, it consists of a tiny main room measuring two tatami mats in size (where one mat measures approx. 1.91 m × 0.96 m) with a sunken hearth in one corner and an ornamental alcove (0.5 tatami mat-size); an single-mat antechamber with a narrow wooden plank on one side; and a preparation area (one mat).

Reference:

■ Overview of the House Vision Exhibition

Exhibition Director:	Kenya Hara
Organizer	House Vision Executive Committee
Production:	Hara Design Institute, Nippon Design Center
Support:	Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure, Transport and Tourism, Ministry of the Environment
Exhibition Design:	Kengo Kuma