

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.

INTERIOR DESIGN PROJECTS



htds

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SHALL WE TALK?

01. RAMEN HOUSE

Japanese Restaurant
INTERIOR DESIGN

Barcelona. SPAIN
CONTRACT

Ramen has become a global sensation, and Barcelona is no exception, with numerous ramen spots popping up across the city. When we were commissioned to design a new ramen restaurant in Poble Nou—a trendy, fast-growing neighborhood in Barcelona—we knew it needed a standout interior to set it apart from the competition.

The challenge was to create a unique design for the narrow space, which stretches deep into the back of the restaurant. Situated on a bustling street with heavy pedestrian traffic, we saw an opportunity to attract attention by designing a visually striking entrance. Our goal was to entice passersby to stop and look inside, intrigued by the restaurant's special ambiance.

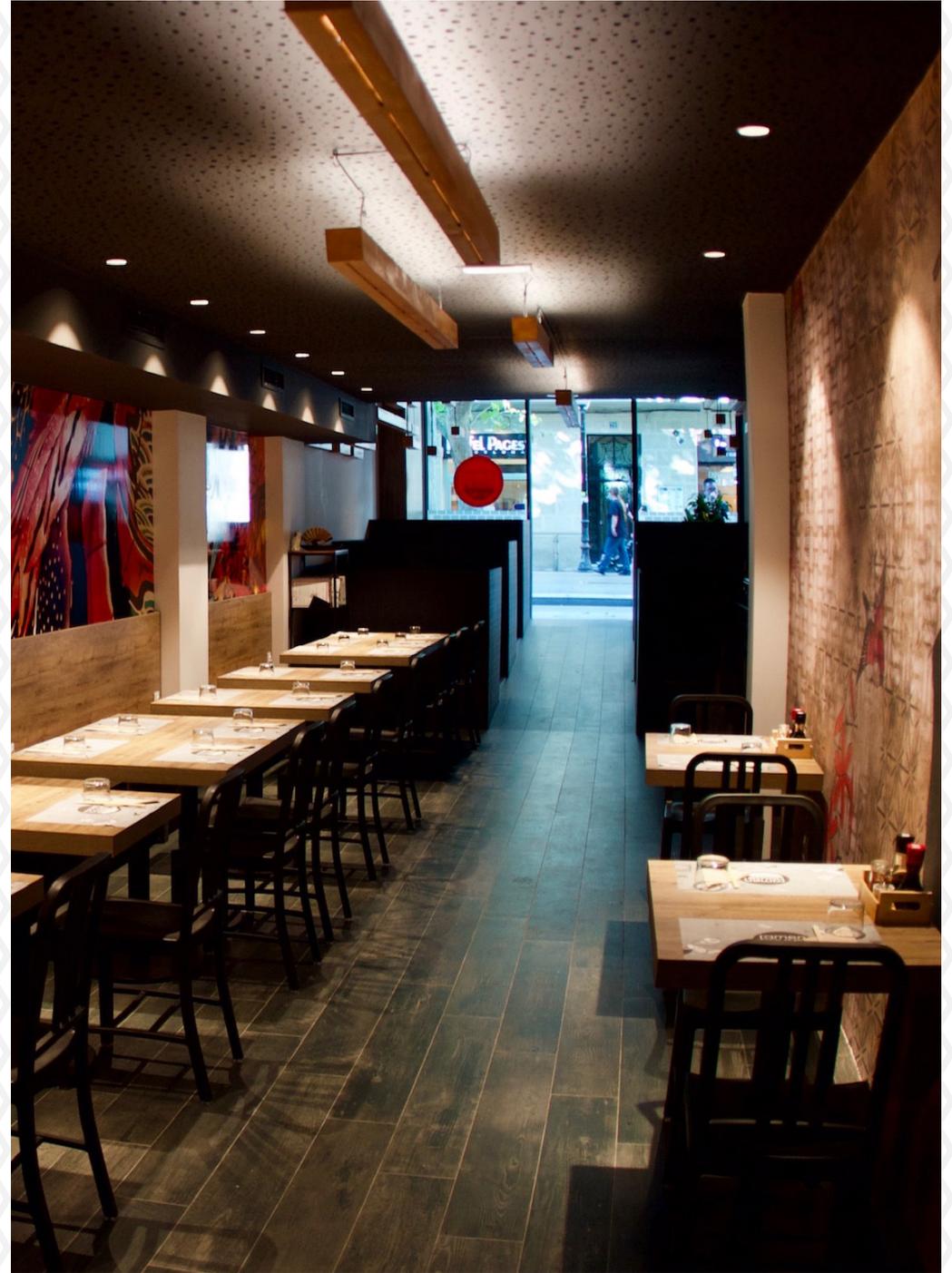
We achieved this with a captivating entrance featuring custom-designed wooden lamps. These original fixtures not only illuminated the space but also created a warm, inviting atmosphere that drew people in from the street. The combination of light and design transformed the restaurant into a destination that stood out in a crowded market.

