

Precious Pieces

Architectural Parchment For Interiors

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PRESS RELEASE: For Immediate Release

Precious Pieces to Display Custom Doors, Shades, Table Tops and More Made With Washi, Architectural Parchment At Upcoming International Contemporary Furniture Fair May 16-19, 2009 - Jacob K. Javits Convention Center

New York, NY (May 01, 2009) – The Precious Pieces exhibit at the *International Contemporary Furniture Fair* (ICFF) will introduce interior designers, architects, and home owners to the limitless possibilities of adding beauty and function to their spaces with Washi - handcrafted architectural parchment. ICFF takes place May 16-19, 2009 in New York City - Jacob K. Javits Convention Center - 655 West 34th Street (between 11th Ave. and 12th Ave.)

Variety of Artistic and Practical Applications

As the only U.S. distributor of Washi, Precious Pieces in Booth #2508 will share the many creative ways of using handmade Washi for residential and commercial interiors such as: art installations, lighting, laminated glass panels, doors (sliding and hinged), screens, window shades, signage, wall coverings, home and office furniture (ex. under glass tabletops) and more. The highlight of the display is a beautiful, seamless, 6ft. x 10ft. backlit Washi sheet accented with color variations. Precious Pieces creations have been featured in *The New York Times*, *Interior Design*, *The Architect's Newspaper*, *The New York Post*, and more.

What is Washi?

Owner Hiro Odaira, an architect trained in Tokyo notes, "We are excited to educate ICFF attendees about an art form that is thousands of years old, but brand new to the U.S. Washi creations offer a unique blend of contemporary design and Japanese tradition."

Washi is a highly respected craft involving the skills of brilliant artisans and the labor of entire villages. This luxury paper is handmade from all natural paper fibers including mulberry, shikoku daphne, bamboo, rice and wheat making it an excellent choice for "green" design projects. Mr. Odaira adds, "Washi from the studio we work with in Northern Japan is the highest quality and most beautiful available." All Washi architectural parchment is completely custom ordered – from the size to the pattern and from the color to special coatings. Precious Pieces blends its expertise with each customer's vision to achieve the look of their dreams.

-more-

Unique On Trend Product Features

- custom crafted to exact specifications –size, color, etc.
- single sheets as large as 30 x 100 feet
- green and sustainable – 100% natural and made by hand with an all natural process, no chemicals or waste
- value added air purifying effect
- fire protective coating can be applied to make Washi CLASS "A" FIRE RETARDANT
- Durable Water Repellent (DWR) coating can be applied for water-resistance
- UL approval rate with styrene backing for lighting fixtures

About Precious Pieces

Precious Pieces is dedicated to exploring new realms, combining contemporary design and classic Japanese elements and has undertaken commercial and residential projects in the US and Japan. Mr. Odaira is an architect trained in Tokyo and his custom Washi projects include The Greenwich Hotel (377 Greenwich St.), Radisson Hotel (511 Lexington Ave.), Mikimoto NY jewelry store (730 Fifth Ave. NY), Megu modern Japanese cuisine (the trump world tower - 845 UN Plaza), and Ito-en Tea Store (822 Madison Ave.): In Japan, the Grand Hyatt Hotel Tokyo. Precious Pieces, 5 Tudor City Pl. #102, NY NY 10017, tel (212) 682-8505 fax (212) 682-6004, info@precious-piece.com, www.precious-piece.com

About ICFF

The 21st annual International Contemporary Furniture Fair (ICFF) will convert New York City's Jacob K. Javits Convention Center into a worldwide wonder for design disciples. North America's singular showcase for contemporary design, the Fair draws the most intrepid seekers of design truth and design trends to an extraordinary exhibition of the most inspired models of design on the forefront, as well as thought-provoking programs and a schedule of supplementary exhibits and features. <http://www.icff.com>

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Precious Pieces

Architectural Parchment For Interiors

未知数を秘めた日本の

紙

伝統和紙



ITO EN Tea Store, NYC



Megu modern Japanese cuisine, NYC



Finishing touches are applied with care



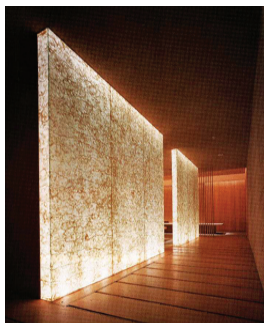
Custom Lamp Shade



Washi requires a group effort

Architectural Parchment For Interior Design

Beauty, durability and versatility, custom-crafted to your specifications.



