

ym - 01

yuimori

Choose furniture that supports harmony with nature. This lounge chair offers a strikingly elegant design paired with a profoundly relaxing sitting experience.





01 — Yuinomori project - The beginning

Kokuyo is committed to the responsible use of forest resources, a crucial element in the company's business success. In 2006, Kokuyo launched the Yuinomori Project to conserve a forest in Kochi Prefecture in collaboration with the Shimantochō Forestry Association (formerly the Taishochō Forestry Association). The name Yuinomori combines "Mori" (forest) with "yui," a term for the mutual cooperation system used by rural communities to farm and maintain the land. This name represents the idea of a forest that thrives through community cooperation.

02 — Forest decline

Forests cover about 70% of Japan, with 40% being man-made. These man-made forests were primarily developed during the postwar years for reconstruction and economic growth, mainly featuring fast-growing Japanese cedar (sugi) and cypress (hinoki). However, the prevalence of these quick-growing trees, coupled with a lack of maintenance, led to overcrowding. This resulted in stunted tree growth and poor biodiversity due to the trees blocking sunlight. The issue worsened as rising imported timber undercut domestic demand, further discouraging necessary forest maintenance. Consequently, Japan's forests increasingly fell into decline.

03 — Yuinomori - Forest management

Restoring man-made forests requires forest thinning, a process of periodically removing selected trees. This practice improves tree vitality and boosts biodiversity by allowing more sunlight into the forest. For the Yuinomori project, Kokuyo collaborates with Kochi Prefectural Shimanto High School and local residents of Shimantochō to monitor thinning outcomes. Results confirm the project's effectiveness in restoring forest biodiversity.

04 — Contribution to society in harmony with nature

To further sustainable forestry, Kokuyo decided to utilize the timber removed during thinning. This led to the creation of the Yuinomori furniture brand. Yuinomori furniture is made from Japanese thinned timber and features components that can be easily disassembled and recycled separately. The brand thus encourages people to live in harmony with nature.

DESIGN

Using hinoki cypress harvested through forest thinning of Yuinomori project, the wood parts are three-dimensionally bent and molded. This combination of a simple structure and bent plywood achieves a powerful yet minimalist furniture form, that blends seamlessly into any space design.



Designer
Keiji Ashizawa

The chair was designed by Keiji Ashizawa Design (founded in 2005 by Keiji Ashizawa). Going by the motto "Honest Design," Keiji Ashizawa Design is renowned for its holistic approach whereby it considers the architectural space in which the furniture will serve. In 2011, the designer opened Ishinomaki Laboratory to assist the areas affected by the Great East Japan Earthquake disaster of March 2011.

FEATURES

Designed for social gatherings and creative sessions, the ym-01 series features lounge chairs and tables that promote lively interactions. Their striking design highlights the natural warmth of Japanese timber. Every product in this line-up is built for future recycling.



Finish coating that complements the natural wood texture

We offer three coating options that complement the natural wood texture: Light natural, Light gray, and Pale black.



Refined silhouette

By combining minimal structures with bent plywood, we achieved a simple yet powerful design that captivates the viewer's eye.



Relaxed sitting experience

The backrest and seat are angled optimally for a comfortable and relaxed sitting experience.

Technology & Material

Experts in wooden furniture, Tendo Mokko crafted the chairs in a way that brings out the organic texture of wood. While made from timber sourced in Japan, the chairs are sturdy enough for office use. Incorporating Kokuyo's expertise in office furniture, the backrests are angled optimally for comfort.



Technical Partner
Tendo Mokko

Established in 1940, Tendo Mokko introduced and refined the technique of molded plywood. Tendo Mokko uses Roll Press Wood technology to make beautiful and robust furniture from Japanese cedar (sugi) and cypress (hinoki). Tendo Mokko continues to develop new engineering techniques to draw out the potential of timber and to bring new value.

COLOR & MATERIAL

Japanese cypress (hinoki)			
Body	WM0 Light natural	WM2 Light gray	WM8 Pale black

Seat pad

JXBK Black	JXUA Gray mix	JXYM Beige mix
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LINEUP

Lounge chair
without seat pad



XUM-01KNH - M0 1

Lounge chair
with seat pad



XUM-01KCHH - M0UA 1

Ottoman



XUM-01FH - M0 1

Low table



XUM-01TC1H - M2 1

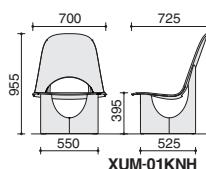
Side table



XUM-01TC2H - M8 1

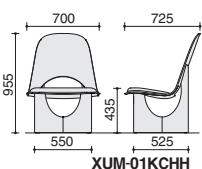
DIMENSIONS

Lounge chair
without seat pad



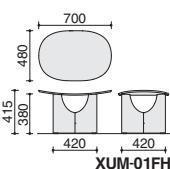
XUM-01KNH

Lounge chair
with seat pad



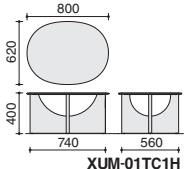
XUM-01KCHH

Ottoman



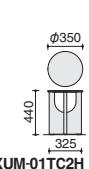
XUM-01FH

Low table



XUM-01TC1H

Side table



XUM-01TC2H

MATERIALS

Surface

Japanese cypress.

Core

Japanese beech.

Finish

Polyurethane coating.

Seat pad

Slab urethane, chip urethane.

Note: Because the chair is made of natural wood, there will be some variance in pattern and color.

The cypress (hinoki) is generally sourced from timber harvested from thinning operations or logging operations conducted under the Yuinomori project. However, other cypress may be used if such cypress is unavailable in current inventory.