

HIDDEN: UNVEILING JAPANESE DESIGN



"Hidden: Unveiling Japanese Design" Exhibition

Exhibition Dates:

Public Days: 4 - 23 October 2014, 11AM - 8PM

Business Days: 24 October 2014, 1PM - 6PM (By invitation only)

Held At:

National Design Centre, 111 Middle Road, Singapore 188969

Event Website:

<http://www.jetro.go.jp/singapore/events/hidden2014>

Free Admission

Organized by



In partnership with



Presented by

nendo

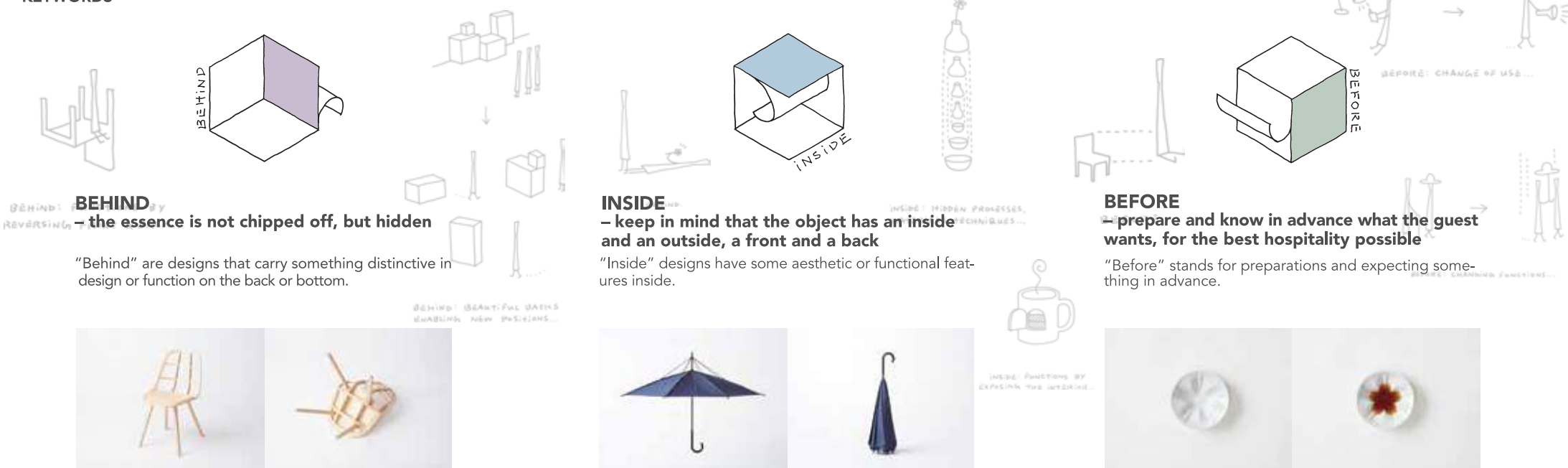
Host venue

NATIONAL
DESIGN
CENTRE

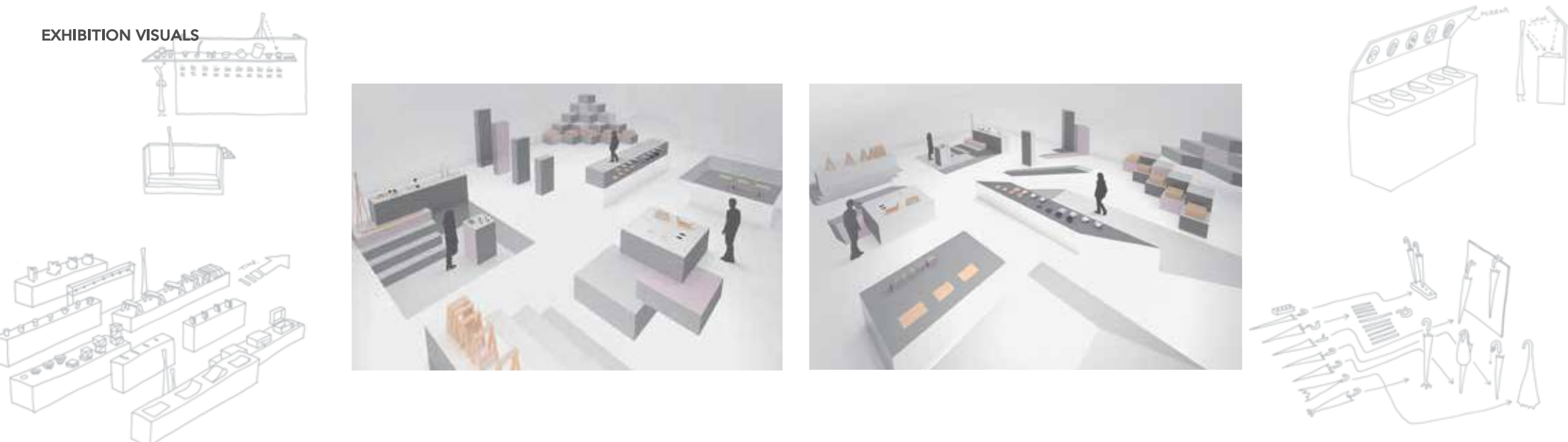
EXHIBITION THEME



KEYWORDS



EXHIBITION VISUALS



About the exhibits

This exhibition has 121 exhibits in all – 64 of them are Exhibit Nos. A010 to A400, and the remaining 57 are B010 to B470. Of these, Nos. A010 to A400 are available for business negotiations. So, if you find any exhibit in this category that you hope to carry in your business, please talk to the Information Desk. Also, please note that the products numbered B010 to B470 are for display only.

<Exhibitors> 40 exhibitors 64 items



A010 / INSIDE
ter-repellent wapping
cloth" NAGARE"
Cloth Wrapper
ASAKURA SENPU CO.LTD.
<http://asakura-senpu.co.jp>



A021 / INSIDE
UnBRELLA / umbrella
Umbrella
h concept co., led.
<http://www.h-concept.jp>



A022 / BEHIND
Tate Otama
Ladle
h concept co., led.
<http://www.h-concept.jp>



A023 / BEHIND
UKI HASHI
Chopsticks
