



LOFTWORK.JP

loftwork

FabCafe
what do you fab?

MTRL
KYOTO

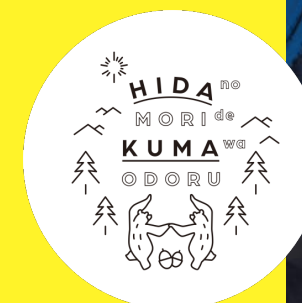
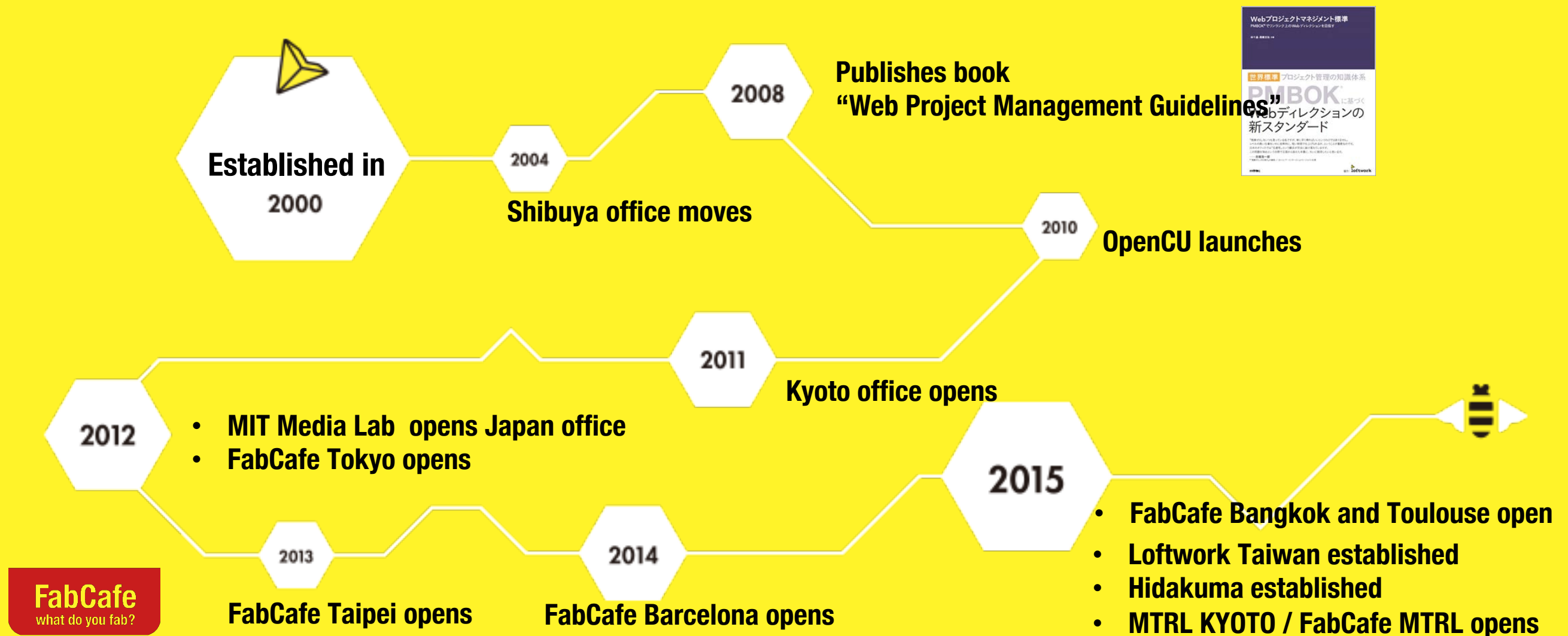
loftwork

do you fab
an apple
ou fab a banana

LOFTWORK IS AN OPEN COLLABORATION CREATIVE AGENCY


Loftwork is a creative agency that designs spaces, communication, as well as various content including online content, through open collaboration.

LOFTWORK HISTORY



LOFTWORKERS

95

A large group of Loftworkers staff members are posing in a workshop. They are smiling and waving, with many wearing yellow t-shirts. The background shows a workshop environment with various tools and equipment.

Creative Directors (Shibuya): 38
Technical Directors: 8
Producers: 10
Kyoto staff: 13
Marketing, PR: 7
FabCafe, Owned Services: 10
Corporate: 6
Management: 3

Men : Women 1 : 1
Av. Age: 32

LOFTWORK BUSINESS AREA

**Creative
Service**

loftwork 
loftwork.com

 **MTRL**

loftwork
Taiwan

openCu

FabCafe
what do you fab?

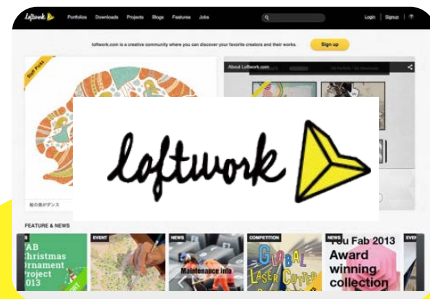
HIDA no
MORI de
KUMA wa
ODORU


600 creative projects annually

Serves as a creative hub for a
network of over 40,000 creators.

Loftwork Creative Community & Platform X

Design projects
Creative awards
New biz development
Product development
Hackathon, Ideathon
Promotions
Test marketing
Research
Events, workshops
Study groups
Etc.



+25,000 Creators
+150,000 Works



**Open
Collaboration**



+7,000 members
+250 Events

**loftwork
Taiwan**



+7 FabCafe worldwide
+200,000 customers
+500 Events



+3,000 members
+50 Events

FabCafe

what do you fab?



