



01 INTRODUCTION

02 KARIMOKU CASE

03 ARCHITECTURAL CASES

04 BLURRING OF LINES

05 MORE THAN A SHOWROOM

06 KEY TAKE AWAYS







## NORM ARCHITECTS

---

Norm Architects was founded in 2008. The multidisciplinary design studio works within the fields of industrial design, residential architecture, commercial interiors, photography and art direction.

Much like human well-being, the essence of our work is found in balance — between richness and restraint, order and complexity.







S O F T   M I N I M A L I S M   -   8   G U I D I N G   P R I N C I P L E S



NATURE



PERCEPTION



SPACE AND VOID



ESSENTIALISM



LIGHT AND SHADOW



COLORS



NARRATIVE



TIME



# K A R I M O K U   C A S E



## THE ORIGIN

---

Karimoku is one of Japan's most respected furniture manufacturers, with roots dating back to 1940 in the city of Kariya, Aichi Prefecture.

Originally established as a woodworking shop producing components for other industries, the company built its reputation on exceptional craftsmanship and mastery of wood. In the 1960s, Karimoku transitioned from being a parts supplier to designing and producing its own furniture collections.

This shift marked the beginning of Karimoku as a full-fledged furniture brand—combining traditional Japanese woodworking skills with modern design and industrial techniques. Over time, Karimoku grew into a global name, known for its refined use of natural materials, timeless aesthetics, and dedication to quality.

Today, Karimoku continues to honor its origins in woodworking while collaborating with leading international architects and designers, bridging Japanese heritage and contemporary design.





## THE PHILOSOPHY

---

With a holistic approach to architecture and design, the studio behind each collection creates a coherent style and setting, working their way from the architectural framework into the interiors and objects within the space, designing for specific needs and structures, rather than merely considering the aesthetic experience.

With Karimoku Case we wish to introduce a thoughtful brand that serves as a guardian for the natural and timeless, using materials that possess an inherent richness and gain beauty with time and age.



## THE STRATEGY

---

Yearly or project-based, we invite architects to come to the Karimoku facility in Aichi, Japan to participate in workshops focused on familiarizing the collaborating studios with the history and production capabilities of Karimoku.

By spending time together on-site, investigating each case and its context, we strive to achieve a shared understanding of the future goals of the Karimoku Case brand.

As a contemporary design brand, our approach is aimed at creating wholesome, human-centric design that, first and foremost, serves its user and context. It's a subtle rebellion against the trend-driven, inspired by the durable ways of nature, and composed entirely of materials that patinate and possess timeless beauty.







## Normal Design Brief

### Purpose / Function

- What is the intended use of the furniture?

### Target User

- Who will use it, and in what context?

### Aesthetics

- Desired style and visual identity.

### Ergonomics & Comfort

- Proportions, usability, and physical comfort.

### Materials

- Choice of materials, durability, and sustainability.

### Production & Budget

- Manufacturing approach and cost framework.





## A Case Driven Brief

### Architectural Dialogue

- Relationship to surrounding architecture, space, and scale.

### Context & Narrative

- How does it reflect cultural history, local identity, or a story?

### Purpose / Function

- What is the furniture designed to do? What need does it fulfill ?

### Target User

- Who will use it, and in what everyday situations?

### Aesthetics

- Desired style, mood, and visual expression in relation to the case

### Ergonomics & Comfort

- Proportions, usability, and physical comfort.

