

tobi LIVING DESIGN TOKYO







# artisan suite collection

designed by Eiri Iwakura



### 芝を継ぐもの

日本における家具の歴史は 東京芝から始まった

百三十年にならんとする歴史を継ぐものが 私たちである

表に出ることなく 受け継いだ技を継承し発展させ 矜持を保ち続けてきた

時代は今 私たちのものづくりに対する矜持を 求めている

本物を愛し求めているひとに 私たちの技と心意気を届けよう

芝を継ぐもの だから 東京発家具をつくる理由がある

#### Preserving Tradition

The history of furniture in Japan was born of Tokyo traditions

We are the successors preserving 130 years of tradition

Humbly honing the techniques inherited from the past continuing to preserve pride in our work

The present day demands the standards of excellence found in our goods

For those who seek for and love authenticity We give all of our skill and all of our spirit

In our goods
Flows the continuation of tradition
And so we give you furniture from Tokyo



#### 和洋家具発祥

鎖国 250 年間の江戸には、城下に詰める各地の大名と共に日本全国の産業が集まり、伝統技術を持ち寄りその中で独特の江戸様式が醸成されていった。当時世界一の人口を誇っていた江戸では、当然住居に関わる大工・建具師・和家具職人・表具師・畳職人・指物師なども互いに技術を競い合っていた。

洋家具が日本に渡来したのは、中世室町の時代ごろからと推測されるが、日本人の生活様式になじむことは無く、従って産業として芽生えることも無かった。産業として家具の製造販売が始まったのは、 やはり鎖国を解き西洋の文明が入ってきた江戸の末期の頃からのことであった。

安政六年(1859年)、横浜で外国人居留地が設けられたのを切っ掛けに洋家具が広く知られるようになり、明治維新においては、ざんぎり頭と同様に洋家具そのものが文明開化の象徴とされたのだった。

文明開化とともに日本に入ってきた洋家具は、やがて日本国内に産業として根付いていった。その先頭を行ったのが、当時の芝新橋・田村町地域だった。このようにして明治初頭から日本人に合わせた和洋家具製造のルーツとされる東京芝家具の歴史も始まったのである。

そして東京芝家具の草削期・日本で始めて家具業を営んだとされる木下商店や日本洋家具業の始祖と される杉田屋、芝椅子業界の祖とされる古屋製作所などが相次いで創業した。

杉田屋の創始者、杉田幸五郎の父は幕府普請奉行として武家屋敷の奉行(実際は大工の棟梁のような 職種)といわれ、指物を含めた伝統的な職人の世界に無縁ではなかった。また、古屋家は尾張徳川家 の御駕籠御用を勤めていた。

文明開化により芽生えた東京芝家具は、もちろん伝統的な大工指物建具、あるいは宮大工などの日本の伝統的な木工技術を継承しているであろう事は想像に難くないが、むしろ文明開化と共に衰退していった日本古来の武具や道具(弓矢や馬具、駕籠)職人からの参入者が多かったという。

初期の頃は日本に来る西洋人の家具の修理などを行っていたが、欧米のスタイルを取り入れた官公庁や公共施設、国内に広がる西洋風の生活スタイルを背景として個人宅の家具の製造などを行うようになっていった。さらに、商業都市として発展する東京のデパートなどの商業用家具などを製作することになる。

明治初期に萌芽した東京芝家具は、その後大正・昭和と発展拡大し昭和24年には通商産業大臣から「重要木工集団地」としての指定を受けた。

単に家具製造業者が集中しているにとどまらず、家具製造に関わる椅子張・塗装・家具金物・ガラス・合板・材木・タイル等の関連業者もまた芝地区に集まっていた。

このことは、東京芝家具が大量生産型の工業製品ではなく、色々な素材・材料を組み合わせ、 さらに各方面の熟練の職人技を必要とする受注・一品生産形であることを物語っている。

しかしその後、商業都市として発展し続ける東京の都心で、工場を維持し家具製造を続けることが困難となり、都下・周辺地域へ移転する製造業者が相次ぎ、現在、芝地区で家具業を営む業者は数えるほどになっている。

しかし、江戸から文明開化、そして明治・大正・昭和と、脈々と続く東京芝家具の技術と心意気は、東京芝から離れた現在でも引き継がれているのである。

#### Original Fusion of Japanese / Western Styles

In the 250 years of national isolation during the Edo Period, workmen from nationwide would fill the grounds outside the castle alongside feudal lords, and all types of traditional crafts and techniques would be on display. In this scene was created a peculiar piece of Edo style.

Western-style furniture likely first came to Japan during the mid-Muromachi Period (14th-16th centuries). However, it was not adopted into everyday Japanese living styles, and thus industry was not moved to undertake western-style furniture.

For industry, it was not until the period of national isolation ended, with the end of the Edo Period and the beginning of the modern renaissance, when the production and selling of furniture began.

In 1859, with the establishment of a permanent foreign presence in Yokohama, the impetus began for Western-style furniture to become widespread. During the Meiji Restoration, Western-style furniture became a symbol of the enlightenment, as striking as the cutting of samurai topknots.

The furniture introduced into Japan during the enlightenment period soon took root as a nationwide industry. The leaders of the new industry were based in the contemporary areas of Shiba-Shimbashi and Tamura-machi.

Thus, at the beginning of the Meiji Period, the roots of Japanese/Western-style furniture were born, and the history of Tokyo Style Furniture began.

As furniture began to grow in Tokyo, businesses sprang up one after another. The first business to deal in furniture was Kishita-Sangyo. Also of note was the founder of the Western furniture industry in Japan, Sugita-ya, and the pioneer of Japanese chair-making, Furuya-Seisakusho.

The founder of Sugita-ya, Sugita Kohgoroh's father was a construction magistrate in the Edo Bakufu government, a samurai-class official. In reality his occupation was like that of a master carpenter, and he was not unfamiliar with members of the traditional workmen class including specialized joinery woodworking. The Furuya family also worked on the palanquins of the Owari-Tokugawa family.