h concept co., led.
<http://www.h-concept.jp>



A024 / BEFORE
Green Pin
pins
h concept co., led.
<http://www.h-concept.jp>



A025 / BEFORE
Ninja Pin
pins
h concept co., led.
<http://www.h-concept.jp>



A026 / BEFORE
Pop Up Bookcover
Bookcover
h concept co., led.
<http://www.h-concept.jp>



A030 / BEFORE
shibori bag
Bag
ANDO CO.,LTD
<http://www.ando-kyo.co.jp/>



A041 / BEFORE
AA STOOL
Stool
Ishinomaki Laboratory Inc.
<http://ishinomaki-lab.org/>



A042 / BEHIND
CARRY STOOL
Stool
Ishinomaki Laboratory Inc.
<http://ishinomaki-lab.org/>



A051 / INSIDE
TM.Series
Tableware
IDEA CO.,LTD
<http://www.ideaco-web.com/>



A052 / INSIDE
mini tubelor DECO
Trash Box
IDEA CO.,LTD
<http://www.ideaco-web.com/>



A060 / BEFORE
Memo Block
Notepad
ITO BINDERY Co., Ltd.
<http://www.ito-bindery.co.jp/>



A071 / BEHIND
SWING
Trash Box
UMENODESIGN
<http://www.umenodesign.com>



A072 / BEHIND
slope
Penholder
UMENODESIGN
<http://www.umenodesign.com>



A080 / BEFORE
"Hiracle" cherry-blossom-
designed plates
Pottery(Plate)
Age Design Co.,Ltd.
<http://www.agedesign.jp/>



A091 / BEFORE
easy to open、easy to keep
it foreve
Container Box
Ecos Co., Ltd.
<http://eco-labo.info/>



A092 / BEFORE
easy to open for phalaenopsis
Container Box
Ecos Co., Ltd.
<http://eco-labo.info/>



A100 / BEHIND
Air's scope EDO KIRIKO
GLASSES KALEIDOSCOPE
Kaleidoscope
SOL style
<http://www.sol-style.info/>



