

2026 October

LOFTWORK INTRODUCTION

01

COMPANY PROFILE



OUR BELIEF

We believe in CREATIVITY within all

Our starting point at Loftwork is to recognize the creator in everyone.

Creativity is not the preserve of a talented few. A creator can be anyone who chooses to act out of curiosity and imagination.

Loftwork believes in the power of creativity within all. Manifest everyone's creativity and the world will be richer and more interesting for it. We always start from here.

OUR VISION



Unlock potential

We work with others to create a more vibrant society, unlocking future potential by thinking outside today's norms.

Loftwork partners with companies, universities, cities and communities, helping them tackle some of their biggest challenges by bringing together the creativity of all those involved.

Opening up projects and organizations to outside talent and different perspectives leads to new ideas and unexpected opportunities, sowing the seeds of future business. By taking a creative look at prevailing ideas and customs, we help our partners explore the future they'd like to create.

What's common sense today will not be tomorrow. That's why we never stop searching for the hidden potential in people, organizations and communities to join together in making the world a more vibrant, exciting place.

WHAT WE DO

We work with forward-thinking partners to re-examine social norms and give shape to future possibilities. Our practice is project-based, ranging from digital platforms and services to urban and space design to community management. The key element in each project is a highly diverse team. All it takes then is a process to ignite creativity and a mechanism for sustaining that activity over time.



Design Projects

We're in the business of project design, not product design. From research that interrogates norms to methodology for breaking free from convention, we design processes and experiences that mobilize everyone's creativity to address some big unanswered questions.



Activate Communities

Since its inception, Loftwork has been nurturing a global community of creators through open collaboration, both online and offline, and a vision that inspires empathy and transcends hierarchical boundaries. Drawing on our experience in creating places for co-creation, we bring communities to life with our mission to open up existing wisdoms and emerging technologies.



Create Ecosystems

All projects must end, but their potential can continue to unfold in daily life through the creation of an ecosystem. At Loftwork, we look beyond immediate results and instead build mechanisms that support the future growth of people, places and organizations. While projects can spark discovery, systems deliver long-term value-creation.

OUR APPROACHES

A group of people, including men and women of various ages, are seen from behind, looking at a whiteboard covered with colorful sticky notes. They are in a meeting room setting, with a potted plant visible on the right side of the frame. The overall tone is professional and collaborative.

Digital Design

From promotional and e-commerce sites to large-scale global sites, we provide a one-stop support team for website construction. We can construct the core of the digital customer experience, from research to implementation.

Space Design

We plan, design, construct, and operate spaces and programs that nurture the creativity of people and organizations.

Community Design

We support the planning and operation of co-creation communities and consortiums where various talents gather and work together to generate new value.

Service Design

We design system structures with all the people involved in the service, including customers and employees. We outline services that lead new businesses to success using design thinking methodology.

Installing Creative Culture

We understand the importance of customer experience and apply it to the development of new products, services, and business models. We plan and enable the implementation of programs for organizational culture reforms, like fostering an inquisitive mindset among employees.

and more ...