Roppongi Hills, Tokyo



02 - Kumo / Quilted Cloud

Precious Pieces embodies a masterful blend of contemporary design and traditional craft . The result is a luxury paper product of unparalleled quality and versatility. The gallery is proud to present superior products, a line of the highest quality handcrafted Japanese parchment with a broad range of applications. Creating Japanese handcrafted parchment, washi, is a artisans and the labor of entire villages. Precious Pieces is dedicated to exploring new realms, combining contemporary design and classic Japanese elements.



Precious Pieces Gallery, NYC

The world's finest source for the world's finest parchment

At Precious Pieces, the possibilities are limited only by your imagination. Our mission is to meet your exact specifications in providing large, exquisitely crafted pieces of the finest Japanese parchment in the world. Custom pieces are our specialty, with seamless sheets available as large as 30 feet x 100 feet. We are proud to offer the most beautiful and unique examples of washi, sold by no other gallery in the US or Japan, only at Precious Pieces.

About 和紙 Washi

Washi, or handcrafted Japanese parchment, lends ethereal beauty to any setting.

History

The art of papermaking was brought to Japan by Buddhist monks in the year 610 AD. By the late 1800's more than 100,000 families were crafting paper in Japan, but with the introduction of European papermaking machinery, the number of papermaking families began to decline. By 1983, only 479 were active. The remaining families have worked diligently to preserve their celebrated craft.



Made to exacting specifications

Kobo (Studio) in Japan

The artisan has been making washi for over 500 years. Today, the artisan makes washi using the same techniques and expertise that made it the emperor's favorite so long ago. While it doesn't directly translate into English, the motto of the artisan addresses the notion that washi is more than just a product. It is a living, breathing entity, with eyes, ears and a mouth.



National Living Treasure
by the Japanese Government

Process

Washi is made from the elongated fibers of a variety of plants. The mulberry plant is chief among these. The fibers are stripped, cleaned, pounded and stretched. They are then mixed in a solution made from tororo-aoi, a variety of sticky mountain potato. The mixture is spread thinly and evenly across bamboo screens, where it is then left to dry. The resulting paper is both durable and beautiful.



Washi requires a group effort

Product Overview

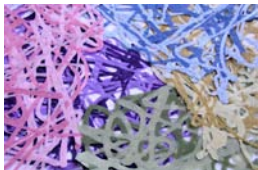
1. Architectural Large Sheet



Our mission is to provide architectural, large, and exquisitely crafted pieces of the finest Japanese parchment to meet your exact specification and needs.



Architectural custom pieces are our specialty, with seamless sheets available as large as 30 feet x 100 feet. All styles can be made to your desired dimension for interior architectural decoration.



2. Color Variation

Premium Parchment can be ordered in your specified color. Your color chip is necessary to proceed color matching.

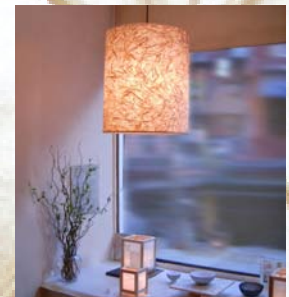
3. Sustainability

Washi, handcrafted Japanese parchment, is a natural choice for any interior intended to convey a sense of calm and successfully produced washi without chemical utilization, and does not produce waste (zero emission). There is no other product like this in the world.



4. Class A Fire Retardant & UL approval

Our washi is possible to have Class A Fire Retardant with US approved clear coat. This varnish can be applied by brush, roller or spray. It protects against moisture, chemicals, UV rays and physical abuse, while maintaining the Class A fire protection. UL approval is available with form backing which is translucent, strong and heat-resistant for lighting fixtures.



5. Durable water-repellent coat

Durable Water Repellent (DWR) finish is a coating that can be added to any premium parchment to make them water-resistant.

It is not only a protection from water, oils, or environmental pollutants but also maintaining the breathable nature of premium parchment.

