

CONCEPT
 仏壇仏具の技術を応用したスティックインセンス。現代の暮らしになじむ日本固有の香りを厳選し、国内外の高感度な人々に訴求。パッケージは香りを想定しやすい5色でシンプルに仕上げ、リーフレットは写真集風に構成した。

POINT
 香りが漂うような美しい写真を採用。リーフレットは写真集のような構成を意識。香りの原料をシンボリックに捉え、思わず香りが漂ってきそうな美しい写真を商品に添えた。



くすんだ色合いの5色で展開。商品名まわりは英語を用いてシンプルにわかりやすくデザイン。あえて少しくすんだ5色を選ぶことで落ち着いた印象を目指した。



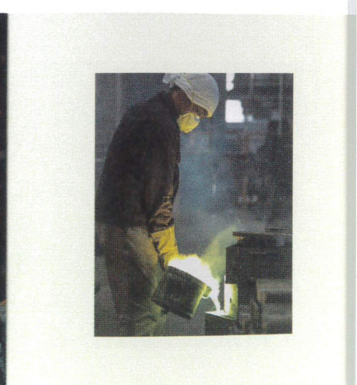
SUGI
 Japan is mostly covered with cedar and cypress forests. For centuries they have been carefully managed and no tree is carelessly felled. Inspired by the spicy fragrance of a cut and dried cedar tree, Sugi incense reveals notes of woods, moss, camellia flower and cinnamon.
 Top: Cinnamon, Cloves, Nutmeg
 Middle: Benzoin, Cardamom
 Base: Amber, Moss, Clay Slips



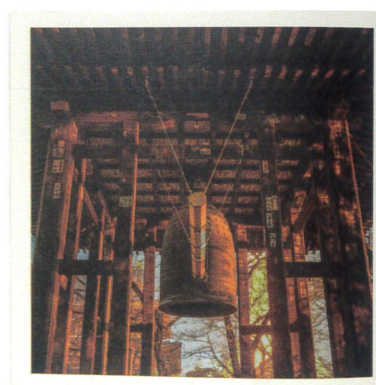
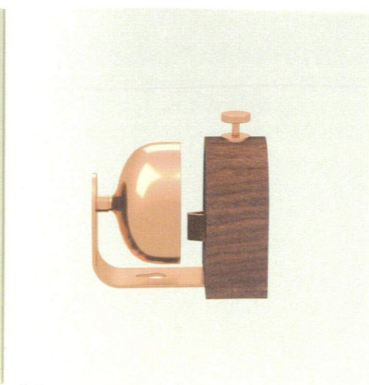
SHIZUKU
 Shizuku incense recalls a morning walk on a misty and cool forest. A drop of water slides onto a well-lit scudstone, disappears. Woods and moss scents blended with amber tones of violet, fresh orange and strong ylang.
 Top: Orange, Ylang Ylang, Nectar
 Middle: Violet, Muguet
 Base: Musk, Woods



HANAMI
 Experience the exuberant explosion of cherry blossoms perfume. During Hanami, each flower blooms all at once and Hanami incense recalls this subtle gorgeous scent. We imagine a garden where fresh notes of green leaves are combined with floral tones of rose, iris and a white musk soft fragrance.
 Top: Rose Leaf
 Middle: Benzoin, Muguet
 Last: White Musk, Amber, Sandalwood



KEEN-D
 A more size bell. As a doorbell, it can be attached to the wall.
 Dimensions: W11xH5x19cm
 Materials: copper, walnut wood



KEEN. THE NEW BELL
 Bells hold a special meaning in Japan. For thousands of years Japanese people developed an affinity with their sounds and today bells are still considered as a symbol of protection. Huge bells with a deep timbre are used in temples to get the attention of the gods. Parents attach bells to their children's geta shoes to ward off evil spirits. In the ancient times, bells were also an instrument to get attuned to nature's sounds. Farin bells let you aware of a change in the whistling of the wind. As each model owns a unique tone, resonance and vibration, Japanese bells are usually identified by the sound they produce - "gran gagan", "cham chin", "in rin".
 Keen bells bring this heritage to contemporary usages with a quiet and sophisticated design. They fit as well on a desk, a counter or a door and invite you to blend their sounds in your life.