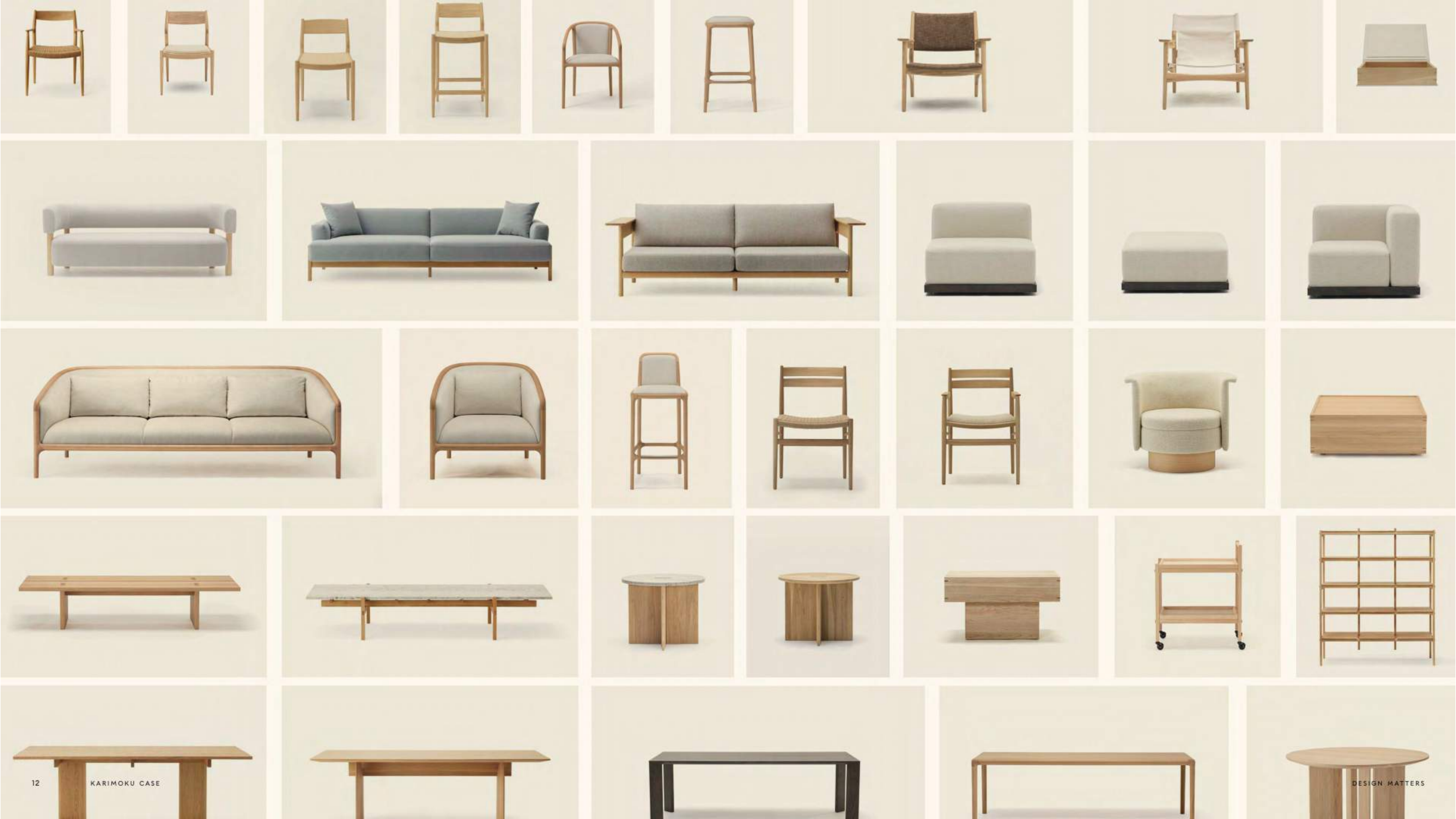
### Materials

- Choice of materials with focus on durability, sustainability, and tactile qualities.

### Production & Budget

- Manufacturing approach, feasibility, and cost level.