A successful restaurant isn't just about great food and service; it also requires an interior that creates a comfortable and appealing atmosphere. With this project, we delivered an interior design that blends functionality with striking aesthetics, ensuring the space becomes as memorable as the ramen it serves.

www.ramenhouse.poblenou.com

cliente: MAINICHI FOOD, S.L.





top left_Oringal wooden beam lightings
top right_oringal design wallpaper produced
by COORDONNE the on wall
bottom_original design wallpaper
right_page_hall of the restaurant

02. OH!KINI

Japanese Restaurant
INTERIOR DESIGN

Barcelona. SPAIN
CONTRACT

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 carefully crafted to seamlessly blend the traditional essence of Japan with the modern vibe of Barcelona, creating a unique and welcoming dining experience.

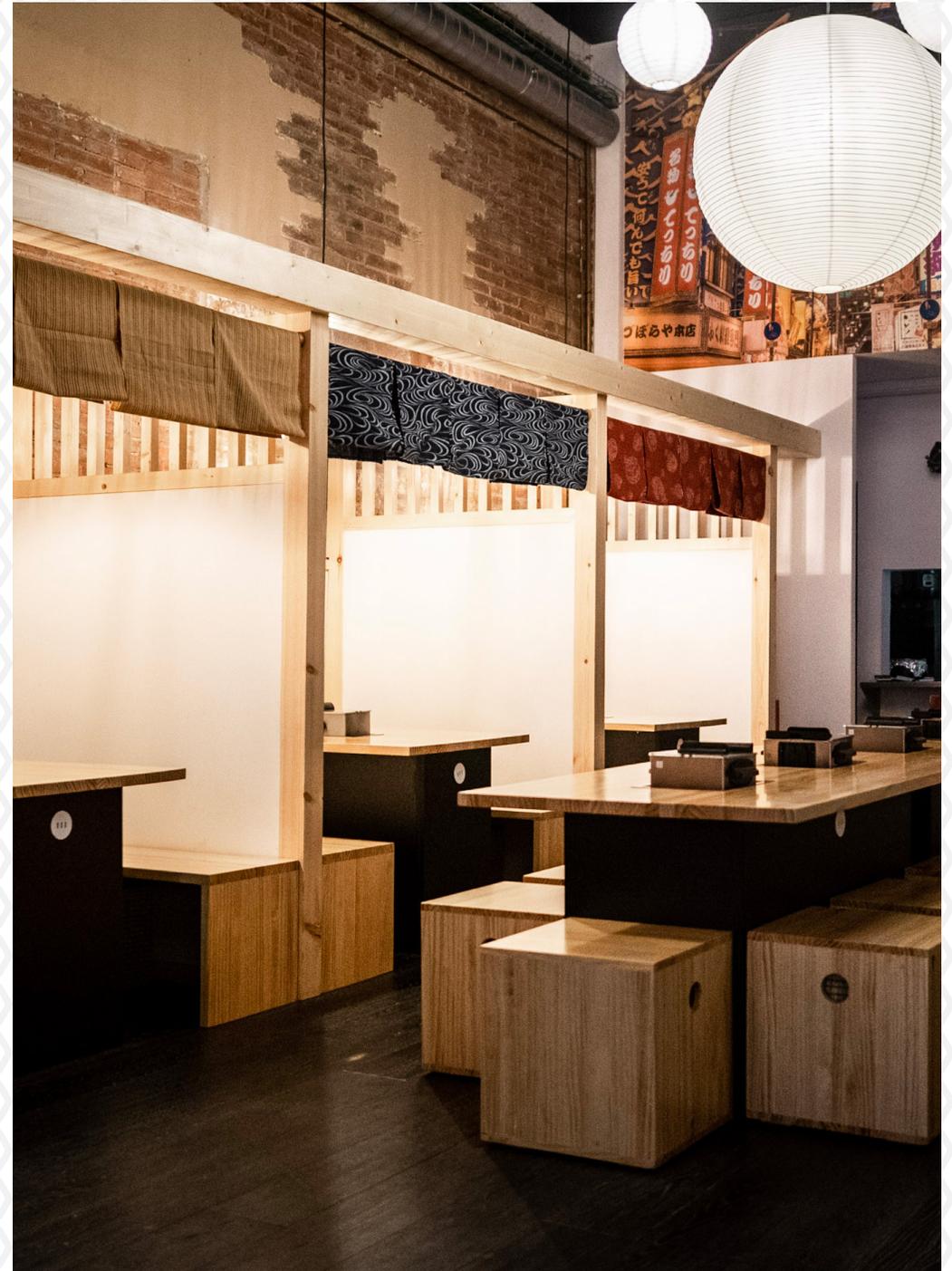
The interior design skillfully integrated elements from the previous Irish bar, such as the walls, ceiling, and flooring, preserving its foundation while infusing it with fresh energy. Natural wood was chosen as the primary material for the redesign, enhancing the space with a warm, authentic Japanese aesthetic.