As the Tokyo Style Furniture grew out of the cultural renaissance, it is obvious that the techniques of traditional Japanese joinery woodworking and shrine carpentry were honored. But at the same time, many old crafts of weaponry and tool making, such as bow and arrow, harness, and palanquin making, were in decline. Many workmen from these trades were pioneers in the furniture industry.

In the early years the focus was on repairing the furniture of westerners living in Japan, but later the western style was adopted by government and public institutions, and spread throughout the nation for furnishing private homes.

In addition, the rise of commercial centers such as Tokyo department stores and furniture for commercial use led to more growth.

The Tokyo Style Furniture that grew from the early Meiji Period expanded more and more through the Taisho and Showa Periods. In 1949 (Showa 24), the Ministry of International Trade and Industry set a program to promote growth in the woodworking industry.

The movement was not limited to furniture makers only, but also to related fields such as chair specialists, painters, metal fittings, glassworks, veneer, lumber, tile, and other fields.

The story of Tokyo Style Furniture is not just of mass produced products, but of the combination of many varied crafts and materials, as well as the techniques of skilled craftsmen from many fields coming together to produce singular products.

However, as Tokyo continued to grow into a commercial metropolis, the ability to maintain and continue the manufacturing of furniture became more challenging. One after another the manufacturers left the city area, so now only a few remain in the original home of Tokyo Style Furniture.

Nonetheless, however removed from the original setting, the spirit and technical knowledge continues unbroken through the ages, from the Edo period, through the modern eras, living still into today.

## 新東京生活様式

世界において先進の都 東京 世界中のあこがれを集める街 東京

東京人の生活様式は 東京の魅力ほどのものか

外国からの客人をもてなし、感嘆を得る室礼を備えているか 世界のあこがれを室礼においても応えていきたい そしてそこから発する新しい東京生活様式を創造していきたい

それは世界に感嘆とともに受け入れられるもの 世界に影響を与えるもの

自然を敬う感性を受け継いだ都市生活者である 東京人だから紡ぎ出せるものがたりがある

そのものがたりは 世界の都市生活者を魅了する

## New Tokyo Living Style

The world's leading metropolis "Tokyo" Where the very best things in the world converge "Tokyo"

How do the lifestyles of Tokyo people compare to the appeal of Tokyo herself?

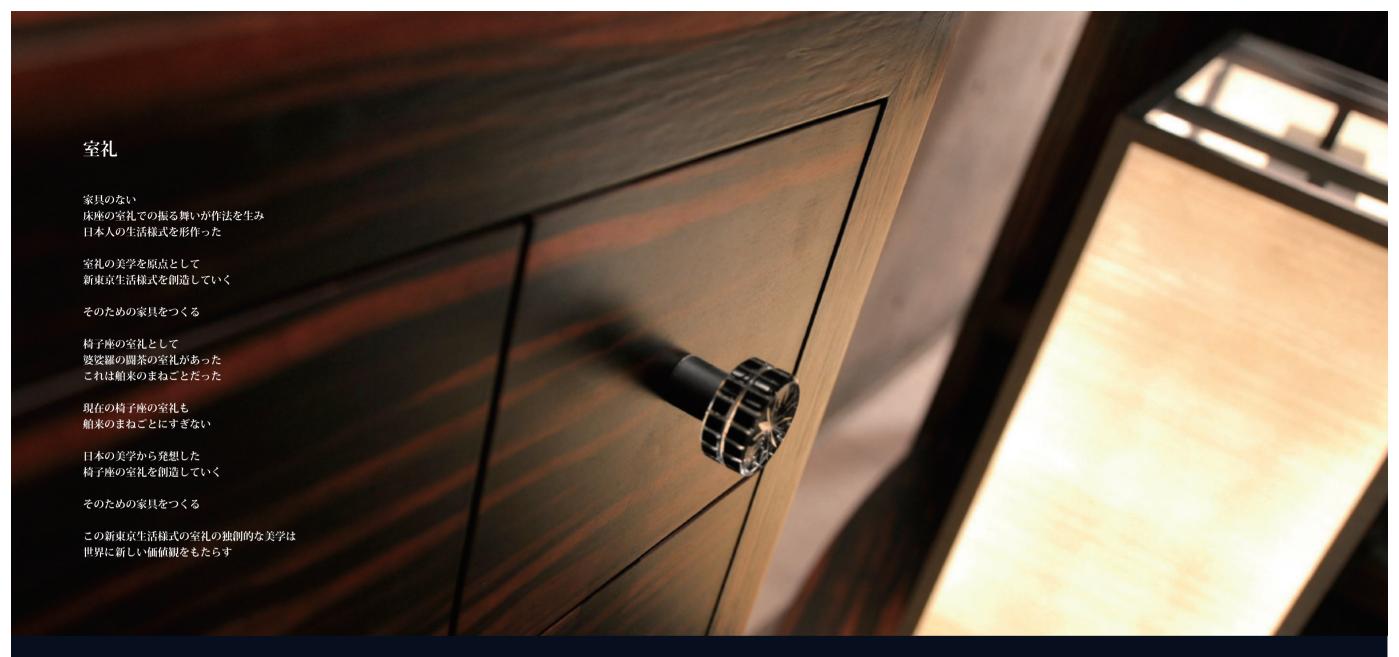
Do people welcomed from around the world. Look on the living décor of Tokyo with admiration? We strive to answer this call And make living décor the world's very best as well

From this idea, we work to make the New Tokyo Living Style. Winning the admiration of the world and spreading influence to the world.

As urbanites with inherent respect and sensitivity to nature. This is a task particularly suited for the people of Tokyo.

This is a task that will spark the fascination of city-dwellers all over the world.





### Shitsurai ~ Artistic Japanese Design ~

Minimal furnishing, seated on the floor. The graceful art of Shitsurai\* Cultivated the courtesy and decorum Underpinning the Japanese lifestyle.

