

KARIMOKU
CASE STUDY



2021-2022





Wood furniture evolving through the architectures' perspectives.

Karimoku Case Study is the lifestyle collection first launched in 2019. This collection is characterized by a distinctive approach that captures the space using an architectural framework and imagines how furniture and details form the space. The design director is Norm Architects, a Danish-based design firm that specializes in designing a wide range of items from architecture to daily products.

The furniture that Norm Architects and Japanese architect, Keiji Ashizawa, respectively designed for a complex leads the prototype of the first Karimoku Case Study line-up. Timeless beauty with a rich sense of the material used reflects the shared vision of Karimoku and the respective architects. A case study is a method of learning from individual cases and a term used in experimental programs of modern housing conducted in the United States since the 1940s. Our collection also pursues wooden furniture for high-quality life from a spatial perspective.

DESIGNER



Norm Architects

Norm Architects | A design studio founded in Copenhagen, Denmark in 2008. In addition to dealing with a wide range of genres such as architecture, interior, and products, their photography and art direction has been gaining worldwide attention.



Keiji Ashizawa

Keiji Ashizawa | Graduated from Yokohama National University in 1996. He then established his own architectural design office in 2005. He also actively collaborates with furniture brands, including architecture, renovation, and interior design. "Honest Design" is his consistent philosophy.



CASE STUDY 01

THE KINUTA TERRACE



N-DC01 (Twill Weave - 110 *out of collection) > P.18

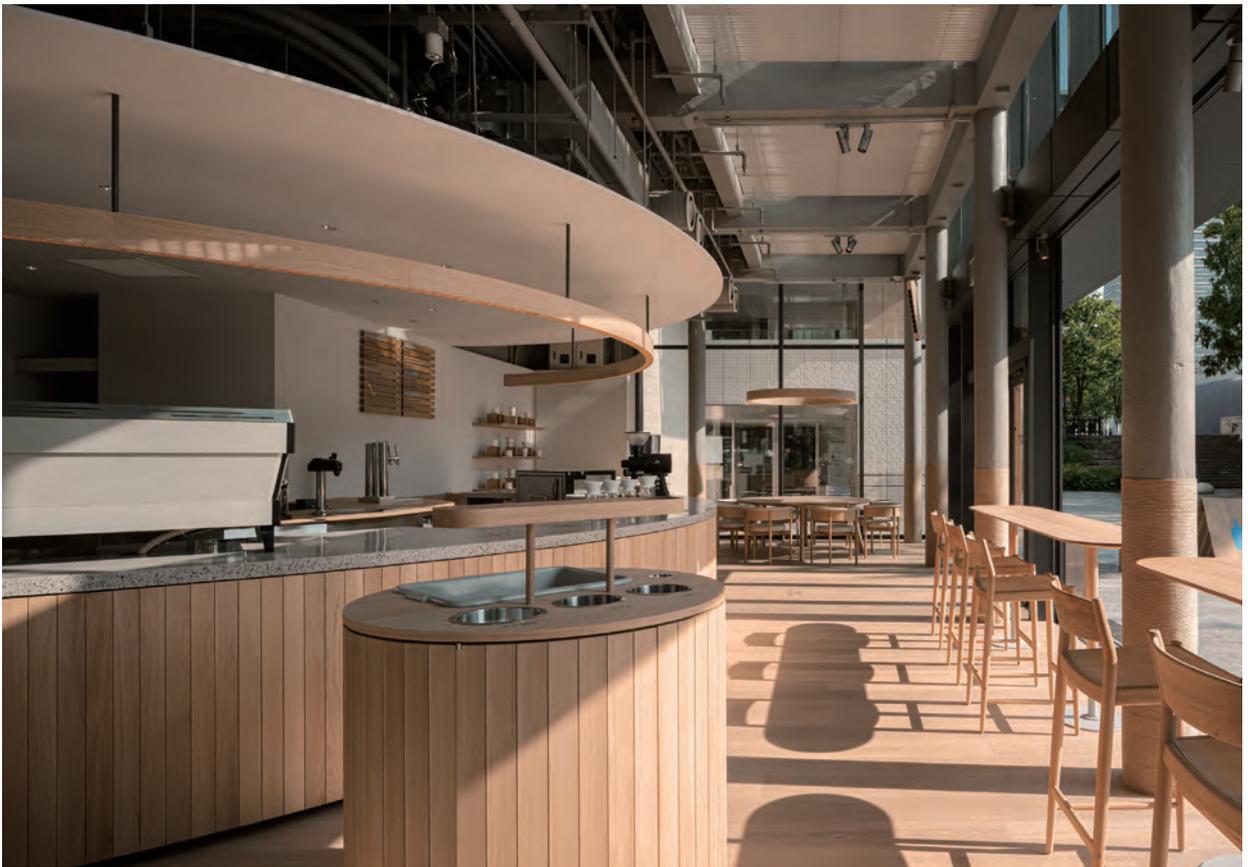
N-DT01 Desk type (*out of collection) > P.27

