



For Immediate Release

JETRO Presents JAPAN by DESIGN

At The 23rd International Contemporary Furniture Fair (ICFF)

14 Japanese brands will be introduced to the North American design industry

May 2, 2011 - New York, NY - Japan External Trade Organization (JETRO) is pleased to announce JAPAN by DESIGN, a special exhibition to showcase the quality and innovation of contemporary Japanese design, to be held for the 3rd time at the 23rd International Contemporary Furniture Fair (ICFF). The exhibition will highlight products from 14 Japanese design companies to the North American design industry and will be on view in Hall 1C of the Jacob K. Javits Convention Center from May 14-17, 2011.

Focusing primarily on furniture and home accessories, JAPAN by DESIGN will also feature uniquely designed wall materials such as *ibushi* clay tiles, ceramic tiles with LED lights, uniquely colored copper and brass panels, three-dimensional paper molded panels and many other products that have never seen before in the North America. TEAM TOKUSHIMA will present their latest products as well as *UZU Stool*, which received the 2010 ICFF Editors Awards for Craftsmanship.

The high-quality, innovative design products will be on display from the following 14 brands (manufacturers):

ABOVO (DCS)	AOYA (TANIGUCHI WASHI)
CAS (CAS SEISHIN TOUGEI)	D-TORSO (AKI)
HOSOO (HOSOO)	KOYO IBUSHI (KOYO SEIGA)
MOLZA (MOLZA)	MOMENTUM FACTORY (MOMENTUM FACTORY ORII)
NAGAE (NAGAE)	NEED'K TEXTILE (NEED'K)
PLY PROJECT (FORESTA)	SHIBORIAN (SHIBORIAN)
TEAM TOKUSHIMA (TEAM TOKUSHIMA EXECUTIVE OFFICE)	TILE+LIGHT (KANO CERAMIC TILE)

For further information on Japan External Trade Organization (JETRO) and JAPAN by DESIGN, please visit www.jetro.org and www.icff.com/exhibitor/japan-design-jetro. For details on ICFF, please visit www.icff.com.

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Japan External Trade Organization (JETRO)

JETRO is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus is helping small to medium size Japanese firms maximize their global export potential and promoting U.S. companies set up an office in Japan. Our eight North American branches are located in Atlanta, Chicago, Houston, Los Angeles, New York, San Francisco in the U.S. and Toronto, Vancouver in Canada. www.jetro.org

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