Architectural Products

1. Washi for Doors

Door fabrication with custom washi and fine wood working is available. Dimensions and sketches are necessary to proceed with shop drawing.



Laminated glassdoor



Lacquer finish door



Pivot door



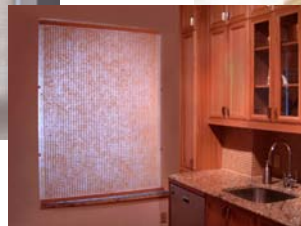
Traditional style sliding door



Sliding window shade

2. Washi for Window Treatment

Washi is often used for window shade and it controls humidification and has an air purification effect. It also has a spiritual healing effect.



Adjustable window shade

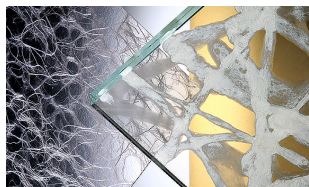


Window shade



Window hang

3. Resin Panel & Laminated Glass Panel



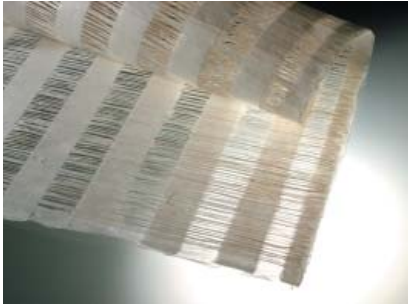
Washi architectural laminated glass is a combination of two glass sheets with washi and one interlayer of plastic (PVB). It is used for both security and decorative applications and marriage of ancient technique and modern technology.

Exterior use

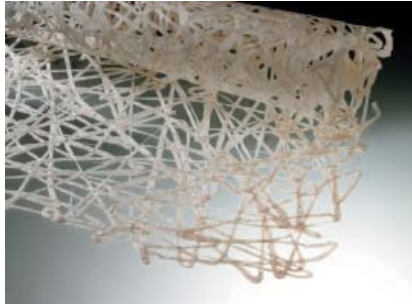
4. Washi with LED Lighting



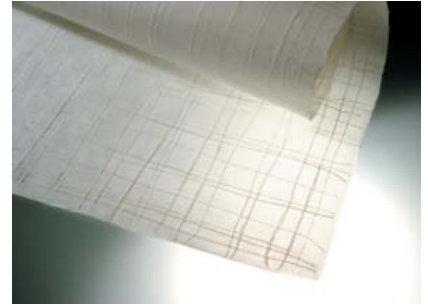
紙



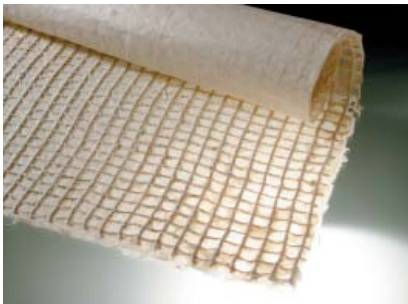
01 - Ame / Hypnotic Rain
Standard Sheet A: 24"x 36"
Large Sheet: 39"x 78"



02 - Kumo / Quilted Cloud
Standard Sheet A: 24"x 36"
Extra Large Sheet: 82"x 118"



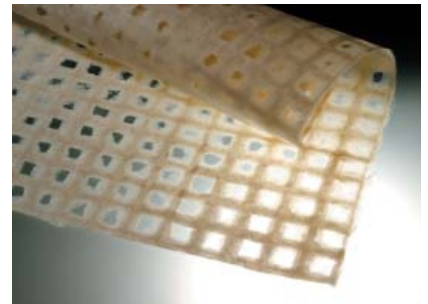
03 - Michi / Hidden Sidestreets
Standard Sheet B: 24"x 39"
Extra Large Sheet: 82"x 118"



04 - Ami / Loose Weave
Standard Sheet B: 24"x 39"
Extra Large Sheet: 82"x 118"



05 - Yama / Misty Mountain
Standard Sheet A: 24"x 36"
Large Sheet: 39"x 78"



06 - Mado / Rustic Window
Standard Sheet B: 24"x 39"
Extra Large Sheet: 82"x 118"