This esthetic of Shitsurai is the basis From which the New Tokyo Living Style is created.

Our furniture is an expression of this style.

Raised to chairs, Shitsurai took on a different sense, Evoking images of other times, Mimicking the culture of other places. The modern chair-based Shitsurai Is likewise nothing but mimicry.

Our vision is to create a Shitsurai raised to chairs But grounded in genuine Japanese esthetics.

Our furniture brings this vision to life.

This new and creative rendition of Shitsurai, An expression of New Tokyo Living, Is bringing the world a new lifestyle paradigm.

#### About "Shitsurai"

The Japanese calendar is divided into four distinct seasons: Spring, Summer, Autumn and Winter. Seasonal variations are incorporated into many aspects of everyday life, and interior furnishings are changed to match various special events throughout the year, such as New Year, seasonal celebrations, and the Bon midsummer festival.

During the Heian Period (794-1185/1192), this practice of matching furnishings to the seasons became known as "Shitsurai". Rather than being concerned with external appearances alone, Shitsurai expressed a spiritual outlook encompassing respect for one's ancestors, hospitality towards guests, concern for one's family, and religious awe.

Thus, Shitsurai is not simply a matter of following certain conventions of interior decoration. At the core of the concept is a distinct frame of mind, expressed, for example, in the practice of placing a single stem of Japanese silver grass (a symbol of autumn) at the entrance of one's home to welcome guests with a sense of the season.

Behind tobi's promotion of the "New Tokyo Living Style" is the aim of rekindling the spirit of Shitsurai, which evolved in the context of the traditional Japanese style of sitting directly on the floor or tatami mats, and applying it to contemporary living patterns.

## そして東京の今

世界史上類を見ない 250 年に及ぶ鎖国のなかで 直向に文化様式を育み 愚直に己の技を鍛えてきた職人達。

そして開国と同時に押し寄せる文明開化の中で 巧みに新しい生活様式に 伝統の技を生かしてきた。

24 時間眠ることのない東京。 国際商業都市として 各国の一流ブランドブティックが軒を連ねる東京。 世界経済の中心地として 世界各国の一流企業がオフィスを構える東京。 政治の中心地として 世界の要人が滞在する東京。

世界の一流デザイナーの厳しい要求に応え 商品のクオリティを一層引き立たせる店舗什器 企業イメージを向上させ さらに効率的な企業活動を支え 生産性の向上に貢献するオフィス家具

要人の日本滞在を快適に サポートするホテルの家具等 ほんの一例ではあるが 東京は家具の消費地であり いまなお一大産地であり続けている。

一方で、江戸文化を継承する都市として 地場の伝統工芸品を40品目以上に亘り 守り続けている東京。

私達「芝を継ぐもの」は 伝統的様式・技を時代の先端を行く 東京が求めるクオリティに生かし 多くを語らず今日も家具を削っている。

#### Modern Tokyo Style

In the historically unparalleled 250 year period of national isolation, Workmen humbly and quietly perfected their crafts
Directly producing a unique cultural style.

With the end of national seclusion and advancing cultural renaissance, A new kind of living style was developed, Cleverly making use of traditional techniques.

Information is at hand from all over the world
In Tokyo, the city that never sleeps.
As an international center of commerce,
Brand boutiques of the world's best goods line the streets of Tokyo.
As a center of world economics,
Offices of the world's biggest companies are established in Tokyo.
As a center of politics,
The world's most important people come to Tokyo.

Serving the particular demands of the world's best designers
Store displays and fixtures must match the quality of their goods.
Raising the image of companies,
Supporting more efficient work environments,
Office furniture contributes to increased productivity.

For important people staying in Japan,
Hotel furniture gives comfort.
This is just a small example,
That Tokyo is a center of furniture consumption,
And will continue to be a large producer.

At the same time, as the descendent of Edo Culture, Tokyo continues to preserve its heritage, With over 40 kinds of traditional artistic craft companies traded on the market.

We, the inheritors of Edo Style, Bring traditional style and technique to this age, With the quality that modern Tokyo demands, Humbly continuing to build furniture

