

htds

THE BOOK.



**DESIGN IS EVERYTHING,
EVERYTHING IS DESIGNED.**

WE ARE HTDS

About ht ds

Since its inception in 2005, Hiroshi Tsunoda Design Studio (htds) has been transforming everyday challenges into innovative design solutions. Founded by Hiroshi Tsunoda, a Japanese designer based in Barcelona since 2000, ht ds stands as a beacon of creativity and functional artistry.

Design Philosophy

Hiroshi Tsunoda's design philosophy centers on geometric simplicity and functional harmony. With a background from the Rhode Island School of Design, Tsunoda integrates American cultural influences with Japanese minimalism, resulting in designs that are visually striking yet practical and user-friendly.

Innovative Solutions

At ht ds, we offer fresh, innovative solutions through a multicultural lens. Our designs address the small challenges of daily life, continuously exploring new formal and conceptual territories. Our mission is to enhance everyday experiences by seamlessly integrating form and function.

Global Presence

Ht ds has gained international recognition, with our designs featured in cities like London, Milan, Paris, Frankfurt, Hangzhou, and Moscow. Our participation in global design events, such as the Design-Act in Moscow and the Hangzhou International Design Festival, reinforces our standing in the design community. We've also engaged in discussions on new design business ideas at Círculo de Bellas Artes de Madrid and Creative Talks by Lladró in Valencia.

Collaborations and Partnerships

Our studio thrives on collaboration with a diverse range of national and international companies, allowing us to apply our creative expertise across various industries. This synergy results in products that are both aesthetically pleasing and highly functional.

Discover ht ds

Join us in exploring how ht ds redefines design through the seamless fusion of form, function, and inspiration. Our unique approach and global perspective position us as a dynamic force in the design world, continually pushing boundaries and enhancing everyday life through thoughtful design.



HIROSHI TSUNODA

Hiroshi Tsunoda is a Japanese designer who has called Barcelona home since 2000. With a fascination for American culture—particularly cinema and basketball—he pursued his studies at the prestigious Rhode Island School of Design. This experience honed his talent, technique, and distinctive design identity, rooted in formal simplicity and characterized by strong geometric elements that harmonize form, function, and material.

Tsunoda finds inspiration in his surroundings, addressing the small challenges of daily life while exploring new conceptual and formal territories. In 2005, he founded his design studio in Barcelona, focusing on innovative solutions with a multicultural perspective. That same year, he launched DesignCode, a product editorial company that champions accessible and sensational design. Since then, Tsunoda's studio has collaborated with numerous national and international companies across diverse industries.

Tsunoda's work has been exhibited globally, including in London, Milan, Paris, Frankfurt, Hangzhou, and Moscow. He has contributed to design discourse through talks and workshops at prestigious events such as Design-Act in Moscow, the Hangzhou International Design Festival in China, and Creative Talks by Lladró in Valencia. His thought leadership extends to educational initiatives, including The Creative Journeys at the Apple Store in Barcelona.

Beyond his design practice, Tsunoda is a dedicated educator, teaching at institutions like LCI, IED, and Elisava in Barcelona at both undergraduate and postgraduate levels. In recent years, he has also expanded his teaching to Mexico, conducting classes and workshops at ANAHUAC and CEDIM, including collaborations with Michelin-starred restaurant Pangea in Monterrey. His multifaceted career underscores a commitment to advancing design as a tool for problem-solving and cultural exchange, making him a respected figure in the global design community.

GRAPHIC DESIGN PROJECTS



htds

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SHALL WE TALK?

01. MOCHIAI

Japanese Pastry Shop
PACKAGING DESIGN

Barcelona. SPAIN
TAKASHI OCHIAI

Founded by master pastry chef Takashi Ochiai in 1983, Ochiai Patisserie in Barcelona has become a celebrated name in Japanese confectionery, renowned for its delicate Daifuku and vibrant creations, Mochiai and Minimochi. These colorful, artisanal pastries are not only a delight to the palate but also a visual feast, elevating the art of dessert to a sensory experience.

Our studio had the privilege of designing the packaging for Ochiai's exquisite confections, crafting elegant and functional solutions that highlight the beauty and sophistication of the treats inside. Each gift box was carefully designed to evoke a sense of luxury, transforming Mochiai and Minimochi into thoughtful and memorable gifts.

Adding a distinctive touch to the project, we created custom bags using a single sheet of fine cardboard, folded using traditional origami techniques. These minimalist yet sturdy bags can carry up to five pastries, offering a perfect balance of sleek design and practicality.

Throughout the process, we prioritized material efficiency and space-saving solutions, ensuring that the packaging reflected both the artisanal quality of the pastries and a commitment to sustainability. By blending eco-conscious principles with a refined aesthetic, the packaging embodies the elegance and care that define Ochiai Patisserie.

With this project, we celebrate the art of gifting—where every detail, from the pastry to the packaging, tells a story of craftsmanship, beauty, and thoughtfulness.

www.ochiaipatisserie.com/es/

cliente: TAKASHI OCHIAI, S.L.





top left_flat packaging system for easy storage
top right_folding the flat packaging into a bag
bottom_renewed logo with the paper bag
right page top_new packaging for mini mochi
right page bottom_new packaging for mochi

02. LIQUOR BOTTLE

Chocolate Pastry Chef
PACKAGING DESIGN

BARCELONA. SPAIN
JORDI FARRÉS

During the COVID-19 era, renowned Catalan chocolate master Jordi Farres approached us to design the branding for his first-ever chocolate liquor. This comprehensive project involved creating the packaging, an original label for the bottle, and a personalized business card that would embody his unique identity and artisanal spirit.

The central challenge of the project was to establish a graphic identity that was both distinctive and instantly recognizable. Inspired by Jordi's iconic mustache and charismatic presence, we designed a brand logo centered around his face. However, we wanted to take this concept further and infuse it with a playful, personal touch. Knowing Jordi's extensive collection of glasses, we developed a dynamic template that allowed him to customize each business card by hand-drawing a different pair of glasses. This innovation ensured that every card he gave out was not only unique but also reflected his creativity and personal flair.

By combining thoughtful design with an interactive element, the result was a branding solution that celebrated Jordi's individuality and strengthened the connection between his personality and his craft.

www.instagram.com/jordifarreschef

cliente: JORDI FARRÉS, S.L.





top left_gold wrapping for the original chocolate bar
top right_the original chocolate bar
bottom left_original logo design
bottom right_the template for customizing glasses for BC
right page_label design for the liquor bottle



03. ECO PACKAG- ING

Wallpaper brand
PACKAGING DESIGN

BARCELONA. SPAIN
COORDONNE

Reinventing Wallpaper Packaging for Sustainability
and Efficiency

When iconic Spanish wallpaper brand Coordonné approached us to redesign their packaging, we saw a chance to make a significant environmental impact. Their previous solution relied heavily on plastic to protect wallpaper rolls during shipping. Our design replaced over 90% of this plastic, offering a more sustainable alternative without compromising durability.

Beyond reducing waste, the new packaging simplified the process, allowing operators to package rolls faster and more efficiently. This streamlined approach not only boosted productivity but also aligned with our belief that good design must balance visual appeal with practical functionality.

