

Dear Press

February 9, 2018
Nohara Holdings, Inc.

「GOOD DESIGN STORE TOKYO by NOHARA」
Sumida Modern to introduce the design and manufacturing of Edo and Tokyo
~A demonstration event is held by craftsmen who support traditional crafts~
<http://gdst.nohara-inc.co.jp/>

GOOD DESIGN STORE TOKYO by NOHARA is the first store in Japan to sell good design award-winning items in Tokyo, Japan. The "Sumida modern" certified item, which was born by "Sumida regional Brand Strategy", which won the Good Design Award 2015 (<http://www.g-mark.org/award/describe/43261>), will be held is held until February 27.

Each weekend during the period, we are planning a demonstration by the craftsmen who still convey the tradition in Sumida, one of the cool Japan strategy that METI will advance to disseminate the Japan of goods to overseas "the Wonder500™". There are also craftsmen who work in the selection of. You can feel the attractiveness of the product by seeing the production process to the visitor more.

About The "Sumida modern"



Sumida Ward, located in the east of Tokyo, is a city of manufacturing that has been handed down a skilled hand of Edo tradition, and is still active in various small businesses. "Sumida modern" is a local brand that is certified as a unique and sophisticated product that is unique to the "Sumida" and won the Good Design award.

We have selected about 40 items from crafts to food, such as products made by local manufacturing companies and designers.

Please enjoy the new and nostalgic design of Edo Tokyo.

Outline of the event

■Date and time

From Wednesday, January 31, 2018 to Wednesday, February 27

From 11:00 a.m. to 9:00 p.m. (day celebration: for from 11:00 a.m. to 8:00 p.m.)

■Place

GOOD DESIGN STORE TOKYO by NOHARA

(the third floor of 2-7-2, Marunouchi, Chiyoda-ku KITTE Marunouchi, Japan)

■contents

- Sale of Sumida Modern certification product
 - Demonstration (Saturdays, Sundays, and holidays, some gold) of craftsman
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Examples of items



■ Magnet Nihon Omochikaeri
(Magnets)

Shiozawa Seisakusho Co., Ltd.
JP ¥2,160 (incl. tax)

Utilizing the technology and pattern of Kazarikanagu(chisel) to make the Mikoshi (decorated) fittings from the Edo period, magnets using a pattern and a wildlife caricature written by Katsushika Hokusai.

(The Wonder 500™ selected Products)



■ Kotobukihai Shochikubai
(Small glass cup)

YAMADA GLASS WORKSHOP
JP ¥9,936 (incl. tax)

The traditional cutting technique "flower cut" which draws the beauties of nature in transparent glass, was made a exactly used for the celebration for a long time in a refined Kotobuki glass.

(The Wonder 500™ selected Products)



■ Tategami Hanauma
(Body brushes/ Medium length)

Uno Hake Brash Seisakusho Co., Ltd.
JP ¥5,400 (incl. tax)

The material of the brush is a goat's hair or horse mane that strokes the skin softly. Because human skin is natural, the washing tool also sticks to natural material. It is a body brush which gives relaxation to the inside of the skin well with the touch.

A demonstration event is held by craftsmen who support traditional crafts

In this event, you can see the demonstration by craftsmen who are conveying traditional craft technology in Sumida ward in GOOD DESIGN STORE TOKYO by NOHARA.

<Demonstration schedule and time>

The demonstration time period is 11:00-18:00.

(★ : Craftsmen who produce the works selected by METI 「 the Wonder 500™」)

Feb. 2 (Fri)/Feb. 3 (Sat)/Feb. 4 (Sun)		
Uno Hake Brush Seisakusho Co., Ltd.	Uno Michiyo	[Making brushes] ★
Feb. 10 (Sat)		
Atelier SOGEIKAN	Oishi Tomohiro	[Writing the Edo character with a brush]
Feb. 11 (Sun)/ Feb. 12 (Mon)		
Ataka Shikkoten	Ataka Shintaro	[Scraping and polishing of lacquered items] ★
Feb. 17 (Sat)/ Feb. 18 (Sun)		
YAMADA GLASS WORKSHOP	Yamada Masaaki	[Edo Kiriko] ★
Feb. 24 (Sat)/Feb. 25 (Sun)		
Shiozawa Seisakusho Co., Ltd.	Shiozawa Masako	[Kazarikanagu(chisel)] ★

About 「GOOD DESIGN STORE TOKYO by NOHARA」



GOOD DESIGN
STORE
TOKYO
by NOHARA

GOOD DESIGN STORE TOKYO by NOHARA is a design shop that only sells products that have won the GOOD DESIGN AWARD. Also this is the first shop in the Japan of the GOOD DESIGN STORE, which has already been deployed overseas.

