

# YAMAKAWA DIARIES



Yamakawa  
TOKYO 1952

# YAMAKAWA DIARIES

**Japan** Tokyo

**Indonesia** Bali  
Cirebon

**Product** Fruit Bowl  
Relation  
Wrap  
Linger  
Petal  
Kani

**Designer** Omi Tahara  
Alvin Tjitrowirjo  
Toshio Yano



Y a m a k a w a  
T O K Y O 1 9 5 2

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TOKYO JAPAN







TOKYO



TOKYO









TOKYO



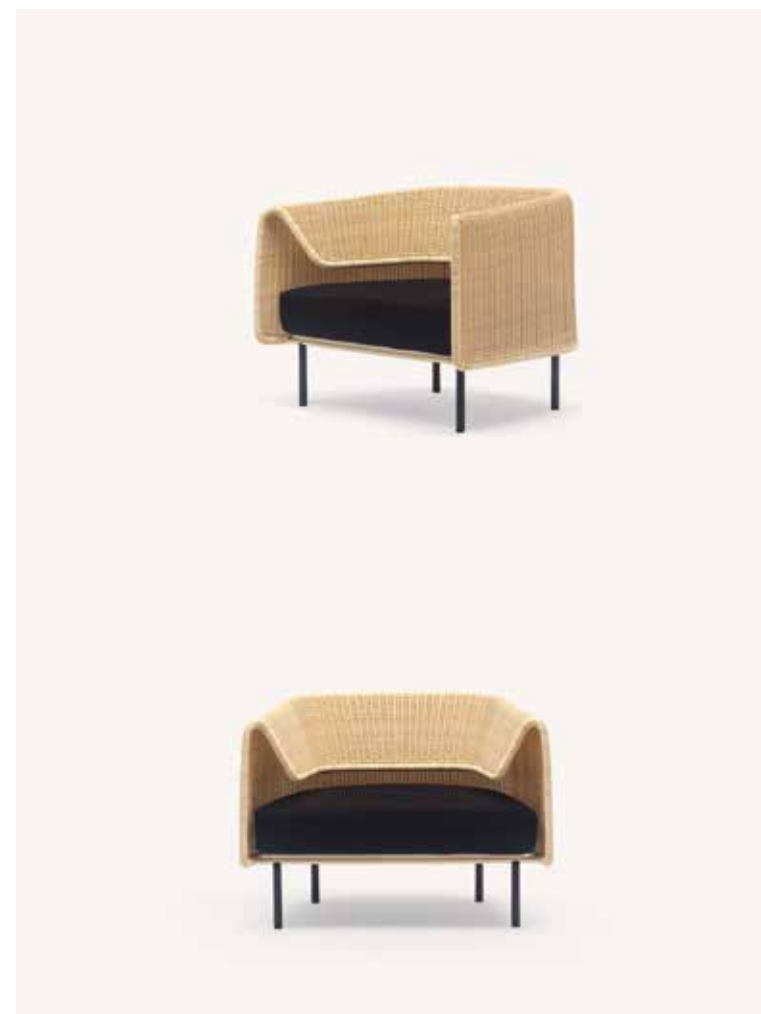
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TOKYO

20



21

TOKYO















Relation Rectangular Low Table with light blue glass top  
Relation Round Low Table with pink glass top



Relation Dining Chair  
Relation Dining Table with pink glass top  
Relation Dining Table with transparent glass top





TOKYO



35



BALI INDONESIA











Fruit Bowl Sofa Lounge 260  
Fruit Bowl Low Table with black glass top  
Petal Chair

























## OUR HISTORY

### Origin: noble cause and humble beginnings — 1952 to 1986

YAMAKAWA RATTAN was founded by HICHIRO YAMAKAWA in 1952 in a storage room in the backyard of his home in Tokyo, Japan. He started the business to create a job for his two sons who were both hearing impaired, yet very apt at using their hands, so their father with the security and future of his sons at mind thought that a business involving a manual know-how would be a suitable one to their situation, thus weaving came to mind.

YUZURU YAMAKAWA, a third brother, who was fortunate not to have the handicap of his brothers was asked to join the company to help his family in managing the business. He studied at a Design School at night and worked in the business during the day. His efforts and talent made YAMAKAWA RATTAN one of the most renowned companies in Japan specialized in creating high quality design oriented rattan furniture, and today by the reckoning of many it is indeed the uncontested leader in its field.

### Challenges turned into opportunity — 1986 to 2008

After establishing YAMAKAWA RATTAN as the number one company in the rattan industry in Japan, the company faced increasing challenges due to ever increasing costs of operating and manufacturing in Japan, combined with the difficulty of

sourcing the raw material due to new regulations enforced by the exporting country, which saw many companies in that sector forced to closure. Faced with that dilemma YAMAKAWA decided to shift its production to a country where rattan raw material was abundant and qualified weavers available to insure a high quality substitute to 'Made in Japan' products. That country was Indonesia.

