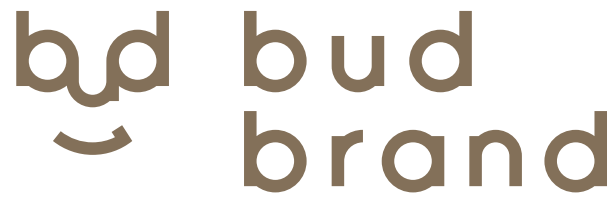


bud brand 2025



**bud brand supports
next-generation Japanese creators to
exhibit at Milano Design Week 2025.**

It is the world's largest interior design trade fair held every April. At this venue alone, there were about 2000 exhibiting companies and over 370,000 visitors. The overall number of visitors of Milano Design Week exceeds 1 million. bud brand's booth will be located in the open space of "via Tortona 5" in the Tortona district.



Milano Design Week

WHEN : 8 April [TUE] - 13 April [SUN] 10:00am - 9:00pm

WHERE : via Tortona 5
Via Tortona, 5, 20144 Milano MI, Italy

bud brand www.bud-brand.com/en

bud brand is a project for next generation of talented Japanese creators as 'buds'. It's about to cause a sensation in the world.

They are ready to bloom beautifully their talent! We have supported them to exhibit in Milano Design Week from 2016.

The object theme of bud brand 2025

WOOD × ○○ = Ethical Products that Expand the Possibilities of “Wood”

In recent years, extreme weather events such as scorching heat waves and heavy rainfall have become increasingly severe. One of the major factors behind this phenomenon is believed to be global warming caused by CO2 emissions.

Around the world, various environmentally conscious initiatives are being promoted under the philosophy of the SDGs. In Japan, efforts in fields such as forest conservation and the revitalization of the forestry industry have been making significant strides, particularly in the upcycling of thinned wood and wood scraps. Moving forward, even more innovative ideas and approaches are expected.

This time, we focus on “wood” as a material.

Wood has long been deeply connected to human life and will continue to be an essential part of our existence. We want to take a fresh look at the possibilities of coexisting with wood.

By combining “wood” with “○○,” new possibilities emerge, leading to ethical product designs that enrich people’s lives.



Milano Design Week 2025 bud brand Exhibitors

bud brand plans to exhibit 8 objects this year.

Our missions are supporting our exhibitors and development of next generation creators as human resources.

Accordingly, we work closely together to assist with students, craftsmen and local industrials.

Designer : Tsukamoto Mai from Musashino Art University	pin
Designers : Hara Yunosuke from Musashino Art University	Slits stool
Designer : Shindo Haru from NAGOYA CITY UNIVERSITY	MAGE FAN
Designer : Ryohei Yamaguchi , Eita Kusaka , Yuta Tuzuki of 8-409 from Tokyo Zokei University	reweaving fragments
Designer : Mako Kawano	KNIT
Designer : Shimano Fumina from Tokyo Metropolitan University	Bow stool
Designer : Kimura Honoka from KUWASAWA DESIGN SCHOOL	wood gems nail
Designer : Kondo Minari from Kagawa University	Kumiko Ema

Contact:

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