The result was a reimagined packaging solution that is visually striking, easier to handle, and far kinder to the planet. At our studio, we remain committed to designing for a better future, proving that sustainability and efficiency can go hand in hand.

www.coordonne.com

cliente: COORDONNE, S.L.





top left_image photo for the bag and the brand
top right_image photo for the bag and the brand
bottom_image photo for the brand
right page_image photo for the bag and the brand

04. ART DIRECTION

Brand Identity
CI DESIGN/ART DIRECTION

**NAGOYA. JAPAN
BASHIC ASHLEY**

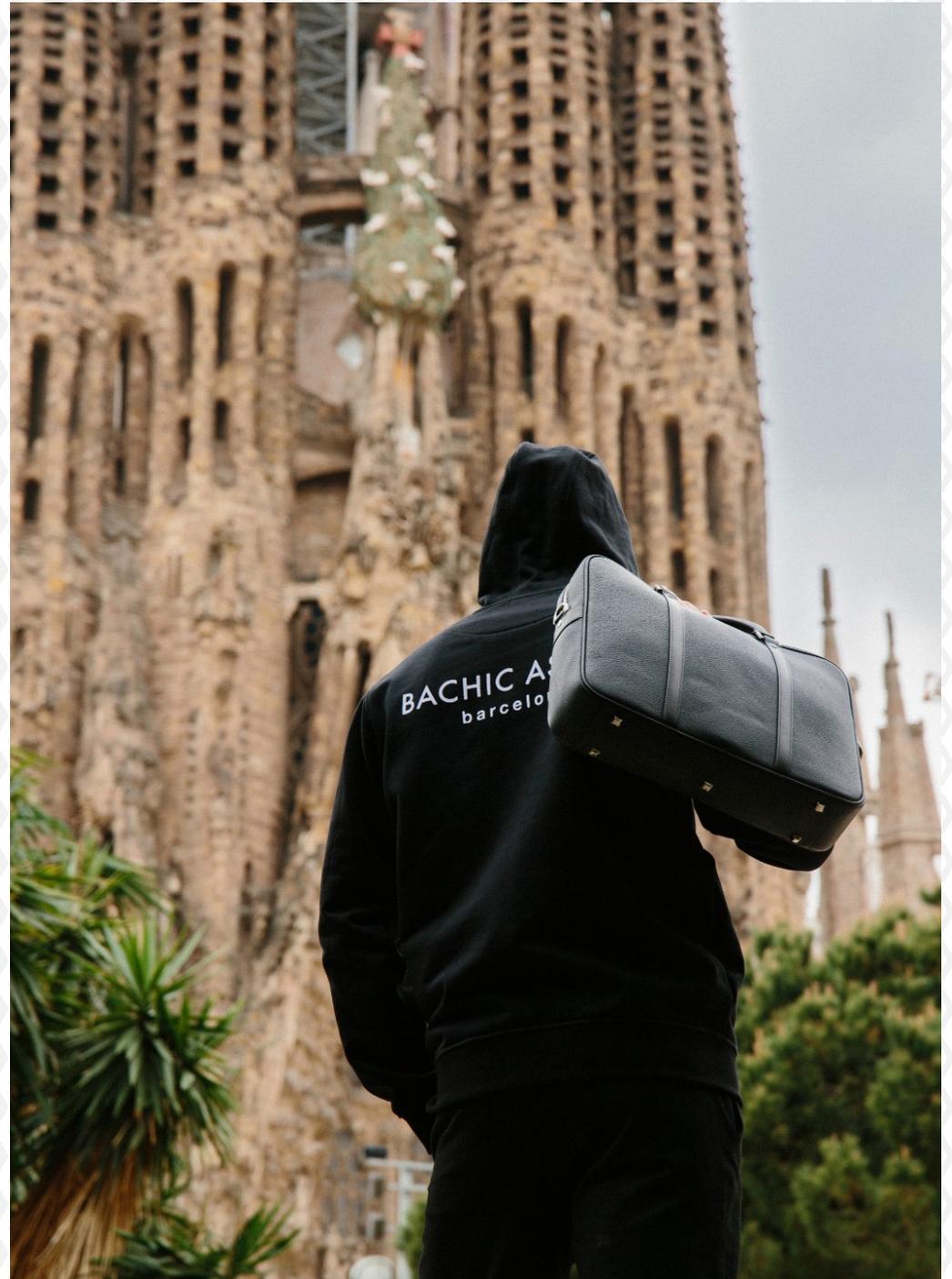
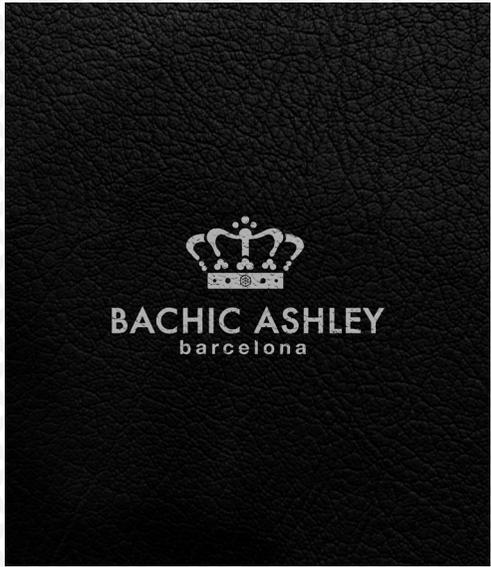
We collaborated with Nagoya-based fashion brand Bashic Ashely to design their logo, brand visuals, and a custom leather bag, marking our first venture into fashion design. Inspired by minimalist Japanese aesthetics, we created a refined identity that balances simplicity and sophistication, perfectly capturing the brand's vision.

During the COVID-19 lockdown, we photographed the collection in a serene, empty Barcelona. Iconic landmarks like La Sagrada Familia became striking backdrops, blending Japanese design with the timeless charm of Barcelona's architecture. Using Spanish models and the city's unique beauty, we produced visuals that celebrate the fusion of two cultures.

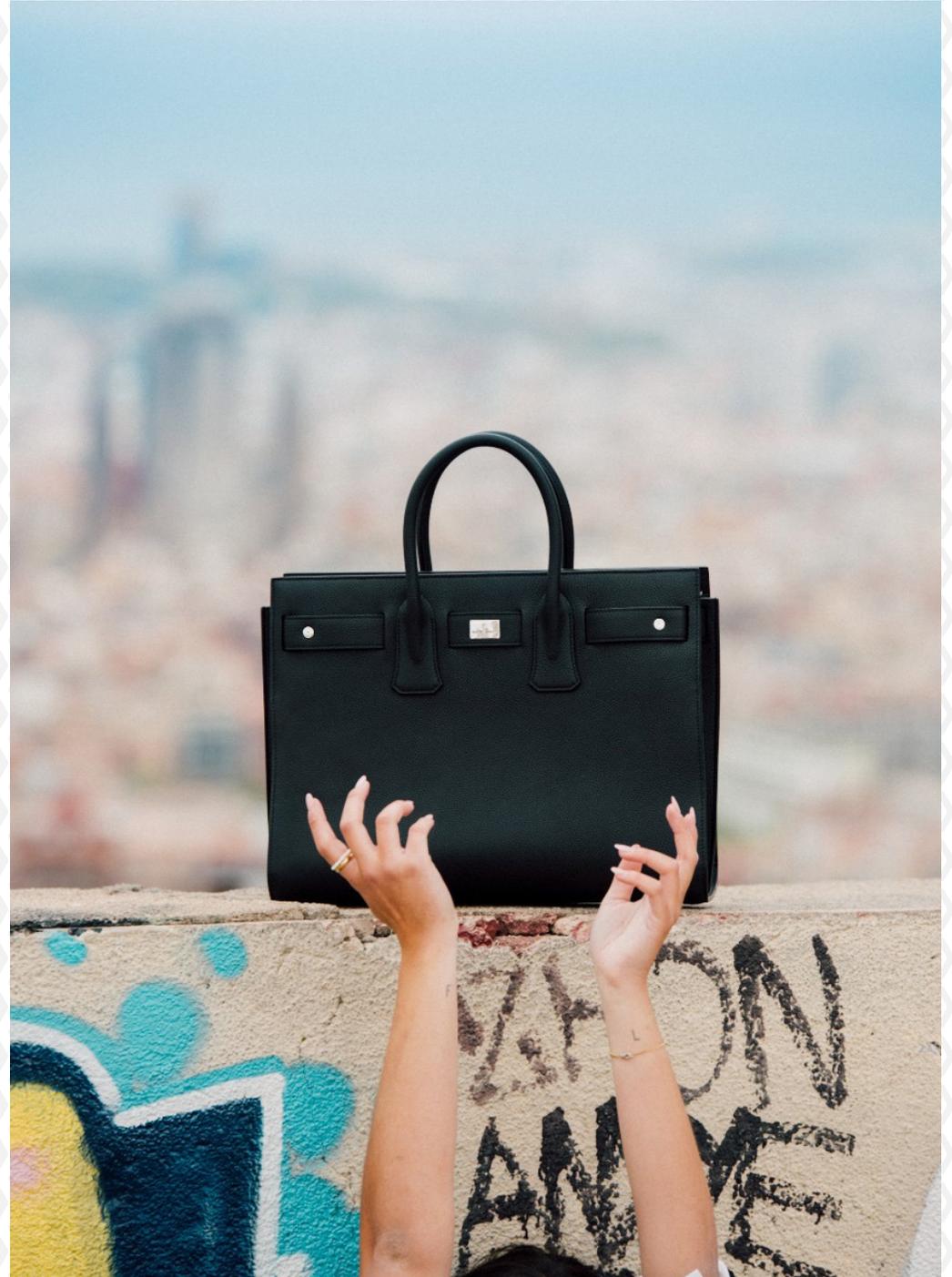
Our work also included designing a luxurious leather bag, exploring new creative territory while delivering a product that reflects Bashic Ashely's elegant identity. This project celebrates creativity, resilience, and the merging of traditions, launching the brand with a timeless and distinctive style.

cliente: FALCONER, INC.





top left_original embrem
top right_log design
bottom_image photo for the bag and the brand
right page_image photo for the bag and the brand



top left_image photo for the bag and the brand
top right_image photo for the bag and the brand
bottom_image photo for the brand
right page_image photo for the bag and the brand

05. CHOCO- LATE PACKAGING --- PACKAGING DESIGN

Chocolate is a universal symbol of joy, comfort, and indulgence, and its packaging should evoke the same sense of excitement and delight as the treat itself. At htds, we believe that chocolate packaging should be more than just a functional wrapper—it should be an experience, a keepsake, and a connection to sweet and cherished memories.