# A R C H I T E C T U R A L C A S E S

HOW DO WE SECURE A GLOBAL PRESENCE





CASE STUDY 01  
KINUTA TERRACE  
KEIJI ASHIZAWA & NORM ARCHITECTS



CASE STUDY 02  
MINATOMIRAI CAFE  
KEIJI ASHIZAWA & NORM ARCHITECTS



CASE STUDY 03.1  
SHIBUYA CAFE  
KEIJI ASHIZAWA



CASE STUDY 03.2  
BLUE BOTTLE COFFEE JING'AN KERRY CENTRE CAFE  
KEIJI ASHIZAWA



CASE STUDY 04  
ARCHIPELAGO HOUSE  
NORM ARCHITECTS



CASE STUDY 05  
AZABU RESIDENCE  
KEIJI ASHIZAWA & NORM ARCHITECTS



CASE STUDY 06  
NOTABENE SHOE STORE  
NORM ARCHITECTS



CASE STUDY 07  
RESTAURANT ANG  
NORM ARCHITECTS & KEIJI ASHIZAWA



CASE 07  
RESIDENTIAL PROJECT  
NORMAN FOSTER



CASE STUDY 08  
HIROO RESIDENCE  
KEIJI ASHIZAWA



CASE 09  
BELLUSTAR TOKYO  
KEIJI ASHIZAWA & NORM ARCHITECTS



CASE 10  
AZABU HILLS RESIDENCE  
KEIJI ASHIZAWA





CASE STUDY 02  
KINUTA TERRACE  
KEIJI ASHIZAWA & NORM ARCHITECTS



CASE STUDY 03  
MINATOMIRAI CAFE  
KEIJI ASHIZAWA & NORM ARCHITECTS



CASE STUDY 04  
SHIRUTA CAFE  
KEIJI ASHIZAWA



CASE STUDY 05  
BLUE BOTTLE COFFEE (JING'AN KERRY CENTRE) CAFE  
KEIJI ASHIZAWA



CASE STUDY 06  
ARCHIPELAGO HOUSE  
KEIJI ASHIZAWA



CASE STUDY 07  
AZABU RESIDENCE  
KEIJI ASHIZAWA & NORM ARCHITECTS



CASE STUDY 08  
NOTAKEN'S SHOE STORE  
KEIJI ASHIZAWA



CASE STUDY 09  
RESTAURANG ĀNG  
NORM ARCHITECTS & KEIJI ASHIZAWA



CASE 01  
RESIDENTIAL PROJECT  
NORM ARCHITECTS



CASE STUDY 10  
WIRDO RESIDENCE  
KEIJI ASHIZAWA



CASE 09  
BELLUSTAR TOKYO  
KEIJI ASHIZAWA & NORM ARCHITECTS



CASE 10  
AZABU HILLS RESIDENCE  
KEIJI ASHIZAWA



## Restaurant ÄNG

---

Sitting as a solitary diamond in the undulating fields of Ästad Vingård – one of Sweden's largest vineyards – Restaurant ÄNG is a culinary experience out of the ordinary that engages all senses.

The partly underground Michelin-starred restaurant with a spectacular glasshouse entrance in the middle of the lush field is designed by us and furnished with designs made in collaboration with Keiji Ashizawa, produced by Karimoku Case Study, to create

a stimulating interplay between architecture, food, wine, interiors, and art that makes for a balanced and harmonious 19 course haute-cuisine experience.

Taking its name from the surrounding meadows, the new ÄNG explores both the surface and the deeper parts of the Swedish landscape as the souterrain view of the wetlands adds even more peace of mind.





