To further elevate the ambiance, htlds designed all the original furniture for the restaurant, including custom seating, tables, and fixtures. Every piece was tailored to reflect the essence of Japanese dining culture, ensuring a cohesive and distinctive environment.

This thoughtful combination of cultural authenticity, modern design, and custom-crafted elements makes OKINI not only a culinary destination but also a visually engaging space, perfectly suited to introduce kushiage to Barcelona.

cliente: PREASURE CREATE, S.L.





top left_ think and long wooden log was used to create the boxseats
top right_ original table with fryer built in
bottom_ traditional paper lantern from Japan
right page_ original tables, benches and stools

03. ORENCHI

Japanese Restaurant
INTERIOR DESIGN

Santa Clara. LA. USA
CONTRACT

Refreshing the Identity of Orenchi Ramen in Palo Alto, California

After 15 years of serving the community, Orenchi Ramen, a beloved ramen restaurant in Palo Alto, California, needed a refreshed image to align with its enduring popularity. Initially, we designed a striking dragon-and-ramen-bowl window decal for the main storefront, creating an eye-catching introduction to the restaurant. Following its success, we were entrusted with a full interior renovation to revitalize the dining experience.

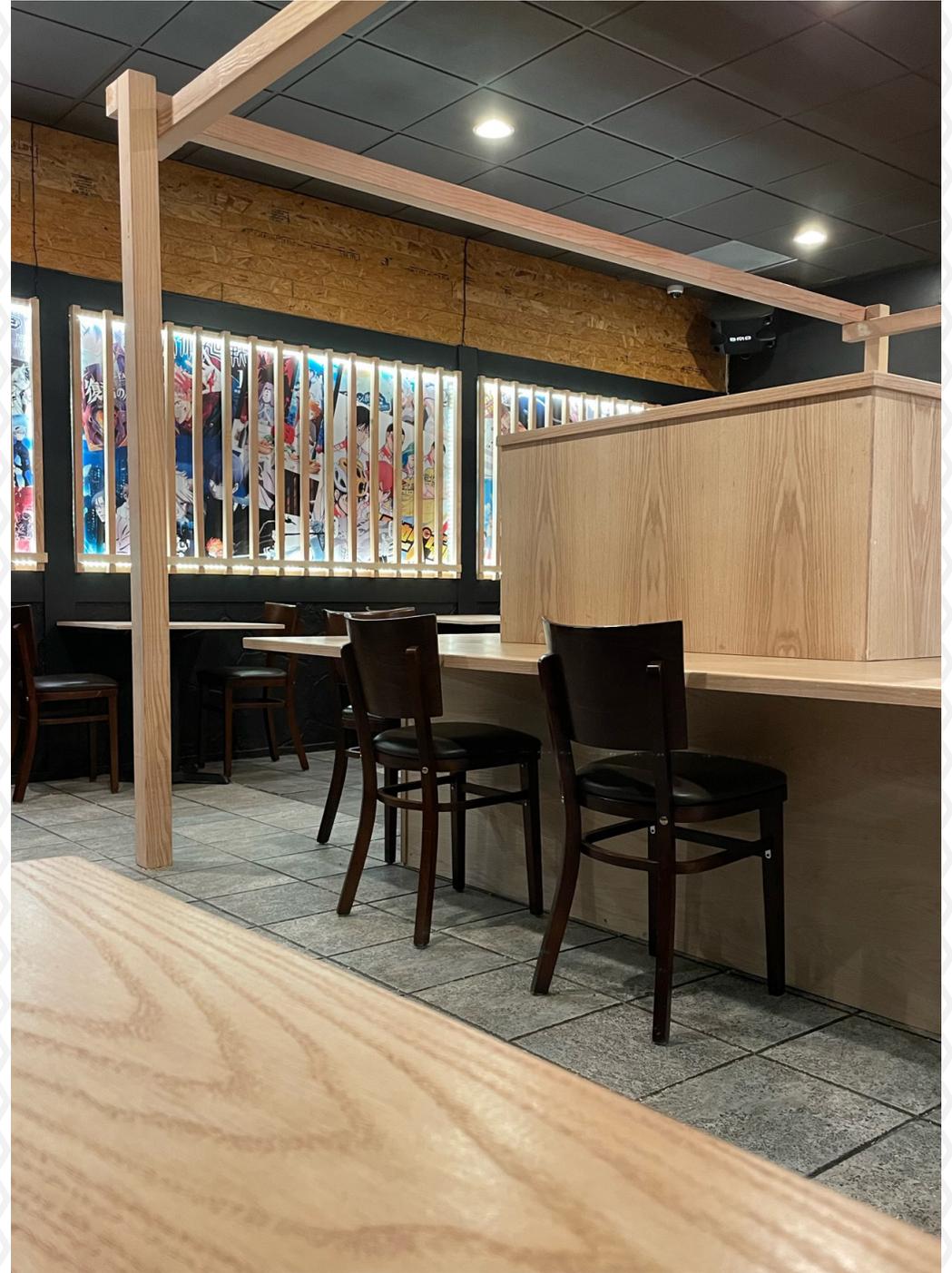
At the heart of the redesign, we placed a large dining table reminiscent of the counters found in traditional ramen restaurants in Japan, fostering a communal and authentic atmosphere. To enhance comfort, a wooden scaffold was thoughtfully designed to create subtle separations between diners, balancing intimacy with openness.