Nohara Holdings, Inc runs GOOD DESIGN STORE TOKYO by NOHARA.

We have opened GOOD DESIGN STORE TOKYO by NOHARA as one of the new businesses to be an entirely new kind of concept store; one that enriches people's lives, as well as society, through the power of design. We hope that this undertaking will become a great step forward for GOOD DESIGN in Japan.

The GOOD DESIGN STORE TOKYO by NOHARA proposes a lifestyle surrounded in items that the GOOD DESIGN AWARD considers to be good design. Each item has been crafted with the intention of enriching the lives of the people that use them.

The design that will make you look twice, capture your heart, and cause you pick it up in this shop just might transform your lifestyle a little.

We believe that you will discover new comfort here, and you will find this shop to be a place where you can design a future pleasant life.

【GOOD DESIGN STORE TOKYO by NOHARA】

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>

TEL: 03-5220-1007 (KITTE INFORMATION CENTER)

TEL: 03-3216-2811 (10:00-19:00)

【CREATOR】

Interior design	JASPER MORRISON
Graphic design	MASAAKI HIROMURA
Shop produce	YU YAMADA
Sound design	MASATO HATANAKA

About Nohara Holdings, Inc.

In 2017, Nohara group, which celebrated its 70th anniversary, expanded its business through sales and construction of construction materials, steel-related materials and cement, and road traffic signs, mainly in the construction industry. We have been growing as we continue to change and create in accordance with the changing times.

In July 2017, we changed our group structure to the holdings system in order to accelerate growth with mobility. Taking advantage of the experience, knowledge and network capabilities we have accumulated so far, we are actively developing new businesses with the aim of making new proposals, without being caught up in business and industry structures.

Our new businesses are,

E-commerce "Aunworks", which sells building materials for professionals on the web,
a design shop "GOOD DESIGN STORE TOKYO by NOHARA", which only sells products that have won the GOOD DESIGN AWARD,

and the new company *"Bimobject Japan, Inc."*, which aims to digitize building information in Japan.

【Company Profile】

Name of company: Nohara Holdings, Inc.
Headquarters: 160-0022 Yusen Shinjuku Gyoen Bldg.,
1-1-11 Shinjuku, Shinjuku-ku, Tokyo, Japan
Established : 1598
Incorporated: January 5th, 2017
Capital: JPY480,000,000
Representative Director , President: KAZUO NOHARA
URL: <http://www.nohara-inc.co.jp>



About GOOD DESIGN AWARD

GOOD DESIGN AWARD has been the sole comprehensive design evaluation and commendation system in Japan since 1957. It's 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). Now, it is hosted by the Japan Institute for Design Promotion (JDP), a public interest incorporated foundation. And many companies and designers from both inside and outside of Japan participate in the system's activities as a way to enhance industry and the quality of life through design. The award is considered a milestone of Japanese design and industry, and its symbol, "G Mark", has been recognized widely as representing good design.

From the perspective of overseas promotion of Japan design, JDP has been developing the GOOD DESIGN STORE from 2014 as a base to sell and promote award-winning products in Thailand and Taiwan.

Since 2015, they have established "GOOD DESIGN Marunouchi" near Yurakucho, Tokyo, and have been working as a permanent base to present designs to people through events and seminars.
(<http://www.g-mark.org>)



【Contact information for this release】

Nohara Holdings, Inc
Name of contact : Aya Saito
e-mail : aya-saito@nohara-inc.co.jp
nobuaki-nakajima@nohara-inc.co.jp

【Contact information for GOOD DESIGN STORE TOKYO by NOHARA】

Nohara Holdings, Inc
Name of contact : Naho Yuki
e-mail : info.gdst@nohara-inc.co.jp