


The eraser has also evolved 

h concept are pleased to announce the launch of their new eraser "Evolution", a collaborative project with designer Hiroyuki Shiratori.

What' s Evolution

An eraser mimicing the development from ape to man.




You start by using the monkey shaped end and end up with an eraser in the human form. Of course, you could always use it the other way round...

Evolution can also be used as an objet d'art or as a stamp.. Just as it took quite a while for us to evolve from apes you can spend a long time having fun with this unique eraser!



Evolution' s official image webpage→ www.plus-d.com/evolution/

Variation

-  D-610-BG Beige
-  D-610-BK Black
-  D-610-WH White

Material : NON-PVC
Size : W60 x D30.5xH55/24 g
Made in Japan

Message from Designer



When I was studying German in college I had ample opportunity to use an eraser, being awful at grammar! At that time, I thought how great it would be to have an eraser that actually changed shape over time. With this eraser, you can see the progress of ape into man, or indeed the opposite devolution of man into monkey!

Hiroyuki Shiratori

+d is a message.

Right now, what objects are you sharing your life with?

"Nothing is more important than functionality and therefore convenience." "Good design and appearance are also important."

But at +d we aim to offer something else, a special +.

What makes us tick is the element of surprise, the fun, the warmth and comfort of well designed products.

Utilising the imagination and technical skills of Japanese designers we aim to breathe life into objects.

In this way, when you use our products, perhaps the ache in your shoulder will lessen, you may smile without really knowing why.. We want you to experience this kind of communion with our objects.

We want you to suddenly notice the beauty of the wild flowers at the side of the road that would normally pass by unseen, and display them in your room.

It is with that kind of feeling that we invite you to share your day to day with +d.

+d's message to you is "Smile!", "Don't overdo it!", "Take it easy!"

+d Brand Profile

+d was created in 2002 by h concept around the central theme of utilising good design to create products that would enhance the pleasure and fun of everyday living.

Now sold in speciality shops around the world, we have added to the first hit product, Animal Rubberband, with a large number of popular lifestyle accessories.



Animal Rubberband



SPLASH



CAO MARU



Tube Doorstopper



GOONY



KUSA

h concept co., ltd. Company Overview

Company Name: h concept co., ltd.

Location: 3-24-8 Asakusabashi Taito-ku Tokyo 111-0053 Japan

Capital: 30 million yen

Established: February 5, 2002

Representative: Hideyoshi Nagoya

Employees: 15

Content of Buseiess: Planning, manufacturing, and wholesale of household-related goods. Wholesale importing of household-related goods. Design consulting. Importing agent.

Primary Clients: MoMA (New York), Habitat, Selfridges & Co (London and other cities), Guggenheim Museum Berlin (Berlin), Printemps Design (Paris), ACTUS Co., Ltd., I.D.E.A. International Co., Ltd., ITO-YA, George' s Furniture Co., Ltd., Sempre Design Co., Ltd., BALS Corporation, BEAMS Co., Ltd., Plazastyle Corporation, Recruit Co., Ltd., Wacoal Art Center, etc.

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