Adding a playful yet visually striking element, the dining room walls feature dynamic collages of Japanese animation and manga, infusing the space with fun, creativity, and cultural flair.

This renovation brought a fresh, modern touch to Orenchi Ramen while preserving its Japanese roots, ensuring a memorable and comfortable experience for both loyal patrons and new visitors alike.

cliente: OGIKU CORP.INC





top left_led lighting with anime manga collage
top right_ original design decal on wall
bottom_ original design window decal
right page_ original ramen dining counter

04. AKI RAMEN

Japanese Restaurant
INTERIOR DESIGN

Las Palmas. SPAIN
CONTRACT

Transforming an English Pub into Las Palmas' First Ramen Restaurant

As the first ramen restaurant in Las Palmas de Gran Canaria, Aki introduces the warmth and richness of Japanese ramen culture to a new audience. With ramen's global popularity on the rise, the challenge was to craft a visual identity that felt both authentic to Japanese traditions and appealing within the local context.

One unique aspect of this project was the need to repurpose existing furniture and materials from the previous business—an English pub. Adapting an English pub atmosphere into a Japanese ramen restaurant was no small task, but challenges like these make the creative process more engaging and the results more rewarding. By thinking innovatively, we transformed the space into an inviting, authentic dining environment.

Our studio designed every aspect of the restaurant, from the corporate identity (CI) and logo to the wall-paper, menu, and interior. This holistic approach is one of our strengths, allowing us to deliver a cohesive design experience where all elements work harmoniously. By managing the entire project, we ensured that the final result was unified, making Aki a unique and memorable destination in Las Palmas.

This project highlights our ability to turn limitations into opportunities, crafting a space that seamlessly blends cultural authenticity with creative adaptability.

cliente: SUEVICHAN, S.L.





top left_gradation balck paint for the legs of chair
 top right_oringal paper screen lamps on the bar counter
 bottom_original design wallpaper
 top right page_the hall way of the restaurant
 top right page_large size original wallpaper

05. RED ANT

Japanese Restaurant
INTERIOR DESIGN

Barcelona. SPAIN
CONTRACT

Crafting a Pan-Asian Interior in the Heart of Barcelona's Gothic Quarter

Located in the heart of Barcelona's historic Gothic Quarter, Red Ant sought a Pan-Asian aesthetic for its restaurant. We delivered a design that seamlessly blends traditional and contemporary elements, creating a striking and cohesive space.