# BELLUSTAR TOKYO

## A Pan Pacific Hotel

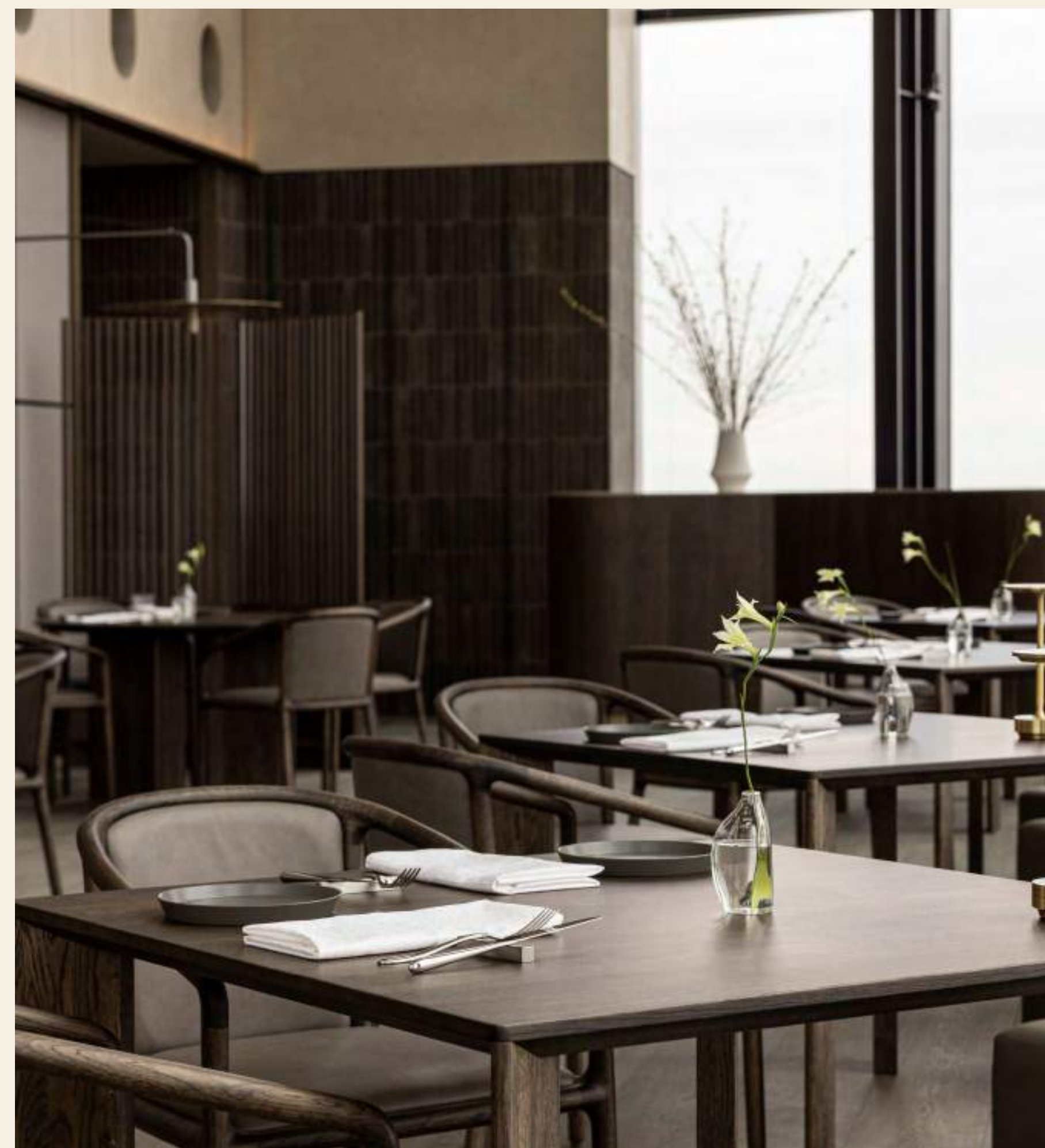
INTRODUCTION

The 5-room luxury penthouse at the new BELLUSTAR TOKYO, A Pan Pacific Hotel at the Tokyu Kabukicho Tower, is the coming together of two unique architecture studios and their philosophies; the honest design of Keiji Ashizawa Design and the soft minimalism of Norm Architects.

Furnished by Karimoku Furniture Inc., guests are enveloped in a world of captivating beauty as the stress of the world 200 meters below melts away. The unbroken views all the way to Mount Fuji, while striking, come second to the view and calming spirit of the space itself.