Our approach to chocolate packaging design is rooted in care and creativity. Each project is an opportunity to craft something that not only protects the product but also enhances the anticipation and joy of opening it. We design with the intention of turning every unwrapping moment into a small celebration, creating a sense of wonder and delight for the recipient.

While most packaging is discarded after use, we strive to give our designs a sense of lasting value. Our goal is to create packaging that people want to hold onto, whether as a memento of a special moment, a reminder of a thoughtful gift, or simply a beautiful object that sparks joy. By combining practicality with aesthetic appeal, we elevate packaging into an extension of the chocolate's sweetness and meaning.

At htds, we transform chocolate packaging into more than just a container—it becomes part of the story, a tangible memory that lives on long after the chocolate is gone. It's our way of ensuring that every detail, from the first glance to the final bite, is as meaningful and delightful as the treat itself.

05A. ADVENT CALENDAR

Chocolate Packaging
PACKAGING DESIGN

BARCELONA, SPAIN
CHOCOLATFACTORY

The advent calendar has long been a whimsical tradition for children, with its design remaining largely unchanged for decades. When Barcelona's iconic Chocolat Factory challenged us to rethink this classic, we aimed to create a product that was fresh, interactive, and universally appealing—perfect for both kids and adults.

Our design transforms the advent calendar into a stylish and multifunctional piece that's as engaging as it is elegant. Delivered in flat packaging to reduce material waste and improve shipping efficiency, the calendar is assembled into a freestanding Christmas tree, making it a festive centerpiece for any home or office.

Each of the 24 boxes contains a delicious chocolate and a delightful surprise: flipping the box after enjoying the treat reveals a letter. By Christmas Eve, the flipped boxes spell out a hidden message, adding an element of anticipation and delight. Beyond the season, the boxes transform into a playful puzzle, extending the calendar's usefulness and enhancing its sustainability.

This redesign elevates the advent calendar into a modern, thoughtful product that fits beautifully into adult spaces while retaining the charm of its nostalgic origins. It's more than just a calendar—it's a celebration of the season, bringing joy and magic to all ages.

www.chocolatfactory.com/en/

cliente: CHOCOLATFACTORY, S.L.





left top_flat packaging for easy carry
left top bottom_flat packaging for easy carry
top right_two pieces of chocolate in the each box
bottom_the boxes for the chocolate can be used as a puzzle game
right page_advent calender as a Christmas tree

05B. THE ENVELOP

Chocolate Packaging
PACKAGING DESIGN

**BARCELONA, SPAIN
CHOCOLATFACTORY**

In today's digital world, the warmth of handwritten messages is often lost. To revive this tradition with a modern, delicious twist, we collaborated with CHOCOLAT FACTORY in Barcelona to design a product that merges the charm of personal notes with the luxury of fine chocolate.

The concept was simple yet deeply personal: a chocolate shaped like a classic envelope, paired with space for a handwritten message. This unique design allows recipients to enjoy both a heartfelt note from a loved one and the indulgent taste of CHOCOLAT FACTORY's exquisite chocolate.

Beyond rekindling the art of personal messaging, this product introduced a sensual and luxurious element to CHOCOLAT FACTORY's collection. The envelope-shaped chocolate blends elegance and emotion, standing out as a thoughtful and innovative addition.

The result was a product that exceeded expectations, offering a way to connect through both words and taste. It's more than chocolate—it's a timeless gesture of love and care, wrapped in sweetness and nostalgia.

Let's bring back the joy of handwritten notes—with a delicious side.

www.chocolatfactory.com/en/

cliente: cliente: CHOCOLATFACTORY, S.L.





top left_elegant outside of the packaging
top right_opening system allows you to take piece of chocolate with ease
right page_messages on the piece of paper goes in between of the chocolate envelopes



top left_elegant slim packaging
 top right_each chocolate flavor has the indications
 bottom_colorful inside box appears from simple elegant sleeve
 right page_easy assembling flat packaging system



06. CORPORATE IDENTITY GRAPHIC DESIGN

A brand's identity is as crucial as the first impression you give in a personal meeting—it sets the tone for how your company is perceived. Corporate identity (CI) design is not just a visual exercise; it's a strategic process that can profoundly impact the future of your brand's marketing and growth.

Unfortunately, there are countless examples of poorly designed CI that fail to capture the essence of a brand. Even large corporations, despite significant investments, often produce uninspired identities that lack meaning and fail to resonate. This highlights an essential truth: creating a successful CI isn't just about how much time or money you spend—it's about channeling the spirit and passion of the brand into the design.

At htids, we take pride in crafting meaningful and impactful CI for our clients. Through in-depth conversations and meticulous attention to detail, we uncover the true essence of a brand. Our goal is to translate that essence into a compelling identity that not only represents the brand's values but also connects deeply with its audience.

A well-designed CI has the power to define a brand's future, and we approach every project with the dedication and passion it deserves. At htids, it's about more than design—it's about creating an identity that embodies the spirit of the brand and sets it apart in an increasingly competitive world.

06A. ENERGY DRINK

Corporate Identity
GRAPHIC&PACKAGING
DESIGN

SHANGHAI. CHINA IMPACT WAVE

We partnered with a Chinese company to create a complete corporate identity for Impact Wave, an energy drink brand aimed at standing out in a competitive market. From designing a bold main logo and cohesive sub-brand visuals to crafting a custom bottle shape inspired by the energy and motion of the brand, every detail reflected Impact Wave's dynamic spirit.

The project culminated in a successful launch, further elevated by a collaboration with the iconic Japanese manga series Dragon Ball Z. For Hiroshi, seeing our designs paired with such a legendary franchise held special significance, blending personal heritage with professional achievement.

This project demonstrated the power of design to connect brands with audiences, making it one of our most rewarding ventures. Here's to bold ideas and happy clients!

client: IMPCAT WAVE. LTD.





left top_ English logo
 left top bottom_ Chinese logo
 top right_ The special label graphic design for kids drink
 bottom_ marketing image material for the energy drink
 right page top_ 5 hours energy drink label design
 right page bottom_ 3 color options for 5 hours energy drink label design



top_marketing image material for the energy drink
 bottom_marketing image material for the energy drink
 right page top_5hours 5 tastes energy drink bottles
 right page bottom_XING LAO canned energy drink label designs



top left_the brand collaboration with DragonBall
 top right_the brand collaboration with DragonBall
 right page_original pet bottle inspired with the brand logo
 designed by ht ds

ImpactWave 冲击液

06B. ASTERA CI DESIGN

Corporate Identity Design
GRAPHIC DESIGN

Dhaka, Banglades
STAR PORCELAIN

Over the past few years, we've collaborated with a leading Bangladeshi porcelain company, and recently, we embarked on an exciting journey to create their own exclusive tableware brand for the HORECA industry. From this vision, Astera was born—a porcelain manufacturer designed to disrupt the market with a bold, modern approach.

Our work with Astera went far beyond design. We built the entire brand identity from the ground up, crafting everything from the name, logo, and corporate identity to the catalog design. The challenge lay in bridging cultural differences between Europe and Bangladesh, but overcoming these complexities made the process deeply rewarding.

Astera enters a market dominated by brands with deep historical roots. Without a legacy of its own, we created an identity that stands out: fresh, hip, and unapologetically modern. The result is a striking logo and a visually captivating catalog that redefine how a porcelain brand can present itself in a traditional industry.

