

Dear Press

October 24, 2018  
Nohara Holdings, Inc.

**Buy the latest Good Design Award-winning items on the spot!**  
**Tokyo Midtown in Roppongi**  
**POP UP STORE opened only for a limited time**  
**October 31 – November 4**  
**<http://gdst.nohara-inc.co.jp/>**

Nohara Holdings, Inc. (Headquarters: Shinjuku Tokyo, President Kosuke Nohara) will launch GOOD DESIGN STORE TOKYO by NOHARA POP UP STORE at Tokyo Midtown (Roppongi) from Wednesday October 31 to Sunday November 4, to bring this year's award-winning items to you at GOOD DESIGN EXHIBITION 2018 (organized by Japan Institute of Design Promotion), an exhibition introducing items that won the "FY2018 Good Design Award."



■POP UP STORE in 2017

## Highlights of GOOD DESIGN STORE TOKYO by NOHARA POP UP STORE

We sell 360 products from 13 categories, including food, DINING, disaster prevention, and 2018 "GOOD DESIGN BEST 100(the candidates for Special Awards)", in this pop-up store.

You can experience the market like a bustling Marche. At the venue of the award exhibition, you will be able to get both the latest award items and the best selection from past Good Design Award winners on the spot.

### <Overview of POP UP STORE>

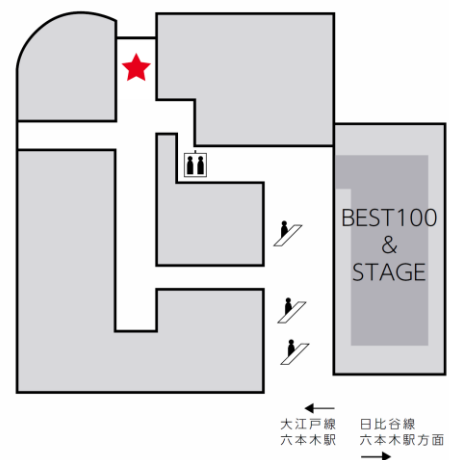
**Period:** Wednesday October 31 - Sunday November 4

**Open hours:** 11:00-20:00 (Wednesday October 31 to Saturday November 3)

11:00-18:00 (on the final day, Sunday November 4)

**Place:** B1F Atrium Tokyo Midtown (Roppongi), 9-7-1 Akasaka, Minato-ku, Tokyo

GOOD DESIGN STORE TOKYO by NOHARA  
ポップアップストア



## Some of the items that will be on sale at the Pop Up Store

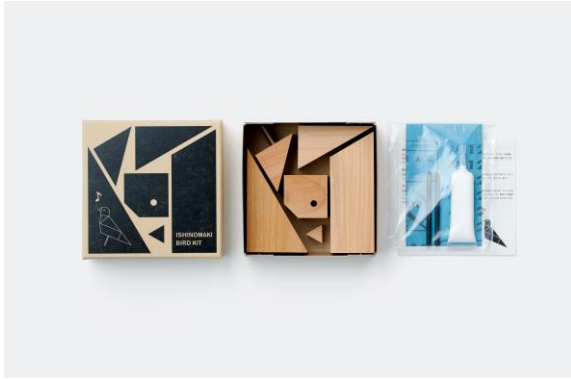


Photo by Ogawa Masaki

■ISHINOMAKI BIRD KIT (Ishinomaki Laboratory)  
2018 Good Design Award / ¥4,968 (including tax)



■Tokyo Kohaku (Issindo Honpo, Inc)  
2018 Good Design Award / ¥750 (including tax)



■Qoobo (Yukai Engineering Inc.+ Hakuodo Inc.)  
2018 Good Design BEST100 / ¥12,960 (including tax)



■Joseph Joseph Titan Trash Compactor  
(Joseph Joseph K.K.)  
2018 Good Design BEST100 / ¥25,290 (including tax)  
※We sell 20L Titan Trash Compactors only.



