

## Press Release

For Immediate Release

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# sog

## New Brand "sog" by Bespoke Furniture Manufacturer Mirai Sousakujo in Japan Makes Global Debut at Ark Journal Venue, Unveiling Future Standards at 3 Days of Design in Copenhagen

**COPENHAGEN, DENMARK – June 10-12, 2026** – sog (pronounced "sogu"), a new furniture brand born from Mirai Sousakujo, a renowned bespoke furniture manufacturer in Japan, is proud to announce its international debut at "3 Days of Design" in Copenhagen, Denmark, in June 2026. The brand will make its highly anticipated debut at the prestigious Ark Journal venue, located within Den Frie, an iconic wooden exhibition hall with over 125 years of history. Ark Journal, a high-end interior and design magazine launched in Copenhagen in 2019, is celebrated globally for its sophisticated Scandinavian aesthetic and integrated perspective on architecture, design, art, materials, and craftsmanship. Being selected to exhibit within Ark Journal's curated space is a profound recognition of sog's unique philosophy of "Crafting the Future Standard from a Thousand Stories," presenting elemental furniture forged from the vast memories and refined craftsmanship cultivated through years of bespoke furniture production.



## **A Philosophy Forged from Memory: "Shaping Tomorrow from a Thousand Stories"**

sog's philosophy is rooted in the countless stories encountered in the world of bespoke furniture—from an architect's precise line to a user's quiet wish. These myriad forms, born and then vanished, are seen as "gemstones of memory." sog's mission is to polish these gems for modern life, not through mere revival, but through a process of "re-creation," adding new interpretations to reveal the core brilliance of "So" (素)—the elemental form destined to become a future standard.

## **The Essence of Materials and Sustainable Craftsmanship**

The "So" (素) in sog also signifies "source material." The brand champions authentic materials such as leather, stainless steel, wood, fabric, and glass, valuing their inherent strength and character over artificial substitutes. Materials are primarily sourced within Japan, as close to production facilities as possible, to minimize waste. This commitment extends to design; for instance, the "Drawing Series" is crafted by bending a single piece of metal, like a single-stroke drawing to eliminate material waste and excess welding. This conscious design ensures sustainability and minimizes environmental impact across all series.



## **Exhibition at 3 Days of Design: Ark Journal Venue at Den Frie**

At "3 Days of Design," sog will unveil its collection within the highly esteemed Ark Journal venue at Den Frie. Ark Journal, renowned for its integrated approach to architecture, design, and craftsmanship, provides an unparalleled platform that deeply resonates with sog's philosophy of material essence and refined form. This momentous occasion marks the brand's first journey beyond the borders of Japan, bringing its unique philosophy and craftsmanship to the global stage under the discerning eye of Ark Journal. The exhibition space will be a tranquil gallery embodying sog's minimalist aesthetic, inviting visitors to feel the quiet dignity and texture of the materials. Intimate "Meet the Designer" sessions will be hosted for architects, designers, and the press, fostering direct conversation and conveying the brand's commitment to craftsmanship.

**About sog** sog (pronounced "sogu") is a new furniture brand by Mirai Sousakujo, dedicated to creating elemental furniture that embodies timeless quality and innovative design. The name "sog" combines "So" (素), meaning elemental or essential, and "sogu" (削ぐ), meaning to pare down or refine, reflecting the brand's philosophy of extracting the core essence from materials and design.

**About Mirai Sousakujo** Mirai Sousakujo is a Japan-based bespoke furniture manufacturer. Based on its extraordinary knowledge, experience, and inspiration in furniture production, it has guided skilled artisans with the technical expertise to bring these visions to life, helping architects and interior designers realize their concepts. Through years of bespoke production experience, it has built a legacy of quality and innovation, and will now expand its expertise through the sog brand to reach a wider audience.

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