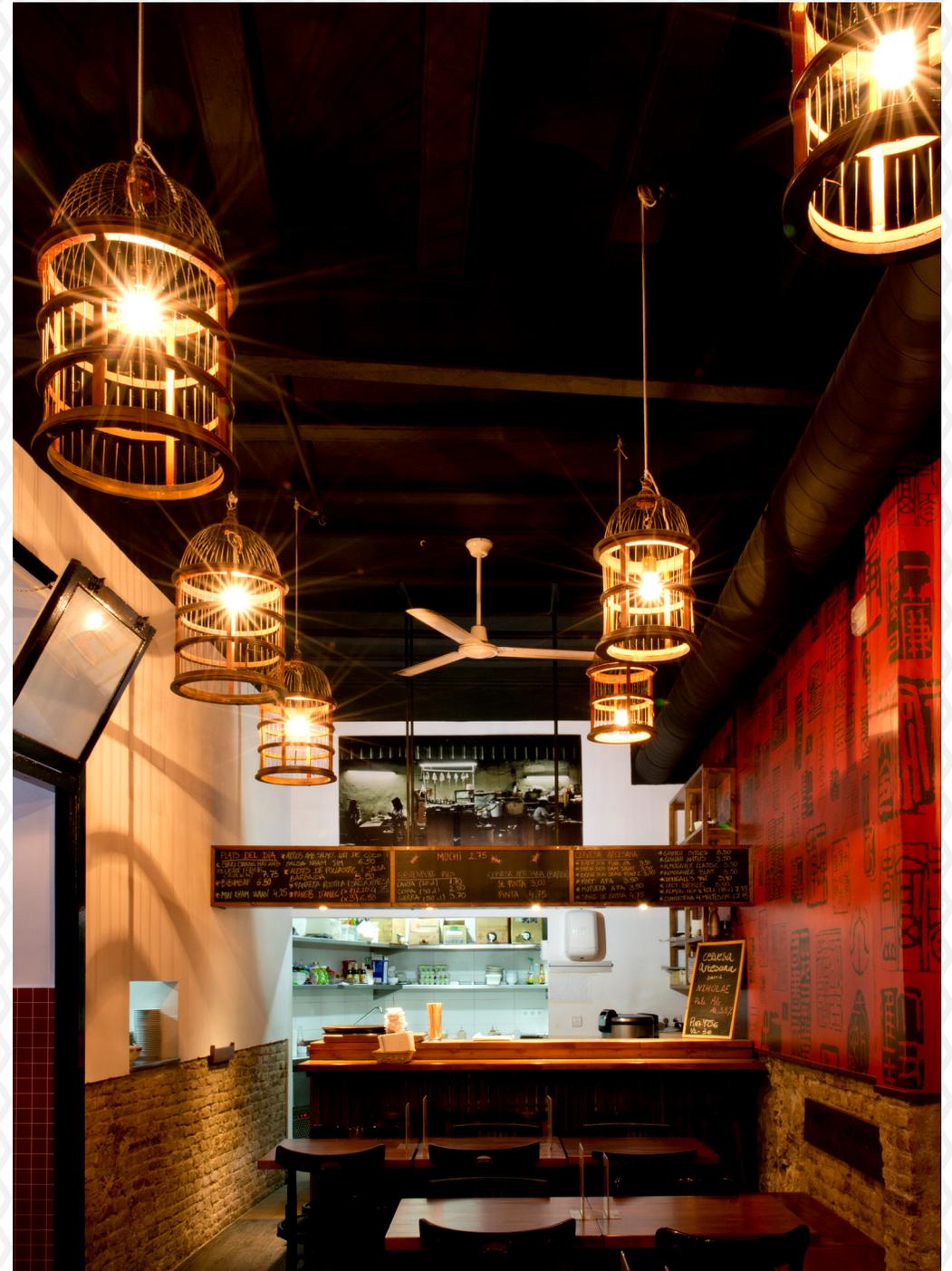
A bold red and black color palette was used throughout the interior, setting a dramatic and vibrant tone that reflects the energy of Asian culture. To reinforce the theme, we incorporated Chinese traditional stamps into custom wallpaper, adding depth and texture to the walls. Quintessential birdcage lamps were strategically placed to enhance the ambiance, creating warm, inviting lighting that evokes the charm of classic Asian design.

The result is an interior that captures the essence of Pan-Asian culture, offering a visually immersive and memorable dining experience in one of Barcelona's most iconic neighborhoods.

www.mosquitotapas.com

cliente: MOSQUITO 2003, S.L.

**Red
Ant**
紅螞蟻



top left_oringal bird cage lamps
top right_oringal design wallpaper
bottom_oringal design wallpaper with ancient Chinese stamps
right page_the whole image of the restaurant

06. URIBOU

Japanese Restaurant
INTERIOR DESIGN

Barcelona. SPAIN
CONTRACT

In any restaurant, the ambiance of the dining room plays a pivotal role in shaping the overall experience. At La Cuina de l'Uribou, we undertook a thoughtful redesign to enhance the space, focusing on elements that elevate both aesthetics and functionality.

