

FOR IMMEDIATE RELEASE

nüf design
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Introducing Kuni Jimbo

nüf design is pleased to announce the addition of Kuni Jimbo to their design team.

Kuni studied furniture design at New York's prestigious Parson's School of Design, with an eye toward fusing modern industrial design with pop culture, with an adherence to functionality. Kuni brings an influx of enthusiasm to the nüf design team, and his work exhibits the experimentation and curiosity of youth, without sacrificing sophistication or creative vision.

His dynamic designs reflect the vibrant hip-hop culture and energy of New York with the progressive artistic and design trends from Japan. His talent and aesthetic sense blends well with the ephemeral creations of co-founders Yeon Soo Son and Yoyo Wong, and with his addition, nüf can proudly assert that their team spans the major Asian artistic centers of Korea, Japan and China, resulting in a borderless pastiche in which the whole is significantly greater than the sum of the parts.

The nüf philosophy

The name nüf was chosen because it is fun spelled backwards, so it's no surprise that a sense of playfulness and joy permeates every aspect of their work. nüf design believes that serious art and design need not sacrifice delight for sophistication and elegance, and continues to explore dimensional transformations, bringing 2-D vision into 3-D reality, creatively applying color and shape, effortlessly fusing elements of industrial simplicity with traditional Japanese Origami, contemporary pop-culture, and playfulness in a way that the vitality and exuberance of youth allows.

nüf design has garnered critical acclaim, and is widely considered among the leading edge companies in new horizons of furniture design. We offer product, furniture, and interior design, plus other services geared toward creating an enhanced visual, artistic, and aesthetic environment. If you like the pieces we design for ourselves, you'll love what we can do for you!

Information & Contact

nüf design is located in New York. For more information, visit us on the web at www.nufdesign.com, or contact us via email at info@nufdesign.com, or by phone at 212.647.1517.