<https://loftwork.com/jp/work>

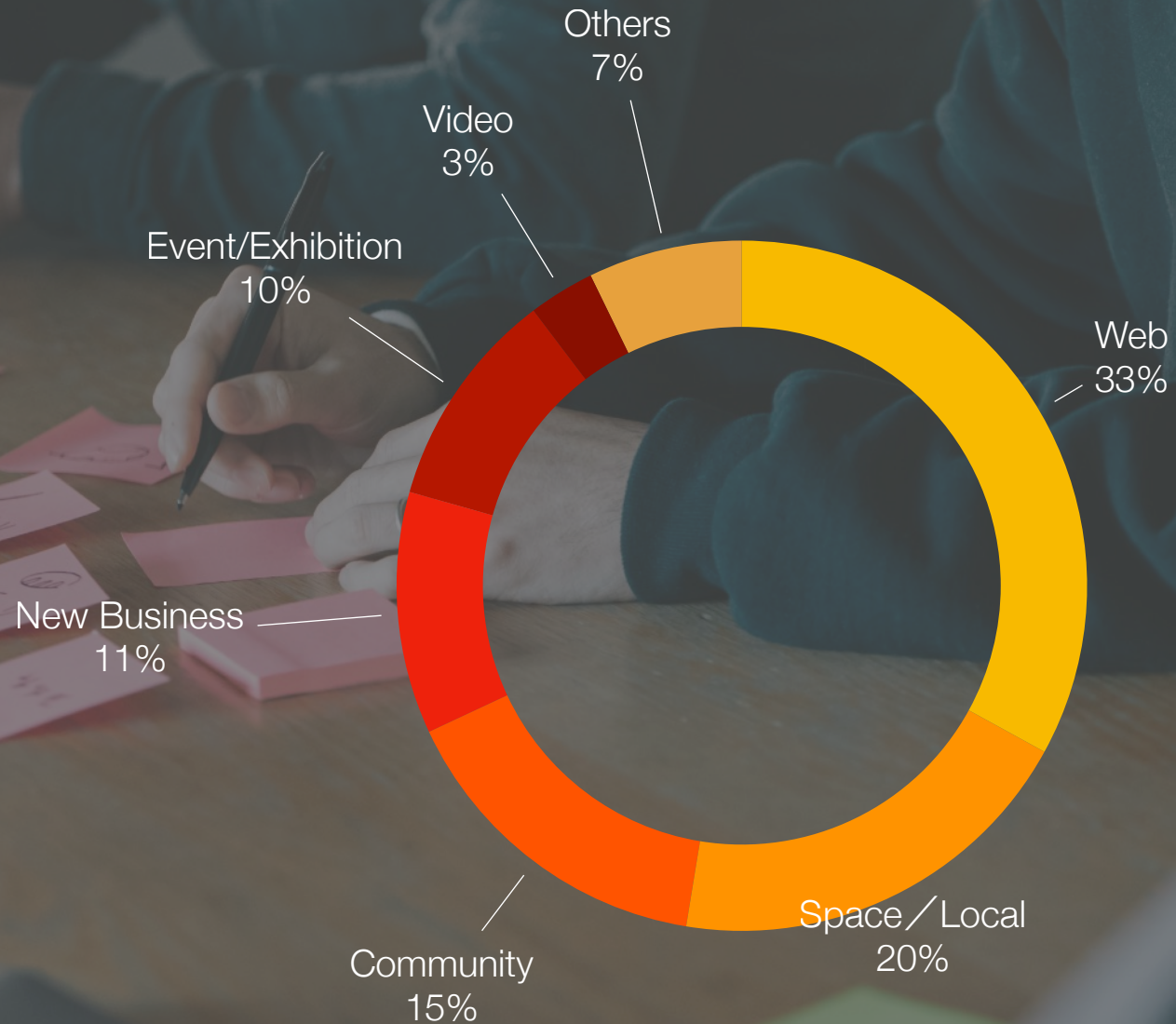


OUR PROJECT SUPPORT

PROJECT MANAGEMENT & CREATIVE DIRECTION

New value is created by capturing the rapid changes in the environment surrounding companies and transforming the customer experience both digitally and in the real world. Loftwork transforms the way value is created by companies and organizations through the power of creativity. Together, we create new value.

OUR PROJECTS



OUR CLIENTS

Accenture Japan Ltd/AEON MALL Co., Ltd./ AGC Inc./Asada Ladies Clinic/
ASNOVA Co.,Ltd./ASUSTeK Computer Inc./ Audio-Technica Corporation/
Bando Chemical Industries, Ltd./CAPCOM CO., LTD./DENSO Corporation/
East Japan Railway Company/Financial Services Agency, The Japanese
Government/FUJITA ACADEMY/Isetan Mitsukoshi Holdings Ltd./Ishigaki City
Hall/Japan Dairy Association (J-milk)/Kanagawa Prefectural Government/
Kanazawa Institute of Technology/Keio University/Kindai University/Kirin
Holdings Company, Limited/Kogakuin University/Kyoto City Tourism
Association/Kyoto Institute of Technology/Kyoto Sangyo University/Lion
Corporation/LIXIL Corporation/L'OCCITANE JAPON K.K./MEITEC
CORPORATION/Ministry of Economy, Trade and Industry/Mitsubishi Corp. -
UBS Realty Inc./Mitsui Fudosan Co., Ltd./Mynavi Corporation/National
University Corporation, Kyoto University/NEC Corporation/NIKKEN SEKKEI
LTD/Nomura Research Institute, Ltd./Nomura Securities Co.,Ltd./NTT
COMWARE CORPORATION/OKAMURA CORPORATION/Olympus
Corporation/OMRON Corporation/OMRON HEALTHCARE Co., Ltd./
ONGAKU NO TOMO SHA CORP./Panasonic Corporation/PENTEL CO., LTD./
Psychic VR Lab Co., Ltd./ Shibuya Scramble Square Co., Ltd./SHIMA SEIKI
MFG., LTD./Sony Computer Science Laboratories, Inc./SOOKI Co.,Ltd./Suwa
City Hall/Suzuyo & Co.,Ltd./Taica Corporation/TANABE CONSULTING CO.,
LTD./TOEI COMPANY, LTD./TOKYU RAILWAYS/Tsuda University/Tsukuba
City Hall/Yahoo Japan Corporation./Works Applications Co., Ltd./Yamaha
Corporation/Sei gakuin/Discovery Japan etc...