“Kinuta Terrace” is a complex of 36 maisonettes with an integrated courtyard, completed in 1991. Keiji Ashizawa and Norm Architects renovated a part of the complex and designed 12 tailor-made pieces of furniture in 2018, which made up the very first collection of Karimoku Case Study. All items draw on the natural references of the connected courtyard in an attempt to invite nature into the space.



CASE STUDY 02

MINATOMIRAI CAFE



N-BS01 > P.22

For Blue Bottle Coffee Minatomirai Cafe in Yokohama, Keiji Ashizawa played a lead role in its design with a holistic experience approach from the landscape, spatial design of the cafe, and the details of furniture. Keiji and Norm Architects jointly designed the furniture, such as a table, a chair, etc. The furniture and the cafe space connect and harmonize with the surrounded landscape.

CASE STUDY 02.1

SHIBUYA CAFE



A-BS01 > P.22

Blue Bottle Coffee Shibuya Cafe, in which Keiji Ashizawa directed its interior, is located in the building built when the renewal of Kitaya park in the Shibuya district took place. Its style succeeded the one from Blue Bottle Minatomirai Cafe. Keiji Ashizawa designed the laid-back furniture, which matches the park opened to people. Some chairs from the collection joined the line-up of Karimoku Case Study.



CASE STUDY 03

ARCHIPELAGO HOUSE



A-S01 3Seater (Steelcut Trio3 - 113) > P.25
N-CT01 > P.30
N-CC01 (Coda 2 - 103) > P.21

Archipelago House, which Norm Architects designed, is a summer house located on the rocky coast of western Sweden. They used natural materials, muted colors, and clean lines for the house. Minimal and laid-back interior, including Karimoku's furniture, was produced in combination with high-quality craftsmanship and beautiful handmade pieces.





CASE STUDY 04

AZABU RESIDENCE



N-S02 (Coda 2 - 103) >P.26
A-CT01 (Square *out of collection) >P.31

A luxury apartment built in 1988 and tucked away in the quiet and spacious residential district of Azabu, Tokyo. Keiji Ashizawa and Norm Architects jointly renovated one of the rooms in this apartment. Aligning with the existing Case Studies, it also merges Japanese and Nordic design methods and aesthetic senses and focuses on natural materials and calm color tones. The design emphasizes soft-minimal and timeless quality.



A-S01 1Seater (Maple - 222) > P.25
N-ST01 Small > P.32



N-DC01 > P.18
A-DT01 (Wood top) > P.28

CASE STUDY 01
KINUTA TERRACE



> P.18



> P.18



> P.20



> P.21



> P.24



> P.25



> P.27



> P.28



> P.30



> P.31



> P.32



> P.33

CASE STUDY 02
MINATOMIRAI CAFE



> P.19



> P.20



> P.22

CASE STUDY 02.1
SHIBUYA CAFE



> P.19



> P.22



> P.21



> P.33

CASE STUDY 03
ARCHIPELAGO HOUSE



> P.23



> P.29



> P.26

CASE STUDY 04
AZABU RESIDENCE

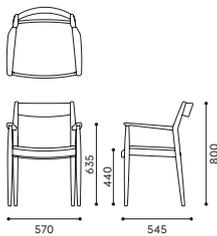


N-DC01

DESIGN: Norm Architects
CASE STUDY: Kinuta Terrace

SIZE: W570 / D545 / H800 / SH440 / AH635
(Paper cord / Woodenseat: SH420)
WOOD COLOR: Pure Oak /
Smoked Oak / Grain Matte Black
MATERIAL: Oak
FABRIC OPTION: P.34,35
Upholstery in Photo: Maple - 352

[Fabric&Leather] NO. C32500****
[Paper cord] NO. C32510**
[Woodenseat] NO. C32520M*



The dining chair was born from of designers' exploration around Karimoku's many factories and workshoping on sight with the craftsmen, updating existing parts to fuse together the Japanese and Scandinavian design aesthetic. The result is this standard chair embodying soft minimalism.

