

*more***Trees**[®]

The latest More Trees product TSUMIKI will be exhibited at the Event of Japanese and French culture, PARISHIKI!



Image: TSUMIKI installation art by architect Kengo Kuma (for illustrative purposes)

TSUMIKI will enchant the world with Japanese beauty and warmth of woods

TSUMIKI by forest conservation organization More Trees (chair, Ryuichi Sakamoto) will be exhibited at PARISHIKI, the new event of the cultures of Japan and France held in Paris. The exhibition will be held at the main venue of the PARISHIKI, Atelier Blancs Manteaux, which just opened this January in the Le Marais area known for having some of the most sophisticated shops and galleries in Paris. TSUMIKI, meaning building blocks in Japanese, is designed by internationally renowned Japanese architect Kengo Kuma and made of Japanese cedar. TSUMIKI seen from the façade will leap out at passersby, and you will enjoy the beautiful installation art of TSUMIKI covering an entire wall of the atelier with a motif of the mountains of Kyushu, where the wood used originates.

Come see TSUMIKI on the world stage.

More Trees' TSUMIKI EXHIBITION in the PARISHIKI

- Date & hours: Sep.1st -17th, 2016 (Closed on Sun. & Mon.)
Tue.-Fri. 12:00-19:00, Sat. 11:30-19:30
- Venue: Atelier Blancs Manteaux
(38 Rue des Blancs Manteaux 75004 Paris, France)
- Vernissage (the opening party): Sep.8th Thu. 19:00-
Please come and enjoy Japanese hospitality through its culture and food.



Image: Atelier Blancs Manteaux

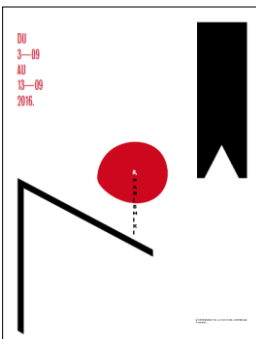


Image: Cover of PARISHIKI tabloid

Touch the Japanese sense of beauty in Paris – PARISHIKI in Paris

PARISHIKI is a Japan-France joint project held for the first time this year organized by Maruwakaya who works on to recognize unique essence of Japanese culture, its quality, history and background. It is a project to shine a spotlight on creators and venues produce original creations not seen before evoking Japanese sense of beauty through publication of tabloid and various events in Paris where new culture is constantly being born.

In the first issue of the tabloid, interviews with architect Kengo Kuma, the designer of TSUMIKI and with musician Ryuichi Sakamoto, the founder and chair of More Trees will be published.

The event will be held annually and become a cultural phenomenon that connects Japan and France in the not too distant future. Please look forward to the start of PARISHIKI.

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The extravagant PARISHIKI lineup

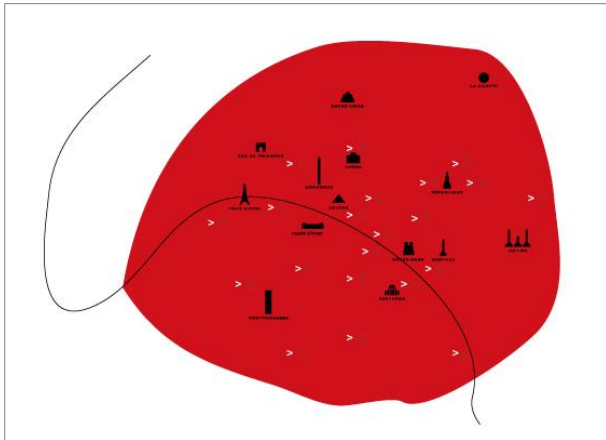
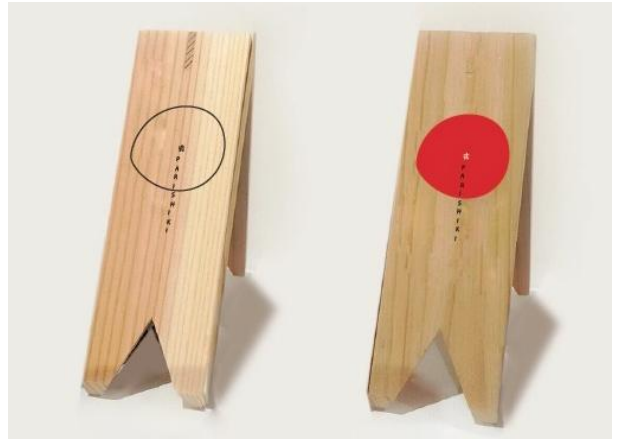


Image: Event map of PARISHIKI

The world-class brands participate in

About 30 of Paris' leading shops, galleries, and restaurants will be participating in PARISHIKI. They will hold events and exhibitions featuring artists, creators, and chefs from around the world, and also be featured in the tabloid.



Pop-up TSUMIKI show up throughout Paris

Pop-up TSUMIKI with the PARISHIKI logo will be showing up at participating shops, represent the event and energize the festival and Paris.