07 - Awa / Bubbling Brook
Standard Sheet B: 24"x 39"
Extra Large Sheet: 82"x 118"



08 - Kawa / Nostalgic River
Standard Sheet A: 24"x 36"
Large Sheet: 39"x 78"



09 - Kabe / Serena Walls
Standard Sheet A: 24"x 36"
Large Sheet: 39"x 78"

Standard sheet A: (Approx.) 24" X 36" (600mm X 900mm)
Standard sheet B: (Approx.) 24" X 39" (600mm X 1000mm)

Large sheet: 39" X 78" (1000mm X 2000mm)
Extra Large Sheet: 82" X 118" (2100mm X 3000mm)



10 - Yabu / Bamboo Grove
Standard Sheet A: 24"x 36"
Large Sheet: 39"x 78"



11 - Yuki / Snowdrift
Standard Sheet A: 24"x 36"
Large Sheet: 39"x 78"



12 - Kinu / Artisan Silk
Standard Sheet B: 24"x 39"
Extra Large Sheet: 82"x 118"



13 - Hoshi / Star Canopy
Standard Sheet B: 24"x 39"
Extra Large Sheet: 82"x 118"



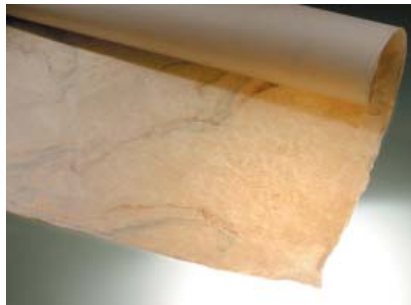
14 - Iwa / Pastoral Boulder
Standard Sheet A: 24"x 36"
Large Sheet: 39"x 78"



15 - Kaki / Winter Persimmon
Standard Sheet B: 24"x 39"
Extra Large Sheet: 82"x 118"



16 - Tsuchi / Mother Earth
22"x 30"
No Large Sheet Available



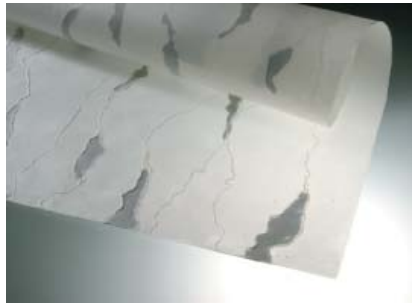
17 - Kai / Mother of Pearl
Standard Sheet B: 24"x 39"
Large Sheet: 39"x 78"



18 - Wara / Riverside Straw
Standard Sheet B: 24"x 39"
Large Sheet: 39"x 78"



19 - Moya / Hillside Haze(p)
 Standard Sheet B: 24"x 39"
 Extra Large Sheet: 82"x 118"



19 - Moya / Hillside Haze(c)
 Standard Sheet B: 24"x 39"
 Extra Large Sheet: 82"x 118"



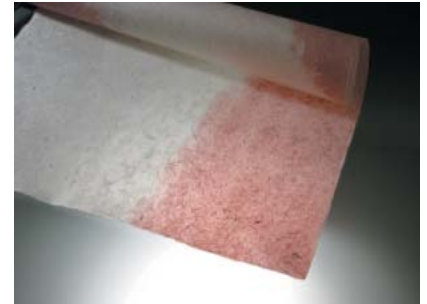
20 - Muji / Sand Hill
 Standard Sheet B: 24"x 39"
 Extra Large Sheet: 82"x 118"



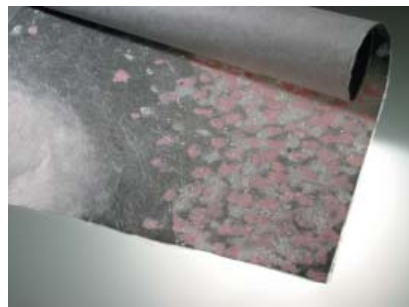
21 - Kaze / Icy Wind
 Standard Sheet A: 24"x 36"
 Extra Large Sheet: 82"x 118"



22 - Nori
 Standard Sheet A: 24"x 36"
 Large Sheet: 39"x 78"



23 - Momo
 Standard Sheet A: 24"x 36"
 Large Sheet: 39"x 78"



