Y.S.M PRODUCTS

LED LIGHTING made in YASHIO

Catalog 2024



Y.S.M Co., Ltd. has a rich history dating back to 1951 when Yashima Lighting was founded by Tetsuya Yashima's grandfather. Initially, the company focused on manufacturing fluorescent lighting fixtures, capitalizing on the introduction of fluorescent lamps. They started small, selling their products by traveling to Akihabara in a rear car. As time passed, the company expanded, becoming a subcontractor for well-known brands like Yamagiwa and Yamada Lighting. By the time Tetsuya Yashima's father took over from his grandfather, the company had grown to employ around 40 people.

In 1992, a new chapter began when Tetsuya's uncle established a separate company in the same location, utilizing the existing equipment but shifting the focus to architectural hardware. This marked the birth of Y.S.M Co., Ltd. Despite facing challenges such as the burst of the bubble economy in 1994 and the impact of the Lehman Brothers collapse in 2008, Y.S.M Co., Ltd. persevered. They diversified their offerings, manufacturing intercoms and other housing-related products, which helped sustain their business during economic downturns. In 2010, the company underwent significant changes as it relocated its factory to Yashio and Tetsuya Yashima took over as the new leader following his uncle's sudden passing. Under his guidance, the company shifted its focus towards custom-made lighting, gradually transitioning from architectural hardware. Y.S.M Co., Ltd. distinguished itself in the industry by pioneering the use of light guide plate lighting, notably featured on the JR Kyushu Nanatsuboshi train. They also collaborated with product designers, resulting in innovative product lines.

In 2017, the company embarked on a new venture by launching its own brand. With the support of talented product designers, they began selling their products both domestically and internationally. Their lighting concept revolves around enhancing everyday experiences, making family conversations more meaningful, and elevating the enjoyment of food and drinks. Their dedication to innovation and quality has led them to showcase their products at prestigious events like Maison & Objet since 2019, further solidifying their presence in the market.



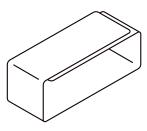
Y.S.M Co., Ltd.

342-1 Nichomē, Yashio, Saitama 340-0811, JAPAN +81-48-998-3610 info@k-ysm.co.jp https://k-ysm.co.jp

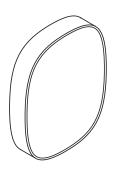




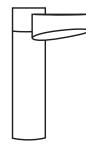
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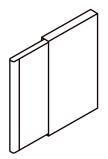
LIGHT SHELF p. 26 - 33



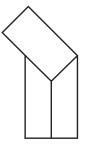
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HOOP

HOOP is a table lamp that marries function and style. The sculptural organic line connects from the shade to the leg stand, resembling a minimalist art sculpture. Slimness and delicacy were pursued in this streamlined design that only an LED light and bent sheet metal could achieve. As ambient lighting for the living room or bedside mood lighting, it creates a calm and comfortable atmosphere.





CRAFTMANSHIP

Laser-cut metal plates are expertly bent into a sleek curved surface before byveing seamlessly welded together. Utilizing special welding techniques, we ensure minimal visible marks, resulting in a flawless surface finish that exudes beauty and sophistication.

