

**For unique office suitable for the working style now and the future
- VENICHU CO., LTD. Shin-Osaka Office**



At VENICHU CO., LTD. Shin-Osaka Office, our DENIM FLOOR and various products from our carpet tile standard series, “TS-7000” are used.

During our visit to the office, we were impressed by the playful design elements spread throughout the space. The unique design conveyed a vivid image of employees working happily and energetically, fostering a relaxed atmosphere.

What was the concept behind the office design? And what were the key considerations in choosing the floor material? We had the opportunity to interview Mr. Kosuke Nakamura, the CEO of the company, and their in-house planner in charge of the design.

Thanks to ...

VENICHU CO.LTD.

CEO Mr. Kosuke Nakamura



A comfortable space where the personalities of the people working there can flourish, and an office design that leaves a lasting impression on customers.

The first things that catch the eye in the office are the rounded shape of the entire space and the café area in the middle. Numerous other points of interest include the use of a wide variety of desks and chairs, creating a sense of playfulness. While each area has its own personality, there is a remarkable sense of unity, giving the impression that the entire office represents the face of the company.

What inspired the concept of designing such a playful office?

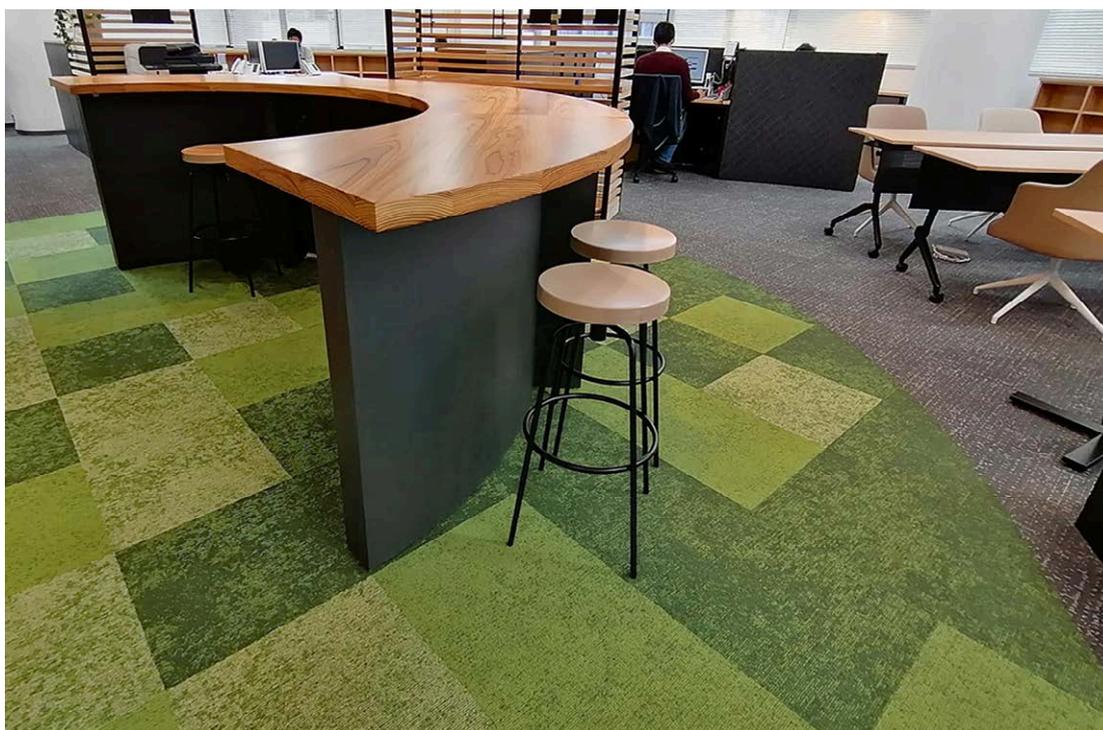
Mr.Nakamura :

A few years ago, we switched to a business casual dress code because we found it difficult to showcase the individuality of our staff if everyone wore the same suit. We wanted each employee to work in comfortable clothing that suited their personal style.

We wanted everyone to feel comfortable being themselves and working freely, so we thought, why not create office spaces that match each person's style?

We don't want to be a company that fails to leave a clear impression on customers who take their precious time to visit us. Creating an office space that leaves a lasting mark is vital. We want them to say, 'We visited a cool office today, didn't we?' when they reflect on their busy day,

Of course, we paid close attention to creating a comfortable space for both our staff and customers.