Our approach began with meticulous attention to detail, introducing new lighting that creates a warm and inviting atmosphere, complemented by fresh visuals that reflect the restaurant's unique identity. One of the standout features of the redesign is our custom wallpaper, adorned with hand-drawn illustrations of koi carp by Hiroshi himself. These illustrations were scanned and digitally transformed to create an original design that blends traditional Japanese artistry with a contemporary touch.

To further enhance the dining experience, we installed a new sushi bar counter as a central feature. This addition not only serves as a focal point but also offers guests an interactive element, allowing them to enjoy the artistry of sushi preparation up close.

The redesign of La Cuina de l'Uribou seamlessly combines visual appeal with functionality, creating a dining space that is both comfortable and memorable. This transformation underscores the importance of ambiance in delivering an exceptional culinary experience.

cliente: URIBOU, S.L



Restaurant
La cuina de l'Uribou





top left_ original hand drawn koi fish
top right_ lighting panel with the original koi drawings
bottom_ the whole image of the main dining room
right page_ original sushi counter

07. ASTERA STAND

International Fair Exhibition
FAIR STAND DESIGN

Dhaka, Banglades STAR PORCELAIN

Ambiente in Frankfurt is one of the most prestigious trade fairs in the world, where countless HORECA brands showcase their products to impress customers. Standing out in such a competitive environment is essential, and for Astera's debut, we created a striking and unique stand that became the talk of the event.

The design was not just visually impactful but also deeply engaging. At the heart of the stand was the "Astera Cup," a custom creation inspired by the tea-drinking culture of Bangladesh. Over 2,000 individually designed cups in varying colors and textures decorated the shelves, making the stand a vibrant and dynamic display. Visitors loved the idea and were delighted to take the cups home as gifts. By the end of the fair, every shelf was empty, eliminating the need to transport anything back—a testament to the stand's success and popularity.

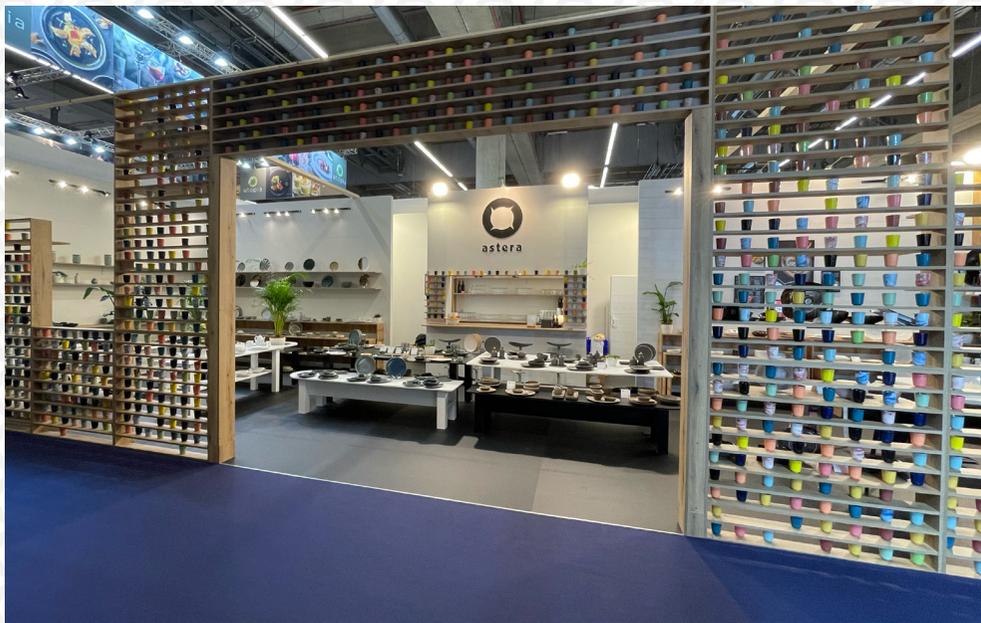
Our approach to this project was consistent with our philosophy: start with a pen and paper, translate ideas into models, and finalize with detailed renderings. This process ensures that every concept becomes tangible, and no detail is overlooked. The result was a stand that not only showcased Astera's products but also created a memorable experience for visitors.

