

Feelware Project Partner

① 株式会社マルト長谷川工作所 MARUTO HASEGAWA KOSAKUJO INC.



<天使の爪切り / Nail Nipper Angel>

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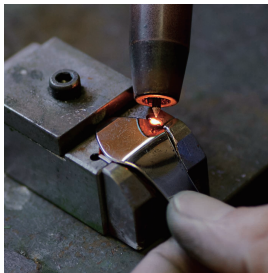
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② 有限会社石田製作所 / ISHIDA FACTORY



<CANGAL / Stiletto Ring-Tab Opener>

1567-14, YoshidaShimonakano Tsubame-City,
Niigata Pref. 959-0215 JAPAN
http://ishidafactory.com/cangal/index.html



Overseas Sales Website:
ALEXIOUS www.alexious.com
customer-support@alexious.com

③ 中村精工株式会社 / Nakamura Seiko CO.,LTD.



<蝶の庭 Butterfly Garden / Decorative Toolbox>

32-26 Nakashin Sanjo-city, Niigata pref.
955-0035 JAPAN
http://www.nakamuraseiko.co.jp/



④ 大阪錫器株式会社 / Osakasuzuki.co.ltd



<輪島おしどり WAJIMA OSHIDORI / TIN Vessel with the lacquer>

6-6-15 Tanabe Higashsumiyoshi-ku Osaka
546-0031 Japan
http://www.osakasuzuki.co.jp/
Contact : daisuzu@eagle.ocn.ne.jp



Overseas Sales Website
ALEXIOUS www.alexious.com
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⑤ 有限会社スワニー / SWANY CO.,LTD.



<桜コマ SAKURA KOMA ~feelware symbolic products~ /
Cherry blossom Top blooming 5 petals>

7361 Tomigata Ina-city Nagano
396-0621 Japan
http://www.swany-ina.com



Overseas Sales Website
ALEXIOUS www.alexious.com
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⑥ 川上良一 / YOSHIKAZ KAWAKAMI Designer



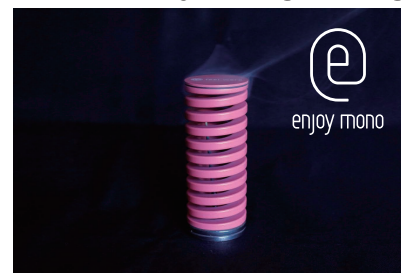
<漆櫛むげん MUGEN / Wood Comb with the lacquer>

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YOSHIKAZ KAWAKAMI

⑦ 中辻金型工業株式会社 Nakatsuji Kanagata Kogyo Co.,Ltd.



<薫を視る “Kaoru” Visual Fragrance / Incense Stand>

4-1-16 Nagatanishi Higashiosaka-city Osaka
577-0061 Japan
http://www.nkk-24.co.jp/



Award Information

- ① Do-Best Small and Medium 300 Enterprise Award 2008, Prize Winner
Good Design Award 2010, 2012, 2013, Prize Winner
Kawaii Kansei Design Award 2013, Niigata Area Prize Winner
- ② Kawaii Kansei Design Award 2013, Grand Prix Winner
- ③ Kawaii Kansei Design Award 2013, Niigata Area Prize Winner
- ④ Modern Craftsman Award 2012, Prize Winner
Traditional Industry METI Minister Award 2014, Prize Winner
- ⑤ Do-Best Small and Medium 300 Enterprise Award 2014, Prize Winner
“Genki”Manufacturing Award 2014, Grand Prix Winner
Kawaii Kansei Design Award 2014, Finalist
- ⑥ Good Design Award 2014, Prize Winner



“KAWAII” Craftsmanship “KANSEI” Information Design

【 Welcome to the Feelware World of “kawaii” craftsmanship ! 】

Have you heard of the Japanese word “kawaii” before? We Japanese people have valued our sensibility all through our history, an example being our great love for the beauty of cherry blossom.

When we use a gadget that we feel is “cool”, the feeling can stimulate our sensibility and our five senses will be activated – or maybe even six!

In modern society the value of information is changing all the time. At first we developed hardware, followed by software. We feel the third phase could eventually be “feelware”.

What is “feelware” then? Here we present “kawaii” craftsmanship for you.

While you use the “kawaii” gadget, it leads you to the “feelware world”, hopefully stimulating your sensibility!

【 “かわいい” が誘うフィールウェアの世界へようこそ 】 ～モノづくり・匠の技はフィールウェアの時代へ！～

フィールウェアには、“感性”という情報がデザインされています。

桜をめで、美しさと儚さ《はかなさ》を感じる感性は、大和魂（やまとだまし）のDNAです。

ハードウェア、ソフトウェアに次ぐ、第3のウェア、“フィールウェア”の原点は、

ハートにつながり五感を呼び覚ますこと！五感をフル回転すると、天地（あめつち）がつながり、六感が目覚めます。

技術に裏打ちされた道具が、感性をまとい、使う人の五感を呼び覚まします。

“かわいい”匠の技が、あなたをフィールウェアの世界へ誘って（いざな）てくれますように！

Feelware decorative products are produced by Naoko Hirota.



Naoko Hirota,Nail Artist
廣田直子

She is a leading authority utilizing the airbrush hyper technology in nail art.

- * Nail Factory Principal
- * Marina Del Rey CO.,LTD. Representative CEO
- * NPO Japan Nailist Association,Master Educator
- * Japan Airbrush Association, Director
- * JNEC Create Committee, Chairperson

Feelware Concept is produced by Da Vinci Brains Inc.



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http://www.alexious.com/