### 美しき都

「都美」

歴史を守る都も美しい 東京には別の美しさがある

動き続ける活力が生む美しさ 清濁併せ呑む混沌と寛容の美しさ 正統と異端が紡ぐ新しい美しさ

これは江戸から続く 「江戸気質」 がそうさせる

都美の音は 鳶に通ずる 粋で鯔背な江戸っ子の象徴 この名前には 彼らの意気も息づいている

### Urban Beauty

Tobi = Beautiful Tokyo

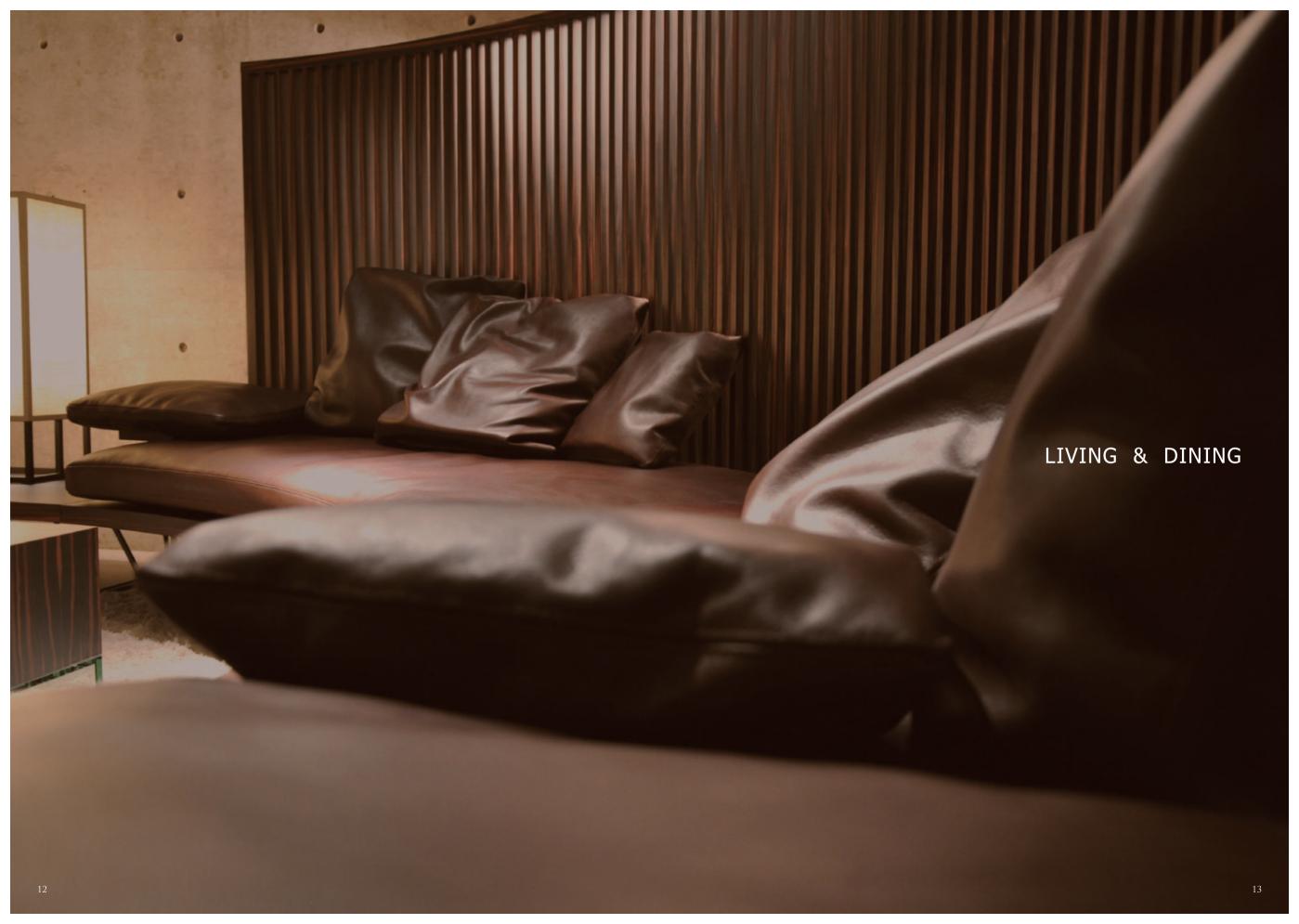
There is beauty in the metropolis that preserves history in Tokyo, there is a special kind of beauty

The beauty borne of the vitality in continued struggle
The beauty of a cosmopolitan tolerance amid the noise and haste
The new beauty from the intertwining of tradition and innovation

A continuation from Ed The "Edo Character" Causes this to happen

Tobi = Beautiful Toky

The sound conjures images of a regal bird A symbol of the refined citizens of old Ed In this name We can glimpse into the spirit of the past