24 - Hana
 Standard Sheet A: 24"x 36"
 Extra Large Sheet: 82"x 118"



25 - Tako
 Standard Sheet A: 24"x 36"
 Extra Large Sheet: 82"x 118"



26 - Hishi / Garden Jewel
 Standard Sheet A: 24"x 36"
 Extra Large Sheet: 82"x 118"

Standard sheet A: (Approx.) 24" X 36" (600mm X 900mm)
 Standard sheet B: (Approx.) 24" X 39" (600mm X 1000mm)

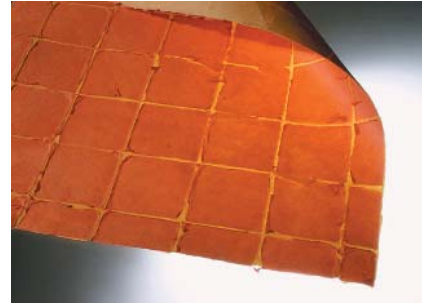
Large sheet: 39" X 78" (1000mm X 2000mm)
 Extra Large Sheet: 82" X 118" (2100mm X 3000mm)



27 - Uzu / Bay Eddy
Standard Sheet A: 24"x 36"
Extra Large Sheet: 82"x 118"



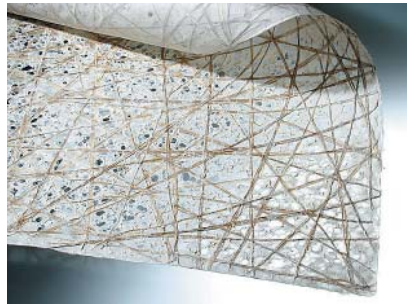
28 - Ana / Lunar Valley
Standard Sheet A: 24"x 36"
Extra Large Sheet: 82"x 118"



29 - Kaku
Standard Sheet A: 24"x 36"
Large Sheet: 39"x 78"



30 - Maru
Standard Sheet A: 24"x 36"
Extra Large Sheet: 82"x 118"



31
Standard Sheet A: 24"x 36"
Extra Large Sheet: 82"x 118"



32
Standard Sheet A: 24"x 36"
Extra Large Sheet: 82"x 118"



101 - Sumi / SH-SUMINAGASHI
Standard Sheet A: 24"x 36"
No Large sheet Available



102 - Sukashi / Watermark
Standard Sheet A: 24"x 36"
Extra Large Sheet: 82"x 118"



103 - Ramon
Standard Sheet A: 24"x 36"
Extra Large Sheet: 82"x 118"

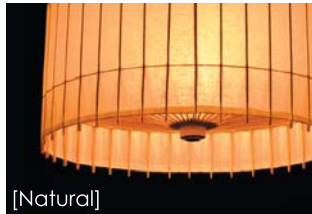
Products

Wagasa (Traditional Japanese umbrella Lamp Shade)



Pendant Lamp [Natural]
Small (16" DIA.)

This is a refined new-style light made by master craftsmen of wagasa, traditional Japanese umbrella. It has a traditional beauty which has been handed down over five generations in one family since more than 200 years ago. Today, only this one craftsmen family can produce traditional Japanese umbrellas in Kyoto.



[Natural]



[Black]



[Red]



[Purple]



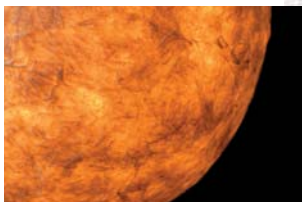
Hotel Lobby

Product dimension

| Small | Medium | Large | Extra Large |
|----------|----------|----------|--------------|
| 16" DIA. | 48" DIA. | 55" DIA. | custom order |

Orb (Tamago Light)

Revolutionary three(3)dimensional parchment lamp without any frames or supports. All hand-made. (US PATENT pending)



Parchment Example
Parchment pattern : 13-Hoshi



Shape Example



Surface Detail Options

Available in Custom Dimentions

| | | | | |
|------------|------------|------------|------------|------------|
| 3.5" DIA. | 5.0" DIA. | 7.0" DIA. | 9.0" DIA. | 12.0" DIA. |
| 15.0" DIA. | 18.0" DIA. | 23.5" DIA. | 31.5" DIA. | |