

htds

THE BOOK.



BURGER PLATE
SINGLE

FRIES HOLDER

**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.

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SHALL WE TALK?

01. STIX

Ethanol Fire Pit Company
PRODUCT DESIGN

AUSTRALIA ECOSMART FIRE

When The Fire Company, creators of EcoSmart Fire bioethanol fireplaces, partnered with Barcelona-based designer Hiroshi Tsunoda, the result was a groundbreaking design. Inspired by the charm of a traditional campfire, Hiroshi created EcoSmart Fire STIX—a stainless steel centerpiece combining form and function.

The design features tubular steel sticks arranged around a three-litre bioethanol burner, offering portability, no utility connections, and up to eight hours of captivating flame. Since its debut, STIX has earned prestigious awards and acclaim for its striking aesthetics and practicality.

A testament to innovation and sustainability, EcoSmart Fire STIX redefines outdoor fire design, blending elegance with environmental consciousness.

- Good Design Award 2011 (Australian International Design Awards),

- DesignEx Best New Product 2011 and USA's 2011 IIDA/HD Award for Excellence.

www.ecosmartfire.com/

cliente: ECOSMART FIRE, INC.





top left_STIX in black finish
top right_detail of fire pit
bottom_STIX in outdoor environment
righ page_STIX in indoor environment

02. FLAMP

Portable Table Lamp
PRODUCT DESIGN

BARCELONA. SPAIN
DESIGNCODE

Under the philosophy of “locally made design for the world,” DesignCode, a Barcelona-based design brand founded by Hiroshi Tsunoda, proved that great design can be both beautiful and accessible. By focusing on economical materials and efficient production, Hiroshi created products that combined ingenuity with affordability, challenging the notion that quality design must come at a high cost.

One of DesignCode’s most iconic creations, the Flamp, became a symbol of Spanish design. This innovative cardboard lamp cleverly doubles as its own packaging, housing the cable within its structure and eliminating the need for excess materials. Flamp’s simplicity and sustainability exemplify the perfect balance of form, function, and environmental consciousness.

Flamp resonated with design enthusiasts across Europe, selling over 50,000 units and cementing its place in Spanish design history. Its success showcased the power of thoughtful design to make an impact while remaining affordable and eco-friendly.

More than a product, Flamp represents the idea that creativity thrives under constraints, demonstrating that meaningful design can reach everyone. Proud to have contributed to a piece of design history that continues to inspire.

cliente: DESIGNCODE, S.L.





top_FLAMP campaign image
bottom_FLAMP GAUDI, customizable portable lamp
right page top_FLAMP white
right bottom_FLAMP NOIR green

03. FUSION CLOCK

Wall Clock
PRODUCT DESIGN

TOKYO, JAPAN
MARK'S

What if a clock didn't just hang on the wall but seemed to look down at us, making it easier to read the time? This simple yet playful idea inspired the creation of our tilted wall clock, designed to add both functionality and humor to an everyday object.

In collaboration with Mark's INC, a renowned Japanese stationery brand, we developed a clock that does more than tilt—it appears to fuse into the wall, creating an intriguing and whimsical design. Every detail, from the case and clock hands to the numbers on the face, was thoughtfully crafted to ensure a cohesive and unique final product.

This project embodies our passion for reimagining ordinary objects in practical and delightful ways. Sometimes, all it takes is a small shift in perspective to make a big impact.

www.marks.jp/en/

cliente: MARK'S, INC.





estudio

[es 'tu ojo] nombre

un lugar de reunión para que los artistas se unan
en la risa. el único lugar donde siempre estarás rodeado
de aquellos que te ayudarán a lograr tu trabajo.
un lugar reconfortante de refugio para desarrollar
tu creatividad.

top left_FUSION CLOCK on the wall

top right_details of FUSION CLOCK

bottom_details

right page_FUSION CLOCK in environment

04. AKI BOWL

Japanese Restaurant
PRODUCT DESIGN

LAS PALMAS. SPAIN
AKI RAMEN

The ramen bowl is more than a vessel; it shapes the dining experience, adding to the enjoyment of each dish. When Aki Ramen in Gran Canaria, Spain, approached us to design a custom bowl reflecting their restaurant's ethos, we saw an opportunity to create something truly meaningful.