COMMUNITIES & PLATFORMS

Diverse communities and real and digital platforms

The current services and communities we provide have grown into platforms that generate innovation for businesses and society. We will continue to face challenges with a creative eye and seek new value with an approach that is only possible in this day and age. We aim to become a community where companies, society, and creators can grow together.

Open Collaboration

- Creative awards
- New business development
- Product development
- Hackathon/Ideathon
- Design research
- Promotion
- Test marketing
- Events, workshops etc ...



<https://fabcafe.com>

FabCafe is a creative community with 13 locations around the world. Digital manufacturing machines such as 3D printers and laser cutters are installed in cafes where people gather. We freely cross the boundaries between the "digital" and the "real" to create future innovations. Together with local creators, artists, and companies, we also conduct lab activities that transcend the boundaries of manufacturing and range from food, art or biotechnology to AI and education.



KEYWORD

**WHAT DO
YOU FAB ?**



<https://mtrl.com>

MTRL is a global platform that supports co-creation between material manufacturers and creators to create "MATERIAL DRIVEN INNOVATION". MTRL handles a wide range of materials, from common materials such as wood, metal, fabric as well as traditional craft materials. MTRL also handles technologies such as sensors and other cutting-edge technology. Through design thinking methodology, we create innovation through the meaning of the product rather than the product itself.

KEYWORD

MATERIAL DRIVEN INNOVATION





募集終了



YouFab Global Creative Awards 2020

今回のYouFabでは、コンタクトレスがデフォルトとなった世界において、どうやってその環境のなかに、人間性、身体性、あるいは「リアルな体験」を設計・デザインしうるの...

TECH ARTS BOOST

Award

📅 2020/08/01(土) - 2020/11/07(土)

AWRD

<https://awrd.com>

AWRD is a platform that brings creative competitions and hackathons to the world. AWRD connects organizers, as projects, and more than 30,000 creators and other talents to accelerate innovation by developing a variety of awards and co-creation projects.

KEYWORD

POWER
OF
CREATIVITY





LAYOUT

<https://loftwork.com/jp/group/layout>

The name "LAYOUT" has the curatorial meaning of "what to place where and how". To create a better LAYOUT, we involve everyone in the city and embed each person's ideas into the city. We are a unit that rewrites the everyday life of the city by designing the four intersections of time, space, friends, and the world through repeated collaborations with various urbanists, architects, and creators. In recent years, Post-Covid times has created a focus on the redesign of "home grounds" activity bases where companies, employees, and local residents can feel safe to take on new challenges.