For the office that can support all sorts of work styles.

Office designs are still evolving for the future.

In-house planner:

We've implemented Activity-Based Working (ABW※) and introduced the concept of choosing workspaces based on the daily tasks of each staff. At the center, a large semi-circular cedar counter is designed for staff to communicate, share ideas, and relax. To create this space, we opted for a black ceiling and adjusted the lighting to a calming color, distinguishing it from the work areas. On the other side, we've created individual booths for more focused work. A diverse range of desks and chairs is available, allowing people to choose according to their daily mood.

※Activity-Based Working (ABW) is a work approach where staff can freely choose when and where they work.



TS-7000 typeE TSE-381 / TS-7000 typeJ TSJ-481 , 482 , 483



TS-7000 typeE TSE-381



TS-7000 typeG TSG-421



TS-7000 typeE TSE-381 / TS-7000 typeJ TSJ-481 , 482 , 483

A strong focus on the café space where staff gathers

– "We definitely wanted to incorporate green into the design."

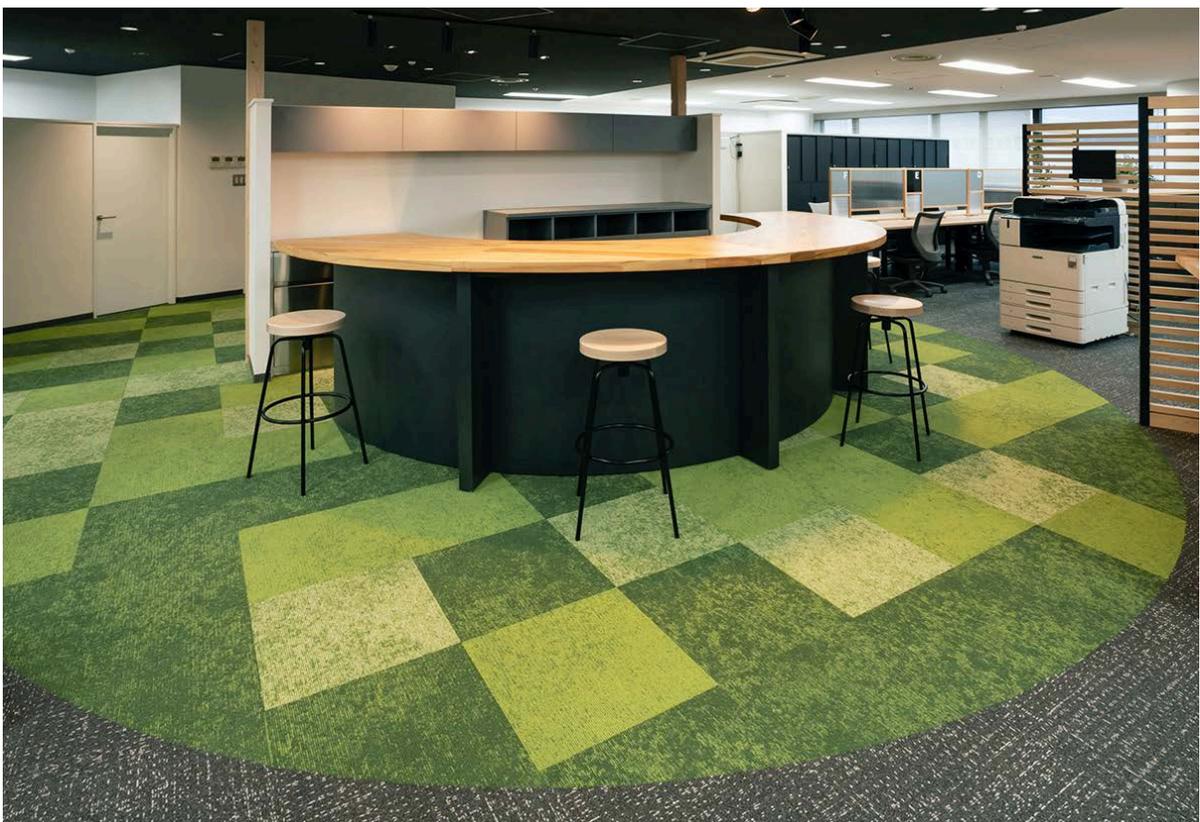
One of the key characteristics of this office is its rounded shape. The office design cleverly capitalizes on this feature, with carpet tiles interestingly zoned in a curved line around the circular layout, fostering a sense of unity within the space.