Collaborating with a local artisan ceramicist, we developed the bowl's design, blending thoughtful creativity with traditional craftsmanship. Each bowl was hand-carved and painted, ensuring every piece is a one-of-a-kind work of art. This meticulous process brought authenticity and individuality, perfectly complementing Aki Ramen's culinary offerings.

The result is a bowl that elevates the dining experience, forging a deeper connection between the food, the space, and the diner. We're proud to have played a role in creating these functional works of art and celebrating the artistry of ramen.

cliente: SUEVICHAN, S.L.





top left_hand drawn logo at the bottom of bowl
top right_stackable design
bottom_row clay bowl in different stages
right page top_the bowl in hands of the ceramist
right page bottom_ceramist on spinning wheel

05. MULTI BENCH

Concrete Picnic Table
URBAN FURNITURE DESIGN
BARCELONA. SPAIN
MAGO URBAN

Hiroshi's long-held dream of designing public furniture became a reality through a collaboration with Barcelona-based urban furniture company Mago Urban. Together, we set out to create an innovative solution for shared spaces, redefining urban furniture with durability and elegance.

Inspired by Catalonia's parks and public areas, where wooden benches often fall victim to dirt, damage, and hygiene issues, we turned to micro cement for a practical and lasting alternative. The result is the Multi Bench—a sleek, durable piece featuring a continuous line that adds elegance to its robust design.

To enhance its practicality, the Multi Bench is stackable, making transportation by land or sea more efficient and cost-effective. This thoughtful feature extends its appeal to global markets, with sets already installed in public spaces in Dubai, proving its versatility and impact.

The Multi Bench is more than just urban furniture—it's a sustainable, innovative solution that elevates shared spaces worldwide. Designing for public spaces is designing for the world, and we're proud to contribute to environments that combine beauty and functionality.

www.magourban.com

cliente: MAGO URBAN, S.L





top left_ MULTI BENCH at the factory
top right_ ready to be shipped
bottom_ MULTI BENCH coming out from the mold
right page_ MULTI BENCH in Dubai

06. HIVE

Porcelain Tableware Brand
PRODUCT DESIGN

Beirut. LEBANON
ARIANE

We were thrilled to partner with Ariane, the modern porcelain brand from India, on an ambitious mission: to create tableware collections that defy convention. In an industry steeped in tradition, Ariane was ready to break boundaries with bold, contemporary designs—and we were eager to help bring their vision to life.

This project marked our studio's first venture into tableware design, a challenge that pushed us into new creative territories. Over the course of our collaboration, we designed six distinct collections, each with its own identity, blending innovation with functionality.

A visit to Ariane's factory proved invaluable, giving us hands-on insight into their production processes. This deep understanding allowed us to design solutions that were not only visually compelling but also aligned with their manufacturing expertise. The result: pieces that stand out in both form and practicality.

Design, for us, is always a collaborative dialogue. This partnership with Ariane reinforced the importance of open communication and mutual learning in creating designs that resonate with clients and captivate markets.

www.arianefineporcelain.com

cliente: **ARIANE FINE PORCELAIN, LTD.**





top left_HIVE in tapas setting
top right_HIVE with Spanish appetizer
bottom_Japanese cold noodle presentation
right page_Modulability of HIVE

07. SLOW FAST

Porcelain Tableware
PRODUCT DESIGN

Beirut. LEBANON ARIANE

The SLOW FAST collection reimagines the fast food experience, transforming familiar shapes into sophisticated porcelain tableware. Drawing inspiration from iconic fast food containers, this collection bridges the gap between casual dining and fine dining, offering a chic and stylish way to serve classics like burgers, fries, and fish and chips.

Crafted with high-quality porcelain, SLOW FAST retains the comfort and familiarity of fast food while elevating its presentation to a whole new level. This innovative approach allows restaurants to deliver a refined dining experience that appeals to a diverse audience—from casual diners enjoying a relaxed meal to those seeking an elevated, memorable presentation.