FabCafe

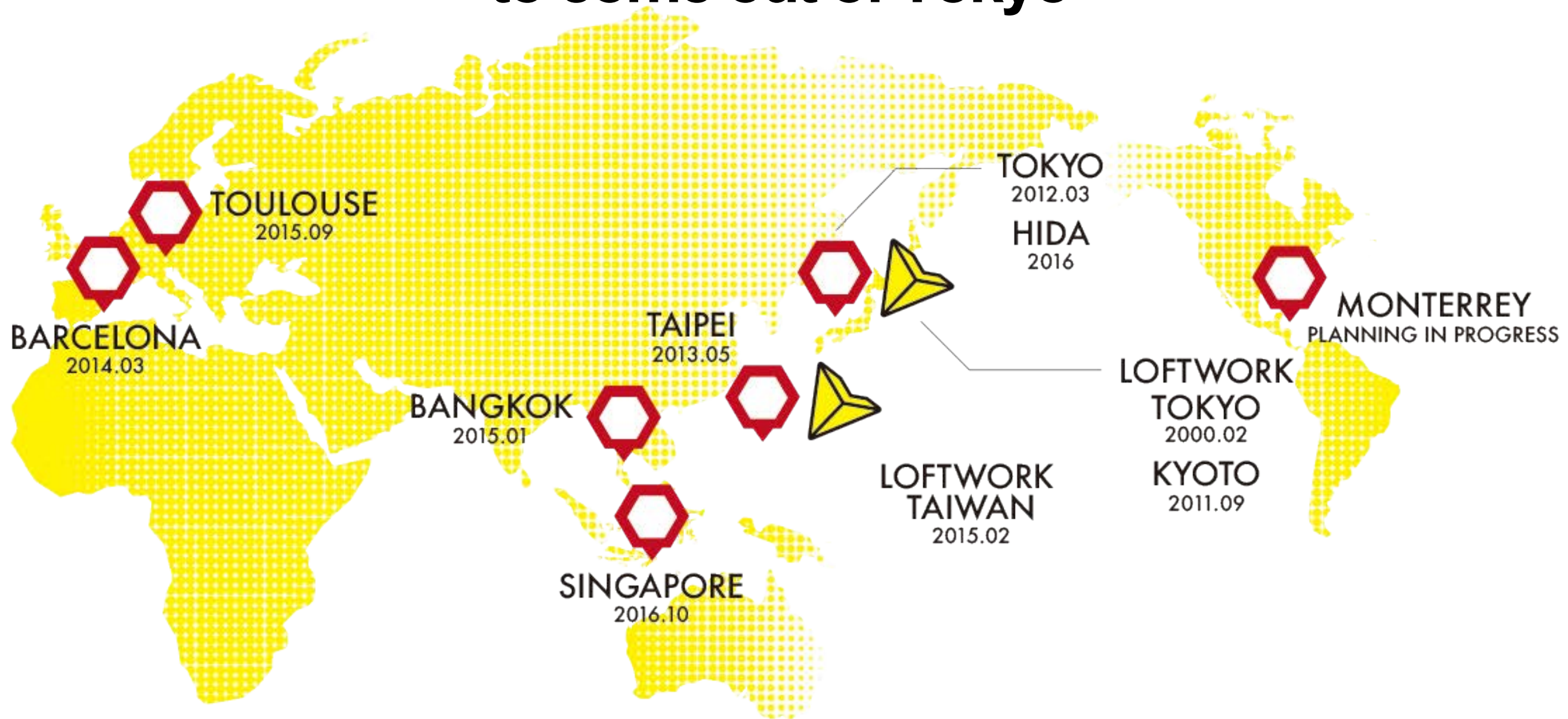
fabcafe.com



FAB refers to the fabrication revolution that is taking the world by storm. In March 2012, the first FabCafe opened its doors in Tokyo's Shibuya, and it has quickly become a space to enjoy, communicate and promote the FAB spirit, while grabbing a delicious bite to eat and a good cup of coffee! The café space is home to digital fabrication tools such as laser cutters and 3D printers. It serves as a creative co-working space and a place where exciting collaborations between individuals and companies come to life.

loftwork 

A globally-expanding creative network to come out of Tokyo

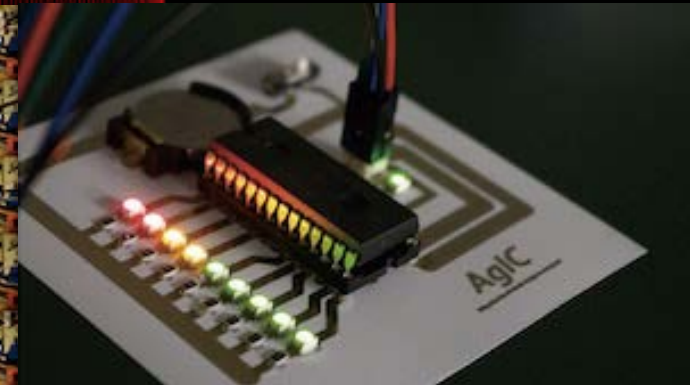
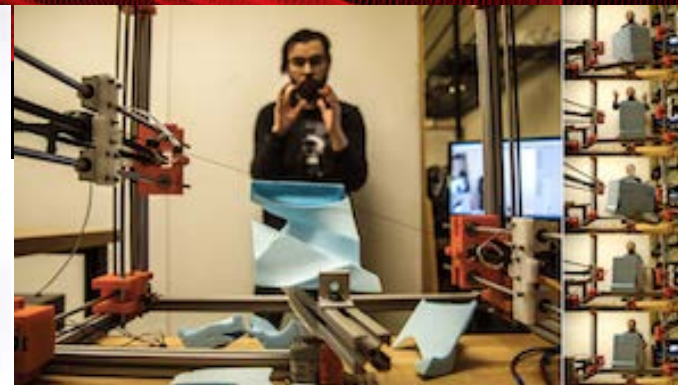


FabCafe is not only a digital fabrication cafe, but also a local design community and global business network. In May 2013, a new FabCafe opened its doors in Taiwan's Taipei, followed by FabCafes in Barcelona in 2014, Bangkok in Thailand and Toulouse in France in 2015, and in Hida, Japan and Singapore in 2016. While expanding the number of hubs around the world, FabCafe serves as a network of independent hubs with a shared mission and concept.

YouFab

Global Creative Awards

2016



YouFab

Youfab.info

The YouFab Global Creative Awards have been held every year since 2012 and each year the Awards recognize excellence in the digital fabrication arena. In 2015, 152 entries were received from 26 countries, and with works entered into the categories of Products, Art, Hack, and Beyond.





MTRL KYOTO/ FabCafe MTRL

The drop-in, co-working space for creators, MTRL Kyoto and FabCafe MTRL opened in December 2015. Home to a unique array of materials (MTRL) and digital fabrication tools, this creative lounge is where creative collaborations come to life between individual creators, enterprises and government entities.