■ButterflyBoard2 (BUTTERFLYBOARD INC.)  
2018 Good Design Award / ¥1,728~4,320 (including tax)



■Picture book [First-person fairy tale series](Yuji Kuge)  
2018 Good Design BEST100 / ¥1,080 (including tax)

## <FY2018 Good Design Award related events>

### **GOOD DESIGN EXHIBITION 2018**

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All award-winning items will be exhibited at Tokyo Midtown along with other projects such as a special exhibit of the "Good Design Best 100" and GOOD DESIGN STORE TOKYO by NOHARA POP UP STORE that will be opened only for a limited time. There will also be a vote by visitors to select the Good Design Grand Award on October 31, the first day of the Exhibition.

Period: Wednesday October 31 - Sunday November 4

Venue: Tokyo Midtown (Roppongi)

Organizer: Japan Institute of Design Promotion

※October 31 (Wednesday): Good Design Grand Award, Good Design Gold Award and Good Focus Award (new established award) will be announced

### **My Favorite Design 2018 - Selection by the FY2018 Good Design Award Screening Committee members -**

The 86 Good Design Award Screening Committee members will share their "favorite" from among the award-winning works.

Period: Wednesday October 31 - Sunday November 4

Venue: Good Design Marunouchi

Organizer: Japan Institute of Design Promotion

### **About GOOD DESIGN STORE TOKYO by NOHARA**

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GOOD DESIGN STORE TOKYO by NOHARA is the first Good Design Store (a store that exclusively deals in goods that won the Good Design Award) opened in Japan. There are already several Good Design Stores operating overseas.

Nohara Holdings, Inc. launched this store as a new business based on hope to "enrich our lives and society by the power of design".

The basic concept is "a place to encounter good design and discover new comfort". GOOD DESIGN STORE TOKYO by NOHARA offers nearly 1,000 items that have won the Good Design Award. It carries a wide selection of goods from stationary to household goods, interior goods and even groceries, to propose new lifestyles filled with "good design" as conceived by the Good Design Award.



**GOOD DESIGN**

**STORE**

**TOKYO**

by NOHARA

#### ▼Shop Information

Place: KITTE marunouchi 3F, 2-7-2marunouchi, Chiyoda-ku, Tokyo

Business Hours: Monday–Saturday 11:00–21:00,

Sunday & Holidays 11:00–20:00(the day before holidays –21:00)

WEB: <http://gdst.nohara-inc.co.jp>

#### ▼Event information (October 3-November 4, 2018)

This event is linked to the " My Favorite Design 2018" exhibition held at Good DESIGN Marunouchi. You can purchase the item that you have seen in this " My Favorite Design 2018" exhibition promptly in our Store.

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## About Nohara Holdings, Inc.

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Nohara Holdings marked its 70th anniversary in 2017. It has grown its business mainly in the construction industry by selling a wide variety of construction materials including iron/steel products and cement as well as road signs, and also by engaging in construction. Our portfolio of businesses, however, has evolved and expanded according to changes in society and business environment.

Recently, we are launching new businesses under the key concepts of Innovation, Digitalization and Globalization. Some of our new businesses include aunworks, an online shopping site for construction professionals; BIMobject Japan, a new company at the forefront of digitalizing construction information; GOOD DESIGN STORE TOKYO by NOHARA, a first of its kind design shop specialized in selling Good Design Award-winning items only; Rental Kitchen Space Patia, a place to share special moments and feelings; and WhO, a wallpaper brand that supports the flexibility of ideas for people who seek new expressions.



### 【Company Profile】

Name of company: Nohara Holdings, Inc.

Headquarters:160-0022

1-1-11 Shinjuku, Shinjuku-ku, Tokyo, Japan

Established :1598

Incorporated: January 5th,2017

Capital:JP¥480,000,000

Representative Director, President: Kosuke Nohara

## About Good Design Award

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The Good Design Award, hosted by the Japan Institute for Design Promotion (JDP), is the only comprehensive design-promotion system in Japan. Its precursor, the Good Design Selection System (or G Mark System), was founded in 1957 by the Ministry of International Trade and Industry (the current Ministry of Economy, Trade and Industry), and has been engaged in this work for about 60 years. Its history marks the milestones of Japanese industry and design. Since 2014, JDP has been operating Good Design Stores in Thailand and Taiwan to sell and promote Good Design Award-winning products, as a channel to promote Japanese design to the world. In addition, GOOD DESIGN Marunouchi was opened in Yurakucho Tokyo in 2015 as a permanent base for holding events and seminars and presenting contemporary design to the public. (<http://www.g-mark.org>)



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