The design is more than just functional; it's a statement. By combining iconic forms with a premium material, SLOW FAST transforms the way we perceive and enjoy simple meals. Whether used in upscale restaurants, trendy cafés, or contemporary dining spaces, this collection brings elegance to even the most straightforward dishes.

With SLOW FAST, fast food is no longer just quick and convenient—it's a sophisticated experience that merges style, comfort, and culinary delight. This collection ensures that every meal, no matter how simple, is presented with grace and elegance.

www.arianefineporcelain.com

cliente: ARIANE FINE PORCELAIN, LTD.





top left_traditional milk shake cup shape
top right_pizza slice plate
top right page_fish and chips basket

08. NARA

New White Board
PRODUCT DESIGN

BARCELONA. SPAIN
PLANING SISPLAMO

When Planning Sisplamo, a leader in office products, aimed to expand whiteboards beyond traditional settings like schools and offices, we seized the opportunity to redefine their use. While whiteboards have long dominated workspaces, their potential in home environments remained untapped.

Our solution was a smaller, modular whiteboard system designed to adapt seamlessly to modern homes. Whether in the kitchen, entryway, or kids' rooms, these boards can be configured to suit various needs and spaces, offering unparalleled flexibility.

To enhance functionality, we developed a range of magnetic accessories, including lighting, pen holders, and trays for smart devices, all easily repositionable for a user-friendly experience. This approach elevated the whiteboard from a utilitarian tool to a stylish, versatile solution for everyday living.

By reimagining the whiteboard, we transformed it from a traditional office staple into a modern household essential, unlocking an entirely new market. This collaboration with Planning Sisplamo showcases the power of thoughtful design to redefine products and expand their purpose.

www.planningsisplamo.com

cliente: PLANNING SISPLAMO, S.L.



NARA
by HIROSHI TSUNODA

Nara es una pizarra modular que permite crear superficies continuas con un sistema de fijación cómodo y sencillo para el usuario un ímán. Se presenta como un producto realmente versátil, adecuado para cualquier tipología y tamaño de espacio, desde habitaciones infantiles hasta cocinas.

* accesorios magnéticos

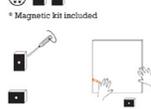
08. Nara is a modular board that can create continuous surfaces with a locking system for convenient and simple use as a magnet. It appears as a truly versatile concept, suitable for spaces in any type and size, from children's rooms to kitchens.

* magnetic accessories

10. Nara est un système modulaire qui permet de créer des surfaces continues avec un système de verrouillage simple et pratique pour l'utilisateur: un aimant. Apparaît comme un véritable produit polyvalent, adapté à tout type de dimensions et d'espace, autant les chambres d'enfants que pour les cuisines.

* accesorios magnéticos

* Magnetic kit included



Transformador 24 V.
NAR/01 LED 4,8 W.

Pizarra blanca magnética / Magnetic whiteboard /
Tableau blanc magnétique

NAR/50	80 x 80 x 2 cm.	19,5 x 19,5 x 0,8 cm.
NAR/25	25 x 25 x 2 cm.	9,8 x 9,8 x 0,8 cm.

Colores (NAR/50)

Color (NAR/25)

Colores (accessories)



Kit LED / Set LED / Kit LED

NAR/01	7 x 94 x 6 cm.	2,7 x 21,1 x 2 inch.
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Bandeja multiusos / Multiuse tray / Auget

NAR/02	7 x 26 x 6 cm.	2,7 x 9,8 x 3,1 inch.
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Portaobjetos / Tray holder / Auget porteobjets

NAR/03	7 x 26 x 6 cm.	2,7 x 9,8 x 3,1 inch.
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Caja portaobjetos / Box tray / Boîte

NAR/04	3 x 14 x 12 cm.	1,2 x 5,5 x 4,7 inch.
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Portarotuladores / Pen holder / Pot à crayon

NAR/05	6 x 14 x 6 cm.	2 x 5,5 x 2 inch.
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Borrador / Eraser / Effaceur

NAR/06	7 x 7 x 4 cm.	2,7 x 2,7 x 1,5 inch.
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12 (A6)

13



top_details of NARA system
left_combination sample
right_page_NARA in environment



09. SEIKO MADRID

Seasonal Show window
PRODUCT DESIGN

MADRID. SPAIN
SEIKO

When SEIKO, the iconic Japanese watch brand, tasked us with redesigning their show window in Madrid, we were inspired to create displays that captured the beauty of Japan's four seasons. The brief required visually captivating yet cost-effective designs, offering us a chance to combine creativity with practicality.

