

I like P-TILE for its distinctive texture and ease of installation, making it a flooring material I would like to continue using. - kurosawa kawara-ten



From the left. Mr. Kurosawa, Ms. Mikurino, Mr. Takashima

TAJIMA's P-TILE is a tile flooring material that has been used in various places since its launch in 1956 and has been cherished over the years. In this article, we interviewed 'kurosawa kawara-ten', who loves P-TILE dearly, about the reasons for choosing P-TILE and its appeal.

Thanks to ...

kurosawa kawara-ten

Mr. Kenichi Kurosawa / kurosawa kawara-ten CEO

Runs the architectural design office in Ichihara City, Chiba Prefecture, Japan. Started a renovation and design business in 2009. Actively involved in local revitalization by utilizing vacant houses and participating in community development.

Ms. Suzuna Mikurino

Studied architecture at Chiba University. Has been associated with kurosawa kawara-ten since her student years. Joined the company in 2020. Has participated in TAJIMA factory tours and lectures. After the factory tour, actively incorporates P-TILE in the properties she designs, exploring its potential.

Mr. Kazuhiro Takashima

After working for a major house builder, joined Kurosawa Kawara-ten. With TAJIMA's sales representative, engages in positive discussions about house-building and town-building, sometimes passionately saying they want to make the town more lively with TAJIMA's products.

The office of kurosawa kawara-ten “Hayashi House”

This time, we visited an office undergoing renovation called 'Hayashi House,' named after its previous owner, Mr. Hayashi. The stylish wooden furniture and industrial-style walls spark imagination about the future of this office space. As part of their efforts to revitalize vacant houses in the area, they collaborate with students interested in architecture for the extension design, often experimenting with innovative ideas. Moreover, the house serves as a learning hub for young people interested in architecture, offering opportunities such as installation workshops for them.

Choosing genuine materials that develop charm over time.

—What is your impression of TAJIMA?

Mr. Kurosawa:

To be honest, I didn't realize that 'P-TILE' is a TAJIMA product. When I was designing a laundromat and considering whether the floor could be made of denim to complement the denim wallpaper, I happened to come across 'DENIM FLOOR' in TAJIMA's lineup. This made me realize that they offer a variety of flooring materials.



A cozy and stylish laundromat with denim wallpaper. P-TILEs are used for the floor. (Photo: Ryosuke Sato)

—Please tell us about your commitment to flooring materials.

Mr. Kurosawa:

I prefer using genuine materials over 'something-like' alternatives whenever possible. While I don't dismiss imitation products, I aim to select floor coverings that develop charm and character over time.

In this regard, P-TILE falls into the category of synthetic construction materials (※1), but I believe they develop their charm over time, such as the surface becoming slightly shiny or the edges softening. I prefer flooring materials that users can appreciate as they change over time. Another advantage of P-TILE is their ease of installation and handling, making them suitable for widespread use. I hope many people recognize these benefits and consider using them.



※1 Synthetic construction materials

Building materials developed using new materials and technologies, including polyvinyl chloride, polyester, and plastics. In floor coverings, decorative laminates, plastic flooring etc. are included in the category.

Both P-TILE and linoleum develop charm over time.

Mr. Kurosawa:

I also have a fondness for linoleum. I admire Alvar Aalto (※2), who used linoleum in his house, and the material retains a beautiful texture even after about 80 years since installation. Learning about this, I developed a desire to incorporate linoleum somewhere. When choosing flooring for a home, I recommend Marmoleum for areas where water is used but cushion flooring is not desired. This is why TAJIMA's P-TILE and Marmorium are the flooring materials I intend to continue using in the future.

※Marmoleum, offered by TAJIMA, is available only in Japan, not in other countries.

※2 Alvar Aalto (1898-1976)

A Finnish architect, urban planner, and designer often referred to as a master of modernism. His work spans from architecture to the design of everyday objects such as furniture, glassware, and paintings.

Hoping for P-TILE to become more included as a material option.

Mr. Takashima:

In the future, I hope people will have more options to choose materials that suit their preferences and lifestyle when building their homes, and that P-TILE will be among those choices.

Ms. Mikurino:

When I attended the TAJIMA factory tour, the back side of the P-TILE stacked in one corner of the factory seemed to be shining to me. I thought that was pretty cute. I've always had that impression of P-TILE, and I thought it would be cool to use them in the area I was working on at this 'Hayashi House'.

By the way, after discovering the benefits of P-TILE, I recommended it for my brother's house, which was being designed at the time. My brother has a dog, and he didn't want to use wooden flooring because it was slippery. I suggested P-TILE because it can be easily replaced if urine or anything is spilled on it. He wanted the natural look of wood, so I chose a color close to beige (P-TILE Modern, A-25). When he saw the floor installed, he said, 'It's so nice!'

I would like to continue using P-TILE actively in the future as well.



P-Tile Modern (A-25) is installed in Ms. Mikurino's brother's house. The natural, gentle shades complement the bright space.



A house with P-TILE flooring. The rustic charm of the P-TILE perfectly complements the minimalist exterior and the warm wooden interior.

— **What information do you refer to when selecting floor coverings?**

Mr. Takashima:

I feel that more and more architects are recognizing the benefits of P-TILE. I hope there will be more opportunities to collaborate with such professionals and have our case studies featured in magazines and online. Nowadays, customers often get their inspiration from photos they see on the web, so it would be great to have more examples of installations available online.

Mr. Kurosawa:

To raise awareness among students and design offices, providing digital materials for video and 3D model production would be beneficial. Users of 3D modeling software often rely on default wood textures included in the software. If products like P-TILE were included as digital materials, they could be considered as flooring options from the early design stages. Sharing these materials with software companies would also be effective. I often take the extra step to modify existing digital materials to resemble P-TILE for use in my projects.



Keywords for now and the future: 'Sustainable' and 'Ethical'

— **What do you want for the floor covering in the future ?**

Mr. Kurosawa:

It would be wonderful to see more floor coverings with diverse textures and hues. For example, textures like terrazzo and texture of sand would be also interesting. It would be even more captivating if these materials could vary depending on the source of the sand. In this respect, the 'Coffee' theme in the TS-7000 series (※3) is an impressive design, though it is a carpet tile.

And the words I've been hearing a lot recently are 'sustainable' and 'ethical'.

I think the value of the product itself increases when there is this kind of story behind it, and I hope that this will make floor coverings more familiar.

※3 TS-7000 Series

Carpet tile launched in 2020, available in 10 different designs. Type E 'Coffee', as the name suggests, features a dotted design with a coffee jute bag motif.

A passion that extends beyond floor coverings and architecture to urban development and future building.

Mr. Kurosawa considers not only flooring and architecture but also urban development and future progress through architecture. The more we listen to him, the more we can sense his passionate ideas. As we listened to his story, we pondered what we could do as a floor covering manufacturer... We look forward to seeing what Mr. Kurosawa will accomplish in the future.

kurosawa kawara-ten

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Tajima's sales person's comment

Working together with customers to create floor coverings.

In our daily conversations with customers, we often encounter new ideas and unexpected uses. While we are manufacturers, we understand that creating floor coverings involves collaboration with others. We aim to enhance floor coverings and spaces by working together with voices from various sectors of the construction and architectural industries.

Satoko Yanagida

Tajima Roofing Inc. Floor Material Department, Sales Division

Floor materials introduced in this article.



Vinyl Loose Lay tile
DENIM FLOOR



Tile
P TILE



Carpet Tile
TS-7000 type E