A110 / BEFORE
HAKOMASU
Container
Ohashi Ryoki Co.,Ltd
<http://www.masuza.co.jp/>



A121 / INSIDE
Sensuji Series
Tableware
Kirimoto Wooden Craft Work
shop
<http://www.kirimoto.net>



A122 / BEHIND
Gradation series
Tableware
Kirimoto Wooden Craft Work
shop
<http://www.kirimoto.net>



A130 / BEFORE
vertical-pleats bag
Bag
kna plus corporation
<http://www.knaplus.com>



A141 / INSIDE
canvas ougi totebag M/ Tote
bag (The bag gives happiness
of carrying the secret beauty)
Totebag
KOSHO
<http://www.kyoto-kosho.com/>



A142 / INSIDE
cougi pleats totebag M/ Tote
bag (The bag gives happiness
of carrying the secret beauty)
Totebag
KOSHO
<http://www.kyoto-kosho.com/>



A150 / BEFORE
COFFEE MILL
Coffee Mill
KOTORIKU.inc
<http://mokuneji.com/>



A160 / INSIDE
Caetla Evereon umbrella
Umbrella
Caetla Co., Ltd.
www.caetla.co.jp



A170 / INSIDE
SKINTEX-pen case
Pencil Case
Coelacanth Restaurant. LLC
<http://www.c-syoku.com/index.html>



A180 / BEFORE
bloom / glass and thread bowl
Interior(Glass Product)
Jun Murakoshi Design
<http://junmurakoshi.com>



A190 / INSIDE
ROOTOTE roopuppet
Totebag
SUPER PLANNING CO.,LTD.



A200 / BEFORE
Face & Bookmark
Bookmark
SUGAI WORLD Inc.
<http://www.sugai-world.com>



A210 / BEFORE
PIPEKNOT HANGER
Pole Hanger
STUDIO ANAGRAM. INC.
<http://commoc.jp>



A221 / INSIDE
SUSgallery vaccum layer ti-
tanium bottle keeper mirror
finishBottle Holder
Seven seven co., ltd.
<http://commoc.jp>



A222 / INSIDE
SUSgallery double layer ti-
tanium oju
Tableware
Seven seven co., ltd.
www.susgallery.jp



A223 / INSIDE
TITANESS vaccum layer ti-
tanium long cup 400
Cup
Seven seven co., ltd.
www.susgallery.jp



A231 / BEFORE
peel
Cup
Ceramic Japan Co.,Ltd
www.ceramic-japan.co.jp



A232 / BEFORE
Sake bottle and cups
Sake Bottle and Cup
Ceramic Japan Co.,Ltd
www.ceramic-japan.co.jp



A240 / BEFORE
Masking Color
Waterborne Coating Material
TAIYO TORYO CO.,LTD
<http://www.maskingcolor.com/>



A250 / INSIDE
15.0% Ice Cream Spoon
Spoon
TAKATA Lemnos Inc.
<http://www.lemnos.jp>



A261 / INSIDE
bai-color washi Floorstand
(S)Blue
Floor Lamp
Taniguchi Aoya Washi Co., Ltd.
<http://www.aoyawashi.co.jp>



A262 / BEHIND
semi wrinkle washi (s,ss)
Floor Stand
Taniguchi Aoya Washi Co., Ltd.
<http://www.aoyawashi.co.jp>



A270 / INSIDE
Playing House Set/Japanese
Food Set
Toy
DINGHY CO.,LTD.



A280 / BEFORE
gold wedding ring
Ring
deux poissons
<http://www.deuxpoissons.com>



A291 / BEHIND
CUP & SAUCER
Cup and Saucer
DRAFTco.,ltd
<http://draft.jp/>



A292 / BEHIND
GLASS
Glass
DRAFTco.,ltd
<http://draft.jp/>



A293 / BEFORE
Flower Vase
Vase
DRAFTco.,ltd
<http://draft.jp/>



A300 / BEFORE
Paperglass
Eyeglass
Nishimura Precision Co.,LTD.
<http://www.paperglass.jp/>



A310 / BEFORE
STEP STEP
Stool
Nissin Furniture Crafters Co.,Ltd.
<http://www.nissin-mokkou.co.jp/>