Nevertheless this necessary decision was not an easy one to implement in all aspects especially financially and in management terms, therefore in 2000 a well known business family from the Middle East with a long and extensive history in running and owning businesses was approached by Yuzuru Yamakawa to propose a partnership which saw the inception of PT YAMAKAWA RATTAN INDUSTRY. The company which also includes Indonesian and Japanese partners has set up what is considered today the best production facilities for the production of rattan and outdoor furniture.

### From the number one in Japan to one of the leaders on the international scene — 2008 till today

PT YAMAKAWA RATTAN INDUSTRY was quick to set itself as the reference in the industry. Armed with a confidence only an immaculate production quality embodied in a superb design can provide, its very dynamic marketing department helped improve the exposure of the company on the international scene through the participation in the most renowned



international fairs. Those fairs drew the attention of very important furniture companies to the quality and design of the YAMAKAWA products, and in turn made them seek business cooperation with YAMAKAWA.

At this point, in 2008 YAMAKAWA opened a new window of opportunities and decided to make other furniture makers benefit from its unparalleled expertise in production and design. This new cooperation introduced YAMAKAWA to other raw materials than rattan and made it become a player in the outdoor furniture industry.

Since that date YAMAKAWA is securing the production of sophisticated and demanding items in the product range of furniture companies amongst the most renowned worldwide, from the United States of America to Italy and France among others, and is also proving a new and important player in the outdoor furniture market.

### Milestones

What makes history? Historical moments?

YAMAKAWA was the first Japanese company to have one of its creations selected for the permanent collection of the MoMA in New York in 1964.

Or historical objects?

Historical pieces such as the Kani chair designed in the 1960's by TOSHIO YANO, a pioneer of ergonomic design still shines in YAMAKAWA's collection.

## MESSAGE OF HOPE

In an ever changing world, at a faster and faster pace, sometimes at a dizzying pace we at YAMAKAWA are proud to offer a product together with a business approach that still relies on tradition and values that are dear to us. YAMAKAWA embraces progress and that reflects in its design which actually many times was ahead of its times and has set new standards, yet held on to the tradition of superior craftsmanship, and the love of high quality and attention to detail, which requires time and patience, a rare commodity in today's world.

The other value we cherish at YAMAKAWA is the tradition of artisanal work, the hand made product which guarantees unparalleled authenticity and genuine feel to a product that only a human touch can bring about.

In a world where wars are waged in the name of difference, be it ethnic, religious, cultural or other, YAMAKAWA is proud of its team that comes from many different countries, with different cultures and believes. A living proof that beauty, quality, purpose, authenticity and integrity are universal values that can bring people together to accomplish a common goal and align them all behind a purposeful mission.

## CIREBON INDONESIA

A marriage between simplicity and rigor best describes the YAMAKAWA design. It is the very soul of YAMAKAWA's design language and identity. It is a subtle play on irregularities and asymmetries on one hand, and an inspiration from the concept of fullness and emptiness of Japanese culture on the other hand. This combination has resulted in a unique and strong identity, highly distinctive and recognizable among all others.

Furthermore, reflecting the rigor that characterizes the YAMAKAWA creations is the use, after a strict selection, of the best rattan in the world which originates from Kalimantan, Sulawesi and Sumatra in Indonesia.

Not only these regions are home to rattan amongst the best in the world but they are also home by definition to one of the most environmentally friendly raw material in the world due to the fact that rattan grows in no time and reproduces incessantly in this environment, a feature that makes it an environmentally friendly material par excellence.

As much as rattan is fascinating, it's processing is no less exhilarating. Indeed, after being cut, rattan becomes a wonderfully malleable material.

It's transformation at the hands of our expert artisans from raw material to a beautifully unique creation is simply amazing. This journey will require no less than three full days of artisanal work all done by hand and more than one

thousand one hundred linear meter of rattan raw material for the creation of an arm chair for example, and each time, with each creation the work undertaken will speak for itself. It is as if, deep inside, each of our master artisans, is seeking to create a bond between himself or herself and the future owner. It is unique. It is magical.























BALI INDONESIA



AMAKANA

RATTAN





















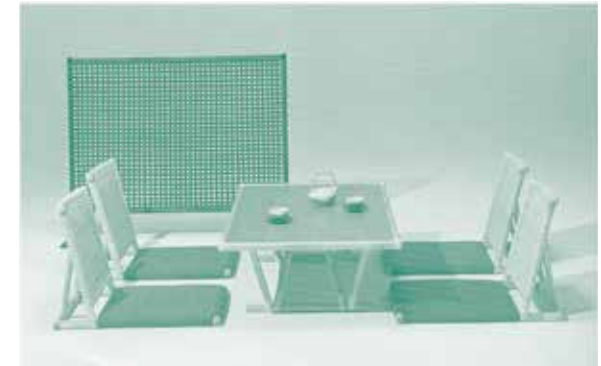


# HERITAGE

Is there a future without a past?







