



Beauty of Presence

SUGIYAMA, Japanese Minimalist Solid Iron Furniture

21-25 April, 2026 at Galleria Antonio Battaglia, Milano



SUGIYAMA, a manufacturer and a minimalist "iron furniture" brand rooted in Japanese craftsmanship, will exhibit at Milan Design Week again this year. Marking its fourth appearance, the exhibition will feature new chairs and prototypes created in new collaborations with two designers, alongside its existing collection.

Located in central Japan, Seki City in Gifu Prefecture is a world-renowned center of craftsmanship with an 800-year history of swordsmithing, where many famous manufacturers still take great pride in their heritage. Established in 1962, the company initially manufactured parts for automobiles and railway vehicles. In 2000, leveraging its skilled techniques and extensive facilities, SUGIYAMA began a new chapter as an "iron furniture" brand, handling everything from planning and design to manufacturing and sales in-house.

The exhibition expresses the "Beauty of Presence" in SUGIYAMA's iron furniture through its spatial composition, featuring two themes: "Cool" (Sou) and "Warm" (On). The display is curated with public spaces in mind, such as offices and hotel lounges. Combining minimal design with functional beauty, elegant linework, and the artistry of hand-craftsmanship, these products harmonize with modern living while evoking a sense of Japanese tradition.

Furthermore, our collaboration with designers we met in Milan has unlocked new "possibilities of iron." We will exhibit these prototypes this year, continuing to refine the craftsmanship between the designers and our iron craftsmen.

We aim to bring "iron furniture"—the fusion of Japanese tradition and craftsmanship—to people around the world. Visualizing a future where these pieces enrich diverse environments, from residential to commercial spaces, we look forward to meeting partners at Milan Design Week who share our vision and wish to expand these values together.

We invite you to visit our venue and experience the true essence of SUGIYAMA's mastery first-hand. It would be our great pleasure to welcome you to our space.

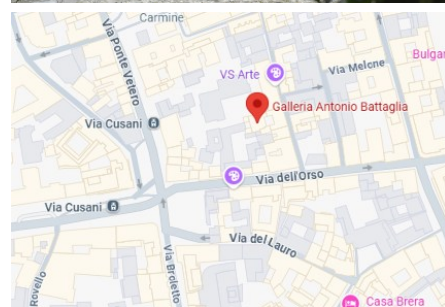
Ayumi Shimada, CEO
Sugiyama Seisakusho Co., Ltd.

● Exhibition Information

Title	Beauty of Presence SUGIYAMA, Japanese Minimalist Solid Iron Furniture
Dates & Hours	Tuesday, April 21 – Saturday, April 25, 2026 10 am – 7 pm (<i>Note: Saturday, April 25 closes at 4 pm</i>)
Cocktail Reception	Friday, April 24, 2026 5 pm – 8 pm
Venue	Galleria Antonio Battaglia HP http://www.galleriaantonio battaglia.com
Address	Via Ciovasso 5, 20121, Milano
Google Map	https://maps.app.goo.gl/GJAXLUkTZqfzTv717



GoogleMap



● Concept

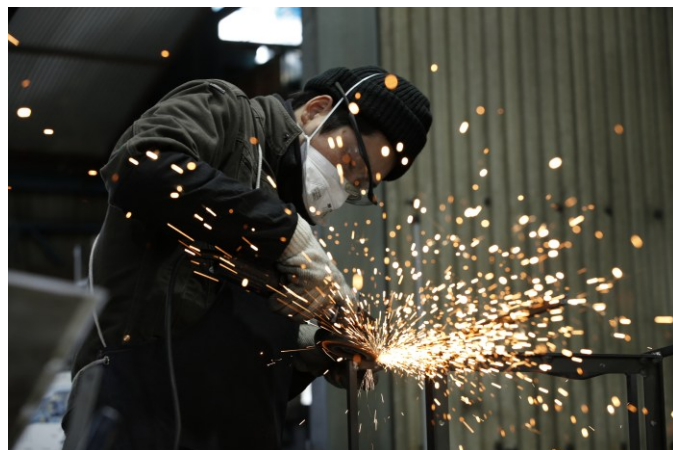
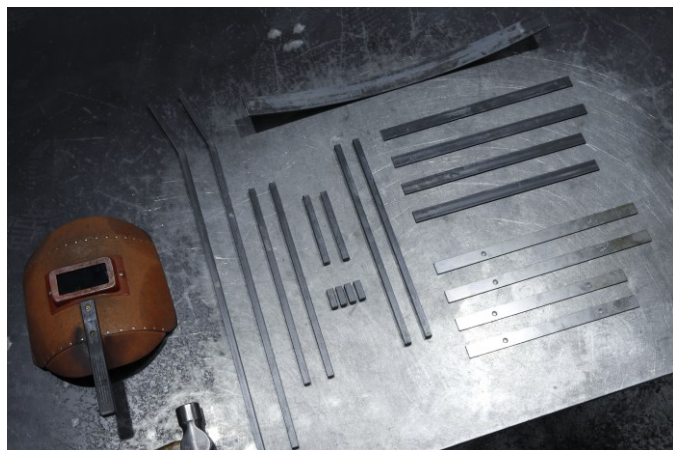
The beauty of iron furniture's presence within a space.