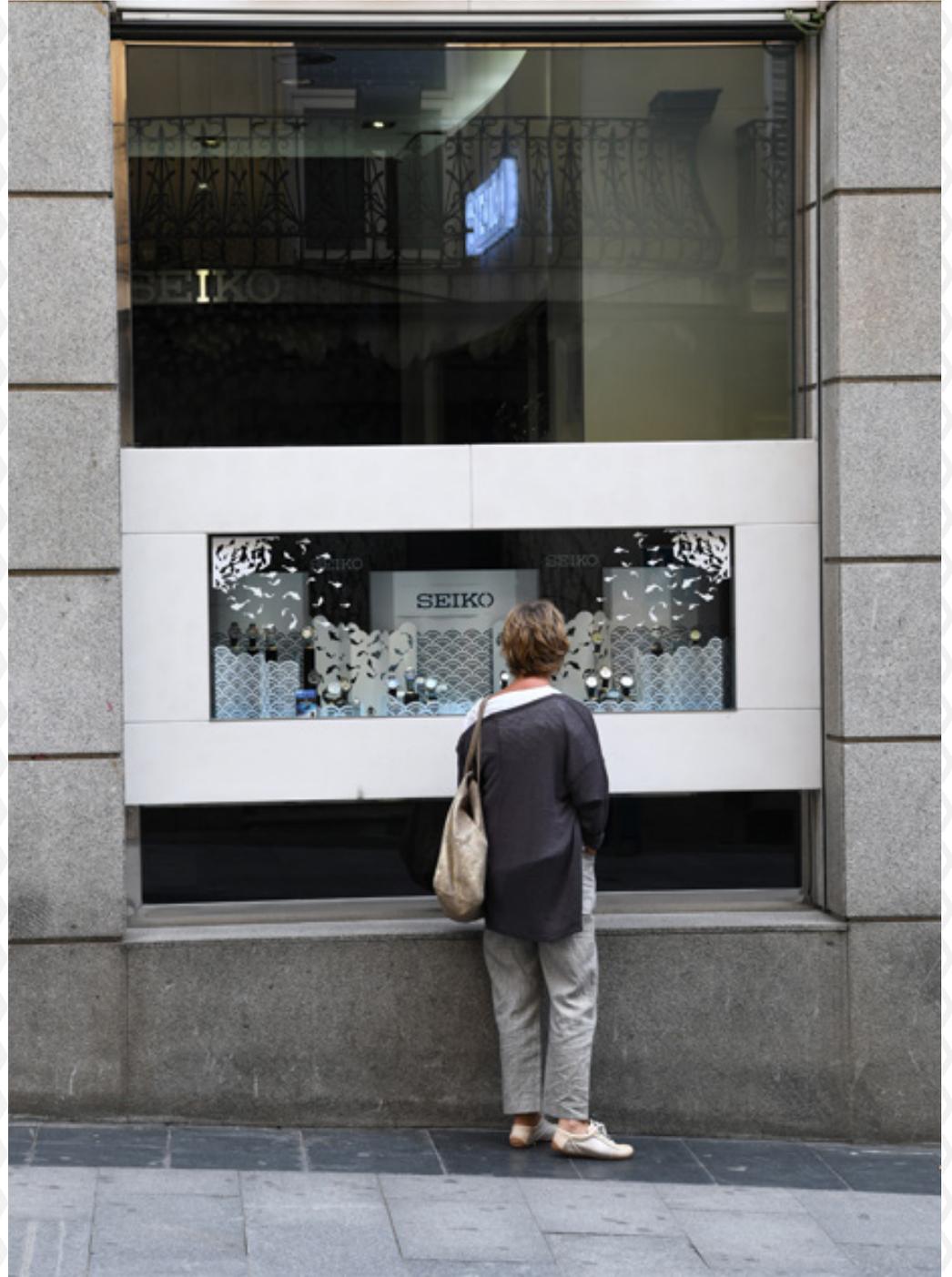
Embracing the simplicity of paper, we crafted displays that represented spring's freshness, summer's vibrancy, autumn's warmth, and winter's elegance. Back-printed colors on folded paper created subtle reflections, adding depth and refinement while complementing SEIKO's timeless watches.