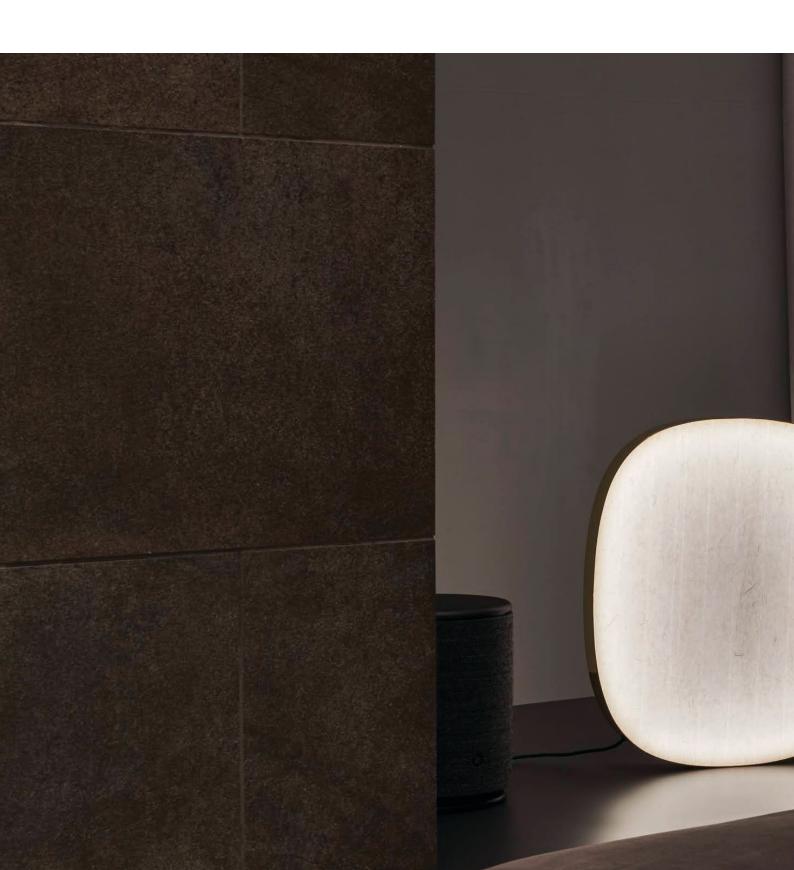


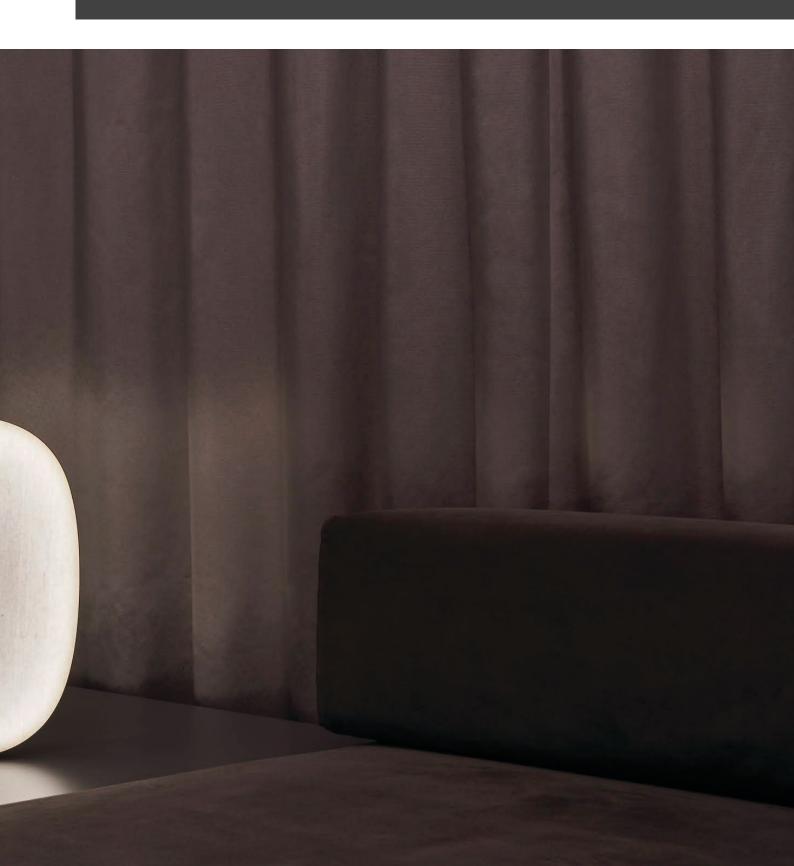




and-on

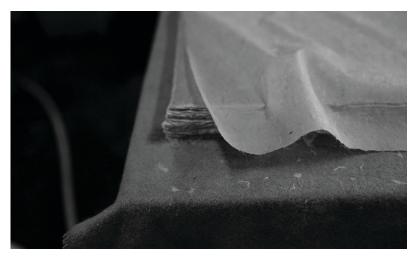
and-on mesmerizes as it invites you to admire the nuanced texture of paper. This special LED lamp is a concept project created in collaboration with designer Kenji Fukushima and paper specialists Tesuki Washi Tanino. It combines innovative lighting technology with the beauty of washi in new forms to continue the unique craft tradition for generations to come.