<Participating shops & Featured artist for interviews in the tabloid >

Shop	Astier de Vilette
	Colette
	Merci
	Buly
	Odrantes
	MUJI_1
	RUE HERALD
	Shopu
	NAKANIWA
	Atelier Blancs Manteaux
	Gallery
Idem	
Perrotin	
Item éditions	
Restaurant	Le Clown Bar
	Dersou
	Yen
	Restaurant A.T
	Toraya paris
	Sushi-B Paris
	TOYO
Abri	



HIROTOSHI MARUWAKA
(PARISHIKI concept director)



ERIC PILLAULT
(PARISHIKI art director)



MOMOKO ANDO (movie director)



JULIEN DAVID (fashion designer)



IVAN PERICOLI &
BENOIT ASTIER DE VILLATTE
(Astier de Villatte designer)



TAKUNE SEKINE (Dersou main chef) &
SOTA ATSUMI (Le Clown Bar main chef)

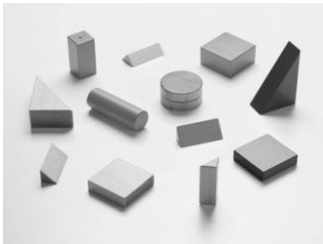


“As a little boy, I was into building blocks. It’s what led me to become an architect.”

Kengo Kuma

Designer of TSUMIKI, architect Kengo Kuma was passionate about building blocks as a little boy. “I used to play by myself with building blocks endlessly and it was a big influence on me becoming an architect.”

Perhaps, it was natural for Kuma, with his love for trees and forests and More Trees, with its pursuit of sustainable forests, to come together in collaboration.



Love for building blocks as a boy

Kuma himself admits he was very much into building blocks. It was his formative experience to be fond of woods and attract his interest in architecture.



Working with wood as an architect

As an architect, he has been working on projects of wooden architecture with warmth of woods energetically home and abroad, and become internationally renowned.



Coming together with More Trees

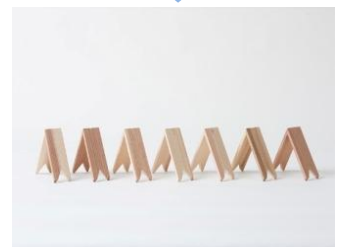
More Trees works on productive uses of wood to restore the relationship between forests and modern Japan which has been crumbled due to underuse of domestic material. We asked Kuma to design building blocks, TSUMIKI.



Connecting cities and forests

TSUMIKI, which was Kuma’s origin of architect, reminds us of our relationship with forests. It resonates with our organization theme “connecting cities and forests” and will be passed on to the next generation.

Memories form into TSUMIKI, connect cities and forests, and this will be passed on to the next generation.



The birth of TSUMIKI

With its elements of architecture, beautifully designed simple mountain-shaped pieces can be stacked any number. You can create a small object to a large world. Both as toys and interiors, it attracts all generation.



To the children for the next generation

At every event and workshop in Japan, we see children get excited and play with TSUMIKI. The experience will become their childhood memories with warmth of wood as same as for Kuma used to play with building blocks in his childhood.



Hand-crafted by artisans

Precisely designed TSUMIKI’s form requires delicate and accurate production which means it cannot be manufactured by machinery. You can feel both the warmth of the wood and of the handcraft from each piece carefully made by the hands of skilled artisans.



Carefully sourced materials

TSUMIKI is made of FSC Certified natural wood from Morotsuka village in Miyazaki, where the More Trees’ forest is. Miyazaki Prefecture is the largest producer of cedar in Japan.
*FSC: Forest Stewardship Council certified.

About More Trees

More Trees is a forest conservation organization founded in July 2007 by musician Ryuichi Sakamoto.

Even though Japan is a heavily forested nation with two-thirds of it covered in forest, competition with imported timbers and lessening demand have led to the decline of forestry.

At the same, illegal logging and disasters such as fires have led to deforestation in overseas, and as a result, many regions are losing valuable ecology.

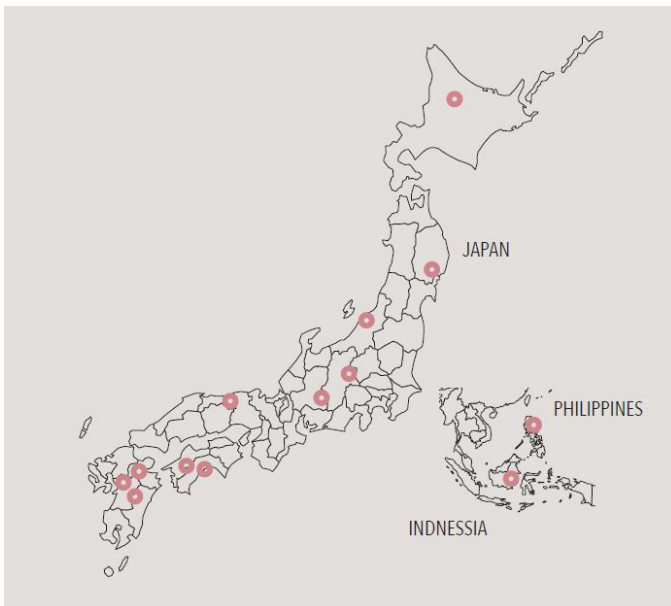
Currently we are working on projects at 13 More Trees' Forest (11 in Japan, 2 overseas) to regenerate forests best suited to those areas in collaboration with locals. In Japan, we mainly focus on the thinning of artificial forests, meanwhile we work on the reforestation of devastated areas overseas.

Besides we aim to recover the various functions of forests such as biodiversity, moisture retention, and CO2 absorption, we offer various services to utilize the resources forests have to offer, and develop original products in collaboration with creators and craftspeople in local to regenerate local communities.

Based on the theme 'connecting cities and forests', we will continue to work towards the sustainable regeneration of forests and local communities around.



Image (above): More Trees' forest
Image (below): More Trees chair Ryuichi Sakamoto.



We work on project at More Trees Forests (11 in Japan, 2 overseas) and contributes to the sustainability of forests and local communities around by working with locals to regenerate forests.