



# SUGIYAMA

The second exhibition of SUGIYAMA at Fuorisalone in Milan

## The Beauty of Lines

SUGIYAMA, Japanese Minimalist Solid Iron Furniture

15-20 April, 2024 At Galleria Antonio Battaglia, Milano



SUGIYAMA Seisakusho, the manufacturer of a minimalist "iron furniture" brand that is heir to Japanese craftsmanship, will hold an exhibition at the Fuorisalone 2024 in Milan, following our first exhibition last year.

SUGIYAMA is based in Seki City, 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 sword smiths, 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 our chair series and iron artworks from our collection created in pursuit of the possibilities of iron. Please take a look at the "linear 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 Lines**  
SUGIYAMA, Japanese Minimalist Solid Iron Furniture

Period 15-20 April, 2024

Open 10 : 00 - 19 : 00

Cocktails 19 April, 17 : 00 - 20 : 00

Venue Galleria Antonio Battaglia

HP <http://www.galleriaantoniobattaglia.com>

Address Via Ciovasso 5, 20121, Milano

Google Map <https://maps.app.goo.gl/u2YtfVJUrkMZh3PM7>



Google Map



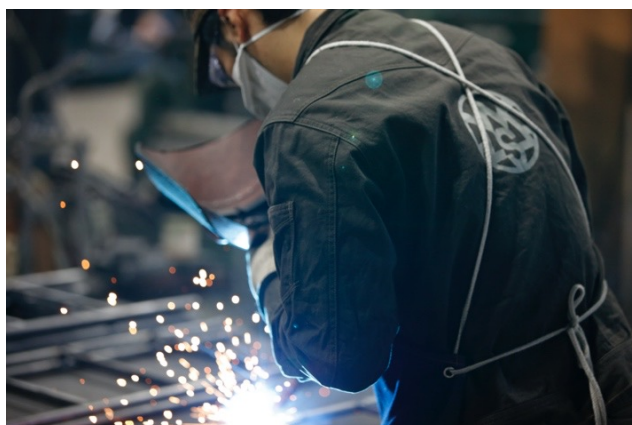
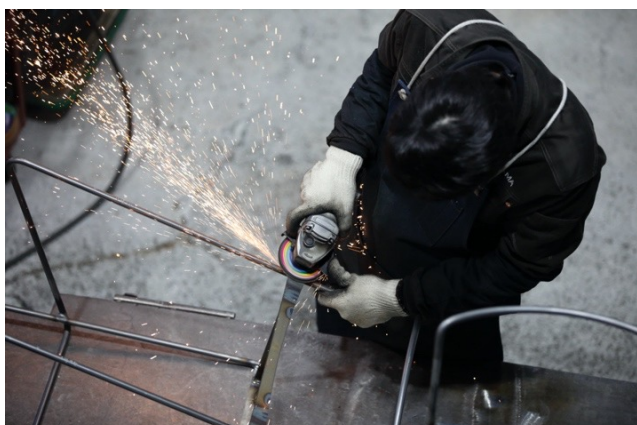
## ● Concept

***The Beauty of Lines* iron furniture—created with the skillful processes of “cutting,” “bending,” “hammering,” “welding,” and “sanding.”**

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

By “cutting,” “bending,” “hammering,” “welding,” and “sanding,” *The Beauty of Lines* iron furniture, with its “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 series

Elements that make up a chair— Legs, a seat, and a back. Achieve the minimum necessary functionality with only the fewest components, and eliminate their presence by removing elements not related to the functionality. The chair is made of lines that look like a single stroke. A chair with a quiet appearance that blends in with any space without any sense of discomfort.

A chair made of the fewest possible lines, made possible only by solid iron. The thinnest material that can maintain its strength. Here the rhythm of silence is born.



**SHIN lounge chair**

Material: Iron (clear finish)

Size: W658 D673 H709 SH370 AH550mm

Weight: approx. 19kg



**SHIN armless chair PR**

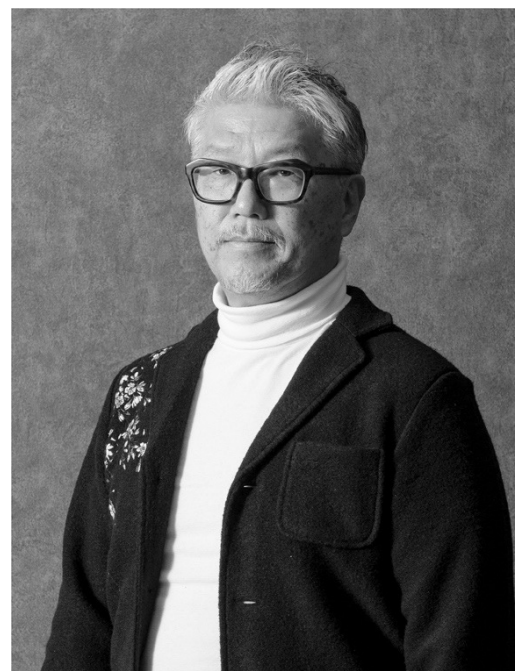
Material: Iron (clear finish)