W2000 D850 H1100 SH370







0901 Round sofa A

W3900 D800 H1360 SH370

0907 Easy chair

W840 D750 H775 SH370







0907-belt Easy chair

W840 D750 H775 SH370







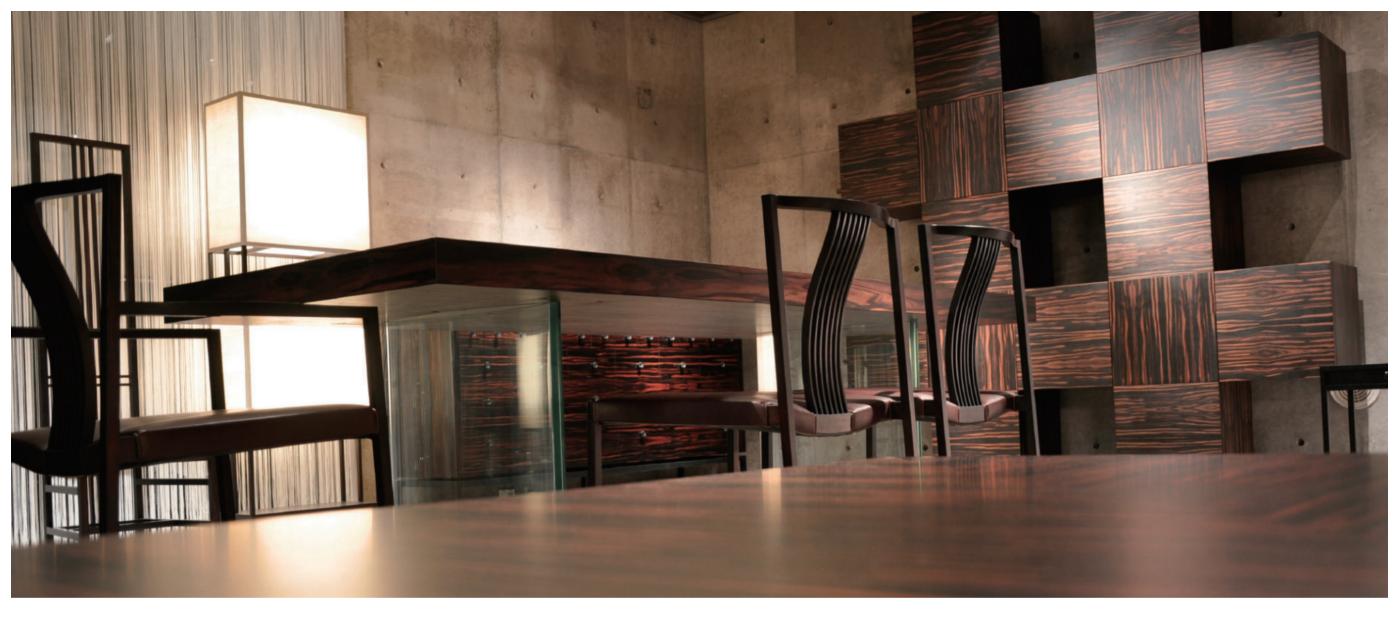


W1400 D1400 H350



0911 Dining table

W2400 D950 H720



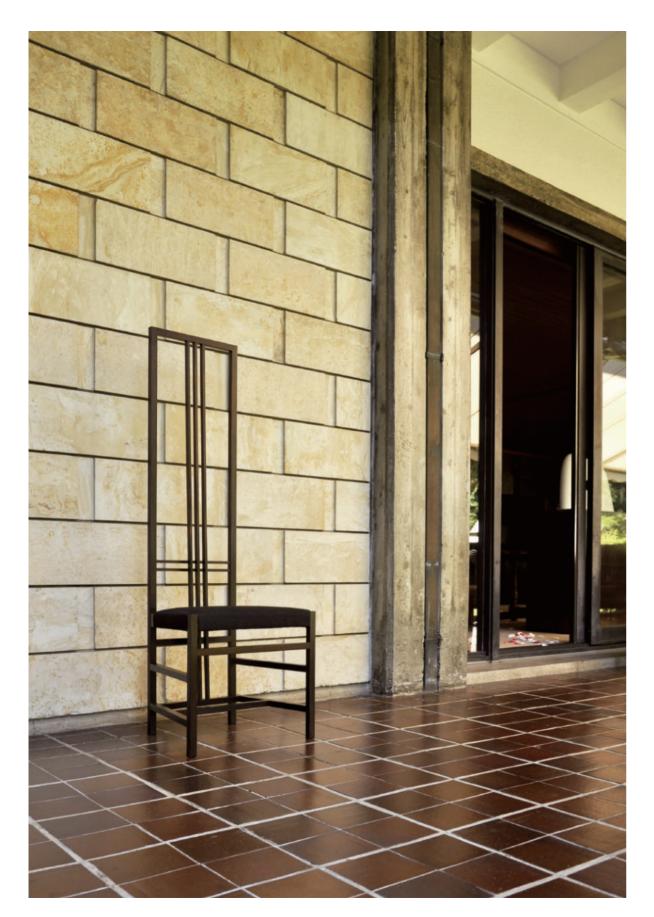






0906 Dining arm chair W626 D585 H820 SH440









#### 0903 Personal chair

W750 D1000 H1000 SH380







0912 Grand chest

W1880 D450 H1100

#### 0913 Chest

W980 D450 H1100





## 0914 Cabinet

W2150 D430 H2160





W200 D35 H1200



## 0910 Nest table

L:W450 D450 H550 M:W408 D429 H465 S:W366 D408 H380





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0917 Floor lamp

W550 D250 H1600



0918 Pendant lamp

W1800 D120 H300



0916 Table lamp

W550 D250 H700













1019 Lounge chair
W850 D900 H760 SH360



1022 Salon chair (L)

1023 Salon chair (R)

W720 D780 H780 SH380





1020 Two seater sofa

W1800 D830 H620 SH380





1018 Kumiko table

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W830 D830 H380



1021 Arm sofa

W830 D830 H620 SH380

1001-3G Curio case

W900 D380 H1600



1001-4G Curio case

W900 D380 H1600



1008 Wagon shelf
W500 D500 H700



1002 Desk

W1800 D550 H720







1006 Hall stool
W580 D380 H580 SH380



1005 Dress rack

W800 D450 H1550







1003 Tray table

W500 D380 H540



1004 Tray table

φ500 H540



1007 Coat hanger

W500 D500 H1800

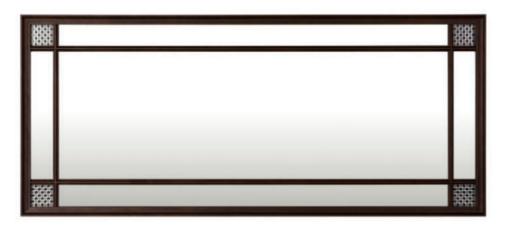




1013 Floor mirror 1015 Face mirror

W1000 D50 H2000





W1500 D50 H650



1016 Kumiko screen

W1450 D40 H1800



1017 Kumiko screen

W1050 D40 H1050







1009 Table lamp

W200 D200 H500





1102 Kitchen board
W1800 D600 H2000









1115-mesh High chair W460 D400 H600



1115 High chair

W460 D400 H600





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1103-21 Dining table

W2100 D950 H720



1103-24 Dining table

W2400 D950 H720



1113 Dining arm chair

W530 D525 H750



1112 Baby chair

W460 D450 H740







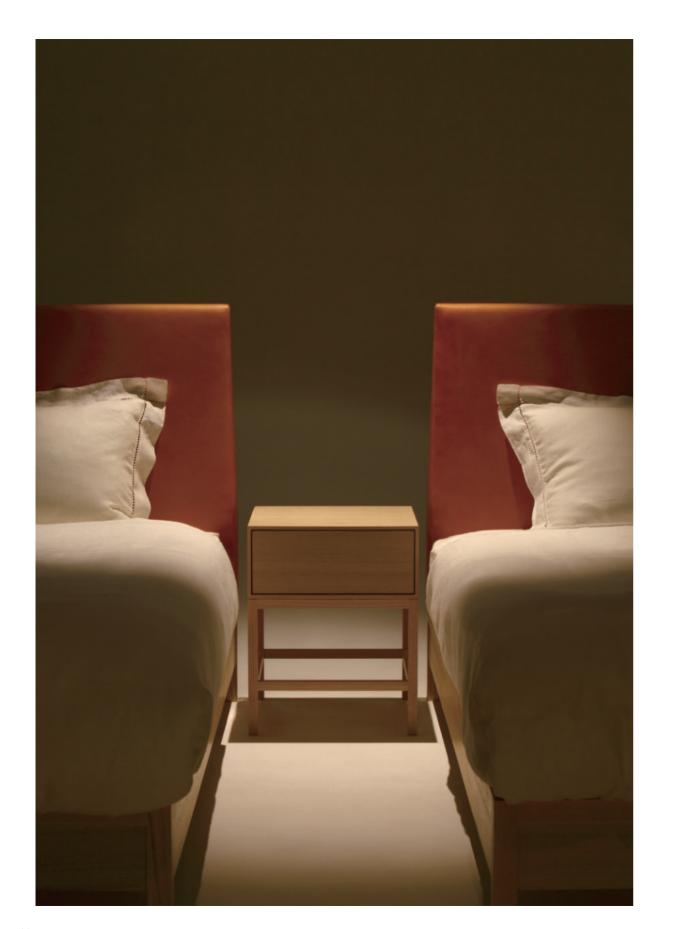
1104 Bar cabinet
W600 D400 H1300





1105 Cup board

V1050 D400 H1300





1108 Night chest
W400 D450 H500







1106 Chaise lounge

W1800 D850 H650 SH380





1109 Guest stocker

W800 D500 H720

1110 Guest chest

W800 D500 H720

1111 Desk

W1100 D500 H720





# **ATSURAE**

誂え 作り手と使い手の豊かな関係

自分の好みを作り手に伝えて、自分好みのものを手に入れ、愛用する。

「誂え」の豊かな文化は、手仕事の時代ではあたりまえでした。

作り手は、要求以上のものを作ることを心がけ、手先からものに丹精を込める。

使い手は、手ざわりで作り手の真心を受け取り、長く大切に使うことでそれにこたえる。

手から手へ、想いが伝わる。

私達は、作り手と使い手の豊かな関係を取り戻したいと思っています。

#### Atsurae ~ A rewarding relationship between maker and user ~

Explain your preferences to the maker, take possession of an item perfectly suited to your tastes, and use it habitually.

This culture, which we call atsurae, was the norm in the days when things were all hand-made.

Always striving to deliver beyond expectations, the craftsman would make each item lovingly by hand.

Users would sense this commitment as soon as they laid hands on the item,

and would respond by using it lovingly for many years.

The spirit of craftsmanship was thus passed from hand to hand.

Our ambition is to revive this kind of rewarding connection between maker and user.



#### グッドデザイン賞受賞

東京都家具工業組合では、このたび公益財団法人日本デザイン振興会が主催する「2011年度グッドデザイン賞」(G マーク)を、「tobi」ブランドで受賞しました。東京商工会議所は、東京都家具工業組合と協力して、経済産業省の JAPAN ブランド育成支援事業に取り組んでおります。「tobi」は3年以上にわたる、国内海外での展示や広報・営業活動により、多方面からの高い評価をいただいてきましたが、このたびの権威ある G マークの受賞を契機に、より一層のアピールにつとめてまいります。今回の受賞は、製品単体ではなく、40 アイテム以上の家具全体のブランドとしていただいたものです。デザインの良さだけではなく、室内空間を設えるための家具として、新しい様式を目指したブランドの考え方も評価されました。また、特注家具メーカーが、顧客の要望に応えて、デザイン製の高い家具を誂えるという、新しいビジネスモデルとしても評価されました。

