

---

# Aiming for a sustainable construction industry. ASANUMA CORPORATION aims to create a Good Circulation for Humans and the Earth. Started "GOOD CYCLE PROJECT" on April 1.

Started crowdfunding for products that use up-cycle construction materials

Formal Site [https://www. goodcycle.pro/](https://www.goodcycle.pro/)

---

On April 1st, 2021, ASANUMA CORPORATION launched a recycling-oriented project called the "GOOD CYCLE PROJECT" under the theme of "Good Circulation for Humans and the Earth."

The major challenge in modern society is how to reduce environmental impact and conduct sustainable business. In addition to our efforts toward SDGs, we are entering an era in which we must redesign our Management Policy and business fundamentally, without being bound by conventional wisdom. Since its establishment in 1892, ASANUMA CORPORATION, which is engaged in the general construction industry, has sincerely accepted its responsibility for the environment in its construction business, and launched "ReQuality", a renewal business concept to create a good circulation for both humans and the earth.

"ReQuality" is the ASANUMA CORPORATION's concept that considering not only the human environment, but also the global environment in the future, recycles resources and improves the life of people who spend there to create such a better cycle through its renewal business. We will disseminate this concept to the public through a "GOOD CYCLE PROJECT" consisting of four actions.

On the same day, we will also start a crowdfunding as "GOOD CYCLE PRODUCT," one of the four actions. Products made from 130-years-old cedar wood, which is an offcuts from building materials produced during the renewal of ASANUMA CORPORATION's Nagoya Branch Office can be purchased in crowdfunding. By changing the atmosphere of the room with a product of fragrance that feels forest, you feel nature at home time. Revenues from crowdfunding will be fully donated as activities expenses for protecting forests in Nara, the area where ASANUMA CORPORATION was founded, and this will lead to support for sustainable forestry.



水、土、森、自然が生命を育んでいる。生命は、やがて土に還り、また次の生命の種となる。そうやって循環しながら、自然は持続していきま。人間はその循環に、どう関わっていいのでしょうか。あらゆる業界で、その姿勢が問われています。建設業界は、どうか、建設会社として多くの建物やインフラをつくってきた建設者は、思っています。人間の環境を整えることは、地球環境に手を加えることでもある。人間にも地球にも、よい循環を建設できれば、建設業の未来はない。そこで建設者は「GOOD CYCLE PROJECT」を立ち上げました。新しい資材や技術の開発、サービスの提供などが始まっています。これからの建設業に、ご期待ください。



## Overview of Activities: About Four Actions

"GOOD CYCLE PROJECT" will be deployed by the following four actions.

- "GOOD CYCLE PRODUCT": Crowdfunding
- "GOOD CYCLE SERVICE": Renewal business
- "GOOD CYCLE BUILDING" : Renewal of Nagoya Branch Office
- "GOOD CYCLE TALK": Opened owned media

### ①"GOOD CYCLE PRODUCT": Crowdfunding

Crowdfunding (Makuake) will begin on April 1. The concept of "GOOD CYCLE PROJECT" has been incorporated into products that can be obtained by hand. The first product is "Yoshino-Chips", This product that uses 100% natural material offcuts that arise when renewing the Nagoya Branch Office renovates the space with aromatics. Fill your time with a better cycle.



<Overview of crowdfunding and characteristics of products>

The "Yoshino-Chips", a cedar-scented interior that presented by ASANUMA CORPORATION and designed to be a product using the Yoshino cedar planned to be disposed of as a resource can be purchased cheering on crowdfunding (Makuake). Regardless of the achievement of the target amount, this project is an All in type in which support purchases are established when the payments are completed until June 29, 2021, the end of the project.

Crowdfunding URL: <https://www.makuake.com/project/goodcycle/>

You will feel the forest in your room for 100 days.

"Yoshino-Chips" is a 100% naturally-derived fragrance interior that uses oil extracted from Yoshino cedar with a tree age of 130. Feeling like eating potato chips, if you put chips on a bowl of your choice, the room will be in the forest of Yoshino. In addition, "Yoshino-Drops" (oil) can also be used in baths, humidifiers, etc. You can use it for about 100 days with one use a day, so you can enjoy the fresh scent everyday.

Only construction companies can get this material.

The biggest characteristic of this product is that it has made building materials that can be purchased because it is a construction company into products that are accessible to many

people. Each Yoshino cedar is a brand material that has been grown with the hands and time of many people. Yoshino cedar with a tree age of 130 is common as a building material, but it is rarely used as a raw material for aroma oil. This is a product that can only be obtained here, luxuriously incorporating materials unique to ASANUMA CORPORATION.

## ②"GOOD CYCLE SERVICE": Renewal business

Based on the concept of "ReQuality", this service makes use of the technology and know-how that ASANUMA CORPORATION has accumulated over many years as a general construction company. By providing total support from survey and diagnosis to planning and design, construction, and maintenance, we can extend the life of buildings. In addition, we will use proprietary technologies and services to protect and enhance the property value of buildings and develop methods that are not scrap-and-build, including the use of natural materials, the development of blocks utilizing the technology of hanchiku\* that utilizes construction surplus soil, and proposals utilizing the knowledge of spatial healthcare.

\* hanchiku: the stamped-earth technique

### <Overview of Renewal Business>

Five GOOD CYCLE protect and enhance the value of buildings.

#### 1.GOOD CYCLE through safety and security techniques

Natural disasters such as earthquakes and typhoons are a major threat. ASANUMA CORPORATION is working with universities and other research institutions to develop the safety and security technologies required for renewal. We will protect our customers' safety and assets with the latest seismic isolation and seismic reinforcement technology.