LOFTWORK.COM

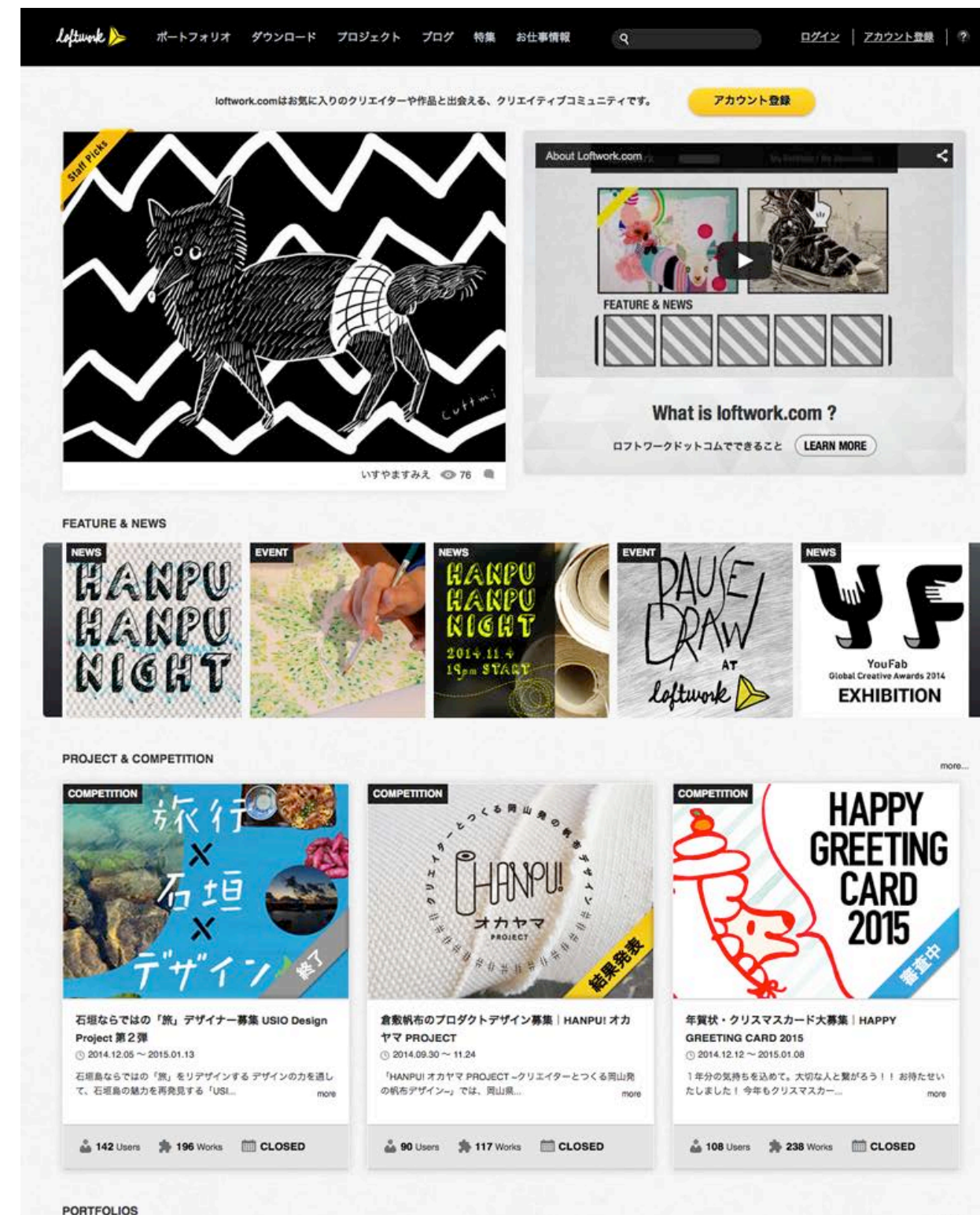
Loftwork.com is a creative portal site launched in 2000 in a bid to circulate creative works and creative jobs. The site supports the initiatives of individual creators, offers opportunities such as creative contests, provides a business matching service, as well as serves as a platform to market creative works.

Registered creators: **25,000**

Showcased works: **150,000**

Service offering:

- Serves as an online portfolio platform for creators
- Offers opportunities to communicate directly with other users
- Plans and executes design competitions
- Plans and organizes events for creators
- Operates a recruiting site specifically for creators





OpenCU

opencu.com

OpenCU is an open learning platform bringing knowledge together through user-planned events. The platform promotes the sharing of knowledge and the act of learning together about business and the creative realm.

Approximately 7-8 OpenCU events are held each month in Shibuya and the surrounding areas, and the platform boasts approximately 7,000 registered users.





Hida no Mori de Kuma wa Odoru (HIDAKUMA)

Hidakuma Co., Ltd was established in April 2015 as a joint venture between Hida City, Tobimushi Co., Ltd, and Loftwork Co., Ltd. Hidakuma is a collaboration between the local government and private sector, and is designed to unearth new local industries through reforestation and fabrication. In addition to promoting the manufacturing and marketing of timber products from Hida's rich natural surrounds, Hidakuma opened FabCafe Hida in April 2016 as a digital fabrication hub with lodgings. It also promotes collaborations with enterprises as well as a 'kumiki' joinery data archive that leverages digital fabrication technology.



loftwork **Taiwan**

Loftwork Taiwan

In February 2015, Loftwork Taiwan was established and began delivering creative services to the surrounding Asian region. It also rolls out digital initiatives in the region, and offers global, integrated creative solutions.

OUR SERVICES



Web, Contents Design

Our service offering includes the implementation of CMS for large-scale websites of firms in a vast array of industries, as well as producing landing pages and developing avatars.

We also localize websites, create smart phone compatible sites, handle system linkage with existing infrastructure, and boast extensive experience in website production.



Communication Design

By communicating with users, engineers, and creators, Loftwork helps develop award programs that offer new value by putting ourselves in the end-users shoes and seeing things from their perspectives.



Space Design

Spaces designed by Loftwork, such as FabCafe and KOIL, have been produced in collaboration with a team of creators specializing in various fields and based on the Loftwork team's extensive experience and expertise.



Event Design

This is where users, creators and developers come together in real life to participate in open collaboration. New value is offered through collaborations such as hackathons and workshops.