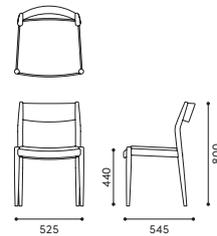


N-DC02

DESIGN: Norm Architects
CASE STUDY: Kinuta Terrace

SIZE: W525 / D545 / H800 / SH440
(Paper cord / Woodenseat: SH420)
WOOD COLOR: Pure Oak /
Smoked Oak / Grain Matte Black
MATERIAL: Oak
FABRIC OPTION: P.34,35
Upholstery in Photo: Maple - 222

[Fabric&Leather] NO. C32505****
[Paper cord] NO. C32515**
[Woodenseat] NO. C32525M*



To make the armless dining chair, we developed the "N-DC02" and adjusted the width and form of its backrest to accomplish a holistic balance. Such updates contribute to greater usability, better-suited to the table, and natural uniformity when used with "N-DC01".

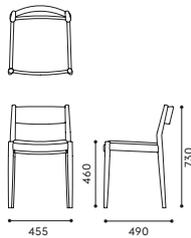


N-DC03

DESIGN: Norm Architects
CASE STUDY: Minatomirai Cafe

SIZE: W455 / D490 / H730 / SH460 (Woodenseat: SH445)
WOOD COLOR: Pure Oak /
Smoked Oak / Grain Matte Black
MATERIAL: Oak
FABRIC OPTION: P.34,35

[Fabric&Leather] NO. C32405****
[Woodenseat] NO. C32415M*



We further developed the original model of “N-DC01” and “N-DC02” to achieve a more lightweight and slimmer model of the chair. With its simplicity, warmth, and casual tone, the design also provides versatility to fit various scenes, and it fulfills its functionalities while emphasizing the materiality of wood.

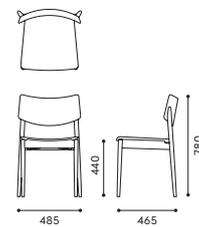


A-DC01

DESIGN: Keiji Ashizawa
CASE STUDY: Shibuya Cafe

SIZE: W485 / D465 / H780 / SH440
WOOD COLOR: Pure Oak /
Smoked Oak / Grain Matte Black
MATERIAL: Oak

NO. C32345M*



The dining chair features a comfortable rhythm formed by a wider backrest drawing on organic curves and slender legs. The chair can be used in various scenes such as dining, conversation, and business. It is stable and relaxing enough to allow the user to freely move in it. Three of them can be stacked vertically.

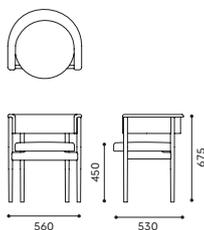


N-SC01

DESIGN: Norm Architects
CASE STUDY: Minatomirai Cafe

SIZE: W560 / D530 / H675 / SH450
WOOD COLOR: Pure Oak /
Smoked Oak / Grain Matte Black
MATERIAL: Oak
FABRIC OPTION: P.34,35
Upholstery in Photo: Leabelle - White

NO. C32600****



The lower backrest around the rounded sheet wraps up the person who sits on this chair. The clean lines of its form and the fresh style draw people's attention. This chair is a hybrid between a dining chair and lounge chair. The additional padding to the sheet and the backrest allows a comfortable sitting experience for a long time.

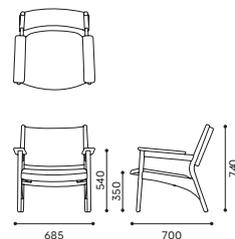


N-LC01

DESIGN: Norm Architects
CASE STUDY: Kinuta Terrace

SIZE: W685 / D700 / H740 / SH350 / AH540
WOOD COLOR: Pure Oak /
Smoked Oak / Grain Matte Black
MATERIAL: Oak
FABRIC OPTION: P.34,35
Upholstery in Photo: Maple - 352

NO. W32300****



The tradition of 1950s Scandinavian cabinet makers inspired the lounge chair, a hybrid between a dining chair and a sofa. Its juxtapositions wider armrests seen in typical sofas and succinct lines typical in chairs make a functional and sophisticated item.

