

**FOR IMMEDIATE RELEASE**



**JAPANESE ATELIER, HIDA SANGYO, COLLABORATES WITH ENZO MARI  
TO INTRODUCE ECO-CHIC FURNITURE COLLECTION FOR FALL 2008**

***Award-winning, Sustainable Furniture Collection Utilizes Farmed Sugi,  
Japan's "Hidden" Natural Resource***

**NEW YORK and TOKYO-May 2008:** We are pleased to announce that Hida Sangyo, Japan's leading furniture atelier will launch an innovative furniture and decor collection, created in collaboration with internationally renowned industrial designer, Enzo Mari for fall 2008. Hida Sangyo has partnered with Mari to bring its sustainable and eco-chic Japanese conceptual furniture collection to the United States. This stunning furniture and décor collection simultaneously and seamlessly blends together the past, present and future to create authentic and earnest pieces that are both sustainable and universal, suiting all decors and environments.

The 34 piece global collection that consists of both furniture and accent pieces, of which 15 pieces are to be sold in the U.S., is meant to appeal to a design-savvy, stylish and globally-intelligent consumer. The collection is eco-and-human-friendly and made from the finest Sugi wood, a sustainable material found exclusive in the Hida-Takayama region of Japan, where the company is based. Sugi, which is also called cryptomeria japonica (Latin for Japan's Hidden Treasure) by botanists, is one of Japan's most precious resources. In addition, the contemporary, simple-chic collection features functional innovations, such as uniquely shaped seats that incorporate seductive curves in the back side of their chairs.

Traditionally labeled as "taboo" by the design industry, Hida Sangyo and Mari have also branched out from the norm and incorporated the knots of the wood into the collection. It is their feeling that the natural aesthetic supports the character of the HIDA collection, which is defined by authenticity and honesty. Mari and Hida Sangyo believe that doing away with excess and promoting the natural aspects of the product ultimately unlocks the true beauty, serenity and functionality of the wood and the collection.

"I am pleased to be a part this collaboration, as the traditions embraced by Hida, as well as their global mission, are similar to my own," said Mr. Mari. "For me, each design must be utilitarian,

functional, and do justice to the materials used as well as to those involved in making them. My philosophy revolves around 'rational design' and my work for the HIDA collection reflects this."

### ***Connecting with the Past***

Nestled in the Japanese Alps, Hida Sangyo is steeped tradition. Founded in 1920 it is one of Japan's oldest and most esteemed furniture ateliers. The wood craftsmen employed by Hida Sangyo are direct descendants of the artisans and craftsmen responsible for building the imperial cities of Nara and Kyoto, more than 1,000 years ago. Japanese wood craftsmen and artisans are widely regarded as the best in the world and Hida-Takayama craftsmen are considered the best in Japan, unsurpassed in skill and ability. Furthermore, the Japanese Sugi used throughout the collection, is a familiar one to Japan and has been a popular material used throughout history to build some of the country's most sacred structures.

### ***Utilizing Technologies from the Present***

But in order to make Sugi an appropriate material for furniture, Hida Sangyo had to develop and incorporate a unique and innovative compression technology into the production process to increase its durability. The result is a brand new furniture material that is at once strong and durable yet feels soft, supple, warm and luxurious. The amazing and innovative new material combined with Mari's chic and utilitarian designs have already turned heads and won the company recognition from its peers. In fact, the HIDA collection received the esteemed 'Editors Award for Craftsmanship' at the 2007 ICFF show.

### ***Protecting the Future***

Hida Sangyo's sustainable, eco-chic Japanese conceptual furniture is a model for the future of furniture design and manufacturing. From start to finish, the entire HIDA concept is "ecologically designed" for the product itself as well as the individuals employed by Hida Sangyo. Hida Sangyo's products are made of local Japanese materials, by local Japanese artisans and as such are a criticism of "cheap furniture made by cheap labor." The sustainable processes employed by Hida Sangyo will help to protect the future of Hida-Takayama, Japan and the rest of the world. While traditionally most furniture manufacturers only use a small portion of the tree, often throwing away the rest, HIDA manages to use a significantly larger amount. In addition, the collection is made-to-order, so there is never any waste.

According to Hida Sangyo's chief executive officer, Sanzo Okada, "The HIDA concept is to create beautiful furniture that is both gentle on the environment and on the people manufacturing it. It is our most sincere hope that the HIDA Concept will cause a positive ripple effect throughout the world, starting first in our own home of Hida-Takayama, but quickly spreading throughout Japan and the rest of the world."

Not surprisingly, Mr. Mari decided to join the project after learning that he shared the same philosophies with Mr. Okada regarding the future of sustainable furniture manufacturing and the importance of supporting forestry workers as well as because of Hida Sangyo's technological discoveries, which enabled them to use Sugi and to drive down production costs.

### ***Creating a Universal Aesthetic***

Since the entire collection blurs the lines between past, present and future, the result is a universal aesthetic that resists definition and is removed from any particular period, time or style. The HIDA collection is therefore able to fit within all styles and decors. Each piece mixes details that are traditional and modern, subtle and bold, blemished and yet perfect. Every one-of-a kind piece reflects an artistic aspect that will appeal to a variety of individuals and environments. The HIDA furniture collection is distributed in the United States through AMEICO and will at first be available to consumers through architects and designers for fall 2008. The collection consists of a range of furniture and décor pieces that include; couches, chairs, tables, dressers, bowls, etc.

### **About Hida Sangyo**

Founded in 1920, Hida Sangyo is one of Japan's oldest and most esteemed furniture ateliers. HIDA is gentle on the environment and the people who manufacture it, making the collection eco-friendly and human-friendly. The internationally renowned industrial designer Enzo Mari has collaborated with Hida Sangyo to launch a collection in the US that helps spread the message of sustainable furniture design and human ecology.

### **For Additional Information:**

Lauren Davis  
Kwitken & Company  
[ldavis@kwitco.com](mailto:ldavis@kwitco.com)  
1-646-747-7158