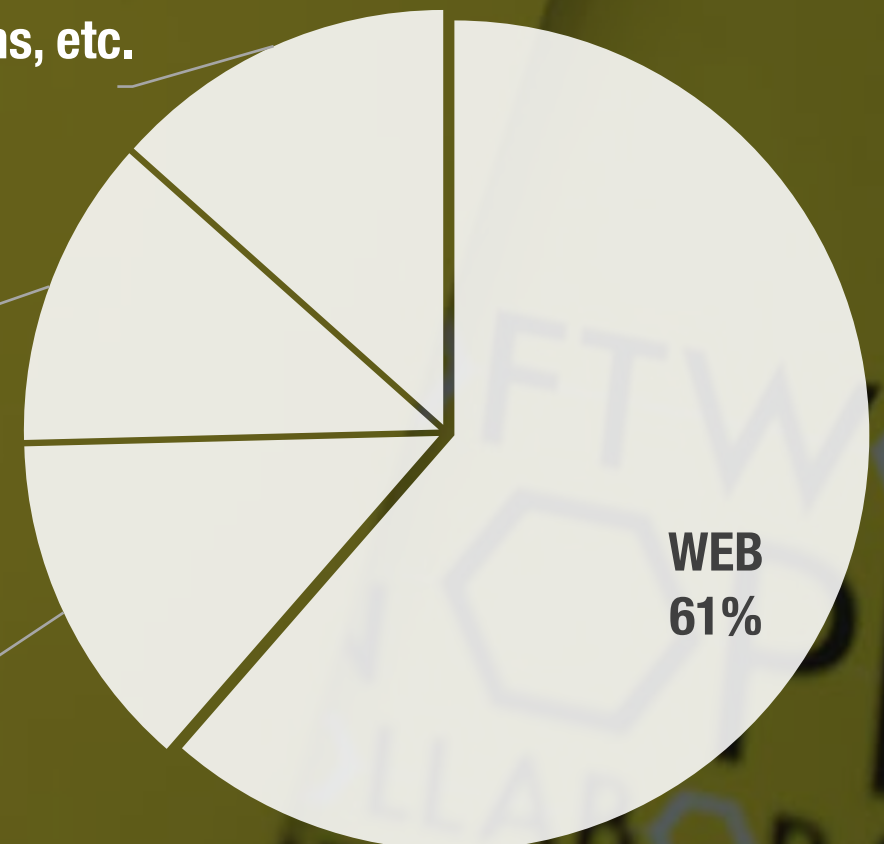
600 Projects annually

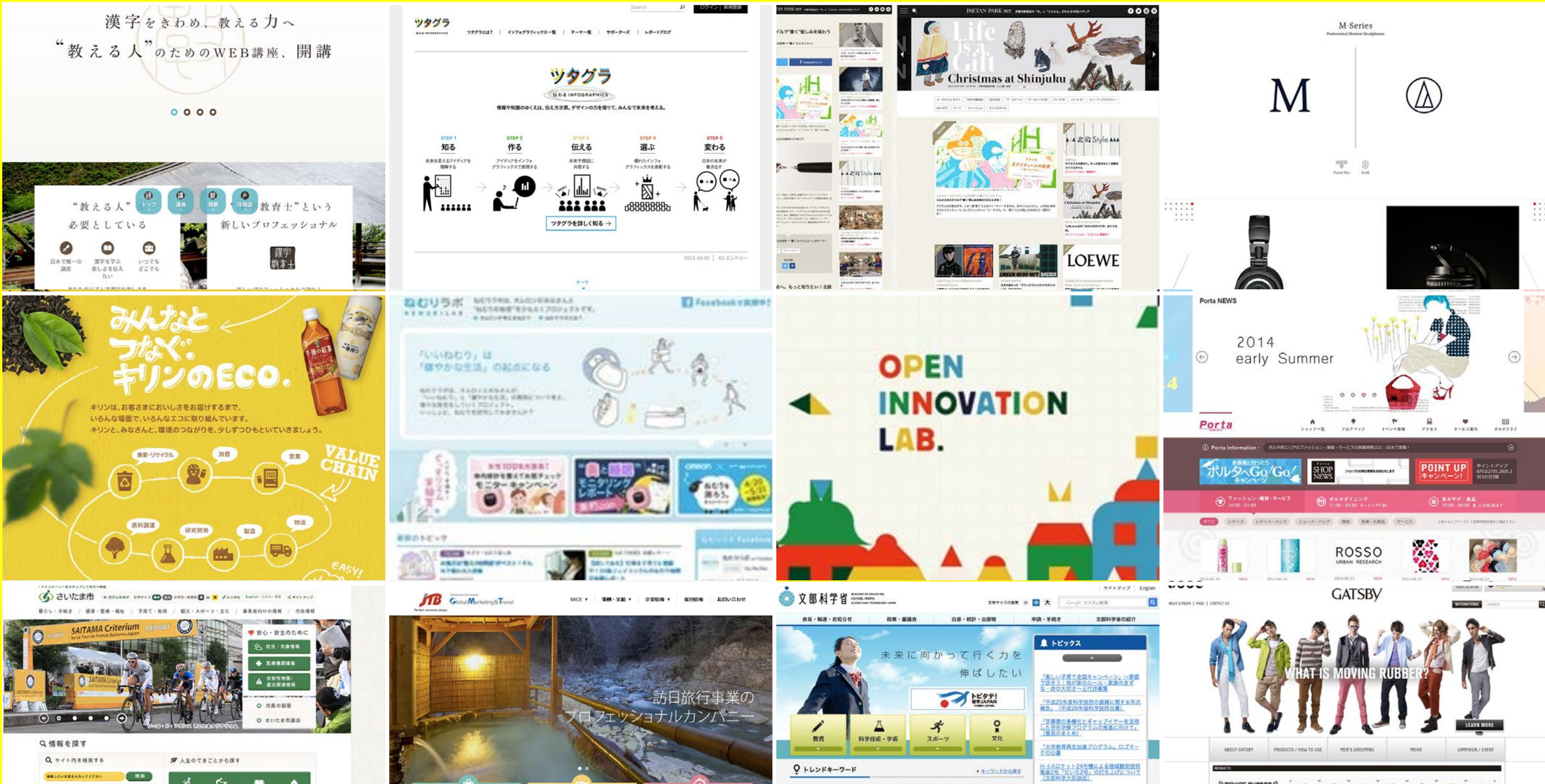
Space Design /Collaborations, etc.
14%

Maintenance &
Support
12%

Illustrating / Printing
Video
13%

WEB
61%





Web and Digital Contents Design

laftwork



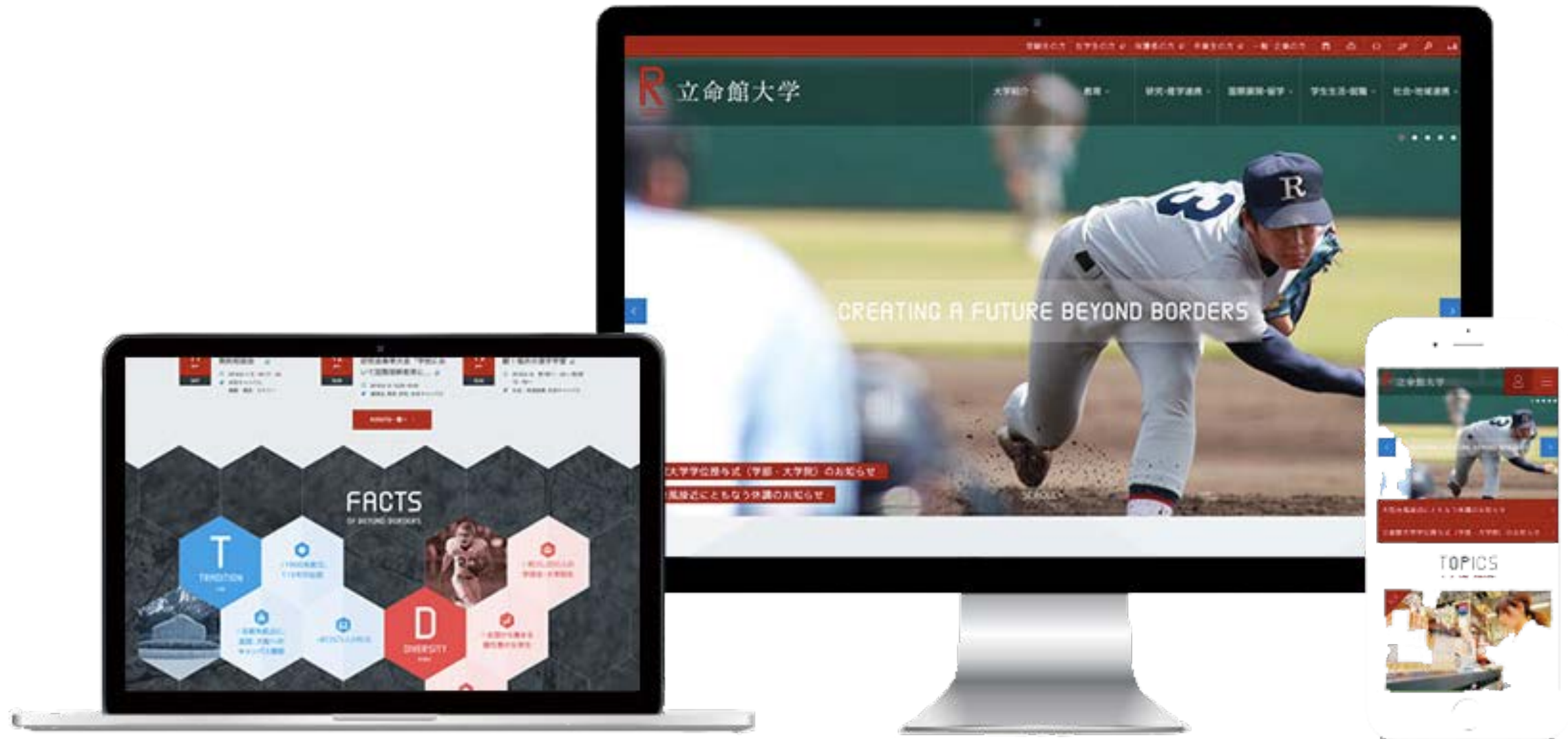


KENPOKU ART 2016

Loftwork was charged with the task of creating the website and producing a suite of creative tools for KENPOKU ART 2016, an international art festival held in six regional cities of Northern Ibaraki Prefecture in the fall of 2016 amidst a picturesque setting of the sea and mountains.

<https://kenpoku-art.jp/>





Ritsumeikan University

<http://www.ritsumei.ac.jp/>

Loftwork was tasked with giving Ritsumeikan University websites an overhaul for the first time in 7 years, in a bid to develop a platform to roll out the university's new branding strategy.

We interviewed 10 departments and analyzed competitor data to formulate new policies to bolster news coverage content for a media site. Loftwork was also responsible for renewing three of the university's websites, including the main university website and the corporate websites in both English and Japanese, as well as a third site about extracurricular activities.



AUDIO TECHNICA

Audio Technica is forever reinventing headphones. The M Series is a professional monitor headphone set which has been well received the world over.

Loftwork was given the tasks of revamping the global M Series marketing materials for the brand which began looking to the global market, developing new storylines, as well as creating a new website specifically for distributors.



OPC Hack & Make Project

Olympus released the Olympus AIR, which is a new concept, open platform camera that pairs a digital interchangeable lens camera with a smartphone. With this, Olympus kicked off the OPC Hack & Make Project, which was designed to offer developers, creators and camera lovers new experiences in photography. Loftwork provided a great deal of the pre-sale support for the initiative by conducting user research, developing the project concept and design, as well as handling online, event and SNS communications.



Ministry of Economy,
Trade and Industry (METI)