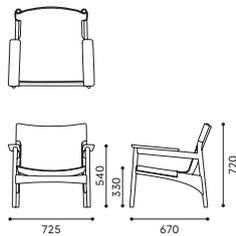


N-LC02

DESIGN: Norm Architects
CASE STUDY: Kinuta Terrace

SIZE: W725 / D670 / H720 / SH330 / AH540
WOOD COLOR: Pure Oak /
Smoked Oak / Grain Matte Black
MATERIAL: Oak
Upholstery in Photo: Canvas

[Leather (Black)] NO. W32310F*
[Canvas] NO. W32310N*



The lounge chair has the same structure as “N-LC01”, but the significant difference can be seen in its sheet part. We adjusted the frame form slightly to reflect the difference in the upholstery of free-hanging sheets such as canvas or leather. The sheet changes its form according to the body of the user and creates a much more lightweight expression.

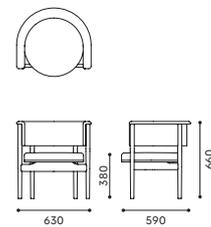


N-CC01

DESIGN: Norm Architects
CASE STUDY: Archipelago House

SIZE: W630 / D590 / H660 / SH380
WOOD COLOR: Pure Oak /
Smoked Oak / Grain Matte Black
MATERIAL: Oak
FABRIC OPTION: P.34,35
Upholstery in Photo: Coda 2 - 103

NO. W32200****



Designed to have a small footprint, but with much attention paid to great comfort. The rounded back with armrest functions not only adds a warm and welcoming look and feel to the chair and it also allows the user to freely move in it. The small overhang of the back and armrest makes the chair itself easy to move around.

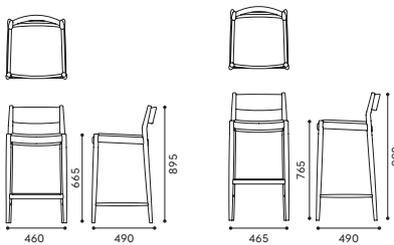


N-BS01

DESIGN: Norm Architects
CASE STUDY: Minatomirai Cafe

SIZE: [Low] W460 / D490 / H895 / SH665 (Woodenseat: SH650)
[High] W465 / D490 / H990 / SH765 (Woodenseat: SH750)
WOOD COLOR: Pure Oak /
Smoked Oak / Grain Matte Black
MATERIAL: Oak
FABRIC OPTION: P.34,35

[Low] NO. C32406**** (Woodenseat: C32416M*)
[High] NO. C32407**** (Woodenseat: C32417M*)



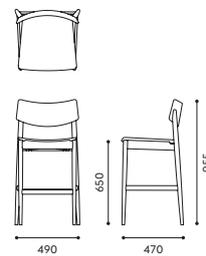
This high chair is developed from “N-DC02”, With two types of heights to fit counters such as barstools. The backrest which has a common style with the sheet provides stability when people sit on it while keeping consistency in its design. All of the wood-made structure underlines the craftsmanship.



A-BS01

DESIGN: Keiji Ashizawa
CASE STUDY: Shibuya Cafe

SIZE: W490 / D470 / H955 / SH650
WOOD COLOR: Pure Oak /
Smoked Oak / Grain Matte Black
MATERIAL: Oak
NO. C32347M*



The highchair developed from the base of “A-DC01” features the iconic backrest. While enhancing the gentle material feeling of wooden furniture, it is versatile enough for home use too with the points devised for use in cafes, such as a brass bar added to the step part for better durability.



A-B01

DESIGN: Keiji Ashizawa
CASE STUDY: Azabu Residence

SIZE: [W1500] W1500 / D350 / H420
[W1800] W1800 / D350 / H420
[W2000] W2000 / D350 / H420
WOOD COLOR: Pure Oak /
Smoked Oak / Grain Matte Black
MATERIAL: Oak

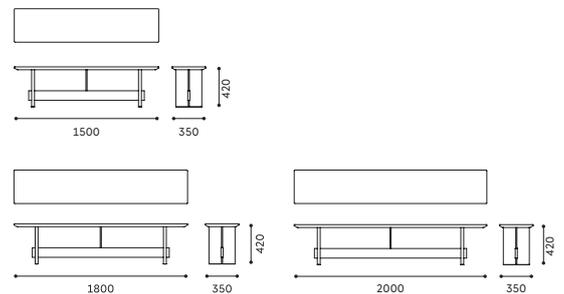
[W1500] NO. C32236M*
[W1800] NO. C32256M*
[W2000] NO. C32266M*