Astera proves that thoughtful design and branding can empower a new entrant to compete with industry giants. It's been a privilege to bring this ambitious vision to life and to see Astera already making waves in the HORECA world.

Here's to breaking barriers and building brands that boldly challenge the status quo.

www.asteraporcelain.com

cliente: STAR PORCELAIN LTD.





top left_uniform t-shirt for stuff
top right_the official logo
bottom_the official logo on ambiente stand
right page_original tote bag

07. JAPANESE LOGOS

GRAPHIC DESIGN

We're passionate about creating visual identities that blend Japanese tradition with contemporary aesthetics, whether for restaurants or businesses. A well-designed logo is more than a symbol—it's the story of your brand. Our designs capture the elegance of Japanese culture with modern elements, ensuring they resonate globally. Is your brand ready for an identity that stands out? Let's create something extraordinary together.

At htids, we see technology as an enabler, not a replacement for creativity. Great design happens when skill and tools work in harmony. In a visually cluttered world, we combat "visual pollution" with designs that are meaningful, inspiring, and leave a lasting impression. Good design isn't just seen; it's felt.

Design is also about communication. When working with nuanced languages like Japanese, precision is crucial. Our multicultural team ensures every design respects cultural and linguistic details, delivering visuals that are accurate and impactful.

Finally, a logo is more than a graphic—it's your brand's identity. Budget options may save money, but they rarely provide the depth and strategy needed to create something enduring. At htids, we craft logos that are not only beautiful but also build connections and stand the test of time. Let's design a legacy for your business.

07A. TORIBAN- YA

Japanese Restaurants
GRAPHIC DESIGN

TOKYO. JAPAN

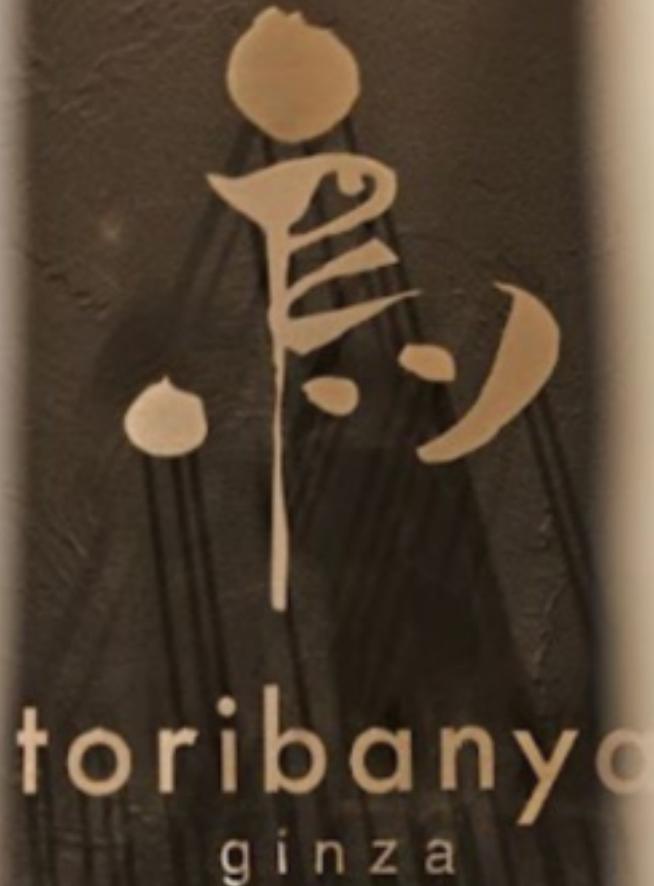
In the heart of Ginza, Tokyo's most prestigious neighborhood, Toriban Ya is a new yakitori restaurant by DAITO ENTERPRISE CO., LTD., catering to a discerning clientele accustomed to high-end dining. We were honored to design the logo for this venture, balancing the rich traditions of yakitori with the luxury and modernity expected in Ginza.

To achieve this harmony, we combined traditional Japanese calligraphy with a sleek, contemporary typeface. The calligraphy, meticulously crafted, subtly resembles the image of a chicken—an elegant nod to the restaurant's core offering. The result is a logo that is both timeless and sophisticated, perfectly reflecting the restaurant's refined character.

This project was a thoughtful exercise in bridging heritage and innovation, creating a visual identity that complements Toriban Ya's premium dining experience while honoring the essence of Japanese cuisine. We are proud to have contributed to a brand that seamlessly blends tradition with modern elegance in one of Tokyo's most exclusive districts.

www.tori-banya.jp

cliente: DAITO ENTERPRISE CO., LTD.





top_the logo simulation on black and white background
bottom_the logo on the wall of the restaurant entrance
right page_the logo design



07B. MAEBATA

Ceramic Tableware Brand
GRAPHIC DESIGN

TAJIMI. JAPAN

Japan's traditional pottery industry faces growing challenges, with declining demand and competition from mass-produced goods threatening centuries-old craftsmanship. This cultural and artistic heritage, deeply rooted in Japan's identity, is at risk of disappearing.

Amid this struggle, Maebata, a renowned tableware brand from Tajimi in the historic Mino region, is striving to preserve its legacy while expanding into global markets. We were honored to collaborate with Maebata to design tableware collections and visuals that celebrate their heritage while embracing a modern vision.

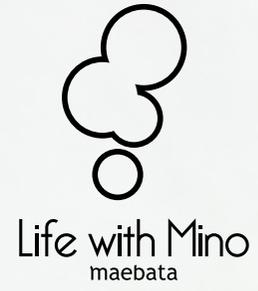
Our concept centered on inheriting and sharing the spirit of Mino pottery with the world. We created a unifying logo for this mission, along with two logos for the new collections. Each collection combines the artistry of traditional Mino ceramics with contemporary aesthetics, connecting deeply with both local and global audiences.

This project went beyond design—it was about honoring a cultural legacy and finding sustainable ways to preserve it. By blending tradition with modernity, we hope to contribute to the enduring story of Mino pottery and support Maebata's mission to safeguard Japan's ceramic heritage for future generations.

www.maebata.jp

cliente: MAEBATA CO., LTD.





top_the original tote bag with the logo
bottom_the original
right_the original logo on poster

07B. AKI RAMEN

Japanese Restaurants
GRAPHIC DESIGN

LAS PALMAS. SPAIN
AKI RAMEN

As the first ramen restaurant in Las Palmas de Gran Canaria, Aki brings the rich tradition of Japanese ramen to a new audience. With ramen's growing global popularity, the challenge was to craft a visual identity that felt authentic to Japanese culture while resonating with the local market.

The name Aki, meaning "autumn" in Japanese, inspired the restaurant's cozy and seasonal theme. For the logo, we designed a red momiji (maple leaf), an iconic symbol of Japanese autumn, to evoke warmth, tradition, and a connection to nature. This design captures the comforting and hearty essence of ramen, seamlessly tying the dish to the seasonal spirit of autumn.

The visual identity blends cultural authenticity with inviting aesthetics, celebrating the Japanese origins of the cuisine while ensuring it stands out in its local context. The Aki logo, with its distinctive maple leaf motif, sets the tone for a dining experience that is visually engaging, culturally rich, and deliciously memorable.

cliente: SUAVECHAN, S.L.





top left top_the original staff t´shirt with the logo
top left bottom_the original logo b&w
top right_the original tote bag with the logo
bottom_menu
right page_the original logo

07C. GOKURI

Japanese Restaurants
GRAPHIC DESIGN

TOKYO. JAPAN

We had the honor of designing the logo for Gokuri, a high-end sake bar located in Oomiya, Tokyo. The name Gokuri is derived from the Japanese onomatopoeia for the sound of swallowing, a sensory nod to the rich experience of enjoying fine sake. This unique concept inspired us to create a logo that reflects both the luxurious atmosphere of the bar and the tactile pleasure of savoring each sip.

The logo mark draws inspiration from the shape of a tongue, subtly representing the act of tasting. This design choice introduces a hint of playfulness, adding charm and approachability to the logo while maintaining its refined aesthetic. The interplay of elegance and cuteness creates a visual identity that is both distinctive and memorable, perfectly embodying the sensory and cultural essence of Gokuri.