MORE THAN PROJECT

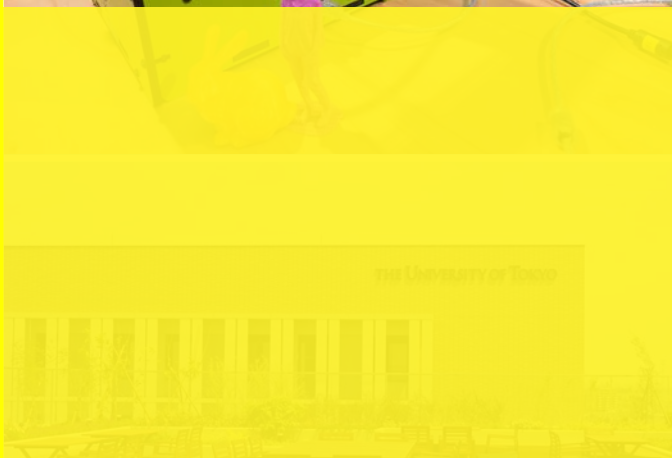
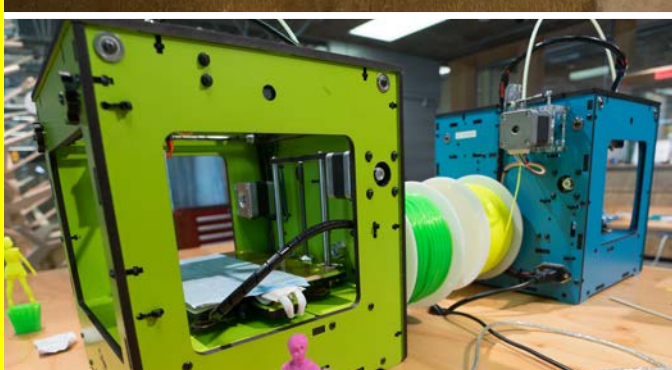
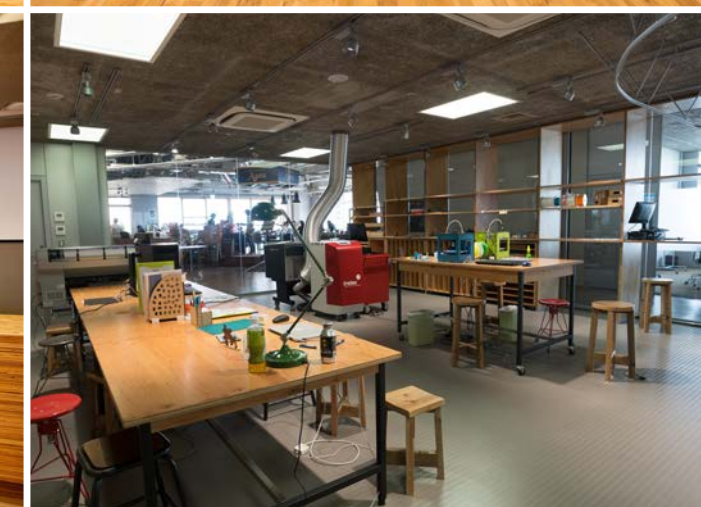
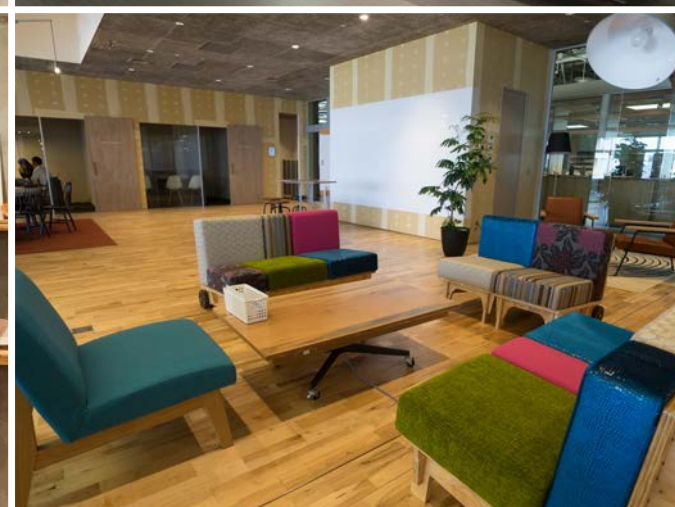
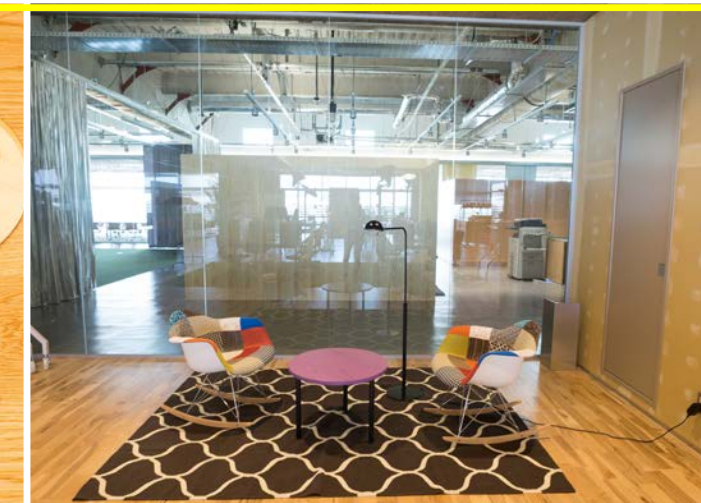
This initiative is aimed to support the activities of producers and small-to-mid-sized business owners who want to share their Japan-made products and services with the world. Hand-picked production teams were supported with a subsidy from METI's Japan Brand Development Assistance Program, in a bid to forge inroads into overseas markets, develop sales channels and engage in marketing and communication activities. Loftwork served as the project secretariat (planning and execution) for 3 consecutive years, supporting the firms to foster business opportunities and share information both domestically and abroad.



USIO DESIGN PROJECT

Ishigaki Island is situated some 1900kms south of Tokyo in Japan's southernmost prefecture Okinawa. It is a stunningly beautiful gem of nature that boasts many allures, including its friendly locals. The USIO DESIGN PROJECT was set up as a joint initiative with Ishigaki City to appeal these allures of the island through this redesign competition of specialty local products.

The project entails holding a competition to redesign Ishigaki island specialty products and foster a fan base for the region with a maker's monozukuri focus. It is a collaborative effort between three project teams based in Ishigaki, Taiwan and Tokyo.



SPACE DESIGN

laftwork



KOIL

KOIL (Kashiwa-no-ha Open Innovation Lab) Japan's largest co-working space is situated in Chiba Prefecture's Kashiwa-no-ha and promises to be a new hub of innovation.

Loftwork designed the space and service offering, produced the online contents, and produced the space so it functioned to inject life back into the community. KOIL is aimed to produce new value through its commitment to experience design, which is where people and ideas come together.



FUJITSU Knowledge Integration Base PLY

The FUJITSU Knowledge Integration Base PLY was established in Fujitsu Solution Square. PLY is a facility that serves as a place for open innovation with the support of businesses from different fields as well as the local area.

Loftwork was charged with the grand concept design, space design, interior design direction, promotional video and playbook production, as well as the production of other promotional tools.

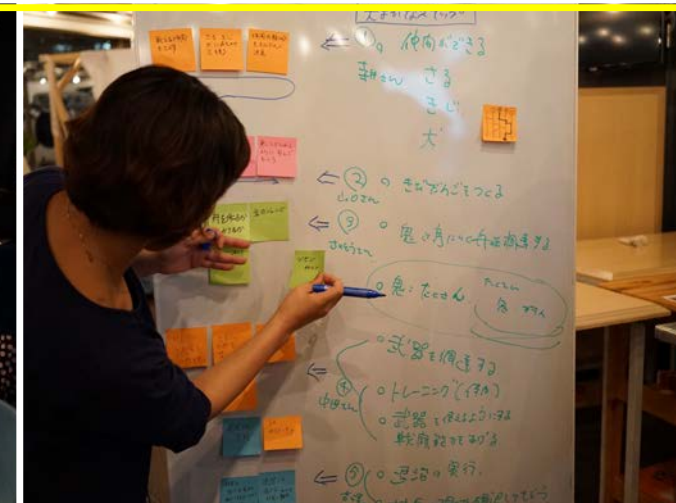


Wonder LAB Osaka

Panasonic Wonder LAB Osaka

Panasonic Corporation opened Wonder LAB Osaka in Osaka Prefecture in April 2016 with the aim of making it a site for co-creative innovation.

