

Project Location
1-18-1 Shinbashi
Minato-ku
Tokyo

Client
Nakazawa Foods:
Mr Hitomi Katagi

Design
ORFI Architect
and Design:
Mr Masayuki Miwa

Schiavello Japan
David Ellis

Schiavello International
Michael Ellis

Area
300 m²

Products
QED work environment,
Ultimet panels,
Sesto privacy screens.



NAKAZAWA FOODS
INTERNATIONAL

WORK-LIFE BLISS

The company philosophy of Nakazawa Foods, one of the most established dairy manufacturers in Japan, differs greatly from other major companies. In a country that once defined the term "fast-forward", Japan is questioning its tendency to overwork, undersleep and take a hurried approach to everything. When it came to relocating Nakazawa Foods, it was important to marry the new design concept with the company's very strong and unique corporate values. This fitout was designed with the values of 'slow life' ideologies in mind. Offering an alternative to the fast paced rhythms of daily work-life, Nakazawa Foods' staff are encouraged to concentrate on producing solid products, and in true slow-life fashion, eliminating the importance of speed and efficiency from the design concept of their new work environment to yield an impressive result.

The interior design is based on minimalism. Mr Miwa of ORFI Architect and Design emphasised the value of natural materials and 'soft' forms. White is used to reference Nakazawa Foods' dairy products and works in with the pure and minimalist design intention. The company's uniqueness and creativity is brought to light with the use of the QED work environment, which played an important role in transforming the design concepts into reality.

"QED perfectly matched the design intention," says Mr Miwa. "We used 120-degree desktops for the layout design, and the QED's lighting system provided a perfect solution to the overall lighting concept."

The idea of purity was conveyed by the use of colour, materials and textures, but also to the system of wireless networks. The absence of telephone lines and LAN helps the office appear more spacious and clean. The use of natural woods for flooring and partitions give warmth to the environment, and when combined with a neutral palette, materials and modest lighting the result is a flexible, stylish workspace.

QED 120-degree workstations complete with accessory rail, ambient and task lighting, fabric canopy, cable gate and shelf were employed in main work areas. Other areas included Ultimet panels with metal tiles and Sesto privacy screens in frosted glass clamped to QED worktop edges.

The new facility also features "the centre" comprising a kitchen studio for testing and product development, gallery corner and a meeting room, which serves as a space for clients to peruse catalogues and other company material. The Centre also holds a series of consumer-friendly workshops, lectures and marketing events held throughout the year.

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1+2_ Work area featuring 120-degree QED desktop in Parchment laminate with QED edge, accessory rail, blind, sail and integrated tight, cable gate and shelf.
3_Relaxation space and meeting area.
4_Entrance and Live Kitchen Studio where clients and visitors are introduced to Nakazawa Foods' products.