

Overview and Elevator Pitch

Brand Overview:

In a world of furniture manufacturing defined by efficiency, the art of craftsmanship is often neglected. However, some engage utilitarian and aesthetical approaches equally. An example of this dual application is MOQU. By coupling ancient Japanese woodworking with modern innovation, MOQU's creators have developed a masterful series of contemporary furniture that exemplifies (MO)dern and (QU)ality.

MOQU furniture is designed in Los Angeles, developed in Japan and customized in the home.

Based in Los Angeles, MOQU's founders gained their inspiration from the Japanese art of Arizon. Originating in Japan's Hida region, the ancient joinery technique applies a minimalistic use of interlocking wood and pressure fitting, proceeding modern use of metal fasteners. After meticulous study, MOQU took this practice and advanced it, developing a unique joint system defined by a complex-miter and seamless "dovetail". The end result is contemporary cabinets with both authentic Japanese technique and innovative LA design.

Japan's Hida region is not only where MOQU derives its inspiration—it is also where MOQU manufactures its masterful creations. MOQU carpenters handcraft solid pieces of second growth Japanese hardwood for furniture with durable longevity. By accessing the region's material and artisanal resources, MOQU has transcended traditional manufacturing practices, offering a higher level of craft sophistication.

MOQU's real genius is not only in its cabinetry's preservation of tradition, philosophy and utility: its genius also lies within a system of user-defined construction. Inspired by building blocks, MOQU's versatile modular system, composed of four geometric shapes, gives users the ability to create unique combinations for cabinets that conform to any functional space. Instead of restricting the user, MOQU – in a sense – collaborates with the user for a more personal experience.

MOQU embodies the best ideas of different cultures, generations and philosophies, for a furniture collection made with Peace of Mind.

Elevator Pitch:

In a world void of authenticity, MOQU's enduring identity is inherent in its product. MOQU cabinets are a perfect mixture of LA design culture and ancient Japanese technique. MOQU embodies Japan's Hida region, in its use of local material, architectural, and cultural resources. By innovating upon this, MOQU has created a furniture series that is handcrafted, elegant and attuned to modern life. (MO)dern (QU)ality has never been this enlightened.