Through its thoughtful design, the logo captures the balance of sophistication and warmth that defines the bar. It reflects not only the art of enjoying sake but also the inviting experience that Gokuri offers to its guests, leaving a lasting impression that resonates with its luxurious yet welcoming spirit.

www.gokuri.net/

cliente: NEXES21 CO., LTD.



GOKURI
日本酒と創作小鉢料理



top_the logo simulation on black and white background
bottom_the logo on the restaurant entrance door
right page_the logo design

07C. OH!KINI

Japanese Restaurants
GRAPHIC DESIGN

BARCELONA.SPAIN

Located in the heart of Sants, one of Barcelona's most historic neighborhoods, OKINI proudly holds the title of the city's first kushiage restaurant. The brand identity for OKINI was crafted to seamlessly blend the traditional essence of Japan with the modern vibe of Barcelona, creating a unique and welcoming dining experience.

The logo design reflects this harmonious balance, incorporating elements that evoke the authenticity of Japanese culture while maintaining a sleek, contemporary aesthetic to resonate with the vibrant spirit of Barcelona. This fusion of tradition and modernity sets the tone for the restaurant's distinctive character.

In addition to the logo, we designed staff uniforms, menus, and visual merchandising, ensuring every detail was consistent with OKINI's brand vision. Each element was thoughtfully crafted to enhance the dining experience, from the look and feel of the menus to the carefully styled uniforms that reflect the restaurant's identity.

OKINI isn't just a dining destination; it's a cultural bridge, where Japanese culinary tradition meets Barcelona's modern charm, offering guests an unforgettable journey in taste and design.

www.instagram.com/ohkinibcn

cliente: PLEASURE CREATE, SL.





top_the logo simulation on black and white background
 bottom_the logo on the staff t-shirt
 right page top_the logo design
 right page bottom_the original menu design



串カツ KUSHIKATSU Las brochetas japonesas

El Kushikatsu (串カツ) es un estilo japonés de las brochetas o kebab. En japonés, kushi (串) se refiere al pincho utilizado mientras que katsu significa rebanada de carne frita en aceite. El kushikatsu puede elaborarse con pollo, cerdo u otras carnes, mariscos, pescado y/o vegetales de temporada. Estos se insertan en un kushi de bambú y se frien en aceite vegetal. Pueden servirse solos o con ligera salsa.

The Kushikatsu (串カツ) is a Japanese style of skewers or kebab. In Japanese, kushi (串) refers to the skewer used while katsu means slice of meat fried in oil. Kushikatsu can be made with chicken, meat, pork, fish and / or seasonal vegetables. These are inserted into a bamboo kushi and fried in vegetable oil. They can be served alone or with some sauce.

<p>oh! carne/meat 1.50€</p> <p>temera beef 01 pollo chicken 02 cerdo pork 03 tsukune 04 hamburguesa 05 salchicha sausage 06 jamon ham 07 queso cheese 08</p>	<p>oh! marisco/seafood 1.50€</p> <p>merluza hake 09 salmon 10 sardina sardine 11 calamar squid 12 pulpo octopus 13 gamba shrimp 14 millones mussels 15 takoyaki 16 konjac 17 mochi 18 queso cheese 19 chikuwa 20 hongo de codorniz quail egg 21</p>	<p>oh! otro/other 1.50€</p> <p>pinchos paper 21 cebolla onion 22 cebolleta spring onion 23 tomate tomato 24 brocoli 25 shiitake 26 champiñón mushroom 27 berenjena aubergine 28 espárragos asparagus 29 calabaza pumpkin 30 patata potato 31 patata dulce sweet potato 32 ajo garlic 33 raíz de lotus lotus root 34 acituna olive 35 jengibre negro ginger 36</p>						
<p>oh! combinados / set</p> <table border="1"> <tr> <td>5 brochetas / 5 skewers</td> <td>6.50€</td> </tr> <tr> <td>7 brochetas / 7 skewers</td> <td>8.50€</td> </tr> <tr> <td>10 brochetas / 10 skewers</td> <td>12.00€</td> </tr> </table>			5 brochetas / 5 skewers	6.50€	7 brochetas / 7 skewers	8.50€	10 brochetas / 10 skewers	12.00€
5 brochetas / 5 skewers	6.50€							
7 brochetas / 7 skewers	8.50€							
10 brochetas / 10 skewers	12.00€							
<p>oh! otro platos/other dishes</p> <p>edamame 3.00€ arroz blanco white rice 2.00€ sopa de miso miso soup 2.00€ sopa de arroz rice in soup 4.00€ onigiri 3.00€ arroz con curry 5.00€ karaage 5.00€ mochi rôlis (hamburguesa/jamón/queso/karaage/brocoli/miso/hongo de codorniz) 7.00€ (hamburguesa/queso/queso/karaage/cebolla/miso/hongo de codorniz)</p>								

*Peligro: Aceite muy caliente. Mucho cuidado con las salpicaduras durante la manipulación.
 NO ACERCAR LA BEBIDA, NI OTROS LÍQUIDOS.
 *Danger: Very hot oil. Avoid splashes. NO LIQUIDS PERMITTED NEAR THE FRIER.

f ohkinibon



07D. SAKE KAGURA

Japanese Sake Bar
GRAPHIC DESIGN

BARCELONA.SPAIN

Creating the visual identity for Sake Kagura, the first sake bar in Barcelona, was a project steeped in cultural fusion and thoughtful design. The color scheme for the interior drew inspiration from the vibrant stained glass windows of Barcelona's iconic churches, mirroring the delicate and nuanced bouquet of Japanese sake. This choice reflected the bar's mission to blend the richness of Japanese tradition with the artistic spirit of its Barcelona setting.

The logo design incorporated traditional Japanese kanji, seamlessly integrated to create a sophisticated, modern aesthetic with a touch of heritage. This balance of old and new symbolizes the bar's identity as a cultural bridge, bringing the elegance and tradition of sake to a cosmopolitan European audience.

The visual identity captures the essence of Sake Kagura—a refined yet inviting space where the artistry of Japanese sake meets the vibrant cultural tapestry of Barcelona.

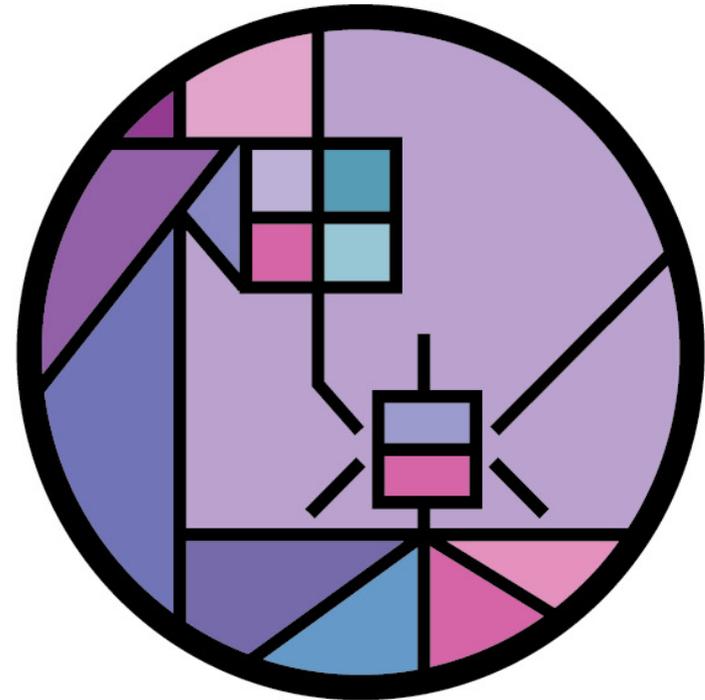
cliente: HIROSHI TSUNODA, SL.





top left top_the original staff t´shirt with the logo
top left bottom_the original staff t´shirt with the logo
top right_the original logo on the front window
bottom_the original coasters
right page_the original logo

かぐら



SAKE **KAGURA**
barcelona

07E. DEN- SHOKU

Seafood Processing
Industry
GRAPHIC DESIGN
FUKUI.JAPAN

With over a decade of experience in the seafood processing industry, Denshoku from Fukui, Japan, sought a fresh, modern logo to represent their expanding business across the country. Alongside their new warehouse development, the company wanted a visual identity that conveyed both a contemporary edge and a strong corporate presence.

To achieve this, we engaged in numerous in-depth discussions with the client, ensuring that the design captured their vision and aligned with their business goals. Through collaborative effort, we presented multiple design proposals, refining the logo to meet their exact needs.