The section featuring a unique layout with three different shades of green from the TS-7000 series type J is particularly striking. We asked if there was a specific preference for green when selecting the floor color.

In-house planner:

While the R-shape of the office presented us with a challenge, we decided to naturally maximize its benefits in our design. Our goal was to create a relaxing atmosphere for staff to enjoy communication at the central counter. With this vision, we believed that green was the ideal color to match our concept. During a visit to Tajima's Osaka Showroom, we saw carpets installed under a deliberate design concept, which influenced our decision to use them in our office.

The TS-7000 Series isn't overly expensive, yet it offers a solid product with quality design that we really liked. We wanted to incorporate green into the design to ensure that plain shades like black, white, and brown didn't dominate the overall aesthetic.



TS-7000 typeE TSE-381 / TS-7000 typeJ TSJ-481 , 482 , 483

The carpet tile concept of 'Lawn' is used to create a cozy café space. The three green patterns surrounding the tables contribute perfectly to the interior atmosphere.

— **It's so comfortable that we feel like we could stay here for a long time. How do you feel seeing the space now that it's finalized?**

In-house planner:

We really like the green hues of the TS-7000 types J , and each hue of E, and G. They're not monochromatic, and we find them stylish and well-designed. The green design layout, in particular, is truly impressive. Moreover, we find the carpet very comfortable to walk on. Overall, we believe the office has become a highly comfortable space for our staff to work in.

DENIM FLOOR opened up the opportunity.

Decided with CEO's 'Cool, go for it!'

The first flooring product they considered from TAJIMA was our DENIM FLOOR. Though the in-house planner was a bit nervous to propose the product to Mr. Nakamura, the CEO liked it right away.

In-house planner:

I had always known about TAJIMA and found the DENIM FLOOR interesting. When I saw the actual product at their Osaka showroom, I really liked it. This time, we intended to use the product in a conference room at our headquarters, where we typically aim for a more solemn impression. Despite this, I decided to propose the DENIM FLOOR—a bold choice with a touch of denim—to our CEO. Additionally, it was a bit more expensive than other flooring materials (lol), so I suggested it as a trial, fully prepared for a possible rejection. I was pleasantly surprised when he responded with a quick 'Cool, go for it!'

Mr. Nakamura:

I'm not sure why she thought it wasn't going well (lol), but since it was cool, unique, and one-of-a-kind, there was no reason not to use it.

In-house planner:

It's interesting and fascinating that the more time passes, the more charm it gains. We hope to continue using it for an extended period and look forward to seeing the emergence of that worn, damaged denim impression.



DENIM FLOOR DML-101

A comfortable, exciting and inspiring office

The office we visited this time is a place where one can enjoy working in their own way, reflecting the CEO's vision: "We want each employee to work in comfortable clothing that suits their personal style," and "We want everyone to be themselves and work freely." We look forward to future interviews in the coming years, observing how the essence of DENIM FLOOR evolves alongside the company's progress.

Shin-Osaka office of VENICHU CO., LTD.

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Tajima's sales person's comment

We are delighted that we could assist in choosing a floor covering that meets the user's vision for the office. We will continue striving to provide support to all our users.

Hiroyuki Ishimoto

Tajima Roofing Inc. Floor Material Department, Sales Division

Floor materials introduced in this article.



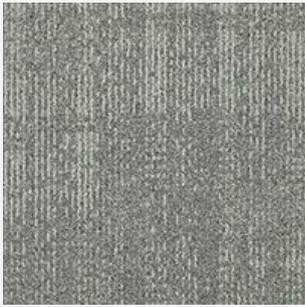
Carpet Tile
DENIM FLOOR
Vinyl Loose Lay Tile made from genuine denim material

DML-101



Carpet Tile
TS-7000 typeE
Stylish design inspired by coffee jute bag

TSE-381



Carpet Tile
TS-7000 typeG
A carpet that evokes the warmth and comfort of a blanket

TSG-421



Carpet Tile
TS-7000 typeJ
Soft and natural color of groomed lawn

TSJ-481



Carpet Tile
TS-7000 typeJ
Soft and natural color of groomed lawn

TSJ-482



Carpet Tile
TS-7000 typeJ
Soft and natural color of groomed lawn

TSJ-483