

YOSHINO WOOD

吉野材

# The cultural work by people

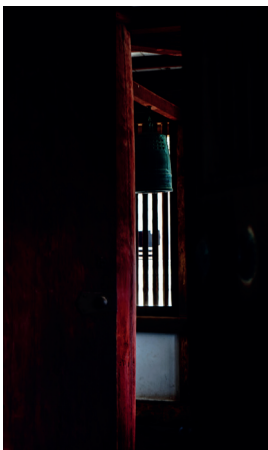
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In the misty mountains  
of Nara Prefecture, Japan,  
the sacred forest of Yoshino  
nature's treasures that transcend  
the concept of perfection.  
In contrast to natural products,  
the more than 100-year-old  
Yoshino Hinoki (cypress)  
and Yoshino Sugi (cedar)  
are the blessing and gift from  
ancestor's work given to them  
year by year.

This ancestral craftsmanship  
creates noble trees.

The resistance of these trees  
is cultivated in a moist  
environment in the valley  
of forest. In addition,  
the durability of wood from  
tree is a proof that it has been  
cultivated by human hands for  
a long time, and it can be said  
that its bendability is due to  
the time spent on its growth.





More than 300 years after  
the Japanese first dreamed  
of it, the sustainable forests  
have continuously existed in  
Yoshino. According to the  
Japanese mythology, it is said  
that when Susano; the god of  
storms told people how to use  
trees respectively,  
he told shipbuilders to use  
water-resistant Sugi,  
and carpenters temples  
to use Hinoki,  
This very beautiful,  
high-quality material wood  
that so far has never been  
introduced outside Japan has  
reached us in Europe for the  
first time. With hundreds of  
years of history, this wood has  
been carefully nurtured by the  
people of Yoshino, supported  
people's lives, and protected the  
abundant natural environment.



## Redefining Yoshino forests

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While humbly listening to the voice from forests in front of nature, we will re-define the Yoshino Hinoki and Sugi forest. In Yoshino, trees are planted very closely, therefore thickening growth of trees is slow and carried out pruning (removing branches for making less knot tree) and thinning. Through these processes, only the good quality trees are selected and exist for a long time in Yoshino forest. For 100-200 years, the selected trees have less knots, shape is cylindrical and grow up straight toward the sky. Due to close planting and slow growth, the annual tree rings of the trunk become fine and uniform, Yoshino forest products the perfect wood with a balance of strength and beauty. Yoshino Forestry can be said to be the perfection of collaboration between humans and nature.



## A divine blessing

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Until the 16th century, Yoshino wood was cut down for namely the construction of shrines and temples dedicated to the gods and Buddha who dwell within the mountains and forests. Even today, when cutting trees, a Shinto ritual is held to receive the blessing of the mountain god. In other words, for people, Yoshino wood is a blessing from the mountain god.

# The art of resilience

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Yoshino Hinoki and Sugi grown in fog-covered, rain-rich forests have natural antifungal properties and resistance to high humidity. As they get older, we can enjoy a soothing scent born from the mercy of our ancestors, and the blessings of nature that purify the air in the forest. The rich in minerals and nutrients soil covers surface of the forest.





## **A high decay durability wood**

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Hinoki is an indispensable material in Japanese culture of bathing. The Hinoki and its unique scent harmonizes with the pure and simple shape of the bathtub and can be used for a long time cover the generations. The magnificent Hinoki has a pleasant texture and harmonizes with the pure and simple forms of Japanese wooden baths and contributes in all the revitalizing rituals which aim at the cleanliness of the body and the purity of the spirit.



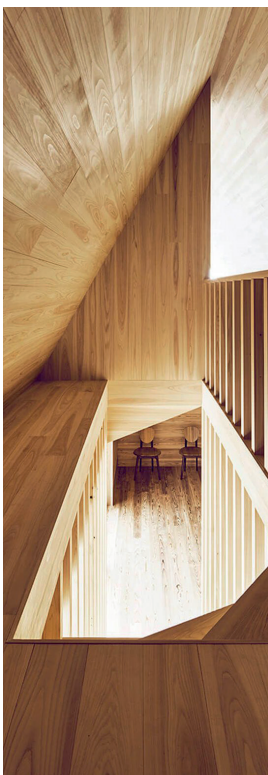
## Wabi Sabi

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Yoshino Hinoki and Sugi grow stronger through the repetition of thinning. In spring, new seeds are sown, placed in a seedling nursery, and in the year after the small trees grow up, they are planted in the mountains in seasonal tune with the rhythm of nature.

In Yoshino, you can see man-made forests that have been maintained for more than three generations. Just same as delicious wines mature over time, each Yoshino Hinoki, Sugi tree also humbly carves its own aesthetics and history using the power of nature.





## Color / Grain

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From inspired power from Japan, the fascination with Hinoki and Sugi wood, such as the color and beauty of the wood grain, has been attractive among various users. This is evidenced by the fact that Jasper Morrison, Ivan Juarez, Kengo Kuma, Shinichiro Ogata, Joe Gebbia, Go Hasegawa and others have already chosen this unparalleled material for their works.



## Unique

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Such as lightness,  
suppleness, surface aesthetics,  
Yoshino wood has many  
advantages. Moreover, it can be  
bent easier to adapt the various  
creative demands due to fine  
and uniformed annual tree  
rings and no knot. In addition,  
Yoshino wood is experiencing  
various forms of renaissance  
by serving materials for solid  
structures of shrines and  
temples, chairs and furniture,  
Japanese paper, a cooler box  
for wine and helping  
fermentation of sake.



“The Yoshino forest is just a culture that shows us Japanese architectural culture and people all over the world have to learn and cherish,”

**RAMON VILLALTA**

of RCR Architects *who won the Pritzker prize 2017 said.*