

March 29, 2018
Designphil, Inc.

**First overseas event for MD PAPER PRODUCTS™!
MD PAPER PRODUCTS 10th Anniversary
Special Pop-up Shop in TAIWAN at the eslite bookstore
April 12 (Thu) – May 31 (Thu), 2018
Special Event:
April 14 (Sat) and 15 (Sun), 2018
eslite bookstore Dunnan Store**

Designphil, Inc. (headquarters: Shibuya, Tokyo; president (CEO): Ichiro Aida) has announced that it will hold its first overseas user event for the popular MD PAPER PRODUCTS™ series launched by Designphil under the Midori brand. MD PAPER PRODUCTS 10th Anniversary Special Pop-up Shop in TAIWAN at the eslite bookstore will be held at eslite bookstore Dunnan Store from April 12 (Thu) to May 31 (Thu), 2018.

MD PAPER PRODUCTS is a stationery series made with MD PAPER™, an original paper developed by Designphil in the 1960s with a focus on easy writing. MD Notebook™ was released in 2008, featuring MD PAPER (cream), which has undergone continuous improvements to prevent smearing, bleed-through, and provide maximum writing comfort. In the ten years since, Designphil has never stopped improving, making continuous enhancements to the paper quality, texture and construction of the notebook. By the time the series reached its 10th anniversary in January 2018, it had become a cherished series among many users.

The 10th anniversary of MD PAPER PRODUCTS was celebrated this February with the release of limited-edition 10th anniversary items to make writing a pleasure for even more customers. These items were a hit with many customers.

Our upcoming 10th anniversary event will be the first user event in Taiwan by popular request from Taiwanese fans of MD PAPER PRODUCTS. The special pop-up shop that earned rave reviews in Japan last autumn will appear at eslite bookstore Dunnan Store, a popular Taiwanese bookstore renowned for its cultural influence.

The event venue will feature limited edition items including MD Notebook [A5] 10th Anniversary and MD Notebook Cover (Cordoba), which were released as limited-edition 10th anniversary products, along with items that were popular at the Japanese event, such as MD Notebook [A6] Blank Twin, MD Knock Pencil and MD Paper 100 Sheets.

Large rolls of MD PAPER will also be exported to Taiwan via Tokyo and Kyoto after their popularity among visitors who tested them at last year's event in Japan.

A special event will be held on April 14 (Sat) and 15 (Sun). In addition to bulk packs of MD Paper Cream and MD Paper Cotton that will only be available during those two days, there will be a watercolor painting class with MD PAPER on the 14th (Sat) for any customers who purchased particular products in the store. The class will be taught by OURS 森林好朋友, popular Taiwanese design studio. On the 15th, customers who spend more than 500 New Taiwan dollars on purchases including MD Notebook will be able to watch the OURS 森林好朋友 artist paint the motif of their choice for them in a live painting session. The MD PAPER PRODUCTS designer from Designphil will also be taking part to show the Taiwanese users how much fun drawing can be.



Our first overseas event, MD PAPER PRODUCTS 10th Anniversary
Special Pop-up Shop in TAIWAN at the eslite bookstore!

About the Event

■ Name of event

MD PAPER PRODUCTS™ 10th Anniversary Special Pop-up Shop in TAIWAN at the eslite bookstore

■ Event period

11:00am-10:30pm April 12 (Thu) – May 31 (Thu), 2018

■ Venue

eslite bookstore Dunnan Store

B2 No. 245, Section 1, Dunhua South Road, Taipei

02-2775-5977

www.eslitecorp.com

■ Features

- ✓ Special MD PAPER PRODUCTS pop-up shop in the bookstore
- ✓ Limited-edition 10th anniversary products and event-only products
- ✓ Test area where people can feel the writing comfort of MD PAPER for themselves

Special event

■ Dates and time

11:00am-6:00pm

April 14 (Sat) and 15 (Sun)

■ Features

- ✓ Watercolor painting class by popular Taiwanese design studio OURS 森林好朋友.
1:00-3:00pm and 4:00-6:00pm (2 classes), April 14 (Sat). 12 attendees, first come first served.*
Requirements for admission: Purchase of at least 500 New Taiwan dollars' worth of MD PAPER PRODUCTS and at least 200 New Taiwan dollars' worth of OURS 森林好朋友 products on April 1 or later.
- ✓ Live watercolor painting of the motif of customers' choice in customers' MD Notebooks by OURS 森林好朋友.
1:00-3:00pm and 4:00-6:00pm (2 classes), April 15 (Sun). 15 attendees, first come first served.*
Requirements for admission: Purchase of at least 500 New Taiwan dollars' worth of products including MD Notebook on April 1 or later.
- ✓ Sale of MD PAPER (Cream and Cotton, 11:00am-11:00pm)
- ✓ The MD PAPER PRODUCTS designer from Designphil will also be taking part to show the Taiwanese users how much fun drawing can be.

*For details on admission, visit eslite bookstore Dunnan Store or see the Facebook page of 誠品風格文具館 (www.facebook.com/eslitestationery).

About OURS 森林好朋友

OURS 森林好朋友 is a creative studio by designers Hank (www.facebook.com/HanksDiary) and Koopa (www.facebook.com/WoodyDiary). It was established in 2013 and made its debut with an original design of masking tape. Since then, OURS 森林好朋友 has released a variety of information on Taiwanese designers and stationery, opened a direct retail store and designed and produced a range of stationery and miscellaneous products.

About MD PAPER PRODUCTS™

MD PAPER PRODUCTS are classic, Japanese-made products that use the inherent appeal of paper to enhance the writing experience. The series is made with MD PAPER, an original paper developed by Designphil in the 1960s with a focus on easy writing. MD Notebook was released in January 2008 to maximize the appeal of this paper.

It has a simple, easy-to-use format with features such as paper that is resistant to smearing and bleed-through, thread binding enabling the notebook to open flat and plenty of blank space, and has a no-frills look that will not detract from the writing comfort or the appeal of the materials.

The series also includes a variety of other products to make writing a pleasure, including tabs that can be used with the notebook, notebook covers and bags that provide subtle support for the notebook, and a letter pad and envelopes designed with effective use of blank space.

Official website: www.midori-japan.co.jp/md

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