It is as if the inorganic nature of steel has been imbued with life.

Iron, which starts out as just a rod or plate, is transformed into minimalistic and comfortable furniture through the creativity of designers and the skillful work of iron craftsmen.

The designs that harness the characteristics of iron, the craftsmen's processes of “cutting,” “bending,” “hammering,” “welding,” and “sanding,” and the delicate finishes that create unique looks and textures — This is what constitutes the essence of SUGIYAMA's craftsmanship.

We hope to redefine the beauty of iron furniture through the structural and linear elegance created by hand, adding special value to your living spaces. At this exhibition, we invite you to experience the possibilities of SUGIYAMA's iron furniture and the presence and beauty that you can feel in your daily life.



● Introduction of exhibit item No.1 and its designer

MONKEY BAR CHAIR

This armchair explores the balance between tension and lightness.

A slender metal frame defines a continuous, almost graphic silhouette, while the suspended leather seat naturally conforms to the body, creating a feeling of floating comfort.

Inspired by the monkey bars found in children's playgrounds, the design reduces form to its essentials: structure, curve, and material.

There is no excess upholstery, only material, and gravity working together. Over time, the leather softens and records use, allowing the chair to gain character through life.

The metal frame retains its visual lightness and structural precision, enhancing both stability and elegance.

Designed as an object to accompany life, the chair invites pause, reflection, and everyday use, aging gracefully alongside its owner.



MONKEY BAR CHAIR

Design: Jorge Herrera

"Honest, simple, beauty & durable: my style, my work"

Jorge Herrera summarizes his way of conceiving and developing the design.

Since the beginning of his career, Jorge always aimed to create objects and spaces that are simple and essential, top qualitative and long-lasting in terms of use, production and design. After years of global and multidisciplinary training, he opened his studio under the premise of producing through simple, detailed and passionate processes.

Jorge Herrera's approach to design is characterized by a clear search for balance between simplicity, functionality and beauty: the pillar of his style and the axis of his work.

Jorge is also a guest lecturer at the Design School of Valencia (EASD) and also has conducted workshops at the European Institute of Design (IED) in Madrid and at the Cardinal Herrera University of Valencia (CEU). And has been selected as a jury member for the iF Design Award.



Radial Coat Stand / Radial Umbrella Stand

The structure is composed of three zigzag vertical elements arranged radially, held together by three ring-shaped horizontal structures. This design aims to balance its sculptural presence with its role as a practical, multipurpose storage object. By integrating everyday functions into a clear and expressive form, the Radial Coat Stand and the Radial Umbrella Stand seek to enhance the atmosphere of a space while quietly supporting daily life.

At the top of the coat stand, three coat hooks and a circular hanging bar provide space for garments, while a storage element for smaller items is positioned at the centre. When the tray is removed, the structure can also be used to hang scarves or umbrellas directly. The circular ring at the very top is sized to accommodate items such as a helmet, offering an additional, intuitive place for storage.

An umbrella stand, its tripod structure acts as an internal divider, helping to keep umbrellas upright and preventing them from leaning loosely inside. A small tray is incorporated at the top of the stand.

This design emerged from reflecting on everyday scenes that unfold around these pieces and carefully imagining how they are used. Considerations of how clothing and personal items are stored and handled are directly translated into the form, shaping both its appearance and its structure.



Radial Coat Stand
Radial Umbrella Stand

Design: Shin Azumi

Born in Kobe, Shin Azumi is a graduate of Kyoto City University of Arts and holds a Master's Degree from the Royal College of Art. After establishing his reputation in London based design unit 'AZUMI', he launched his solo practice, a studio, in 2005.

His portfolio spans numerous collaborations with international corporations supported by an extensive record of global awards and jury appointments. His work is held in the permanent collections of major institutions worldwide, including the Victoria and Albert Museum.

In 2016, Azumi relocated to Japan to take up a Professorship at the Department of Engineering and Design, Hosei University.