KEYWORD

DESIGNING OUR AWAI & HOMEGROUND



Hidakuma

<https://hidakuma.com>

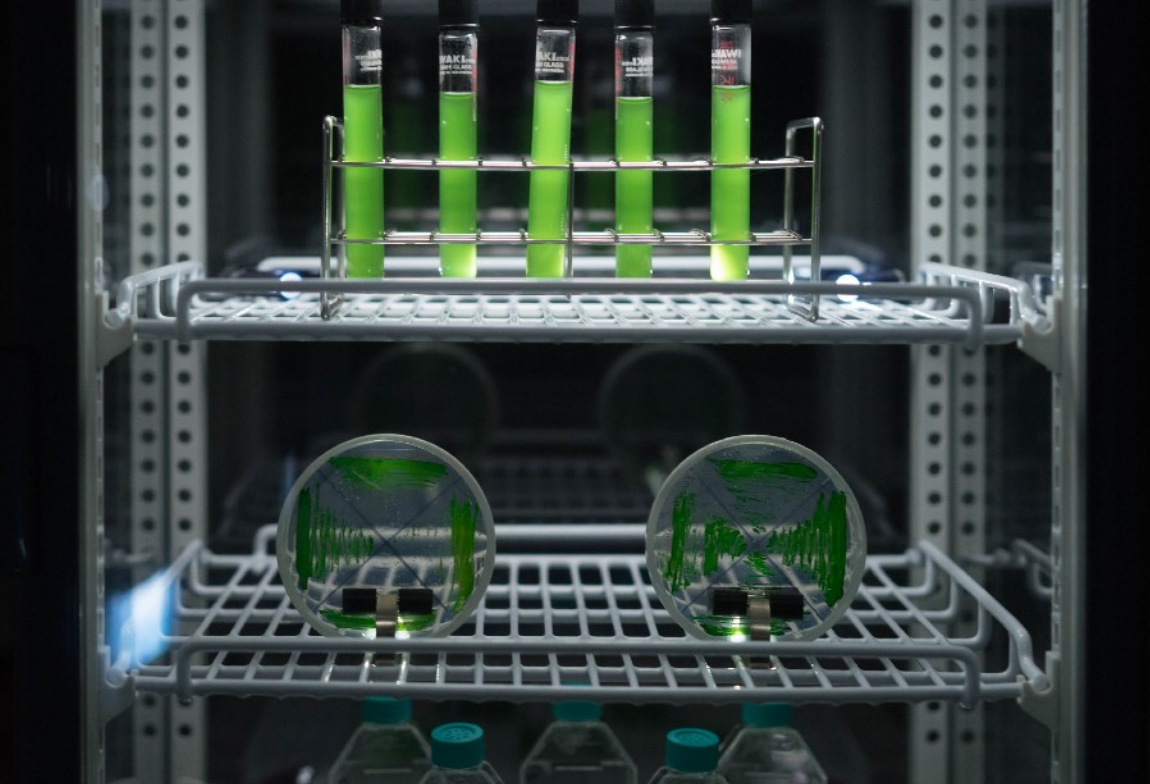
Hidakuma is engaged in two major businesses: the forest timber business and the community exchange business. In the forest timber business, we support architects, designers, and companies in designing and manufacturing furniture and architectural spaces, while also developing products and materials that utilize the rich wood of Hida's forests. In the community exchange business, the company operates FabCafe Hida, a digital manufacturing cafe. FabCafe Hida also includes a guesthouse and a woodworking studio. We offer tours and camp programs for domestic and international creators, educational institutions, and companies to experience forests, forestry, and manufacturing.

KEYWORD

SUSTAINABLE ECOSYSTEM



Photo by Kawase Kazue



<http://bioclub.org>

BioClub is a citizen-run bio community where various researchers, creators, companies, and students gather with the keyword "bio" (biology and life sciences). With the BioLab, an open wet lab that can be used by anyone, as its base of operations, BioClub conducts various projects, including meetup events and workshops. BioClub uses all kinds of science and technology related to living creatures and nature as a source of inspiration. We encourage various stakeholders to experience biotechnology and discuss the real sensations gained from this experience from a variety of perspectives. BioClub is a platform that provides a place for people from various fields who are interested in science to come together, collaborate with professionals in various fields, and create new perspectives.

KEYWORD

OPEN BIO COMMUNITY



GLOBAL NETWORK



COMPANY PROFILE

Company Name

Loftwork Inc.

Representatives

Chairman and Representative Director - Mitsuhiro Suwa
Representative Director and CEO - Hajime Matsui
Shoma Terai
Hiroki Tanahashi, Eri Iwasawa, Kelsie Stewart

COO

Executive officers

Auditor

Yoshikazu Iwase (Anderson Mori & TOMOTSUNE)

Number of employee

154(As of March 2026)

Establishment

February 17th, 2000

Capital

26,875,000(JPY)

Principal shareholders

Chiaki Hayashi, Mitsuhiro Suwa

Offices

Tokyo: Dogenzaka Pia 9F, 1-22-7 Dogenzaka, Shibuya-ku, Tokyo 150-0043

Kyoto: Motoshiohama-cho554, Gojo Street Sagaru, Tominokoji Street, Shimogyo Ward, Kyoto City, 600-8119

Taipei :台北市中正區中華路一段89之 四3F

02

CASE STUDIES

Creative Museum AkeruE Facility Production

CLIENT : Panasonic Corporation

PERIOD: 2018 -

Panasonic Corporation has opened a new facility, AkeruE, at the Panasonic Center Tokyo in Ariake, the company's global information and communications hub. AkeruE is based on the new concept of a creative and educational museum where children and young people can nurture their creativity. We believe this creativity will be essential in the age of VUCA and such resilience can be nurtured through the experience of the facility. Loftwork supported the overall production of the facility.