#### 審査員評価コメント:

我が国の洋家具づくりは、明治以降の西欧の生活様式の浸透とともに発展し、とりわけ東京芝地区にはオーダー家具づくりの 伝統が根付いた。これらの家具メーカーは当時から高い技術力を誇り、その伝統は今なお受け継がれている。これらのメーカー を組織化し、デザイナーとのコラボレーションにより伝統技術を革新し、高品質の家具づくりの拠点を誕生させたのがこの取り組みである。それは、ギルドやカロッツェリアにも似た最高級品質の家具工房である。そしてここで生み出された製品は本家ヨーロッパでも高く評価されている。日本の職人の技を育て守るビジネスモデルとして評価できるものである。

### Good Design Award

The Tokyo Furniture Manufacture Association has received a Good Design Award 2011 (G Mark) from the Japan Institute of Design Promotion for the tobi brand. The Association is working in partnership with the Tokyo Chamber of Commerce and Industry under the Ministry of Economy, Trade and Industry's JAPAN Brand Development Assistance Program. The tobi brand has been promoted through exhibitions, public relations initiatives and sales activities both within and beyond Japan over the last three years, and is now held in high regard in many different quarters. The award of the prestigious G-Mark provides an opportunity to take these promotional activities to a new level. The award has been granted not to a single design but to the brand as a whole, encompassing more than 40 different items. The judges praised not only the designs, but the brand's approach to developing a new living style through furniture to outfit interior spaces. Also evaluated highly was the brand's business model which involves custom furniture manufacturers responding to the demands of customers to produce made-to-order furniture with high design values.

#### Judges' comments:

The manufacture of Western-style furniture in Japan developed together with the influx of Western-style lifestyle patterns after the Meiji Restoration. It was in this period that the traditions of custom-made furniture took root in the Shiba district of Tokyo. The furniture makers of Shiba boasted advanced technical skills from the outset, and their traditional craftsmanship has endured into the present. The "tobi" project has brought these makers together and breathed new life into their traditional techniques through collaboration with a furniture designer, creating a new center for the manufacture of high-class furniture. This takes the form of a furniture workshop practising the highest quality standards, similar to a German artisans' guild or Italian carrozzeria. The products created in this workshop environment are now held in high regard in Europe itself. This is a praiseworthy business model that preserves and nurtures traditional Japanese craftsmanship.

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#### about tobi - Living Design Tokyo Project



tobi は東京の特注家具メーカー7社が結集し、立ち上げた家具ブランドです。 芝家具の伝統や技を受け継いだ職人の"気骨"を持ち、モノ=家具を売ろう とするのではなく、日本的な伝統の継承による"技"の精錬をさらに磨き上 げていきたい、との想いを込めて生まれたブランドです。

tobiとは、江戸の美意識「鯔背(いなせ)」を体現する鳶職人のtobiと、混沌をかかえながら尖鋭的であり続ける東京の「都市美」という意味の『都美』との、2つの言葉にかけたネーミングです。

tobi is a furniture brand created as a joint enterprise of seven order-made furniture manufacturers in Tokyo. The brand, which embodies the artisan spirit inherited from the traditions and techniques of Shiba Furniture, was created not with the simple aim of selling products, but rather to uphold and hone the traditions of fine Japanese craftsmanship. The name "tobi" brings together two different ideas in Japanese.