The result is a logo that strikes a perfect balance between modernity and professionalism, encapsulating Denshoku's growth and ambition. Both the client and our team were thrilled with the final outcome, making every step of the process truly rewarding. The new logo not only represents Denshoku's legacy but also sets the tone for their future success.

www.denshoku-corp.jp

cliente: DENSHOKU Co., Ltd.





denshoku
four seasons to your kitchen

left top_business card in Japanese
left bottom_visual image presentation
right page_the original logo

08.

GRAPHIC MERCHAN- DISING

aki RAMEN
ラーメン
las palmas de gran canaria

GRAPHIC DESIGN

Producing merchandise that incorporates your visual identity is a powerful and essential step in building a strong and memorable brand. When customers interact with products that feature your logo or design elements, they don't just recognize your brand—they form a personal and emotional connection to it. These tangible items go beyond functionality, reinforcing your brand's presence in their daily lives and leaving lasting impressions that strengthen loyalty and recognition.

With Hiroshi's extensive experience in managing his own brand, he deeply understands the impact that well-designed merchandise can have. This firsthand insight drives our team at HTDS to approach merchandise design as a key component of creating visual identities for our clients. We know that every piece of branded merchandise is an opportunity to communicate your values, tell your story, and engage your audience in a meaningful way.

At HTDS, we ensure that your brand's merchandise is not only practical but also seamlessly aligned with your overall identity. From conceptualization to execution, we design items that enhance brand recognition, evoke emotional resonance, and stand out as reflections of your company's essence.

By offering tailored merchandise design, we help your brand leave an indelible mark in the hearts and minds of your customers, ensuring that your identity is carried forward with pride and purpose. For us, merchandise is more than just a product—it's a lasting extension of your brand's story.

08A. JAPAN TREK

Barcelon Business School
GRAPHIC DESIGN

BARCELONA. SPAIN
IESE

We collaborated with the Japanese Business Club at IESE, one of the world's top business schools in Barcelona, to create meaningful items for their annual Japan trip. This unique journey brings together students from around the globe, including many from Japan, to explore Japanese culture and business practices.

Our designs celebrated the spirit of cultural exchange and togetherness. We created a Furoshiki, a traditional Japanese cloth reimaged as a schedule guide for the trip. Blending practicality with tradition, it served as both a useful tool and a lasting keepsake. Additionally, we designed a tote bag featuring a striking red circle symbolizing the Japanese flag. This circle, formed by 36 thin red line circles, represented the 36 countries of the participating students, symbolizing unity and a shared love for Japan.

This project was an opportunity to honor Japanese tradition while incorporating modern design elements that resonate with a diverse, international audience. Seeing our work in the hands of IESE's talented students was a truly rewarding experience.

Here's to building bridges across cultures through thoughtful design.

www.iese.edu/

cliente: IESE JAPAN BUSINESS CLUB





top_detail of the graphic
bottom_the original tote bag with the red circle
right_page_bottom_the original tote bag with the red circle



08B. AKI RAMEN

Japanese Restaurants
GRAPHIC DESIGN

LAS PALMAS. SPAIN
AKI RAMEN

As the first ramen restaurant in Las Palmas de Gran Canaria, Aki brings the warmth and richness of Japanese ramen culture to a new audience. With the rising global popularity of ramen, the challenge was to create a visual identity that reflected both authenticity and appeal in its local setting.

The name Aki, meaning “autumn” in Japanese, inspired the restaurant’s seasonal and cozy theme. The logo prominently features a red momiji (maple leaf), a classic symbol of Japanese autumn, evoking a sense of warmth, tradition, and connection to nature. The choice of the maple leaf also ties to the comforting and hearty nature of ramen, which aligns beautifully with the autumnal spirit.

This visual identity blends cultural authenticity with inviting aesthetics, creating a brand that stands out while honoring the Japanese origins of its cuisine. The Aki logo sets the tone for a dining experience that is as visually appealing as it is delicious.

cliente: SUAVECHAN, S.L.





top left top_the original staff t 'shirt with the logo
top left bottom_the original staff t 'shirt with the logo
top right_the original tote bag
bottom_menu
right page_the original tote bag



09. ORIGINAL GRAPHIC BRAND

GRAPHIC DESIGN

For many designers, creating their own brand is a dream come true—a chance to bring their creative vision to life under their own identity. However, running a design brand is an entirely different challenge, requiring much more than just designing. Hiroshi has a unique perspective on this, thanks to his experience founding and managing his own brand, DesignCode.

Hiroshi not only created the brand itself but also designed all the products that became part of its identity. This gave him the rare opportunity to oversee every aspect of the process, from product design and graphic design to art direction. But running a brand is, first and foremost, a business, and it involves much more than the creative work. Through DesignCode, Hiroshi learned the complexities of managing production processes, working with various materials, coordinating printing, and even handling photo shoots to showcase the products effectively.

Today, the landscape for starting a design brand is more accessible than ever. The rise of online services and platforms has made it easier for designers and creative individuals to launch their brands. From printing companies that manage end-to-end production to drop-shipping services that eliminate the need for warehouses, the barriers to entry have significantly decreased. Designers can now focus more on their creative vision while leveraging these tools to simplify logistics and distribution.

Creating and running a design brand offers invaluable lessons for any designer. It's an opportunity to dive deep into design processes, production techniques, and the practical realities of turning ideas into tangible products. While the journey may come with its challenges, it's also a rewarding experience that sharpens skills and expands a designer's understanding of the creative and business worlds alike.

ANTONI
GAUDI
- 1926

Temple Expiatori de la Família is a large Catholic church in Barcelona, designed by Spanish architect Antoni Gaudí (1852–1926). Although incomplete, it is a UNESCO World Heritage site and in November 2010 Pope Benedict XVI consecrated and canonized it as a minor basilica, as distinct from a cathedral, which must be the seat of a bishop. Construction of the Família commenced in 1882 and Gaudí became involved with the project and with his architectural style, combining Gothic and curvilinear Art Nouveau forms. Gaudí devoted his last years to the project, and at the time of his death in 1926, less than a third of the project was complete. The Família's construction progress was slow, as it relied on private funding, and was interrupted by the Spanish Civil War, only to resume progress in the 1950s. Construction passed the midpoint in 2012, with some of the project's challenges remaining and an anticipated completion date of 2026, the centenary of Gaudí's death.

SAGRADA
FAMILIA
10' 30.108"

09. ADÉU BCN

Design Souvenir Brand
GRAPHIC DESIGN

BARCELONA. SPAIN
ADÉU BARCELONA

Hiroshi Tsunoda created adeu, an original souvenir brand, with the goal of offering tourists more than just keepsakes—he wanted to design products that would capture the essence of Barcelona and integrate seamlessly into everyday life. Unlike conventional souvenirs, adeu focuses on practicality and style, delivering items that people can use regularly while reminding them of their time in the vibrant Catalan capital.

The name adeu, meaning “goodbye” in Catalan, symbolizes a heartfelt farewell and the idea of carrying a piece of Barcelona with you, wherever you go. Each product in the adeu line is thoughtfully designed to reflect the city’s unique charm, blending local inspiration with Hiroshi’s signature minimalist approach to design.

The vision behind adeu is to elevate the souvenir experience, creating items that are not only aesthetically pleasing but also functional and durable. Whether it’s a cleverly designed tote bag, a sleek piece of tableware, or a distinctive accessory, adeu products serve as lasting reminders of the city’s culture and energy while fitting seamlessly into modern lifestyles.

With adeu, Hiroshi aspires to redefine what souvenirs can be—practical, beautiful, and deeply meaningful—ensuring that the memories of Barcelona live on in the moments of everyday life.

www.azoko-barcelona.myshopify.com

cliente: AZOKO, S.L.









LA PEDRERA
ANTONI GAUDÍ
1906 - 1912
 41° 23' 43.471" N, 2° 9' 42.926" E

Casa Milà, popularly known as **La Pedrera**, meaning the "The Quarry", is a modernist building in Barcelona, Spain. It was the last civil work designed by architect Antoni Gaudí, and was built from 1906 to 1912. The building was commissioned in 1906 by businessman Pere Milà i Camps and his wife Roser Segimon i Artells. At the time, it was controversial because of the undulating stone facade and twisting wrought iron balconies and windows designed by Josep Maria Jujol. Structural innovations include a self-supporting stone front and columns, and floors free of load bearing walls. Also innovative is the underground garage. In 1984 it was declared a World Heritage Site by UNESCO. Currently, it is the headquarters of the Catalunya-La Pedrera Foundation, which manages the exhibitions, activities and public visits at Casa Milà.