A321 / INSIDE
graphincinsole SOKO
Slipsole
Chemifelt Japan Co.,Ltd
<http://www.chemifelt.jp>



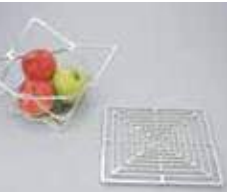
A322 / INSIDE
graphincinsole SOKO KIDS
Slipsole
Chemifelt Japan Co.,Ltd
<http://www.chemifelt.jp>



A330 / INSIDE
Photo Collections JPCO Series
Photo Collections
Non Profit Organizations "Japa-
nese Photo Culture toOverseas"
<http://www.japanphotoglobel.or>



A341 / BEFORE
Turnler - NAJIMI
Tumbler
NOUSAKU CORPORATION
<http://www.nousaku.co.jp/>



A342 / BEFORE
KAGO - Square - L
Basket
NOUSAKU CORPORATION
<http://www.nousaku.co.jp/>



A350 / INSIDE
O-Bath-D
Bathbub
Hinoki Soken Co., Ltd.
<http://www.hinokisoken.jp/>



A360 / BEHIND
URUSHI Glass Paper Weight
Paper Weight
HIROTA GLASS.CO.,LTD
www.hirota-glass.co.jp



A371 / BEHIND
Nadia Side Table
Table
Matsuso Co.,Ltd.
<http://www.matsuso.com/>



A372 / BEHIND
Nadia Chair
Chair
Matsuso Co.,Ltd.
<http://www.matsuso.com/>



A373 / BEHIND
Nadia Lounge Chair
Chair
Matsuso Co.,Ltd.
<http://www.matsuso.com/>



A381 / INSIDE
Body brush long (Silky touchi-
ng and cleansing body brush)
Body Brush
Mizuho Brush Co., Ltd.
<http://suve.jp>



A382 / INSIDE
Face cleansing brush
(Washes well while retaining
skin moisture)
Face Cleansing Brush
Mizuho Brush Co., Ltd.
<http://suve.jp>



A383 / INSIDE
Nose cleansing brush
(Soothe your skin with gen-
tle hair)
Nose Cleansing Brush
Mizuho Brush Co., Ltd.
<http://suve.jp>



A391 / BEFORE
Carton Furniture Riki Stool
Stool
Metropolitan Gallery Inc.
<http://metrocs.jp/>



A392 / BEFORE
Carton Furniture Riki Stool
Desk and Stool
Metropolitan Gallery Inc.
<http://metrocs.jp/>



A400 / BEHIND
Rakuzen bowl
Tableware
Rakuzen LLC
<http://www.raku-zen.net>

<Partners> 45 partners 57 items

HONEY SHEET, yellow-inc, UBUKATA INDUSTRIES CO.,LTD, ELECOM CO.,LTD., OSHIMA TOTARO CO.,LTD., cactus design CO.,LTD, Fukunaga Print Co.,Ltd, Kimura Suisan Corp., GRASSE TOKYO Corp., KOKUYO S&T Co.,Ltd., Sun-Star Stationery Co., Ltd., SHINCHOSHA PUBLISHING CO., LTD., "WELCOME Co.,Ltd, Schemata Architects, Sony Corporation, Kewpie Corporation, TORAYA Confectionery Co.Ltd., DREAMY PERSON INC., DRILL DESIGN CO.,LTD., Tombow Pencil Co., Ltd., SOJIRUSHI Consortium, NIPPON BEER CO., LTD., Panasonic Corporation, Public Design Co.,Ltd. By Floyd, Akio Hayakawa, 100percent Inc., PlasticArts co.,Ltd, PLUS MINUS ZERO CO.,LTD., POPLIFE INC., xznug design, inc., BRANCH LLC., MARK'S Inc., Makoto Orisaki Inter_works Lab, MATSUKAN CO.,LTD., Maruni Wood Industry Inc., Mitsubishi Pencil Co., Ltd., MIYAKE DESIGN STUDIO, MAXRAY INC., MOONBAT CO.,LTD, YAMAGIWA CO., YOY, Yoshida & Co., Ltd., Ryohin Keikaku Co.,Ltd., 1% products, Yanagi Products Co.,Ltd, ASO Pharmaceutical Co.,Ltd.