Firstly, tobi-shokunin was the profession of steeplejacks in the Edo era, who epitomized the rakish aesthetic of the feudal capital. Secondly, tobi, an abbreviation of toshi-bi, is a word that expresses the urban beauty of Tokyo, at one level chaotic, yet enduringly radical.

Project Leaders (artisans)

山口 千絵子 / 山口木材工芸株式会社 Chieko Yamaguchi / YAMAWOOD Co.,Ltd.

宮本 茂紀 / 株式会社ミネルバ Shigeki Miyamoto / MINERVA, Inc.

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東京都家具工業組合

Tokyo Furniture Manufacture Association

Designer

岩倉 榮利

Eiri Iwakura



1948年、福島県生まれ。81年、デザイナーズブランド「ROCKSTONE」開設。単なるデザインの提案にとどまらず、生産・販売という具体的な経営活動を通じ、新しい"文化のあり方"と"ライフスタイル"を提案し、従来のインテリアデザインの概念を超えた新しい展開を考えている。牛皮編みの家具「楽風庵」で03年IFFT AWARD 金賞受賞、04年グッドデザイン賞受賞、など多数受賞歴あり。また最近では桐材をテーマにイタリア・ミラノサローネに「桐箪笥」を出展。その後 JAPAN ブランド育成事業として「KAMO」を手掛け、中国・上海及びドイツ・フランクフルトメッセに出展するなど日本の伝統工芸とモダンデザインの融合を目指した試みを行っている。2009年、自身2つ目の JAPAN ブランド育成事業となる「tobi」を発表した。

1984, Born in Fukushima prefecture. 1981, Opened a designer's brand, ROCKSTONE. Not only proposing design ideas, but also proposing new "lifestyle" and "what culture should be" while thinking new expansion of interior design beyond the traditional idea. In 2003, "RAFUAN", a furniture series made with cattle skin braids was released and received the 2003 IFFT Award Gold Prize. In 2004, Good Design Award and many other awards was given. Recently, "KIRI-DANSU", the chest of drawers made of paulownia was exhibited at the Milano Salone del Mobile. After then, a project of "Kamo" has started as development of Japan brand, and exhibited in Shanghai, China, Messe Frankfurt in Germany, aiming integration of Japanese traditional interior design and modern design. In 2009, "tobi" was released as his second Japanese brand development project.



「リビング・デザイン東京」プロジェクトは、東京都家具工業組合が主体となり、東京商工会議所の協力を得て、2008年に関東経済産業局及び日本商工会議所が主催する「JAPAN ブランド育成支援事業プロジェクト」として国に採択され発足しました。

The Living Design Tokyo Project is an initiative of the Tokyo Furniture Manufacture Association with the cooperation of the Tokyo Chamber of Commerce and Industry. The Project was launched in 2008 when it was selected for national government support under the JAPAN Brand Development Assistance Program operated by the Kanto Bureau of Economy, Trade and Industry and the Japan Chamber of Commerce and Industry.