10.

JAPAN FOUNDATION

Graphic Merchandising
GRAPHIC DESIGN

MADRID. SPAIN JAPAN FOUNDATION

We had the privilege of collaborating with the Japan Foundation in Madrid to refresh their visual identity. From business cards and roll-ups to annual catalogs, the project was an opportunity to create a modern yet timeless design that reflects the essence of Japanese culture.

As the only Japanese designer in Spain, Hiroshi brought a deep understanding of Japanese culture to the project. Authentic cultural design requires more than surface-level replication; it demands respect for the nuances of language, tradition, and meaning. As Hiroshi says, "Design is a culture," and this philosophy guided every aspect of the work.

Respecting the original logo and its color palette, we modernized the visuals while preserving the Foundation's core identity. The result is a refreshed design that feels both contemporary and enduring, ensuring its relevance for years to come.

Beyond printed materials, we extended the redesign to include interior decorations and signage for spaces hosting cultural events and talks. Every detail, from the smallest graphic elements to large-scale installations, was thoughtfully crafted to create an authentic and cohesive experience imbued with Japanese culture.

This project highlights the importance of cultural understanding in design, and we are proud to have contributed to the Japan Foundation's mission of promoting Japanese culture abroad.

www.md.jpf.go.jp/es/

cliente: JAPAN FOUNDATION MADRID





top left_the original staff t´shirt with the logo
top right_the original staff t´shirt with the logo
bottom_the original business card
right page_graphic design on the rolle up



11. CATALOG

GRAPHIC DESIGN

Designing a catalog is one of the most rewarding challenges in our work. It goes far beyond creating visually appealing layouts—it's about capturing the essence, history, and spirit of a brand and translating it into a tangible format that leaves a lasting impression. Each catalog becomes a physical representation of our clients' identity, a piece that tells their story in a way that endures over time.

At our studio, we embrace this challenge wholeheartedly. Our process extends beyond graphic design; we take full responsibility for the art direction of the catalog. This means crafting engaging content, overseeing the conceptualization and execution of photoshoots, and ensuring that every detail aligns with the brand's unique narrative. From the smallest typographic choice to the overall structure of the catalog, we meticulously design each element to reflect the brand's identity and message.

The pressure to encapsulate so much into a single piece is immense, but it's also what makes the process so fulfilling. There's nothing more rewarding than presenting the final catalog to our clients and seeing their excitement as they hold a product that truly represents their vision.

A well-designed catalog is more than just a marketing tool; it's a lasting piece of a brand's legacy. It's our job to ensure that it not only looks stunning but also resonates with the brand's spirit, values, and ambitions. Creating such meaningful and enduring designs is both an honor and a pleasure, and it's why we pour our heart and soul into every project.



10A. CATALOG

Porcelain Tableware Brand
PRODUCT DESIGN

Beirut. LEBANON
ARIANE

Our partnership with ARIANE, a prestigious porcelain brand from India, began with designing functional and unique tableware that earned acclaim in the HORECA market, solidifying ARIANE's position as a key industry player.

As the relationship grew, ARIANE entrusted us with their brand's visual direction, including the creation of their new catalog. This extensive project involved designing the catalog layout and conducting a detailed photo shoot in Barcelona, capturing the elegance and functionality of their tableware. Working with samples shipped from India, we gained invaluable insights into how food presentation enhances the perception of tableware, further refining our design approach.

Our involvement extended to every stage of production, from selecting materials to collaborating with the printer. This hands-on approach allowed us to craft a catalog that not only redefined ARIANE's marketing presence but also set a new benchmark in the industry. The innovative design delighted ARIANE and captured the attention of competitors, marking a milestone in our collaboration.

This project highlights how thoughtful design and meticulous attention to detail can elevate a brand, showcasing the power of creativity in building lasting impact.

www.arianefineporcelain.com

cliente: ARIANE FINE PORCELAIN LTD.

Ariane
— fine porcelain —



10B. CATALOG

Porcelain Tableware Brand
PRODUCT DESIGN

Dhaka. BANGLADESH
ASTERA

In recent years, we've had the privilege of collaborating with a leading Bangladeshi porcelain company on an ambitious project: creating their own exclusive tableware brand for the HORECA industry. From this vision, Astera was born—a bold and modern porcelain manufacturer set to disrupt a market dominated by traditional players.

At htds, we didn't just design for Astera; we built its entire brand identity from the ground up. From conceptualizing the name and crafting the logo to developing a cohesive corporate identity and designing the catalog, every element was created from scratch to ensure a unified and impactful presence. The catalog design, in particular, was a cornerstone of the project, presenting Astera's innovative approach to porcelain in a visually stunning and engaging way.

Bridging cultural differences between Europe and Bangladesh added a layer of complexity to the process, but these challenges made the journey even more rewarding. The result is a brand identity and catalog that stand out with a fresh, contemporary, and unapologetically modern aesthetic, redefining how a porcelain brand can position itself in a traditional industry.

Astera is proof that a well-executed brand and catalog design can empower a new entrant to compete alongside established industry giants. It has been an honor to help bring this vision to life and see Astera make an immediate impact in the HORECA world.

Here's to designing catalogs and brands that boldly challenge conventions and inspire innovation.

www.asteraporcelain.com

cliente: STAR PORCELAIN LTD.







12. GRAPHIC WALLPAPER

GRAPHIC DESIGN

Revolutionizing Wallpaper Design: The Impact of Digital Printing Technology

In recent years, the wallpaper industry has undergone a significant transformation, driven by advancements in digital printing technology. This innovation has revolutionized production, allowing manufacturers to produce only what is needed based on customer orders. By eliminating the need for large physical stock, producers have gained the flexibility to create a much wider variety of designs, offering more diverse and constantly updated catalogs.

Not only has the quality of digital printing improved dramatically, but the types of wallpaper available have also expanded. From waterproof wallpapers to those designed for outdoor use, the range of materials has grown to meet various demands, pushing the boundaries of where and how wallpapers can be used.

This cutting-edge technology has opened new doors for creators, providing them with the tools to experiment and innovate like never before. As digital printing continues to evolve, the wallpaper industry will become an even more dynamic space, fostering creativity and offering endless possibilities for design.

12A. UKIYO E GRAFITTI

Graphic Wall Paper
GRAPHIC DESIGN

BARCELONA. SPAIN
COORDONNE

For Coordonné's 40th anniversary special collection, we were honored to collaborate with the iconic Barcelona-based wallpaper brand to create a bold and meaningful design. Drawing from Japanese tradition, we chose the theme of the Geisha but sought to reinterpret it in a way that was both authentic and innovative.

Hiroshi deliberately avoided clichéd or overly traditional Japanese visuals, rejecting the trend of imitative "Japanese-inspired" designs that flood the market. Instead, the project required a deep cultural understanding, focusing on creating a design that genuinely respected and reimagined Japanese heritage.

The Geisha was reinterpreted through a modern lens, blending traditional elegance with contemporary edge. The design depicts the Geisha as if her image were printed on paper and pasted onto a raw concrete wall, evoking the urban energy of graffiti art. This approach fuses the grace of Japanese aesthetics with the boldness of street art, resulting in a wallpaper design that is both strikingly modern and deeply rooted in cultural tradition.

The Geisha wallpaper serves as a dialogue between history and modernity, perfectly aligning with Coordonné's legacy of innovation in design. It celebrates the fusion of timeless cultural elements with creative reinvention, honoring the past while looking toward the future.

We are proud to have contributed to Coordonné's milestone collection, crafting a design that merges culture, history, and artistry into a truly unique piece.

www.coordonne.com

cliente: COORDONNE, S.L.





12B. DENCHU

Graphic Wall Paper
GRAPHIC DESIGN

BARCELONA. SPAIN
COORDONNE

The word Denchu means “electric pole” in Japanese, and for Hiroshi, the chaotic beauty of wires on electric poles has always been a source of fascination during his travels in Asian countries. To him, the messiness of the tangled wires transforms into an abstract piece of art, full of energy and complexity. This inspiration became the foundation for his first wallpaper design collaboration with Coordonné.