Cushion for A-B01

SIZE: [W1500 Cushion] W1480 / D330 / H30
[W1800 Cushion] W1780 / D330 / H30
[W2000 Cushion] W1980 / D330 / H30
FABRIC OPTION: P.34,35
Upholstery in Photo: Halingdal 65 - 110

[W1500 Cushion] NO. K32236****
[W1800 Cushion] NO. K32256****
[W2000 Cushion] NO. K32266****



The bench design with an aesthetic capability befitting a display stand perfectly fits to the entry space. The slimmer edges of the seat and legs contribute a light appearance while the transverse strut-like raw square timber is connected to the seat with a delicate steel rod. A dedicated cushion is also available separately.



N-S01

DESIGN: Norm Architects
CASE STUDY: Kinuta Terrace

SIZE: [2Seater] W1800 / D850 / H770 / SH360 / AH620

[3Seater] W2200 / D850 / H770 / SH360 / AH620

WOOD COLOR: Pure Oak /
Smoked Oak / Grain Matte Black

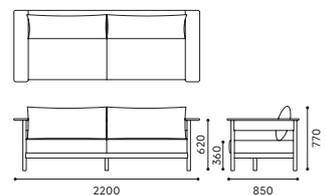
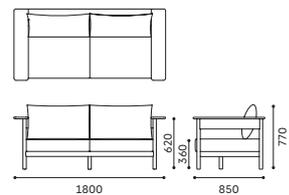
MATERIAL: Oak

FABRIC OPTION: P.34,35

Upholstery in Photo: Halingdal 65 - 110

[2Seater] NO. W32612****

[3Seater] NO. W32603****



The sofa carries references to traditional Japanese architecture and Danish furniture design from the '50s. The armrest continues along with the backrest of the sofa, fulfilling the functionality as a side-table, creating a place to put items. All details are visible and proudly displayed through an honest design language. The cushion sheets all have covering finish.



A-S01

DESIGN: Keiji Ashizawa
CASE STUDY: Kinuta Terrace

SIZE: [1Seater] W950 / D845 / H685 / SH410 / AH540
[2Seater] W1800 / D970 / H685 / SH410 / AH540
[2.5Seater] W2100 / D970 / H685 / SH410 / AH540
[3Seater] W2400 / D970 / H685 / SH410 / AH540

WOOD COLOR: Pure Oak /
Smoked Oak / Grain Matte Black

MATERIAL: Oak

FABRIC OPTION: P.34,35

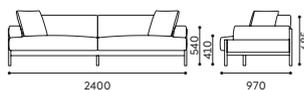
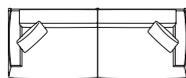
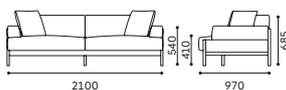
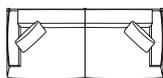
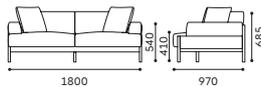
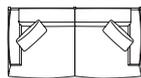
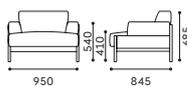
Upholstery in Photo: 3Seater: Steelcut trio 3 - 113
1Seater: Atlas - 111

[1Seater] NO. U32400****

[2Seater] NO. U32403****

[2.5Seater] NO. U32413****

[3Seater] NO. U32404****



With the sofa, we adopted the same structure used for the table, coming to a sofa that embodies sculptural impression but with laid-back elements. The lower height highlights the size of the space. The multi-functional armrest can be used as a pillow, making it a daybed when the user lays down. The cushion sheets all have covering finish.