#Creative Learning

#STEAM

#Space Design

<https://www.panasonic.com/jp/corporate/center-tokyo/akerue.html>

<https://loftwork.com/jp/project/akerue>



Ethical Living Mate Environmental PR project for young people

CLIENT : Sekisui House, Ltd.

PERIOD: 2021. 2-6

Sekisui House, Ltd., a company that provides affluent lifestyles through housing, has partnered with Loftwork to implement "Ethical Living Mate," a PR project with a different style than conventional ones, under the theme of "Ethical living". Creators of the same generation as the target demographic, Millennials and Generation Z, prototype life hacks and ideas that lead to ecology and sustainability in their daily lives. Through this, they create opportunities to explore the possibilities of "ethical living" through dialogues with various experts, and openly sharing the process through a special website, YouTube, and Instagram.

#SDGs

#PR

#Co-creation

<https://loftwork.com/jp/project/sekisuihouse-ethicalclassmate>



Takayama Kappansha Design Management Introduction Project

CLIENT : Takayama Kappansha

PERIOD: 2020.10 - 2021.2

Takayama Kappansha is a printing company with a 110-year history in Oita Prefecture. In order to make the business sustainable for the future, Loftwork worked with Takayama Kappansha on a vision renewal" and organizational transformation design, both which are approaches for introducing design management. We redefined the company's values based on the respective voices of management and employees, and renewed the corporate philosophy and statement. We also reorganized the business structure and developed a business roadmap for the next 20 years.

#Design-driven Management

#Purpose

#Inner Branding

https://loftwork.com/jp/project/takayamakappansha_branding



Kyoto City Tourism Association Corporate/Multilingual Site Construction

CLIENT : Kyoto City Tourism Association

PERIOD: 2018.3 - 2020.3

As a Japanese version of DMO corporation, Kyoto Tourism Association provides support to businesses involved in tourism in Kyoto City. In order to realize an international city of culture and tourism, we redefined the business value of the tourism association and renewed the corporate website. In addition, quantitative/quantitative research and a multilingual website for foreign tourists were conducted to clarify the future target image of the association and to disseminate information. We created a sustainable mechanism to provide content in collaboration with private-sector media nationwide that disseminate high-quality information.

Purpose

Website

Co-creation

<https://www.kyokanko.or.jp/>, <https://kyoto.travel/en/>
https://loftwork.com/jp/project/20180919_kta
https://loftwork.com/jp/project/kta_travelguide



ASNOVA

CLIENT : ASNOVA Co.,Ltd.

PERIOD: 2019 -

ASNOVA Corporation, a company whose core business is the rental of temporary scaffolding, is expanding its approach to both inside and outside the industry in an effort to diversify its management.

Beginning with the launch of a media outlet that bridges the construction industry and young people, Loftwork is supporting multiple new business developments and organizational development programs in parallel, providing support for corporate branding, business development, and organizational development.

Digital Design

Product design

Installing Creative Culture

<https://www.asnova.co.jp/kakeruba/index.html>

https://loftwork.com/jp/project/asnova_talks





CLIENT : Psychic VR Lab Co., Ltd.

PERIOD: 2018 -

Loftwork and FabCafe support the creation of a user community for STLY, which aims to become a VR platform used around the world. Together, we have launched the project NEWVIEW with Psychic VR Lab and Parco, Inc. Through NewView, we are creating and managing a new VR content creation movement and community.

Digital Design

Community Design

<https://newview.design>

<https://loftwork.com/jp/project/newview>





CLIENT : Daifuku Co., Ltd.
Discovery Japan LLP

PERIOD: 2021.09.04 - 2021.09.05

Loftwork and FabCafe supported an online hackathon for students. Fifteen teams of 60 students from Japan and overseas with interests in hardware, software/application development, prototyping, design, business design, etc. participated in the event. The program was designed to foster a sense of unity in the two-day activity by sharing the physical experience through the use of online tools such as Miro and YouTube Live as well as by mailing a special package to each student.

Hackathon # DX

Prototyping #Recruiting

<https://special.discoveryjapan.jp/campaign/hackathon2021/>

https://loftwork.com/jp/project/discovery_hackathon