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#### tobi Catalogue Project

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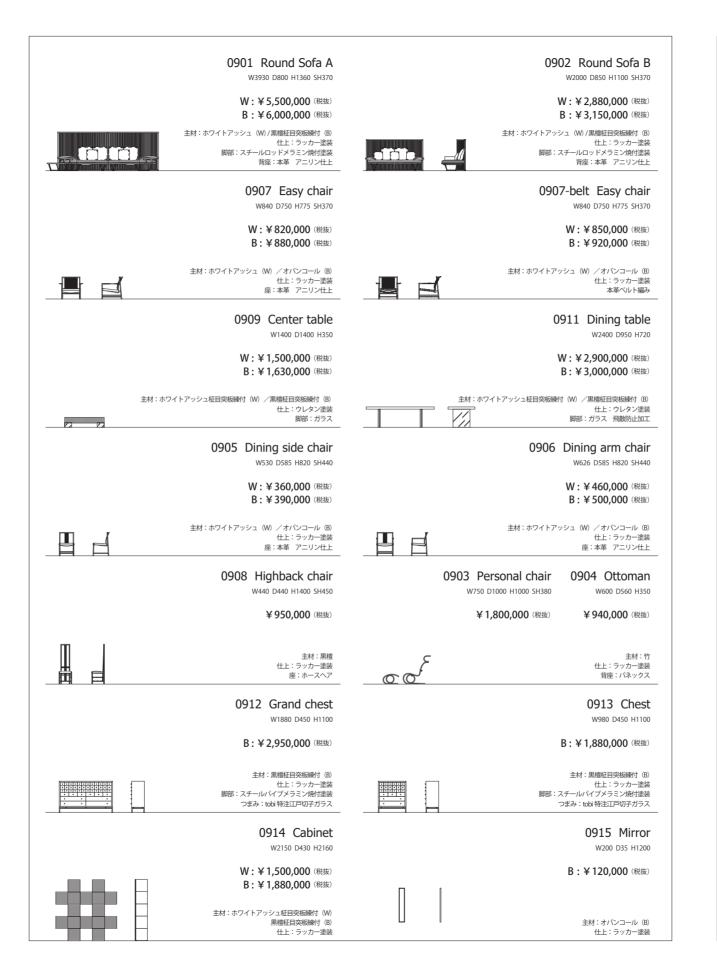
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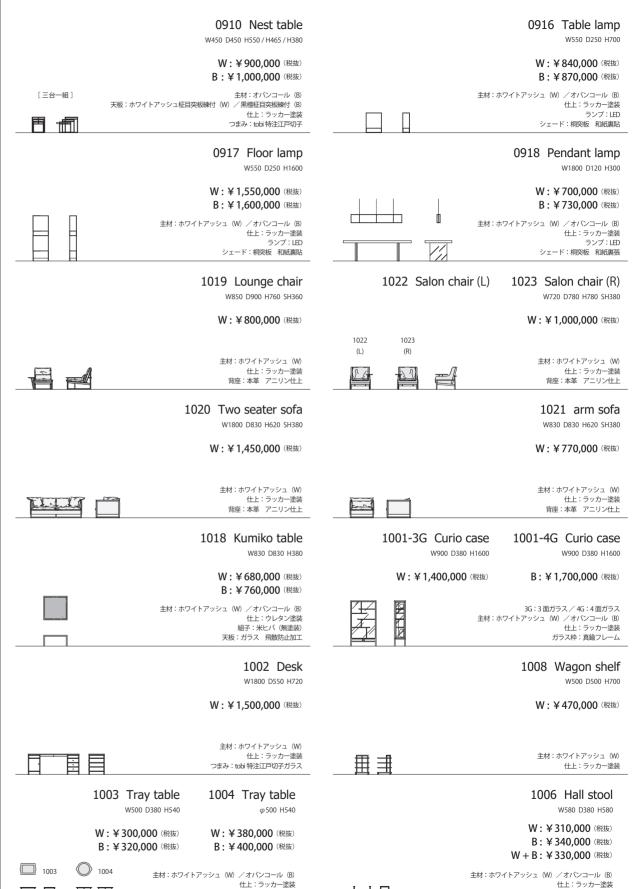
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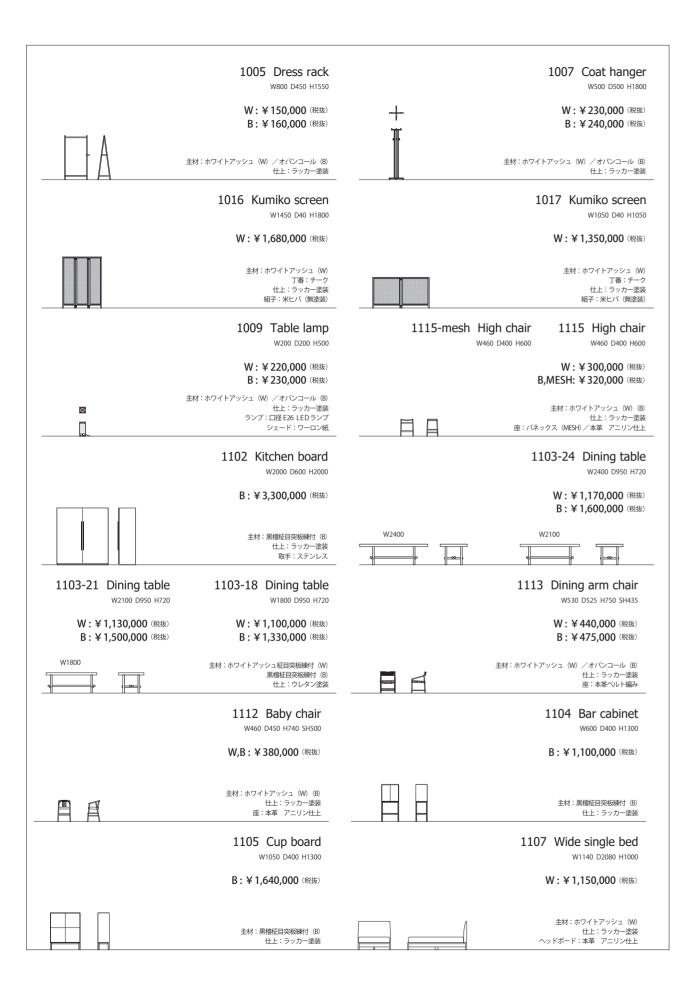


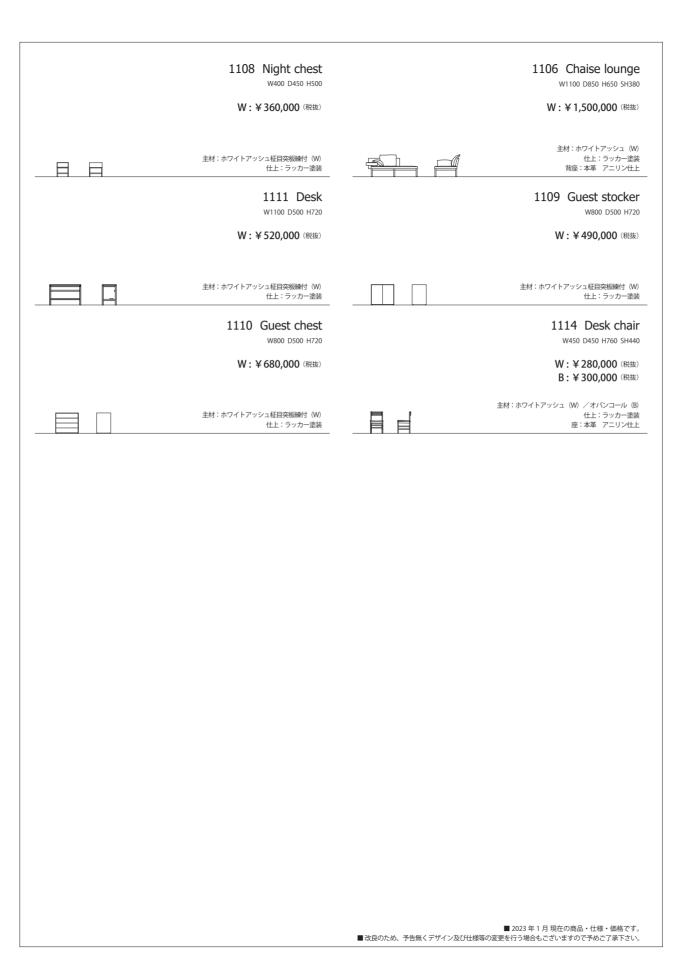
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