Loftwork has been assisting Wonder LAB Osaka in its space creation, including the design direction and installation of furniture and fixtures in line with Wonder LAB Osaka's grand concept and space design/concept, together with the production of a playbook and support with event planning management for promotion purposes.





KENPOKU Art Hack Day

As part of KENPOKU ART 2016, which is an international art festival held in six regional cities of Northern Ibaraki Prefecture in the fall of 2016 amidst a picturesque setting of the sea and mountains, the KENPOKU Art Hack Day was held for 4 days in Oct/Nov 2015 as the first interactive art hackathon in Japan.

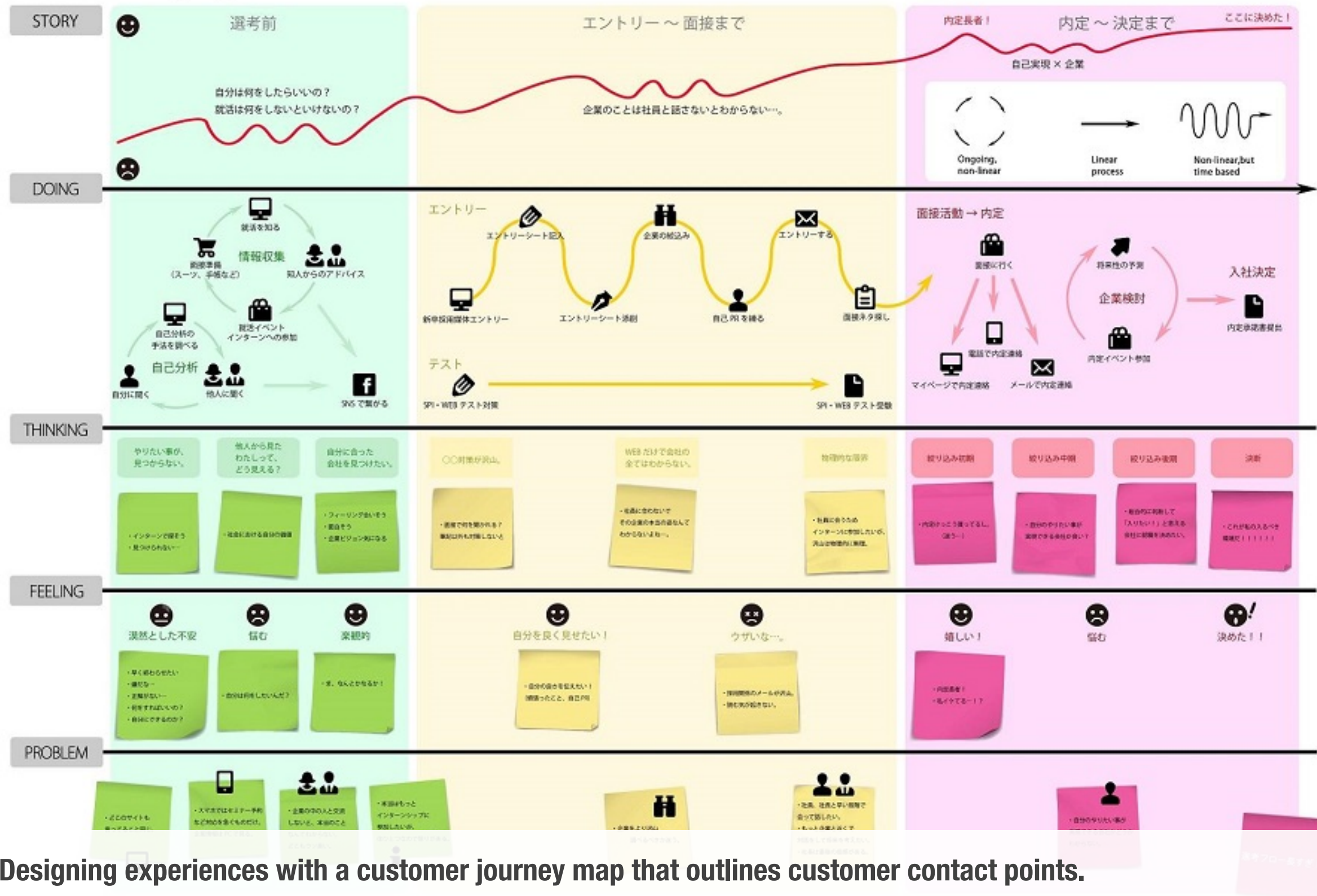


YAMAHA PLAY-A-THON

A play-a-thon was held as a reminder of how to enjoy music and as an opportunity to hash out ideas about future instruments and performances. Strangers came together to form teams, which worked ceaselessly for 2 days to develop outstanding quality output in the form of concepts and prototypes. This smart footwear, Orphe, was a product of this hack-a-thon and has already been commercialized.

UX DESIGN

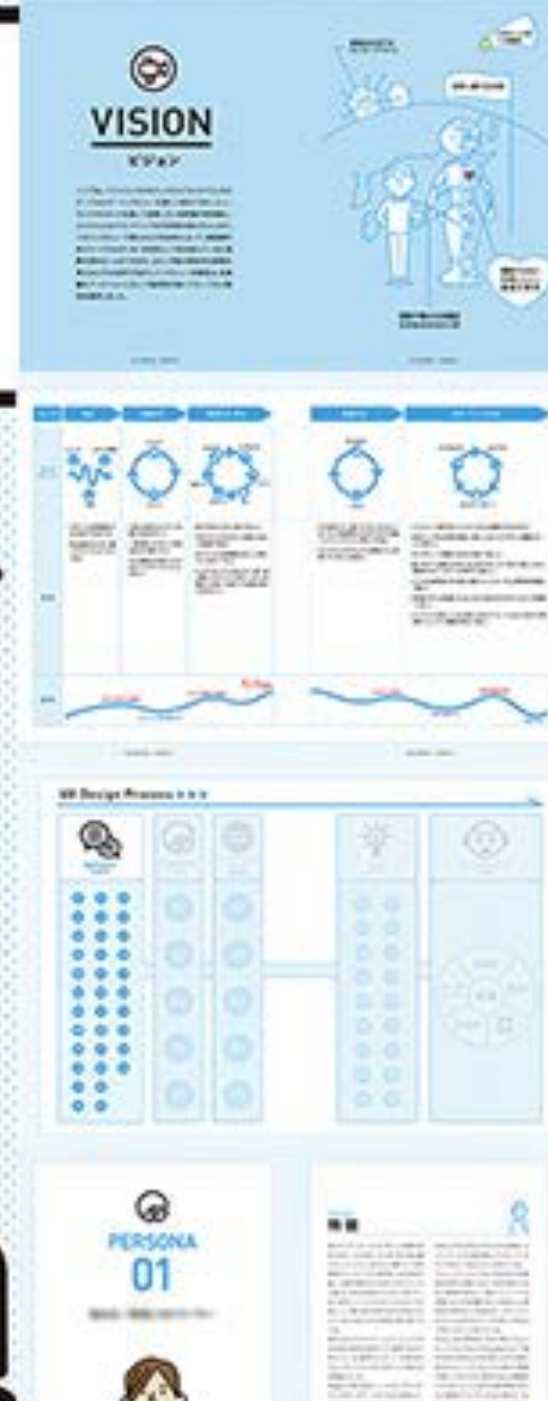
Customer Journey Map



Designing experiences with a customer journey map that outlines customer contact points.

