

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 & COO: Naoki TERADA) announce that we have today presented our new collection of products from our i+ collaborative brand.



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. 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 feature textile designer Yoko ANDO and lighting designer Izumi OKAYASU as collaborative designers in addition to Naoki TERADA. These items are tables, partitions and lighting equipment that will inspire people to come up with ways of using them freely to create comfortable office spaces.

Furniture modeled on brass musical instruments

We believe that there is a persuasive power in the beauty of musical instruments, as their form follows function. For the design of "i+" we were inspired by how the continuous tubing of a brass instrument created a beautiful harmony in space, as if drawn in a single brush stroke.

We aim for a sophisticated lineup that can be used in office spaces, public spaces, and in private residences.

Naoki Terada [Architect / Designer]



The “i” in i+ is not only the initial letter of ITOKI and inter office, it is also interchangeable with “individual,” “identity,” “independent,” “I” and many other such words. Adding a “+” sign to the “i” in order to emphasize new levels of value expresses the fact that we are able to provide products that are suitable for not only offices, homes, schools, public facilities and a wide range of other everyday places in Japan, but also to overseas lifestyles and work styles.

about New products for 2017



The table top comes in three sizes, starting at 3,200 mm wide, which is plenty spacious enough for up to eight people to sit around for discussion. Electrical outlets and USB ports can be fitted, with the cables enclosed in the table legs, making for a clean, attractive meeting space.



i+ aims to create products that facilitate an environment for full and free communication between people. The presence alone of this attractive table, with its legs describing a triangle, encourages users to coordinate the office layout in line with it when considering in which direction to align its legs.



We collaborate with the textile designer, Yoko ANDO, who partners primarily in architectural projects. We employ seamless fabrics, very rarely used in the field of furniture, in order to achieve that true i+ look that makes the most of the intrinsic features of the materials.



Another collaborator is the lighting designer Izumi OKAYASU, who designs lighting for architectural projects, and designs and builds custom lighting fixtures tailored to the space and the application. We develop original LED lenses and make use of such devices as cantilevers to produce lights of rationally thought out, exquisite and timeless design.

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

Hashtag: #iplus

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