Size: W420 D480 H780 SH420mm

Weight: approx. 7.8kg

### 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.





## ● Introduction of exhibit item No.2 and its designer

# felice series

The Japanese language has the word "hitofudegaki," which means to put brush to paper and then draw a calligraphic character using only a single stroke without interruption. The felice series is characterized by the fact that the main structures of the chair are connected to each other without any interruption, just like a "hitofudegaki." The design of the Felice series is characterized by gently connecting straight and curved lines that give different impressions depending on the angle from which the chair is viewed.



**felice lounge chair**

Material: Iron (sand black finish)

Size: W566 D745 H678 SH360mm

Weight: approx. 15kg



**felice chair 450**

Material: Iron (sand black finish)

Size: W500 D500 H740 SH450mm

Weight: approx. 7.5kg

### **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

## Crank series

Iron can be bent in various directions. The Crank series is characterized by a maze-like framework that zigzags in different directions while maintaining the chair's strength. By placing the back and seat a little distance apart from the cranked framework, the frame stands out and creates a design with a sense of lightness that only iron can achieve.



**Crank lounge chair**

Material: Iron (sand black finish)  
Size: W591 D609 H695 SH400mm  
Weight: approx. 15kg



**Crank arm chair**

Material: Iron (sand black finish)  
Size: W542 D525 H736 SH440 AH650mm  
Weight: approx. 7.5kg

### 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.

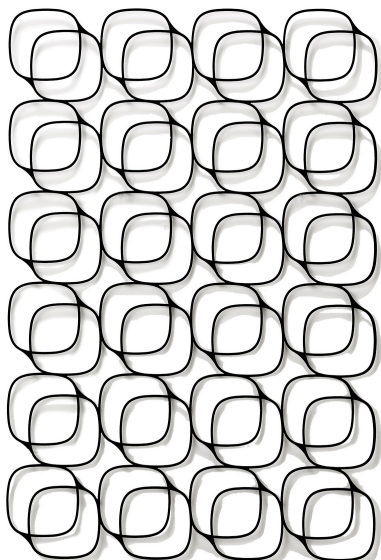
He is an in-house designer who goes to the production site and the sales site because of his belief that "Ideas always come from the site."



● Introduction of exhibit item No.4 and its designer

## Wall Deco series

The “Wall Deco” 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.

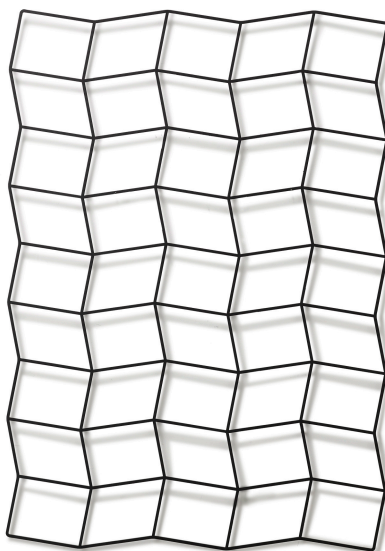


**Wall Deco bure 6×4**

Material: Iron (sand black finish)

Size: W635 D15 H950mm

Weight: approx. 2.7kg

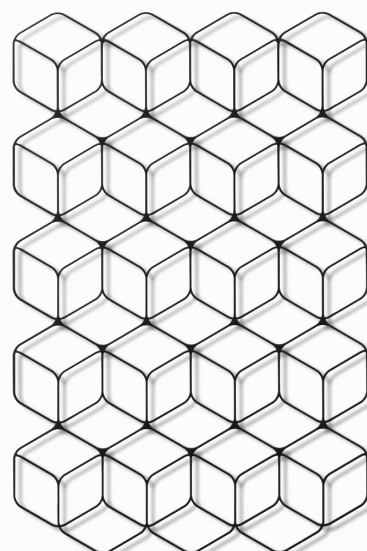


**Wall Deco ridge 9×5**

Material: Iron (sand black finish)

Size: W670 D15 H952mm

Weight: approx. 2kg



**Wall Deco L**

Material: Iron (sand black finish)

Size: W630 D15 H952mm

Weight: approx. 2.2kg

**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 *Tetsukagu to Kuras*

## ● Inquiry

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For inquires, please contact to Yuuki Bando (Ms.).