The resulting displays not only drew attention from passersby but also celebrated SEIKO's heritage with elegance and innovation. Proud to have brought the essence of Japan's seasons to the streets of Madrid.

www.seikoboutique.es

cliente: SEIKO, INC.





top left_detail of the display
top right_display design in the show window
bottom_two displays
right page_SEIKO shop in Madrid

10. UN- DRESSED

Nyotaimori Plate
PRODUCT DESIGN

BARCELONA. SPAIN
PROTOTYPE

At our studio, self-initiated projects allow us to push boundaries and explore bold ideas without the constraints of a client brief. During a period focused on tableware design, Hiroshi was inspired by NYOTAIMORI, the Japanese tradition of serving sushi on a naked woman's body, to create a modern and provocative tableware piece unlike any other.

The challenge was to translate this concept into an elegant plate design that reflected the human form in a tasteful and respectful way—avoiding overt sexualization while preserving its essence. Achieving this balance required precision and sensitivity to create a design that was bold yet refined.

Finding a manufacturer willing to take on such a daring concept proved equally challenging. With most porcelain production centered in culturally sensitive regions like India and Bangladesh, the design tested boundaries of cultural and religious norms. Yet, as Hiroshi often says, "Design is a culture," and breaking barriers is essential to creating meaningful dialogue through design.

This NYOTAIMORI-inspired plate goes beyond function—it's an artistic statement, a conversation starter, and a fusion of culture and creativity. Though still awaiting a partner bold enough to bring it to production, we believe this design has the potential to make a significant impact.

True design isn't just about creating objects—it's about taking risks to inspire and provoke thought.

cliente: HIROSHI TSUNODA





top_UNDRESSED plate with sushi
bottom_UNDRESSED's elegant and sensual shape
right page_inspired by woman body shape



11. LUNE

Porcelain Tableware
PRODUCT DESIGN

Beirut. LEBANON ARIANE

The LUNE collection captivates with its bold rim design, transforming every dining table into a stage for culinary artistry. Its unique form enhances the presentation of food, offering a dynamic visual experience where dishes appear different from every angle. The interplay of light and shadow across the dramatic curves creates a playful “hide-and-seek” effect, adding an element of surprise and engagement to the dining experience.

This innovative design not only accentuates the aesthetic appeal of each dish but also elevates the overall ambiance, blending elegance with a touch of whimsy. With LUNE, dining becomes more than a meal—it’s a memorable event, where the tableware itself becomes part of the storytelling. Perfect for those who seek to impress, LUNE redefines the art of table presentation with flair and sophistication.

www.arianefineporcelain.com

cliente: ARIANE FINE PORCELAIN, LTD.





top left_stackable feature of the set
top right_bowl collection
bottom_hiding what you are eating from others
righ page_LUNE at the beautiful moment

12.

INKSTONE PROJECT

Serving Plates
PRODUCT DESIGN

OGATSU. JAPAN
PROTOTYPE

The Great East Japan Earthquake of 2011 devastated the Tohoku Region, threatening not only lives but also traditional crafts passed down for generations. Among those deeply affected was the suzuri ishi (black ink stone) industry, a once-thriving craft essential for creating Japanese ink, now struggling against modern alternatives and the disaster's aftermath.

Moved by the artisans' resilience, Hiroshi began collaborating with the Ogatsu Suzuri Association, aiming to revitalize this endangered tradition. Together, we designed over 40 innovative products using suzuri stone, blending heritage with contemporary needs to reintroduce this timeless material to modern lifestyles.