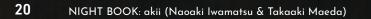
COMBINATION OF BRASS AND JAPANESE PAPER WASHI

and-on's washi paper is a traditional craft from Saitama Prefecture, known as Ogawa Washi. It benefits from the pure air and cold, clear water, and each sheet is hand-scooped by craftsmen. The brass plates are welded one by one and polished until they reflect a person's face, then combined with the washi paper. To prevent the brass from oxidizing and staining the washi paper, the brass is coated with a clear finish.













NIGHT BOOK

The book shines on your time

NIGHT BOOK is an LED lighting object concealed in the shape of a book. Without the need for a switch, its light glows like magic when pulled out from its case. Place the light between books to create an innovative experience and poetic environment.





Tailoed OEM Manufacturing

Personalize your NIGHT BOOK with custom book colors, letters on spine, logo on side of leather and front cover. Enjoy the flexibility to make your NIGHT BOOK one of a kind.



















In the Living Room.

Accessories like watches and rings, your favorite items such as key cases and perfumes, can be displayed beautifully.



On The Desk.

LIGHT SHELF can light only the area nearby without taking up space because the hight of illumination is low. When the work is over, use it as a desk organizer. Work tools fit nicely inside the frame of the light.



For Reading.

The width of LIGHT SHELF is just 30cm. As a matter of fact, its size is the perfect width to casually enjoy your favorite books.





LIGHT SHELF GOLD

Experience the timeless elegance of LIGHT SHELF GOLD, designed with the same aesthetic appeal and practical functionality for illuminating your cherished items. Beyond its illumi- nating capabilities, this exquisite lighting product radiates an unparalleled brilliance, commanding attention with its opulent gold finish crafted entirely from brass. Embrace the natural oxidation process as the metal gracefully reacts with the air, allowing the product to develop a rich antique patina over time. Revel in the vintage charm of the deep patina, which enhances the period-style allure of this stunning piece.