The overwhelming positive response and the joy of our client made this project a highlight for our team. Seeing the excitement on visitors' faces and hearing the buzz around the stand reminded us why we do what we do. A happy client is our ultimate reward!

www.asteraporcelain.com

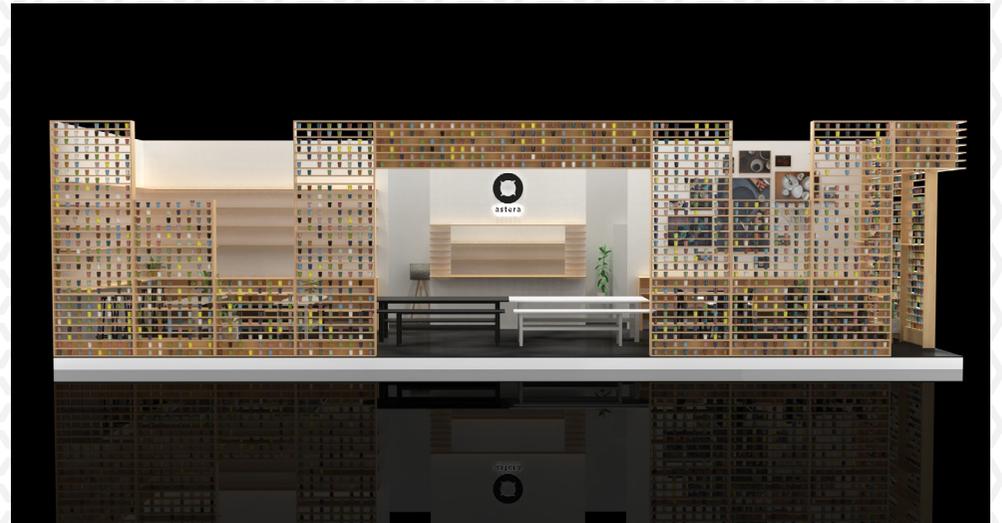
cliente: STAR PORCELAIN LTD.





top_ the service counter for catering
bottom_stand front with the wide entrance
right page_wall of shelves with the atera cups





top left_photo of the physical model at our studio
top right_photo of the physical model at our studio
bottom_final computer rendering of the stand
left page_the atera cups in different colors and textures

08. SAKE KAGURA

Japanese Sake Bar
INTERIOR DESIGN

Barcelona. SPAIN
CONTRACT

Sake Kagura: Barcelona's First Sake Bar

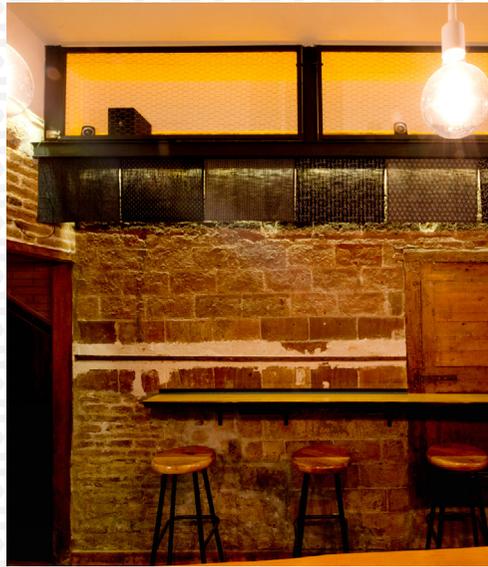
The interior design for Sake Kagura, Barcelona's first sake bar, was a deeply personal project for Hiroshi, blending his passion for Japanese culture with his admiration for Catalunya's rich heritage. The design was carefully crafted to harmonize traditional Japanese aesthetics with the historic charm of Catalunya, resulting in a space that feels both authentic and unique.

Natural wood and soft textiles were chosen as the primary materials, creating a warm and cozy ambiance that invites guests to relax and enjoy their sake. Every detail was thoughtfully designed to evoke a sense of harmony, ensuring the perfect environment for savoring this iconic Japanese drink.

As Hiroshi's personal project, Sake Kagura embodies his dedication to creating spaces that bring together different cultural influences in meaningful ways. The result is an inviting and memorable experience that celebrates the art of sake in a setting that honors both Japan and Catalunya.

cliente: HIROSHI TSUNODA





top left_the original logo designed by the sutido
top right_the original wall from the past
bottom_the entrance of the bar
right page top_interior image of the bar
right page bottom_original sake counter



09. JAVIER TLES EXPO

Exhibition Space
INTERIOR DESIGN

Barcelona. SPAIN
PUBLIC SPACE

Exhibition Design for Javier Tles at “Korekara Japón” Charity Event

The studio had the honor of designing the exhibition space for renowned Spanish photographer Javier Tles during the Korekara Japón charity event, an initiative created and organized by Hiroshi himself. This event was dedicated to supporting the northern regions of Japan affected by the devastating Fukushima earthquake.

