

**Feel the Paper, Enjoy Writing**  
**Celebrating the 10<sup>th</sup> Anniversary of “MD PAPER PRODUCTS”**  
**with a Special Pop-up Shop Event !**

**Tokyo:**

When: Thursday – Tuesday, 12-17 October 2017

Where: D&DEPARTMENT TOKYO

**Kyoto:**

When: Thursday – Tuesday, 9-14 November 2017

Where: D&DEPARTMENT KYOTO by Kyoto University of Art and Design

Designphil Inc., a design company headquartered in Shibuya, Tokyo, and led by president (CEO) Ichiro Aida, is opening a 10<sup>th</sup> Anniversary Special Pop-up Shop to celebrate the 10th anniversary of the popular “”, currently available from “MIDORI”, a product brand developed by Designphil. The pop-up shop will be open from October 12-17 (Thursday to Tuesday) in Tokyo (D&DEPARTMENT TOKYO), and from November 9-14 (Thursday to Tuesday) in Kyoto (D&DEPARTMENT KYOTO by Kyoto University of Art and Design).

“MD PAPER PRODUCTS” are simple, Japan-made products that are designed for writing. “MD paper” is an original quality writing paper for diaries developed in the 1960s and improved since, designed for ease of writing. The “MD Notebook” was launched in January 2008 as a product to fully capture the quality and appeal of this paper. The “MD Notebook” uses paper that resists blotting or seep-through, has a simple and user-friendly form that opens up flat thanks to the use of thread sewn binding, and features ample margins on pages. The “MD Notebook” has a pure and simple appearance, striking the perfect balance of writing comfort and stylish materials.

Further products to enhance your writing pleasure include sticky memos for use in the notebook and subtle notebook accessories such as notebook covers, bags, and paper and envelopes with creative margin designs.

In fall this year, a 10<sup>th</sup> Anniversary Special Pop-up Shop event will run in Tokyo (D&DEPARTMENT TOKYO) and Kyoto (D&DEPARTMENT KYOTO by Kyoto University of Art and Design), celebrating the tenth anniversary of “MD PAPER PRODUCTS”.

The venue will be filled with “MD Paper,” from paper drapes to beautiful writing paper, making a space that celebrates the pleasure of writing/drawing. There will be special event sale items available at this event, such as notebooks before they have been trimmed: bundles of paper, folded for binding, – items as they appear during the manufacturing process of “MD Notebooks,” which you would not normally have the chance to see. These, and the many other special products available, such as paper desks and scrolls, will spark the wish to write, and inspire creativity.



We deliver content that allows you to really feel the potential and pleasure of paper.

In addition, everyone who makes a purchase of 3,240 yen (including tax) or more during the event period will be entitled to have their portrait drawn by illustrator Adrian Hogan at the Tokyo venue, and at the Kyoto venue, there will be a *shakyo* (temple-style calligraphy) workshop where you can experience the comfort of writing on “MD Paper” (includes tea, 500 yen plus tax).

For detailed event information, and reports from the event, please see the “MD PAPER PRODUCTS” homepage, [www.midori-japan.co.jp/md/en](http://www.midori-japan.co.jp/md/en).

\* There are limited numbers of the special event sale items.

## Event Overview

### ■ Event Name

“MD PAPER PRODUCTS” 10<sup>th</sup> Anniversary  
10<sup>th</sup> Anniversary Special Pop-up Shop

## TOKYO

### ■ Time and date

Thursday – Tuesday, 12-17 October 2017  
12:00 to 20:00

### ■ Place

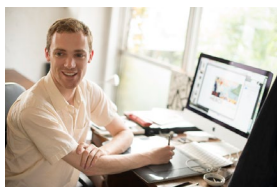
#### D&DEPARTMENT TOKYO

8-3-2 Okusawa Setagaya-ku, Tokyo Japan  
158-0083  
Tel (81) 3-5752-0120  
[www.d-department.com/jp/shop/tokyo](http://www.d-department.com/jp/shop/tokyo)

### <Special Event>

October 14 (Sat) to 15 (Sun), 2 days  
12:00~18:00

Everyone who makes a purchase of 3,240 yen (including tax) or more in 2 days will be entitled to have their portrait drawn by illustrator Adrian Hogan.  
Adrian Hogan.



An artist and illustrator from Melbourne, he works in a wide range of areas including magazines, advertising, books and storyboards. His main work includes the magazine “POPEYE,” the “Nihon TV guidebook”, “Clash of Clans” advertisements, and the text of the magazine “FUJINGAHO”.

## KYOTO

### ■ Time and date

Thursday – Tuesday, 9-14 November  
10:00~18:00

### ■ Place

#### D&DEPARTMENT KYOTO by Kyoto University of Art and Design

397 Shinkaicho, Shimogyo-ku, Kyoto city, Kyoto 600-8084  
Tel Shop : (81)75-343-3217 Cafe : (81)75-343-3215  
[www.d-department.com/jp/shop/kyoto](http://www.d-department.com/jp/shop/kyoto)

### <Special Workshop>

#### “MD Paper” Shakyo experience

Paper will be provided especially for the event at the shop/café for you to try *shakyo* (temple-style calligraphy) printing. Enjoy the comfort of printing on “MD paper” while enjoying your tea.

Date and Time:

November 11 (Sat) to 12 (Sun), 2 days  
11:00-12:00, 15:00-18:00 (LO 17:00)

Fee: ¥500 + tax (includes tea)

\* Venue: in shop

10:30-18:00

Fee: ¥500 + tax (includes drink sold in the shop)

■ Event Content (Common)

- ◇ The venue will be filled with “MD Paper,” from paper drapes to beautiful writing paper, making a space that celebrates the pleasure of writing/drawing.
- ◇ Special Event Items Sale
  - “MD Paper bulk” sale... Blocks of “MD Paper” in your favorite sizes, 100g/¥80 + tax
  - “MD Paper Desk”... Just as the name suggests, a desk made of “MD Paper.” Available with or without legs.
  - “MD Paper 100 piece”, “MD Paper folded for binding”, “MD Notebook <A6> Blank Twin” ... Special sale of items from stages of the production process!
- ◇ Sale of the export-only “MD Pencil”
- ◇ Sale of items available only on MIDORI ONLINE STORE
- ◇ Sale of 2018 diaries, and standard products



■ Event feature page

[www.midori-japan.co.jp/md/en/10th](http://www.midori-japan.co.jp/md/en/10th)

※“MD PAPER PRODUCTS” is trademark of Designphil Inc.

\*MIDORI Company/Designphil Inc. [www.midori-japan.co.jp/english](http://www.midori-japan.co.jp/english)

\*MD PAPER PRODUCTS [www.midori-japan.co.jp/md/en](http://www.midori-japan.co.jp/md/en)