● Introduction of exhibit item No.3 and its designer

SHIN Stacking Arm Chair / SHIN Stacking Chair

These chairs symbolize minimalist design, with unnecessary elements stripped away to the absolute limit. Composed only of the structures essential to a chair, they have a slender and light impression while possessing high durability that harnesses the characteristics of iron. Their linear forms harmonize beautifully with any architectural space, and even when multiple chairs are lined up, they keep the space looking clean. These pieces pursue ease of sitting and quiet beauty within their minimal forms. A transparent coating is applied to the hot-rolled steel, and the traces of techniques applied by hand — such as sanding, flaming, and hammering — create a quiet presence and warmth. These chairs can be stacked up to approximately four, making them pieces that consider functionality while maintaining the beauty of the space.



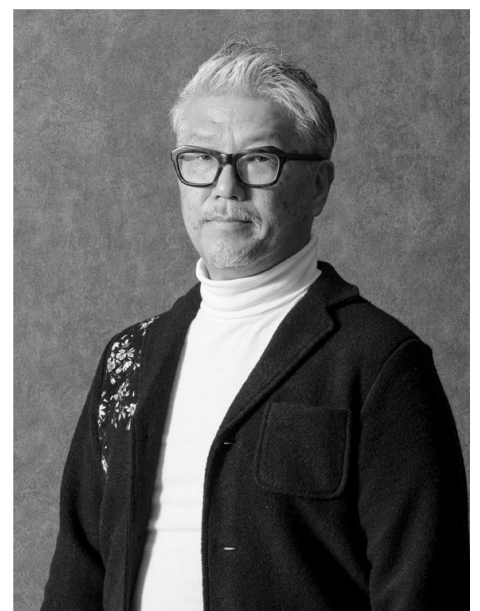
SHIN Stacking Arm Chair



SHIN Stacking Chair

Design: Kohei Ito

Born in 1957, graduated from Osaka University of Arts in 1980 with a degree in interior design, and joined Maruichi Selling (a sofa manufacturer), handling everything from sales to product development and sales promotion. Established NORTH LAND DESIGNS. in 1991, involved in designing lighting fixtures, furniture, and sundries, as well as branding and producing interior stores. Exhibited “Jipangu” at MILANO SALONE in 2008. In 2010, started online sales of originally designed low sofas. In 2018, co-authored the book “A Strategy and Practice of Regional Construction” published by Koyo Shobo. In 2019, relocated the design office to Kyoto, Japan. Won a Good Design Award for "Citrus" by AKASE in 1997.



● Introduction of exhibit item No.4 and its designer

felice easy chair / Tsuzumi circle table

The easy chair has been newly added to the “felice” series, which has become a standard for SUGIYAMA. While leveraging the elegant, single-stroke composition—connecting the back to the arms and down to the legs—that is a common feature of the series, the design achieves a relaxed sitting comfort similar to that of a lounge chair. Whether used as a dining chair for savoring meals at a gentle pace or as a personal chair placed alongside a sofa, it is the perfect chair for enriching moments.

A table has been added to the series named after "Tsuzumi," a traditional Japanese musical instrument characterized by its elegant, constricted form. To allow the curves of the frame to be fully appreciated, the tabletop is made of glass. Despite its unique shaping, the design blends easily into any space and remains understated. It is a table that also showcases the beauty of its shadows.



Tsuzumi circle table

felice easy chair

Design: Kazuteru Murasawa

Director of murasawa design. He specializes in livingware design with a focus on furniture. He creates sustainable manufacturing environments by engaging in product development that leverages the individuality and regionality of each manufacturer. As a “wandering designer,” he fosters deep relationships with makers, emphasizing hands-on practice guided by his credo: “design is present in all aspects of life and activities.”



● Company Profile

Company	Sugiyama Seisakusho Co., Ltd.
Address	3-13, Asahigaoka, Seki-shi, Gifu, JAPAN
CEO	Ayumi Shimada
Established	April 25, 1962
URL	https://sugiyama.furniture
Businesses	Iron products planning, manufacturing and sales (iron furniture, store fixtures, contract furniture, iron building materials), Factory Shop Tetsukagu to Kuras

● Inquiry

email info@sugiyama.furniture
For inquiries, please contact to Yuuki Bando (Ms.).

SUGIYAMA hopes to bring our minimalist design “Iron Furniture”, which combines the traditions and techniques of blacksmithing cultivated in Japan, to people around the world. We look forward to connecting with buyers, distributors, and space creators who share the value of “Iron Furniture” and building partnerships to carry our products into a future where our furniture will be used in various spaces such as residences and commercial facilities.