The exhibition design was crafted to highlight Tles' powerful photography, creating an environment that drew visitors into the emotional depth and resilience captured in his work. The layout was thoughtfully designed to balance visual impact with a sense of solemnity, reflecting the gravity of the event's cause while celebrating the strength and beauty of the affected communities.

As the organizer of Korekara Japón, Hiroshi brought together art and design to amplify the event's message of hope and solidarity. This project was a meaningful opportunity for the studio to combine creative design with a heartfelt purpose, contributing to an important cause that continues to resonate.

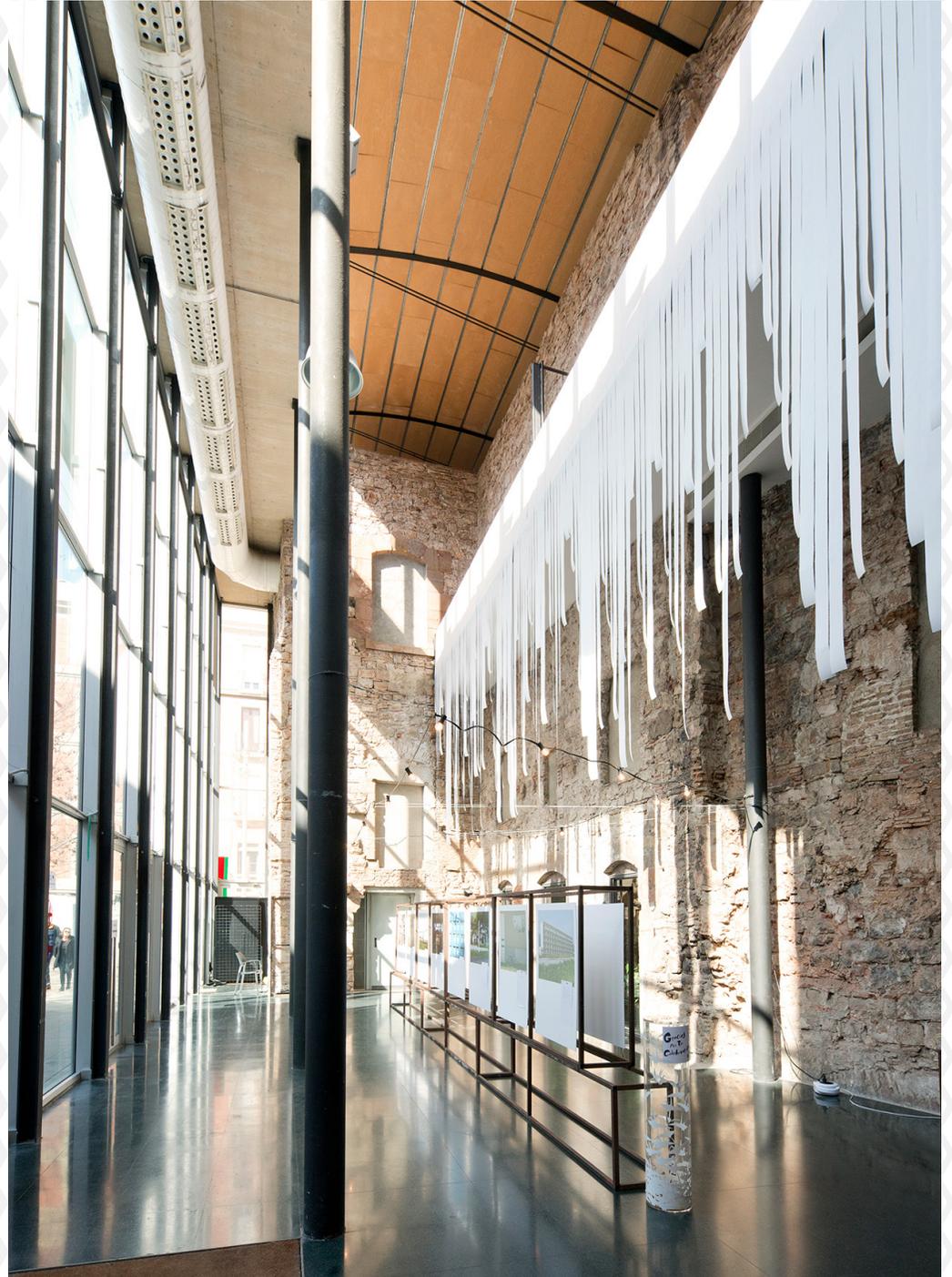
www.javiertles.net

cliente: JAVIER TLES





top_ the exhibiton set up
bottom_ the exhibiton set up
right page_ the exhibition view from the entrance



**SHALL WE
TALK?**

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