With Arm



Armless



Ottoman

N-S02

DESIGN: Norm Architects
 CASE STUDY: Azabu Residence

SIZE: [With Arm] W900 / D900 / H700 / SH400

[Armless] W900 / D900 / H700 / SH400

[Ottoman] W900 / D900 / H400 / SH400

WOOD COLOR: Pure Oak /
 Smoked Oak / Grain Matte Black

MATERIAL: Oak

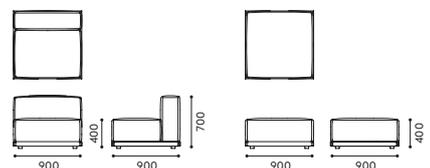
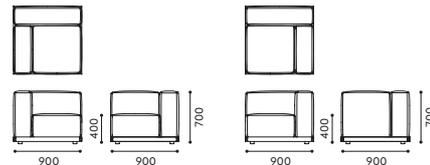
FABRIC OPTION: P.34,35

Upholstery in Photo: Coda 2 - 103

[With Arm] Right:NO. U32808**** / Left:NO. U32809****

[Armless] NO. U32805****

[Ottoman] NO. U32806****



The modular sofa built of a solid wooden base and soft upholstery, with wider extensive nature. Rounded and comfortably rich cushions invite the user into its space whilst a timber frame with exquisitely crafted joinery details underlines a production heritage so unique to Karimoku, Japan.



N-DT01

DESIGN: Norm Architects
CASE STUDY: Kinuta Terrace

SIZE: [W1650] W1650 / D900 / H720

[W1800] W1800 / D900 / H720

[W2000] W2000 / D900 / H720

[W2200] W2200 / D900 / H720

WOOD COLOR: Pure Oak /
Smoked Oak / Grain Matte Black

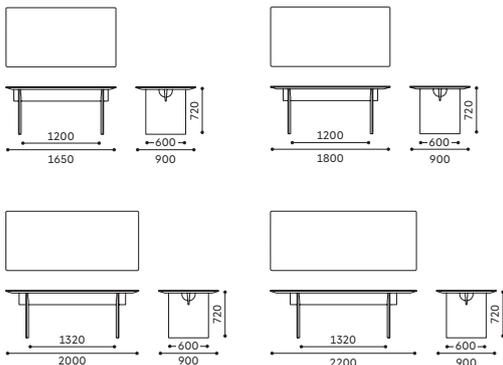
MATERIAL: Oak

[W1650] NO. D32570M*

[W1800] NO. D32620M*

[W2000] NO. D32670M*

[W2200] NO. D32720M*



Playing with the balance between light and heavy elements, the dining table is dimensioned like the branches of a tree — thus making it appear light-weighted and thin from some angles, but it adopts a wood board with sufficient functionality and robustness. Like with the architectural works of the studio, Norm Architects has explored the light and the shadow within the space in furniture pieces, emphasizing the materials and details by highlighting the places where the light can shine through.



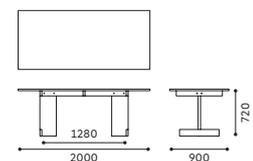
A-DT01

DESIGN: Keiji Ashizawa
CASE STUDY: Kinuta Terrace

SIZE: W2000 / D900 / H720
WOOD COLOR: Pure Oak /
Smoked Oak / Grain Matte Black
MATERIAL: Oak

[Wood top] NO. D32660M*
[Glass top] NO. D32665M*

The design was inspired by the crude frame of the demolished residential complex interiors which the designer encountered during its restoration. The geometrical design of the complex is reflected in the structure of the table. The design unleashes the beauty of the material through its succinct structure. The tabletop is available on the same wood-made top with the legs and the transparent glass top which emphasizing the beauty of legs.



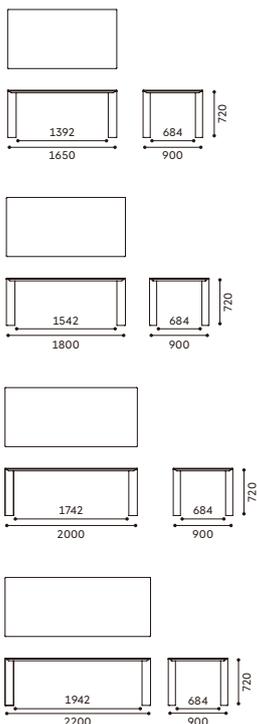


A-DT02

DESIGN: Keiji Ashizawa
 CASE STUDY: Azabu Residence

SIZE: [W1650] W1650 / D900 / H720
 [W1800] W1800 / D900 / H720
 [W2000] W2000 / D900 / H720
 [W2200] W2200 / D900 / H720
 WOOD COLOR: Pure Oak /
 Smoked Oak / Grain Matte Black
 MATERIAL: Oak

[W1650] NO. D32580M*
 [W1800] NO. D32630M*
 [W2000] NO. D32680M*
 [W2200] NO. D32730M*



Even the structure is simple only with adding four legs at each corner, the angle at which the form and the cross-section of each leg enable the table to be an efficient structure. Excluding the frieze board under the tabletop enlarges the foot space. In spite of being made out of wood, the table appears light and discreet like it's floating, allowing an organic form of the chairs placed around it to stand out.



