

## Memo Furniture releases Kino, designed by Kensaku Oshiro

*Kino brings a new a way of thinking to a familiar archetype.*

Seattle, WA May 2020

Seattle-based design company, [Memo Furniture](#), is launching its first collection with designer Kensaku Oshiro, a simple and useful stool. 'Kino', which embodies Oshiro's way of thinking and Memo's focus on the essential, is available now in stained Ash, with Ash or Forbo Linoleum tops.

### *One product*

Memo's provocation to Milan-based Kensaku Oshiro was unlike those issued to other designers. Memo asked for a singular object – one product - that served as both a stool and a table. “Highly constrained briefs can be a gift, but also incredibly difficult. They provide a riddle where creativity must be met with priority, efficiency and clarity,” said Memo's Creative Director, Dave Simon. Additionally, Memo's focus was on a very familiar typology – a low stool, further raising the challenge for Oshiro, who seeks to create authentic and original work for his clients.

### *A new partnership*

“We had the good fortune of being recommended to Oshiro by a mutual acquaintance. After observing his prior design work, we felt strongly that he would be an excellent addition to Memo's global group of collaborators,” said Simon. “Initially there was hesitation by Oshiro, who did not know the Memo team and was uncertain of our commitment to design – a reasonable caution given our small portfolio at the time and the early days of our relationship”, continued Simon. By their third meeting, and with successful product launches from Harri Koskinen and Studio Gorm serving as examples of the potential, Oshiro agreed to work with Memo. “After a few meetings, it was clear that we would be a good fit”, suggested Oshiro, recalling how natural the working relationship with Memo's experienced design team was.

### *A way of thinking*

In order to conceptualize a solution, Oshiro focused on trying to “find new value in the relationship between construction and material choice.” He did not start with a constrained idea for the stool's form language, nor did he start with a specific set of final materials in mind. Instead, Oshiro worked symbiotically between these two parameters, expressing that the product “is the result of a way of thinking.” In his view, this was “essential” to the development. The resulting composition of Kino is striking, while maintaining a sense of balance and poise throughout. In refining the design direction, Oshiro was inspired by the cultural character of Memo, and its location in the Pacific Northwest. Recalling his first visit to Memo's Living Café and Showroom in Seattle, he said, “I still remember the sunlight in my eyes that day. It was my first morning in Seattle, that sunlight was so silent but sharp” – familiar attributes evident in the piece's final design. Kino's circular top, triangular structure, and rectangular legs are fundamental geometries which render themselves both precise and familiar, allowing the more demonstrative details and materials selections to shine.

For immediate release  
Contact: Dave Simon  
[press@memofurniture.com](mailto:press@memofurniture.com)  
+1 (206) 995-8780

**memo**

**About Memo Furniture:**

Memo is a Seattle-based design company, founded in 2018, serving the contract furniture market. They work with accomplished designers from around the world to create furniture for shared and transitional interior spaces across work and life. They design, manufacture, and sell, a portfolio of seating, tables, and casework with modest custom options. Memo aims to create designs that enhance the human experience by honoring the essential.

Download print-quality images of Kino on Memo's press page: [www.memofurniture.com/press](http://www.memofurniture.com/press)

Contact Memo Furniture at [info@memofurniture.com](mailto:info@memofurniture.com) or +1 206.406.4089

Follow Memo on Instagram [@memofurniture](https://www.instagram.com/memofurniture)

Learn more about Memo's background, philosophy, and team here: [www.memofurniture.com/company](http://www.memofurniture.com/company)