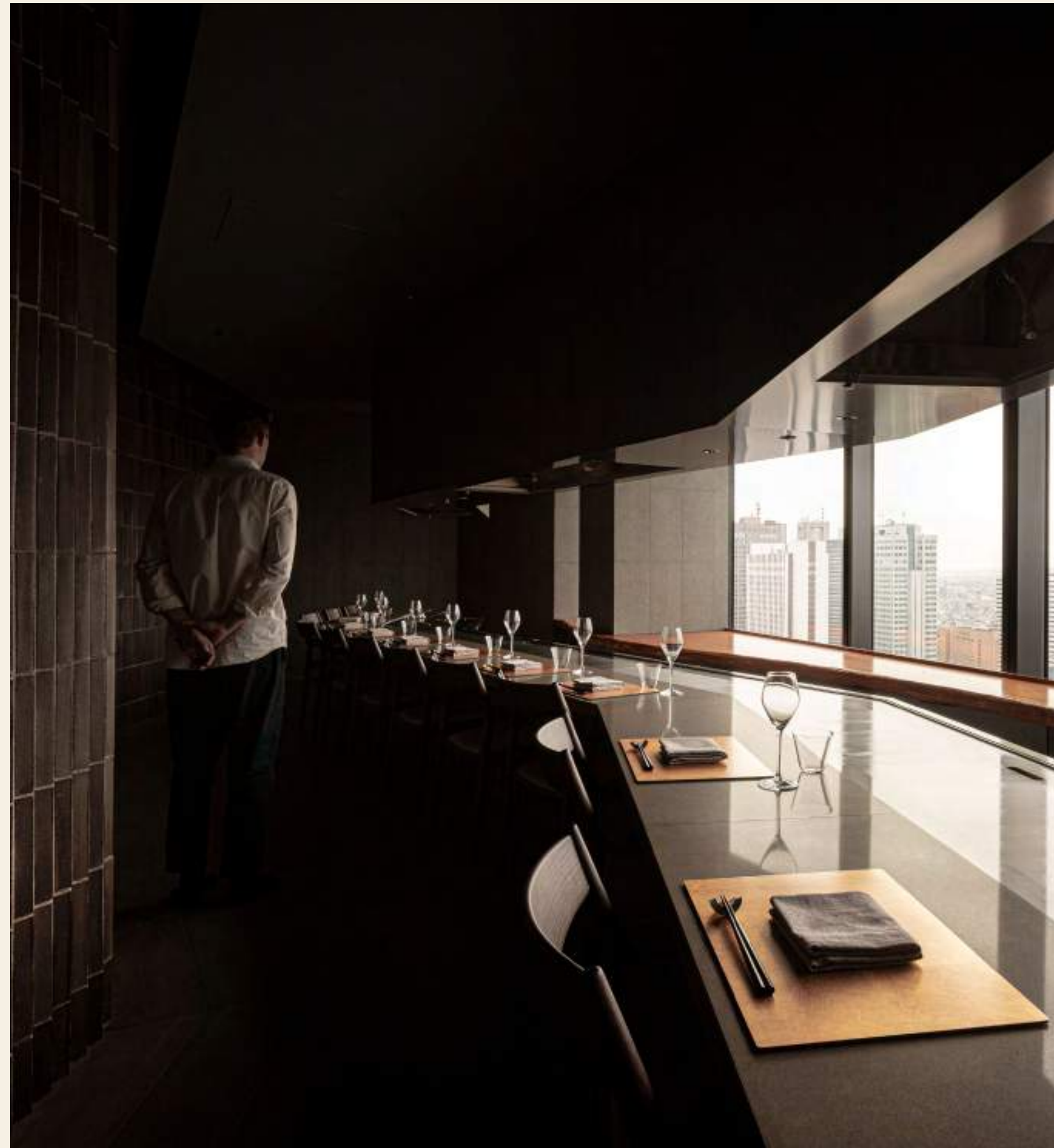


























# B L U R R I N G   O F   L I N E S

RESIDENTIAL - HOSPITALITY - RETAIL





N-SC01



A-S02



N-DC04





NOTABENE FLAGSHIP STORE - DENMARK



ARCHIPELAGO HOUSE - SWEDEN



BLUE BOTTLE - JAPAN





DESIGN WEEK - MILAN



AZABU HILLS RESIDENCE - JAPAN



LINIE DESIGN SHOWROOM - DENMARK





BELLUSTAR HOTEL ( A PAN PACIFIC HOTEL ) - JAPAN



