



# SUGIYAMA

The first exhibition of SUGIYAMA at Fuorisalone in Milan

## The Beauty of Structure

SUGIYAMA, Japanese Minimalist Solid Iron Furniture

18-23 April, 2023 At Galleria Antonio Battaglia, Milano



SUGIYAMA Seisakusho, the manufacturer of a minimalist "iron furniture" brand that inherits Japanese craftsmanship, will hold an exhibition for the first time at the Fuorisalone in Milan.

SUGIYAMA is based in Seki-shi, Gifu Prefecture, located in central Japan. Seki is one of the most famous towns in Japan for the many well-known manufacturers based here, such as swordsmiths, which take great pride in their craftsmanship. Founded in 1962, the company at first made parts for automobiles and railroad cars. Since 2000, SUGIYAMA has been transformed into a manufacturer of "Iron Furniture" brand products, utilizing the company's skilled techniques and facilities to carry out all processes from planning to design and production.

In this exhibition, we will display lounge chairs and iron artworks from our collection created in pursuit of the possibilities of iron. Please take a look at the "structural beauty" of our products, as we take pride in manufacturing iron furniture.



**Ayumi Shimada, CEO**  
**Sugiyama Seisakusho Co., Ltd**

●Exhibition Information

Title **The Beauty of Structure**  
**SUGIYAMA, Japanese Minimalist Solid Iron Furniture**

Period 18-23 April, 2023

Open 10 : 00 - 19 : 00

Cocktails 21 April, 17 : 00 - 20 : 00

Venue Galleria Antonio Battaglia  
HP <http://www.galleriaantoniobattaglia.com>

Address Via Ciovasso 5, 20121, Milano  
Google Map <https://goo.gl/maps/g69EmPBpXfrmwUL67>



●Concept

**“Structural Beauty”—created with the skillful processes of "bending," "connecting," and "hammering.”**

Each SUGIYAMA product is carefully brought to completion by craftsmen. The iron, which at first is just a bar or a plate, is transformed into warm iron furniture by the craftsman. The delicate finish applied by the iron craftsmen brings out the unique look and texture. This is SUGIYAMA's craftsmanship.

By "bending," "connecting," and "hammering," “structural beauty” composed of “thinness” in pursuit of minimalism is created.

We would like you to enjoy such attractive iron furniture in your daily life.



●Introduction of exhibit item No.1 and its designer

## SHIN lounge chair

The minimalist composition preserves its structure, the straight right-angled configuration accentuates its slenderness, and the finish makes the most of the expression of the material as it is—This minimalist chair expresses the "possibilities of iron" through a careful examination of techniques. The arms and back are made of wrought iron that allows you to feel the handiwork of the craftsman.

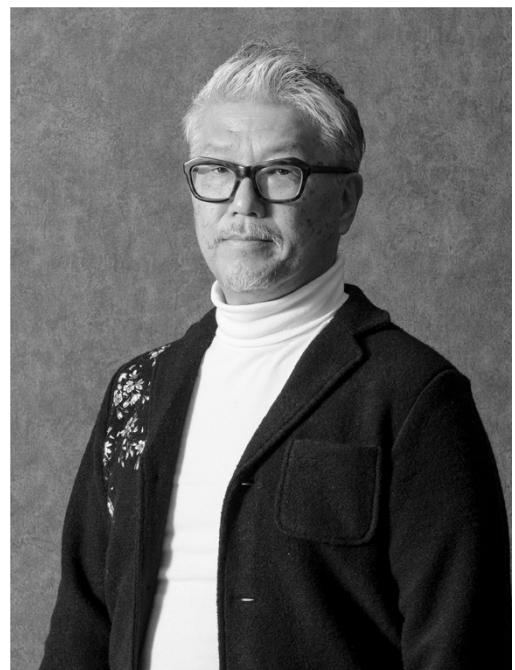


Material: Iron (clear finish) Size: W652 D673 H709 SH370 AH550mm Weight: approx. 16kg

### design : Kohei Ito

Born in 1957, graduated from Osaka University of Arts in 1980 with a degree in interior design, and joined Maruichi Selling (a sofa manufacturer), handling everything from sales to product development and sales promotion. Established NORTH LAND DESIGNS in 1991, involved in designing lighting fixtures, furniture, and sundries, as well as branding and producing interior stores. Exhibited "Jipangu" at MILANO SALONE in 2008. In 2010, started online sales of originally designed low sofas. In 2018, co-authored the book "Strategy and Practice of Regional Residence" published by Koyo Shobo. In 2019, relocated the design office to Kyoto, Japan. Won a Good Design Award for "Citrus" by Akase Mokko in 1997.

office web : <https://www.nld-1991.com>



●Introduction of exhibit item No.2 and its designer

## TSUZUMI lounge chair

The motif which adopts the Japanese sense of beauty of “thin and delicate.” This lounge chair is based on the shape of a Japanese traditional musical instrument, the "Tsuzumi", and is a perfect addition to the Japanese traditional culture of “Engawa,” the porch. The design allows you to fully relax on the seat with your body at ease and your legs crossed. Its low profile harmonizes with the architecture to create a comforting space.



Material: Iron (sand black finish) Size: W682 D641 H512 SH285 AH512mm Weight: approx. 9kg

### **design : Kazuteru Murasawa**

Director of murasawa design / He specializes in livingware design centered around furniture. He creates a sustainable environment for manufacturing while engaged in product development which makes the best of the individuality of manufacturers and their regionality. He is a wandering designer who fosters relationships with individual manufacturers, focused on hands-on practices with his credo in mind, “design is present in all aspects of life and activities.”