## DESIGNERS

### Omi Tahara

Born in Kanagawa Japan in 1977, OMI TAHARA graduated in 2000 from the *department of Civil Engineering at Nihon University in Japan*.

In 2002 he was awarded a special prize inside the *IDEE International Design Competition*. In 2003 moved to Milan and started working for KAZUHIKO TOMITA whose clients included MOROSO and COVO.

In 2007 he started collaborating with FRANCESCO ROTA developing projects for MOROSO, PAOLA LENTI, LIVING DIVANI, OLUCE and many others.

In 2011 established OMI TAHARA DESIGN STUDIO in Milan and since 2013 is the Art Director of YAMAKAWA for which has designed many pieces, some of which received international design prizes.

### Alvin Tjitrowirjo

Graduated from *RMIT University in Australia*, ALVIN has always had a penchant for art and design. His 'Bell Chair' was exhibited at *Salone Satellite* in Milan in 2005. Upon his return to Indonesia in 2006 has established his furniture brand ALVINT. ALVIN continued his studies at the *IED* in Madrid with a master's degree in Product Design, which followed with a stint at MARCEL WANDERS in Amsterdam. This was carried on

with a chair designed by ALVIN launched in 2014 by MOOOI in Milan. In 2016, as part of the ALAMAK PROJECT, ALVIN exhibited his furniture among several other Asian designers at the *XXI Triennale Internazionale* in Milan. In 2017 ALVIN becomes an active contributor to the *Indonesian government* by acting as an art director for Indonesia's creative agency by designing Indonesia's exhibition booth in *Frankfurt's Ambiente* and the participation at the *Salone del Mobile*.

### Toshio Yano

Born in Setagaya, Tokyo in 1925.

In 1949 he graduated from the *Department of Physical Science of Tohoku University* and then worked for the *Administration Office of National Personnel Authority*. In 1952 started his collaboration with the *Industrial Art Institute of MITI*.

YANO is one of the pioneers that worked on the development and design of furniture adopting the human engineering concept for stools, chairs and various types of furniture.

In 1970 created the "YANO TOSHIO DESIGN LAB" and since 1980 has been engaged in teaching at the *Education Department of Hirosaki University*. He remained in Hirosaki after his retirement in 1990 since he got interested in *Jomon Culture* and continued working on furniture design.

TOSHIO YANO died in 2005.



## PRIZES

Love... and the test of time

- 1957 — *Gold Medal* at the *Design Show* in Milano, Italy.
- 1958 — *Bronze Medal Expo*, Brussels, Belgium
- 1963 — *Gold Medal State Fair*, California, U.S.A.
- 1964 — *Permanent Collection*, *Museum of Modern Arts*, New York, U.S.A.
- 1966 — *Good Design Award*, Tokyo, Japan
- 1972 — *Best Design Grand Prix*, Osaka, Japan
- 1972 — *Permanent Collection*, *Design Centre*, Buenos Aires, Argentina
- 1974 — *Best Design Gran Prix*, Tokyo, Japan
- 1982 — *Long Life Good Design*, *MITI*, Tokyo, Japan
- 2000 — *Gold Medal Singapore Design Competition*
- 2002 — *Asean Good Design Award, Gran Prix*
- 2003 — *Asean Good Design Award, Potential Export Product*
- 2004 — *Asahi Newspaper Wooden Chair Top Ten Award*
- 2004 — *Indonesian Good Design Award, Gold Medal*
- 2008 — *Best Design Award*, Shanghai, China
- 2012 — *Red Dot Award*, Germany
- 2013 — *Green Good Design Award*, Chicago, U.S.A.
- 2016 — *iF Design Award*, Germany

When reflecting on the prizes awarded to YAMAKAWA right from its early beginnings through out its history two words come to mind: Timeless & Universal.

Indeed, timeless when looking at the continuous stream of awards over the past 60 years and indeed universal when looking at the diversity of the countries where YAMAKAWA's creations gained recognition and appreciation.

With your continued support and patronage YAMAKAWA will continue to strive and to create.

Create with passion, create without compromise.

Create “Universal and Timeless”.

# COLOPHON

CONCEPT AND CREATIVE DIRECTION

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**Martin Westlake**

PRINTED

**In Italy by Grafiche Antiga**

**March 2017**

THANKS TO

**Omi Tahara**

**Joko Bali Transport**

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**Y a m a k a w a**

**TOKYO 1952**



# 2017

**Japan**

Tokyo

**Indonesia**

Bali  
Cirebon

**Product**

Fruit Bowl  
Relation  
Wrap  
Linger  
Petal  
Kani

**Designer**

Omi Tahara  
Alvin Tjitrowirjo  
Toshio Yano



Yamakawa

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