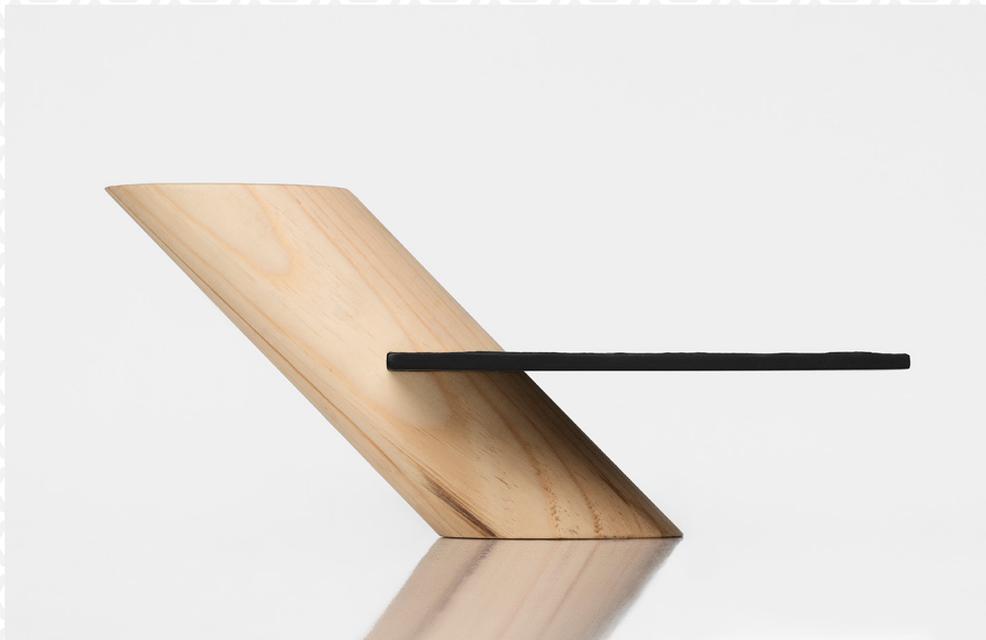
Unfortunately, limited production capacity, waning interest, and broader industry challenges prevented many designs from reaching the market. Despite these setbacks, the project highlighted the urgency of preserving cultural heritage and the role of design in connecting history, people, and purpose.

This bittersweet experience reinforced the need for timely action to protect endangered crafts. Let's continue to honor and preserve the traditions that shape our cultural identity.

www.ogatsu-stone.mystrikingly.com

cliente: OGATSU INKSTONE ASSOCIATION





top left_serving platters
top right_serving platter with sushi
bottom_unbalanced look yet perfectly balanced
righ page_They are from OGATSU, MIYAGI, JAPAN

13. SLIDE

Porcelain Tableware
PRODUCT DESIGN

**Beirut. LEBANON
ARIANE**

The SLIDE collection redefines tableware with a perfect blend of modern sophistication and inviting warmth. Its innovative round inner bottom creates captivating effects that make food appear to defy gravity, adding a sense of intrigue and wonder to the dining experience. This unique feature transforms each dish into a visually engaging centerpiece, drawing attention to the artistry of the cuisine.

The design further contrasts thin, refined edges with tall, sleek walls, providing a striking frame for the food. This interplay of shapes not only highlights the dishes but also adds a polished, contemporary touch to any table setting. Whether used in casual meals or elegant presentations, SLIDE elevates the dining experience, offering a combination of functionality and aesthetic appeal.

With its thoughtful design and dynamic visual impact, the SLIDE collection brings a fresh perspective to modern tableware, making it a perfect choice for those seeking to impress with both style and substance.

www.arianefineporcelain.com

cliente: **ARIANE FINE PORCELAIN, LTD.**





top left_perfectly round shaped bowl
top right_food looks floating thanks to its design
bottom_stackable feature
right page_SLIDE at the beautiful moment

**SHALL WE
TALK?**

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