#### 2.GOOD CYCLE through innovations in images and functions

<hanchiku block>

Improving image and functionality not only improves the value of assets, but also affects everyone involved in buildings, such as living people, working people, and visitors. Early response to aging and other problems will minimize damage to buildings and maintenance costs.

#### 3.GOOD CYCLE due to changes in use

As time passes, buildings lose their initial value due to trends and aging. ASANUMA CORPORATION will make up for the new demands and objectives required of the facility and enhance its value.

#### 4.GOOD CYCLE using environmentally responsible techniques and materials

Climate change on a global scale is a serious problem affecting the survival of mankind. As the movement in the construction field for this issue is drawing attention year by year, we are researching and developing our own technologies and materials to solve the problems.

## 5. GOOD CYCLE by health-science

In designing and operating spaces, the focus is not only on functionality and efficiency, but also on wellness (health). What effects do the environment and space have on health? We explore the relationship with a scientific approach and create a better environment for those who spend time there. In addition, the renewal of the Nagoya Branch Office received preliminary certification for WELL Building Standard, a building and indoor environmental assessment system that is sound and comfortable. We are the first company in Japan to acquire preliminary WELL Building Standard for renovation of the entire office after 30 years of construction. In the future, we will work toward obtaining Well Certification at the Gold level.

### ③"GOOD CYCLE BUILDING": Renewal of Nagoya Branch Office

We are currently renovating the 30-years-old Nagoya Branch Office, ASANUMA CORPORATION's own building, in collaboration with architect Norihisa Kawashima and ASANUMA CORPORATION Architectural Planning & Design division. Based on "ReQuality" concept, this office building demonstrates the possibility of effectively utilizing existing frames and spaces as "GOOD CYCLE SERVICE", and utilizes techniques and materials such as hanchiku blocks made by upcycling construction surplus soil, and facades (in front of Building Construction) made from soil walls and Yoshino cedar. We also use our knowledge of spatial healthcare to pursue a good cycle for humans and the earth. Scheduled for completion in October 2021.

(Design philosophy)

"Building Construction in Circulation"

The sun's light and natural winds, wood and soil, plants and other life from the earth. Living in a changing connection with nature contributes to improving mental and physical health and creativity, and also contributes to energy conservation. If natural objects can be taken into buildings in an appropriate way, artificial materials can be up-cycled and natural materials can be returned to the soil, reducing the consumption of the earth's resources, which is finite, as well as maintaining a sound global environment. We live on the earth and live in links with various things. This is a suggestion for a new Building Construction and city that will enable us to create a "Better Circulation" by continuing to rethink our own sense of value and behavior.

<Design Partner Profile>

Norihisa Kawashima

Registered Architect, JAPAN (No.346077) | Dr.Engineering (The University of Tokyo, September 2016)

Born in Kanagawa prefecture in 1982, Kawashima graduated from the University of Tokyo in 2005, earned his master's degree from the University of Tokyo Graduate School in 2007, after which he was hired by Nikken Sekkei. Kawashima became a visiting scholar at University of California, Berkeley and work with Prof. Dana Buntrock and LOISOS + UBBELOHDE in 2012. In 2014, Kawashima became an assistant professor at the Department of Architecture of the Tokyo Institute of Technology and jointly established ARTENVARCH. In 2016, Kawashima earned a

doctor's degree from the University of Tokyo Graduate School. In 2017, Kawashima established Nori Architects. Now Kawashima is a principal of Nori Architects, a principal of Regional Design Laboratory at Meiji University and a guest lecturer at Keio University SFC and Tokyo University of Science.

<Image>



<Interior>



<<Appearance>



<Before renovation>  
(30 years of construction)

#### ④ "GOOD CYCLE TALK": Opened owned media

ASANUMA CORPORATION employees and project members visit practitioners related to GOOD CYCLE and think about what a good cycle is. This series explores a good circulation for humans and the earth, while working with various people and industries, across the framework of the organization and the framework of the industry. It will be released from May 1.

## **History of project establishment: Is the construction industry sustainable?**

Improving the human environment is also a way to change the global environment. That's the most difficult thing to do, and it's the most important thing to think about right now. There is no future of the construction industry without constructing a good circulation for humans and the earth. With this in mind, ASANUMA CORPORATION has established a four-action "GOOD CYCLE PROJECT" to provide people with the concept of a renewal project, which aims to create a good circulation for the earth as well as for humans, by sincerely recognizing the environmental responsibilities of the construction business. Our aim is to create a better circulation in the construction industry.

In addition, this project is promoted by a team composed of younger people from ASANUMA CORPORATION's sales, institute of technology, management planning, design, and various divisions.

## **Activity Concept: Can humans become part of nature?**

### **<Statement>**

Water, soil, forest. Nature is growing life. Life eventually returns to the earth, and it also serves as the next source of life. While doing so and circulating, nature will continue. How should humans be involved in the cycle? Our attitude is in question in all industries. What is the construction industry? ASANUMA CORPORATION who has built many buildings and infrastructures as a construction company, I think. Improving the human environment is also a way to change the global environment. There is no future of the construction industry unless human beings and the earth can construct a good circulation. It sounds like a matter of course, but it is not straightforward to realize. So ASANUMA CORPORATION has launched the "GOOD CYCLE PROJECT". The development of new materials and technologies and the provision of services have begun. Why don't you make a good circle with me too?

### **[Contact]**

ASANUMA CORPORATION

Corporate Communications Division

TEL : 06-6585-5500 E-mail [gcp@asanuma.co.jp](mailto:gcp@asanuma.co.jp)