●Introduction of exhibit item No.3 and its designer

## Petit lounge chair

“Petit” means “small.” The Petite lounge chair is designed to be compact so that it can be carried around and used in different places to relax, while fitting in with your daily life. A continuous section of frame runs from the back legs to the arm rests and helps to maintain the overall structure while making the seat look light and attractive. Even though it is small, it is comfortable to sit on and easy to use when several chairs are placed side by side.



Material: Iron (snow white finish) Size: W591 D609 H695 SH400 AH590mm Weight: approx. 15kg

### design : Tomokazu Murakami

Born on July 7, 1982. After working for a lighting design company and a furniture design company, he joined Sugiyama Seisakusho. He designs products for residential and commercial use, with a focus on chairs.

When making products, he enters the realm of the creator and works together with craftsmen on site. He shares the joys and hardships of designing products, and day by day, discovers the "skills" that only Sugiyama Seisakusho can provide.

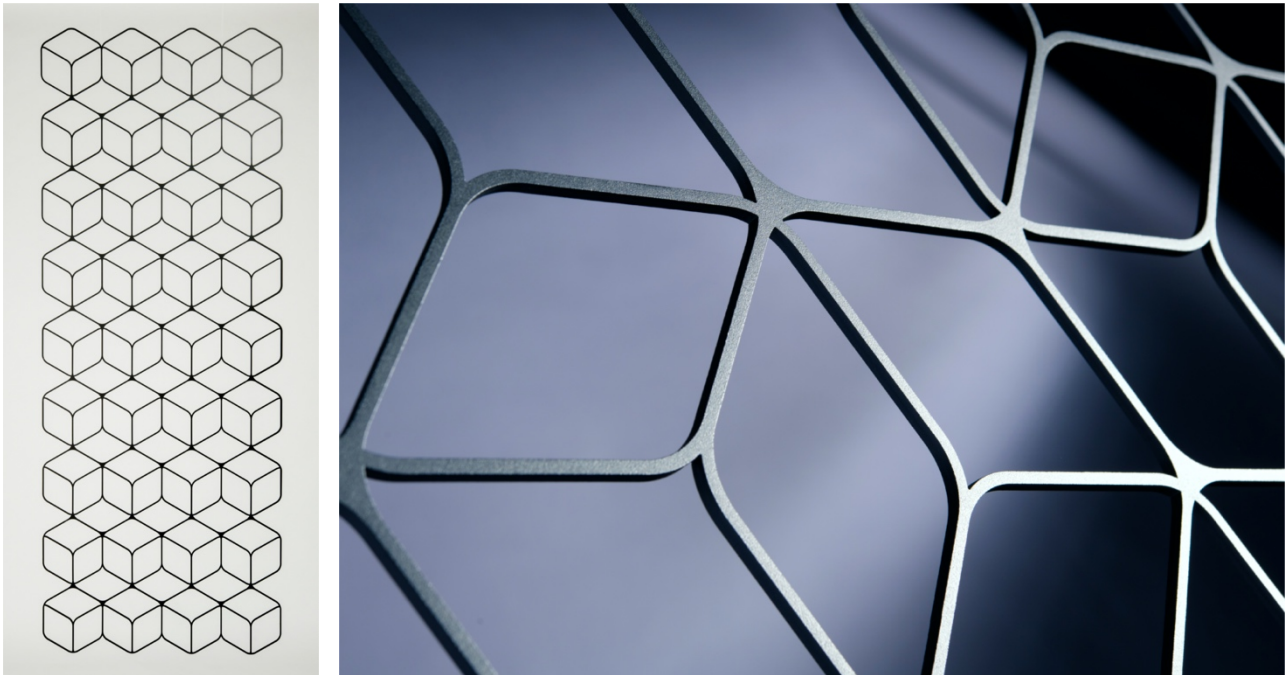
He is an in-house designer who goes to the production site and the sales site because of his belief that "Ideas always come from the site."



●Introduction of exhibit item No.4 and its designer

## WallDeco

The “Fe-WallDeco” was born from the feeling that we have wanted to sweep away an image that iron is heavy and set the material free. We believe that iron is a natural and warm material. This geometrical design has been added to our products and they have been made into the “light” iron interiors that fit our modern lives perfectly.



Material: Iron (sand black finish) Size: W630 D15 H1630mm Weight: approx. 4.4kg

**design : Fumie Shibata**

After graduating from the Musashino Art University, worked at a large electrical goods manufacturer and then founded Design Studio S. Has been working on many projects with domestic and overseas brands, including electronic goods, daily goods, medical equipment, and hotel creative direction. Received, among others, the iF Gold Award, and the Design for Asia Top, Culture, and Gold Awards. Works as Professor at Tama Art University and was the Judging Committee Chair of the 2018-2019 Good Design Awards. Author of the book 'Forms within Forms.'



## ●Company Profile

Company Sugiyama Seisakusho Co., Ltd.  
Address 3-13, Asahigaoka, Seki-shi, Gifu, JAPAN  
CEO Ayumi Shimada  
Established: April 25, 1962  
URL <https://sugiyama.furniture>  
Businesses Iron products planning, manufacturing and sales (iron furniture, store fixtures, contract furniture, iron building materials), Factory Shop Tetsukurite operation

## ●Inquiry

email [info@sugiyama.furniture](mailto:info@sugiyama.furniture)  
For inquires, please contact to Yuuki Bando (Ms.).