

Announcement on April 24, 2018

**WISE-WISE releases a new product**  
~ New lighting device “a piece of forest” ~

WISE-WISE Inc., production and sales of furniture and interior designing company located in Shibuya, Tokyo headed by Taketoshi Sato, has engaged in producing furniture and space designing with the corporate philosophy “Furniture makes forest”, making best use of domestic local timbers. On 16 May, WISE-WISE Inc. will officially release a new lighting device named “a piece of forest”.



→<http://wisewise.com/event/other/apieceofforest/>

“a piece of forest” reflects our message that we shall create a highly value-added product using local materials to realize true contribution to the local economy. “a piece of forest” uses cider trees grown in Okinoshima (Island of Oki), Shimane prefecture. The trees are under control of and processed by Ikeda Zaimokuten, a local timber mill with the history of 128 years. Another long-established local builder Yoshizaki Komuten - more than 100 years since its establishment, takes a maker role. Yukio Hashimoto, who is an active interior designer both in Japan and overseas and his masterpieces including The Peninsula Tokyo (in Hibiya) and Billboard Live Tokyo (in Roppongi). The design concept of this new product is “Lighting with the warmth of wood.”

The exhibition for “a piece of forest” is going to be held at WISE-WISE Omotesando office from 16 May to 15 June. On the first day, an opening event for the official release of the product, followed by a social gathering, take place and Mr. Hashimoto and relevant people from Okinoshima will talk a lot about the product.

The outline of the exhibition for WISE-WISE new product “a piece of forest”

Period: From 16 (Wednesday) May to 15 (Friday) June 2018

11:00 to 18:30pm every day except Saturdays, Sundays and National holidays

Reference > > [http://wisewise.com/archives/20180326\\_01/](http://wisewise.com/archives/20180326_01/)

Access > > <http://wisewise.com/about/shop/omotesando/>

WISE-WISE Inc. Omotesando office (5-12-7 2F Jingumae, Shibuya-ku, Tokyo 150-0001)

Sorry, INTERPRETATION IS NOT AVAILABLE.

**【Opening event】**

Start ~ 18:00 (Doors open at 5pm) on 16 May

Close 21:30

**【Venue】** As above-mentioned

**【Admission Fee】** Free

**【Capacity】** ※50 seats

▼ Access to the link below for application

<https://wisewise.com/event/fairewood/apply/>

▼ Program of the opening event and the party

17 : 00 Reception starts

(※17 : 00 ~17 : 30 Announcement for media)

18 : 00 Opening Remark by Taketoshi Sato, CEO WISE-WISE ~ What is “Furniture makes forest”?

18 : 20 Presentation on the forest of Okinoshima (Island of Oki) “Activities of people who are building the future of the island.”

Presented by Ikeda Zaimokuten, Ikeda Architecture and Yoshizaki Komuten

19 : 40 Announcement of “a piece of forest” with the presentation by Yukio Hashimoto “Shape of Design to come”

20 : 00 Social Gathering

21 : 30 Closing

■Guest speakers

hashimoto yukio design studio / Yukio Hashimoto <https://www.hydesign.jp/>

IKEDA ARCHITECTURE / Nobuichiro Ikeda, Head <https://www.ikeda-architecture.jp/>

IKEDA Zaimokuten / Akio Ikeda <https://bso11976.bsj.jp/#message-from-the-president>

Yoshizaki Komuten / Eiichiro Ikeda, Managing Director <http://yoshizaki.co.jp/>

Corporate profile

【Name】 WISE-WISE Inc. 【CEO】 Taketoshi Sato 【Address of Main Office】

5-12-7 Jingumae, Shibuya-ku, Tokyo 150-0001 【Establishment】 13 December 1996

【Capital】 JPY39.6million 【Contact】 81-(0)3- 5467-7001 (Public Relations: Yutaka Nomura)