FOREST RETREAT - SWEDEN



L'OMBELICO / TRUNK HOTEL YOYOGI PARK - JAPAN



M O R E   T H A N   A   S H O W R O O M

CREATING EXPERINCES - NOT STATIC DISPLAYS





KARIMOKU COMMONS TOKYO



KARIMOKU COMMONS KYOTO



KARIMOKU RESEARCH





NORMAN FOSTER



NOT A SHOP



THE AGE OF WOOD - CHRISTIAN AND JADE



K E Y   T A K E   A W A Y S





A CLEAR PHILOSOPHY



A STRONG NARRATIVE



CREATE MEMORABLE EXPERIENCES



BLURRING OF LINES



A COLLABORATIVE MINDSET





A CLEAR PHILOSOPHY



A STRONG NARRATIVE



CREATE MEMORABLE EXPERIENCES



BLURRING OF LINES



A COLLABORATIVE MINDSET





A CLEAR PHILOSOPHY



A STRONG NARRATIVE



CREATE MEMORABLE EXPERIENCES



BLURRING OF LINES



A COLLABORATIVE MINDSET





A CLEAR PHILOSOPHY



A STRONG NARRATIVE



CREATE MEMORABLE EXPERIENCES



BLURRING OF LINES



A COLLABORATIVE MINDSET





A CLEAR PHILOSOPHY



A STRONG NARRATIVE



CREATE MEMORABLE EXPERIENCES

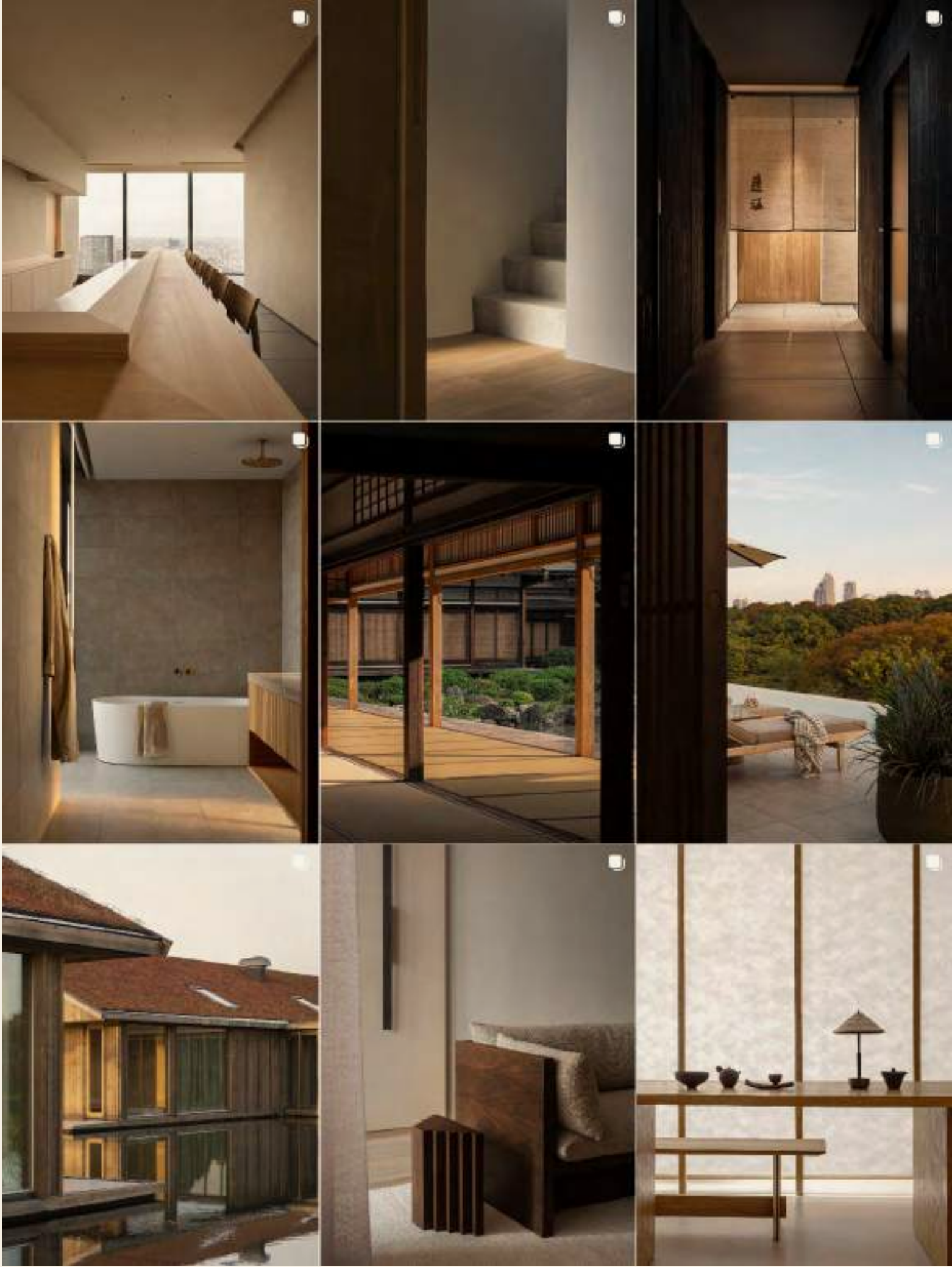


BLURRING OF LINES

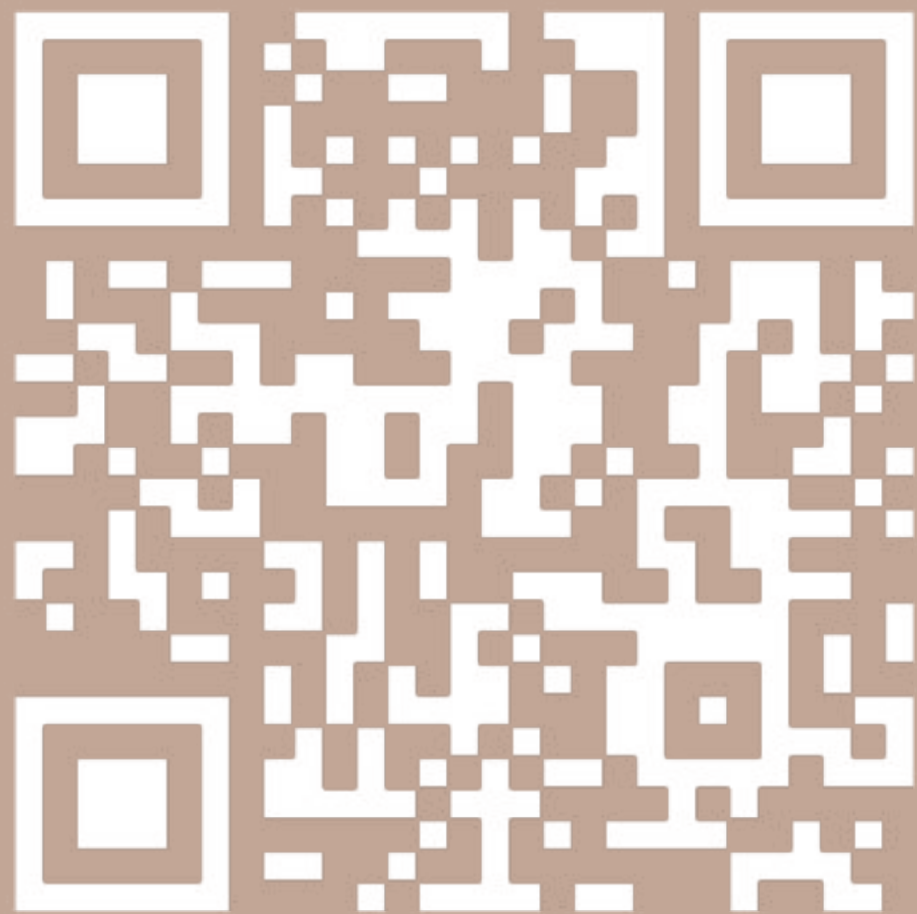


A COLLABORATIVE MINDSET

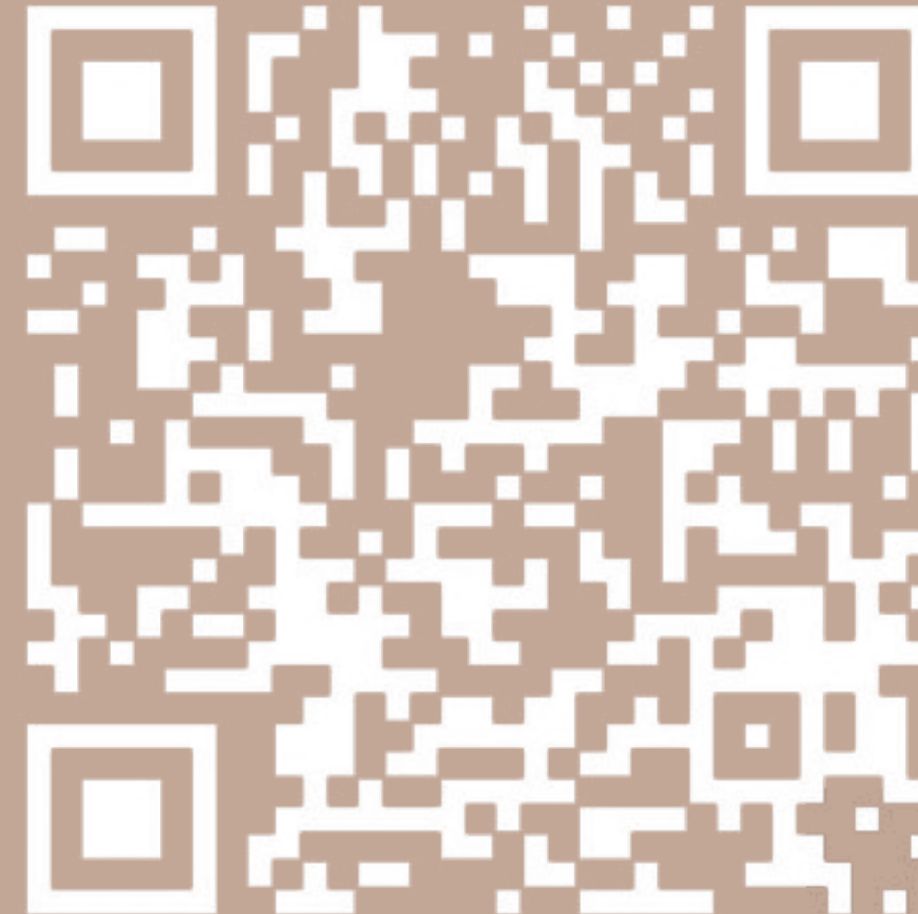








W E B S I T E



B R A N D M O V I E