N-CT01

DESIGN: Norm Architects
 CASE STUDY: Kinuta Terrace

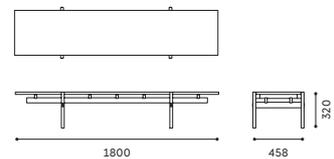
SIZE: W1800 / D458 / H320
 WOOD COLOR: Pure Oak /
 Smoked Oak / Grain Matte Black
 MATERIAL: Oak

NO. T32610M*



Tabletop: Marble

A table with its construction being based on the many doors that you find in shrines and temples in Japan. The thin wooden parts are assembled to support the Italian marble stone top, providing sufficient strength for daily use. The spacing between each element allows the light to travel through to make various expressions on the furniture. The stone top carries references to the minimalist designs by Danish designer Poul Kjærholm.



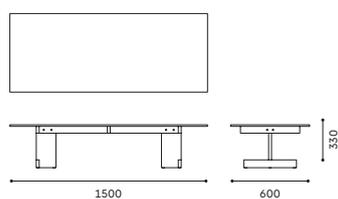


A-CT01

DESIGN: Keiji Ashizawa
CASE STUDY: Kinuta Terrace

SIZE: W1500 / D600 / H330
WOOD COLOR: Pure Oak /
Smoked Oak / Grain Matte Black
MATERIAL: Oak

[Wood top] NO. T32520M*
[Glass top] NO. T32525M*



The sofa table designed to be a modern form of the traditional Japanese, short-legged chabudai dining table. Matching the height of the sofa “A-S01”, a table which can be utilized while seated on the floor, combines both functionality and aesthetics. The transparent and smoked glass top highlights the structure of the legs running in a horizontal and vertical way.



Small

N-ST01

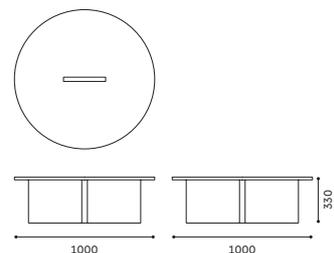
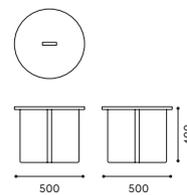
DESIGN: Norm Architects
 CASE STUDY: Kinuta Terrace

SIZE: [Small] W500 / D500 / H400
 [Large] W1000 / D1000 / H330
 WOOD COLOR: Pure Oak /
 Smoked Oak / Grain Matte Black
 MATERIAL: Oak

[Small] NO. T32212M*
 [Large] NO. T32361M*



Large



The solid wooden base changes in thickness - sturdy enough for functionality, and thinnest at the ends to create a visually lighter expression. The rounded top highlights the underlying wood base through a subtle cut-out, emphasizing the relationship between the materials and indicating the direction of this product.

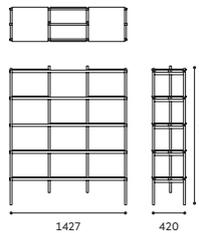


N-SS01

DESIGN: Norm Architects
CASE STUDY: Kinuta Terrace

SIZE: W1427 / D420 / H1692
WOOD COLOR: Pure Oak /
Smoked Oak / Grain Matte Black
MATERIAL: Oak

NO. H32450M*



Inspired by the umbrella- and shoe racks by the entrance of Japanese temples and shrines, similar construction techniques were used to create the shelving system with their inherent functionalities, such as removable shelves and bookends that aren't visible at first sight. The shelving system is a customizable piece of furniture.

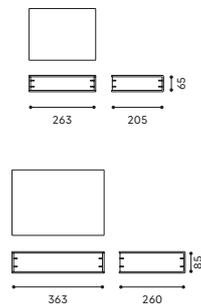


N-BB01

DESIGN: Norm Architects
CASE STUDY: Archipelago House

SIZE: [Small] W263 / D204 / H64
[Large] W363 / D259 / H86
WOOD COLOR: Pure Oak (White Leather) /
Smoked Oak (Black Leather)
MATERIAL: Oak

[Small] NO. A-10100***
[Large] NO. A-10102***



A storage object produced in collaboration with Danish leather box manufacturer, August Sandgren, to accommodate everyday-life chaos, providing a home to small essential belongings and raise the question of why storage often resides out of sight.