Pepper PLAYBOOK

Developer UX Principles



**Softbank
Robotics**

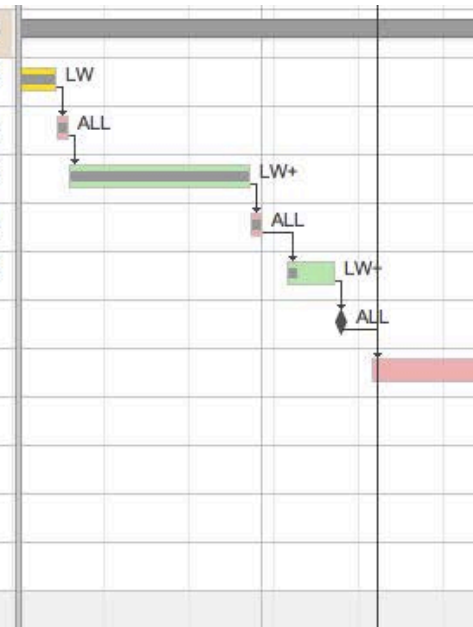
Pepper Developer UX Principles PLAY BOOK

Loftwork was charged with the task of compiling the Pepper Developer UX5 Principles Playbook. Loftwork put together personas based on user surveys, formulated a customer journey map, and developed concepts through workshops.

PROJECT MANAGEMENT



ロ デザイン制作	13/12/20	14/03/27	64			42%
『デザインコンセプト』作成	13/12/20	14/01/14	12	36SE	LW	100%
『デザインコンセプト』確認MTG	14/01/15	14/01/15	1	49	ALL	100%
フォーマットデザイン案制作(2案)	14/01/16	14/01/30	11	50	LW+	100%
フォーマットデザイン案確認	14/01/31	14/01/31	1	51	ALL	100%
フォーマットデザイン案修正	14/02/03	14/02/06	4	52	LW+	20%
★フォーマットデザイン案確定 (PJ内)	14/02/07	14/02/07	0	53	ALL	
【執行役員会】フォーマットデザイン選定	14/02/10	14/02/24	11	54	PR	
下層デザイン制作 (前半10)	14/02/25	14/03/06	8	55	LW+	
下層デザイン制作 (前半10) 確認	14/03/07	14/03/11	3	56	ALL	
下層デザイン制作 (後半15)	14/03/12	14/03/21	8	57	LW+	
下層デザイン制作 (後半15) 確認/承認	14/03/24	14/03/26	3	58	ALL	
★全仕様・デザイン凍結	14/03/27	14/03/27	0	59	ALL	



Time table
Day 2

WORKSHOP



WE BELIEVE IN THE POWER OF OPEN COLLABORATION



Creative Approach for “IMPACT”

イノベーションとは、未来の当たり前をつくること。
ロフトワークは、クリエイティブの力でそんな未来を創造します。

**Innovation is about creating the norms of the future.
Loftwork creates this future with its creative capabilities.**

Loftwork Inc.

Co-founders: Mitsuhiro Suwa (President & CEO) and Chiaki Hayashi (Representative Director)

Executive: Tomohiro Yabashi (CMO)

Auditor: Yoshikazu Iwase (Anderson Mori & TOMOTSUNE)

Employees: Approx. 100

Established: February 17, 2000

Capital: 26,875,000 JPY

Major shareholders: Mitsuhiro Suwa, Chiaki Hayashi, Joichi Ito, etc.

Offices:

- **Shibuya Office: Dogenzaka Pia, 1-22-7 Dogenzaka, Shibuya-ku, Tokyo 150-0043**
- **Kyoto Office: Motoshiogaacho 554, Kyoto Shimogyo-ku, Kyoto 600-8119**

Affiliated companies:

- **FabCafe Tokyo, 1F Dogenzaka Pia, 1-22-7 Dogenzaka, Shibuya-ku, Tokyo 150-0043**
- **Loftwork Taiwan Inc., No. 89, Section 1, Zhonghua Road, Zhongzheng District, Taipei City 100, Taiwan.**
- **Hidakuma Co., Ltd., 6-17 Ninomachi, Furukawa-cho, Hida, Gifu**

Contact TEL: 03-5459-5123 (Shibuya Office) / 075-708-2015 (Kyoto Office) / FAX : 03-5489-6667

MAIL: info@loftwork.com

Business partners:

Accenture Japan Ltd / K.K. Ashisuto / AEON MALL Co., Ltd. / City of Ishigaki Island / NHK Educational Corporation / Audio-Technica Corporation / OKAMURA CORPORATION / OMRON Corporation / OMRON HEALTHCARE Co., Ltd. / Olympus Corporation / KAGAYA / CASIO COMPUTER CO., LTD. / Capcom Co., Ltd. / National University Corporation, Kyoto University / Kirin Co., Ltd. / Ministry of Economy, Trade and Industry (METI) / Kogakuin University / SANNO Institute of Management / Japan Dairy Association / Shibaura Institute of Technology / Seiko Holdings Corporation / Salesforce.com / Z-kai Inc. / Sony Computer Entertainment Inc. / Tanabe Management Consulting Co., Ltd. / CHIFURE Cosmetics / DENSO CORPORATION / Toei Co., Ltd. / TOSHIBA CORPORATION / Nikken Sekkei Ltd / Nomura Securities Co., Ltd. / Nomura Research Institute, Ltd. / Pasona Inc. / Panasonic Corporation / Bridgestone Corporation / McAfee, Inc. / Maruho Co., Ltd. / Mitsui Fudosan Co., Ltd. / Isetan Mitsukoshi Holdings Ltd. / Meiji University / Ministry of Education, Culture, Sports, Science and Technology (MEXT) / Yahoo Japan Corporation / Yamaha Corporation / Works Applications Co., Ltd. / etc.