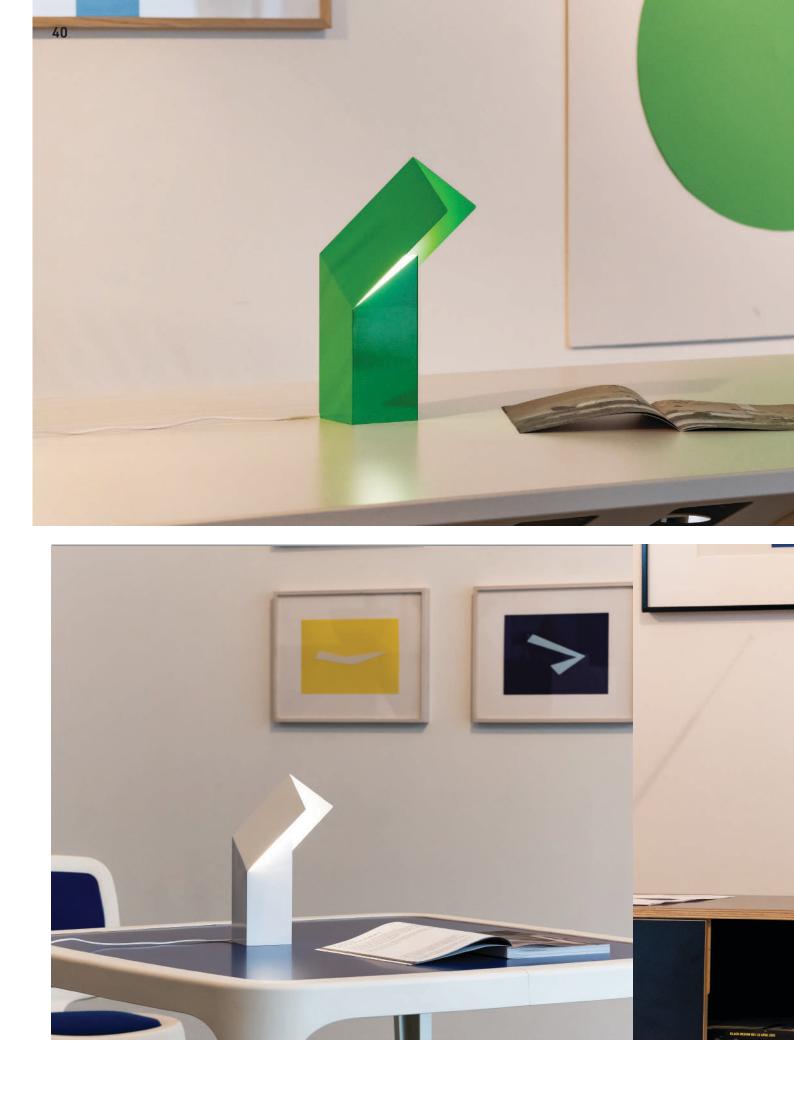
owl

Desk light that embraces FFLP (Flexible Flat Light Panel), an originally developed surface light-emitting panel, inside the shade. The flexibly bent FFLP has created a minimalistic form with an imperceptible presence of a light source. The shade is cut diagonally designed to produce a bright light on the desk or in the room. Adjust the light angle freely as it can be rotated 180° both vertically and horizontally. owl also emits a soft light from the top, gently engulfing the entire space.



38 Lineair: Baptiste Vandaele











Lineair

Lineair is a geometric table lamp that consists of several linear planes positioned opposite each other in an innovative way.

The steel body of the table lamp consists of a hollow, extruded rectangle that contains all the elements of the light fixture. This is followed by two planes that face the rectangular base at an angle of approximately 45 degrees. All of this creates a very nice light and shadow effect, as well as the planes create an angle that causes the light to reflect downward.





Lineair's design has been influenced by the Bauhaus art movement in a number of ways, especially in its use of materials, construction and style. For example the usage of metal bending and welding, a craft that was hugely important at that time. In addition, the focus on functionality of a product was very important as well in that period, the less design, the better. This was also applied to the Lineair table lamp. Apart from the much needed metal surfaces to be bent and welded, there is no other redundant design to be found in the lamp. It is reduced to the basics for a minimalistic, Bauhaus-inspired table lamp. A contemporary touch is added due to the modern and trending color options. A combination that is attractive in any way.

CRAFTSMANSHIP

Lineair's appeal lies in its sleek, modern aesthetic, characterized by clean lines and a glossy finish. The precise craftsmanship and attention to detail make it more than just a lighting fixture; it becomes a statement piece that enhances the ambiance of any space. The light softened by the acrylic interior creates a warm and inviting atmosphere, engaging users through both its functional and decorative qualities. The use of high-quality materials and expert craftsmanship ensures that each piece is unique and of the highest quality, appealing to users who appreciate fine design and meticulous production. This combination of form and function makes Lineair a desirable addition to any interior, offering both visual appeal and practical illumination.





HOOP | HOOP mini SALTCO (Kenji Fukushima), 2017

Power **Color Temprature** Materials

7W 3000K (Ra90) Steel, Acrylic, Aluminium

Includes: AC Adapter (AC 100V-240V), Dimmer HOOP: W340 X H320 X D125 HOOP mini: W240 X H215 X D110

600g 425g



OEM Available

and-on SALTCO (Kenji Fukushima), 2020

> Power **Color Temprature** Materials

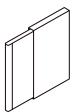
7W 3000K (Ra90) Brass, Acrylic, Ogawa Washi

Includes: AC Adapter (AC 100V-240V), Dimmer W350 X H300 X D35 770g



GOLD





OEM Available

akii (Naoaki Iwamatsu & Takaaki Maeda), 2018

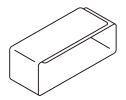
NIGHT BOOK

Power Color Temprature Materials

4W 3000K (Ra90) Steel, Acrylic, Aluminium, Leather

tt ossan AvvaRD 2019

5V Type-A USB W350 X H300 X D35 770g



LIGHT SHELF

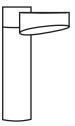
akii (Naoaki Iwamatsu & Takaaki Maeda), 2018

BLACK WHITE GLAY GOLD

Power Color Temprature Materials LIGHT SHELF GOLD 4W 3000K (Ra90)

Steel, Acrylic, Aluminium Brass, Acrylic, Aluminium

Includes Dimmer / 5V Type-A USB W300 x 110 x 110 mm 1,100g

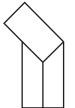


owl SALTCO (Kenji Fukushima), 2024

> Power Color Temprature Materials

4.5W 3000K (Ra90) Steel, Acrylic

Includes: AC Adapter (AC 100V-240V), Dimmer W125 X H320 X D215 1,700g



Lineair Baptiste Vandaele, 2024



WHITE

GRAY

BLACK

Power Color Temprature Materials 3W 3000K (Ra90) Stainless, Acrylic, Aluminium

Includes Dimmer / 5V Type-A USB W117 X H295 X D167 850g