Hiroshi reimagined this chaotic imagery into a wallpaper design that is both elegant and playful. The result is a pattern that captures the dynamic essence of electric wires while maintaining a sense of sophistication and modernity. The design strikes a balance between the unexpected and the refined, making it a unique addition to Coordonné’s collection.

Denchu also marked a turning point in Hiroshi’s approach to wallpaper design, pushing him to explore new ways of interpreting everyday inspirations into impactful visual statements. This collaboration set the stage for his journey into creating more innovative and thought-provoking designs in the world of interiors.

www.coordonne.com

cliente: COORDONNE, S.L.





12C. AKI RAMEN

Graphic Wall Paper
GRAPHIC DESIGN

LAS PALMAS. SPAIN
AKI RAMEN

As the first ramen restaurant in Las Palmas de Gran Canaria, Aki brings the warmth and richness of Japanese ramen culture to a new audience. With the rising global popularity of ramen, the challenge was to create a visual identity that reflected both authenticity and appeal in its local setting.

The name Aki, meaning “autumn” in Japanese, inspired the restaurant’s seasonal and cozy theme. The logo prominently features a red momiji (maple leaf), a classic symbol of Japanese autumn, evoking a sense of warmth, tradition, and connection to nature. The choice of the maple leaf also ties to the comforting and hearty nature of ramen, which aligns beautifully with the autumnal spirit.

This visual identity blends cultural authenticity with inviting aesthetics, creating a brand that stands out while honoring the Japanese origins of its cuisine. The Aki logo sets the tone for a dining experience that is as visually appealing as it is delicious.





top_the mail wall of 4m x 16m
bottom_original stencil drawing wallpaper

12D. URIBOU

Graphic Wall Paper
GRAPHIC DESIGN

BARCELONA. SPAIN
CUINA DE URIBOU

In any restaurant, the dining room's atmosphere plays a pivotal role in shaping the overall experience. At La Cuina de l'Uribou, we took a thoughtful approach to update the space, focusing on elements that enhance its charm and elevate the dining experience.

Our work began with careful attention to detail, introducing new lighting to create a warm and inviting ambience, complemented by fresh visuals that reflect the restaurant's unique character. A standout feature of the redesign was the addition of our original wallpaper, adorned with hand-drawn illustrations of koi carp. This custom design adds a touch of elegance and tradition, immersing diners in a serene, Japanese-inspired environment.

Another key feature of the update was the installation of a new sushi bar counter, designed as a focal point for the dining room. This addition not only enhances the space's functionality but also creates an interactive element, allowing guests to enjoy the artistry of sushi preparation up close.

The transformation of La Cuina de l'Uribou underscores the importance of blending design with functionality, ensuring every detail contributes to a memorable dining experience.

cliente: URIBOU, S.L.



left_main wall with Koi fish panel with LED
bottom left_detail of hand drawn Koi fish
bottom right_detail of hand drawn Koi fish



12E. RED ANT

Graphic Wall Paper
GRAPHIC DESIGN

BARCELONA. SPAIN
RED ANT

Nestled in the heart of Barcelona's historic Gothic Quarter, Red Ant brings a vibrant Pan-Asian experience to one of the city's most iconic neighborhoods. The design brief was to create an interior that not only captured the rich diversity of Asian culture but also complemented the dynamic energy of its surroundings.

To achieve this, we embraced a bold red and black color palette throughout the space, creating a dramatic yet cohesive visual identity that reflects the vibrancy and sophistication of Pan-Asian culture. Chinese traditional stamps were incorporated into custom-designed wallpaper, adding layers of texture and cultural authenticity to the walls. These elements created a sense of depth and storytelling, drawing diners into an immersive environment.

One of the standout features of the design is the use of quintessential birdcage lamps. These fixtures, iconic to Asian decor, provide a warm and inviting glow that softens the dramatic palette while enhancing the restaurant's ambiance. Their placement throughout the space adds a touch of charm and elegance, bridging the traditional with the contemporary.

The result is an interior that seamlessly blends Asian cultural elements with modern design principles, creating a unique and memorable dining experience. Situated in the lively Gothic Quarter, Red Ant stands out as a destination where the authenticity of Pan-Asian aesthetics meets the vibrancy of Barcelona's most storied streets.

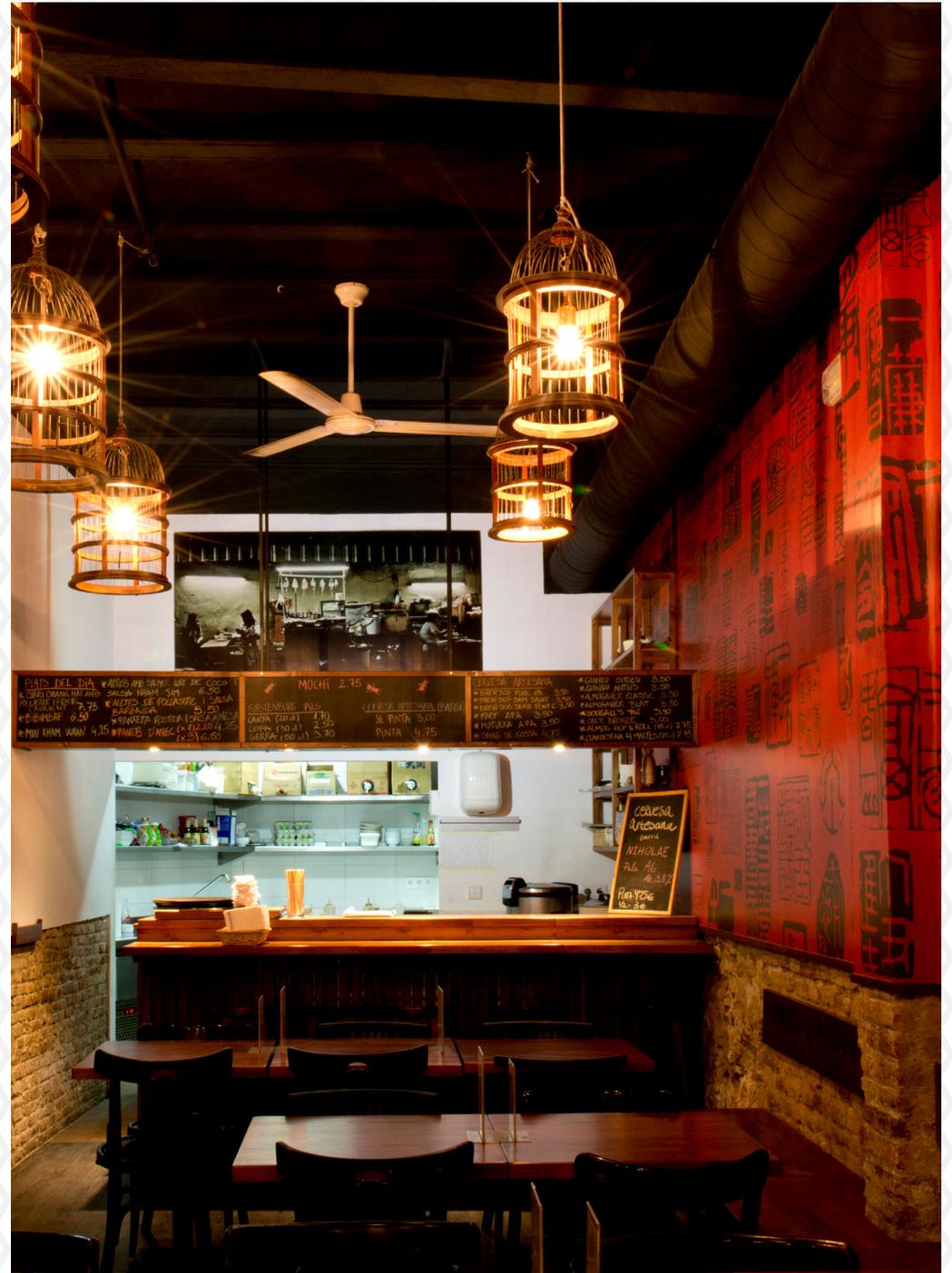
<https://mosquitotapas.com>

cliente: JAZZ BROWN, S.L.





top_lotus flower inspiration wallpaper
 bottom_Chinese/Japanese stamp inspiration wallpaper



right_page_restaurant interior

**SHALL WE
TALK?**

CONTACT :

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