

## The ITOKI and inter office Collaborative Brand Information about the announcement of our new products for 2017



ITOKI Corporation (Head Office: Joto-ku, Osaka; Representative Director & CEO: Yoshiro HIRAI) and inter office ltd. (Head Office: Minato-ku, Tokyo; Representative Director & CEO: Hideyuki UME) announce that we will present our new collection of products from our i+ collaborative brand, starting Tuesday January 24th.

The i+ brand was established in January 2016 between ITOKI Corporation, which for 126 years has continued to provide new value in the field of office furniture through its ability to develop creative, advanced products, and inter office, which since its founding in 1983 has helped make Japanese office spaces more pleasant and comfortable through the use of high-quality European office furniture. Both companies share a concept of pursuing the development of workplaces where our clients can make more quality use of spaces and experience enhanced environments.

Our first collection (announced in January 2016) was designed and produced by Naoki TERADA (architect and general manager of inter office's design division). The focus was on interior accessories, an important element in turning offices into their ideal refined form. Three items were announced: a white-board, a telephone stand, and a coat stand.

The second collection, announced on Tuesday, 24th January, 2017, will feature textile designer Yoko ANDO and lighting designer Izumi OKAYASU as collaborative designers in addition to Naoki TERADA. The announcement is scheduled to be products such as tables, partitions and lighting equipment that will inspire people to come up with ways of using them freely to create comfortable office spaces.

While the collection exhibition is on, we shall hold an opening reception, guided tours, panel sessions and more, creating opportunities to provide information on recent office spaces as well as new perspectives on the office furniture i+ provides.

This will allow visitors to personally experience i+ in a range of different ways.

Please see the next page for an outline of the i+ 2017 new products release event.

## **The Outline fo the i+ 2017 new products release event**

Dates: Tuesday, 24th January to Sunday, 5th February 2017

Hours: 11:00 to 22:00. Open daily during the above dates

Venue: GOOD DESIGN Marunouchi  
(1F, Shin-Kokusai Building, Marunouchi, Tokyo)



Opening Reception: 18:30 to 20:30, Thursday January 26th, 2017

\*Information on related programs will be announced in early January 2017 on the official i+ website (<http://www.iplus-furniture.jp/>), on Facebook, and shown on your invitation.

Official website: <http://www.iplus-furniture.jp>

Hashtag: #iplus

## **For further information**

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