MATERIAL

TIMBER



OAK
PURE OAK
(Code: E)

OAK
SMOKED OAK
(Code: G)

OAK
GRAIN MATTE
BLACK
(Code: M)

LEATHER

Shade
by
Sorensen
Leather



X808
(PITCH BLACK
20296)

X809
(SLADE 20299)

X811
(LIGHT CONCRETE
20294)

LEATHER

Leabelle



X353
(BITTER BROWN)

X340
(CHOCOLAT
BROWN)

X448
(GREIGE)

X343
(WHITE)

PAPER CORD

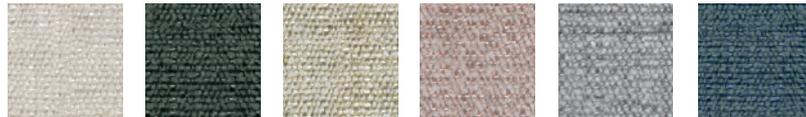


B932
(NATURAL)

B933
(BLACK)

FABRIC by Kvadrat

MAPLE
81%VI, 15%LI,
4%PE



B917
(KVA MAP 102)

B918
(KVA MAP 192)

B909
(KVA MAP 222)

B956
(KVA MAP 332)

B910
(KVA MAP 722)

B920
(KVA MAP 792)

STEELCUT
TRIO 3
90%WO, 10%NY

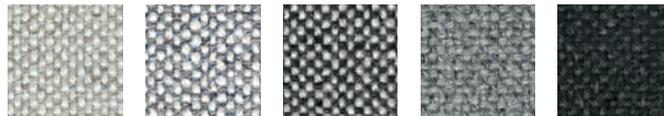


B784
(KVA STE 113)

B785
(KVA STE 124)

B786
(KVA STE 205)

HALLINGDAL
65
70%WO, 30%VI



B922
(KVA HAL 110)

B923
(KVA HAL 116)

B924
(KVA HAL 126)

B925
(KVA HAL 130)

B926
(KVA HAL 180)

MOSS
52% CO, 22% VI,
14% PA, 6% LI
3% PE, 3% NY
* Do not wash
* Do not dry clean



B957
(KVA MOS 002)

B958
(KVA MOS 008)

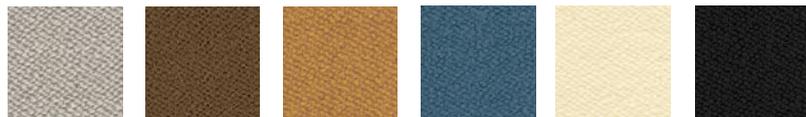
B959
(KVA MOS 014)

B960
(KVA MOS 016)

B961
(KVA MOS 019)

B962
(KVA MOS 021)

VIDAR 4
94%WO, 6%NY



B779
(KVA VID 222)

B927
(KVA VID 353)

B928
(KVA VID 472)

B963
(KVA VID 0733)

B964
(KVA VID 1511)

B965
(KVA VID 1880)

CODA 2
90%WO, 10%NY



B929
(KVA COD 103)

B930
(KVA COD 242)

B931
(KVA COD 422)

B967
(KVA COD 762)

WO(new wool), CO(cotton), VI(viscose),
PA(polyacrylic), LI(linen), PE(polyester), NY(nylon)

Photography : Tomooki Kengaku / Masaaki Inoue / Maya Matsuura /
Masaki Ogawa / Jonas Bjerre-Poulsen
Art Direction and Design: TAKAIYAMA inc.
English Text and Edit: Sawako MORI
Supervisor: Misako Fujimoto (inu. LLC)
Printing: Ohkawa Printing Co., Ltd.

Copyright©2022 Karimoku Furniture Inc.

info-casestudy@karimoku.co.jp
<https://www.karimoku-casestudy.com/>

Apr 2022

Karimoku Furniture Co., Ltd.
108 Kaieicho Fujie Higashiura-Cho Chita-Gun Aichi 4702191 Japan

The picture is a use example.
In some cases, specifications of products may vary.





karimoku