



LOFTWORK COMPANY PROFILE



MESSAGE

In the age of perpetual acceleration, we are constantly trying to identify the signals from the informational noise and it seems that technology is outpacing us at accelerating speed. How can we better position our business to anticipate what is coming? How can we stay relevant and deploy our business solution efficiently?

I believe we should start with communicating outside the silos. To listen carefully to the outlying whispers beyond our own professional practices and to change our mindset from disciplinary-centric to idea-centric, so that we don't just come up with the best idea within the comfort zone of conventional practice, but be agile enough to seek for opportunities from unforeseen perspectives.

The good news is - we know that we are not alone in the pursuit of innovative solutions with the open collaborative approach. Since 2000, Loftwork has been establishing a creative platform with over 20,000 creators on loftwork.com. We initiate creative events for creators to connect and share knowledge, and set up awards to promote up and coming talent on a broader platform. In 2012 and 2015, we started Fabcafe and MTRL, to extend our credentials to design and operate a network of creators' communities in 9 different locations globally to curate various hackathons and workshops in order to prototype ideas from users' perspectives. By working with governments and partners in private sectors, we create projects to tackle challenges such as local economic revitalization, preventive healthcare, future workplace, and hybrid accelerator program, bridging the startups and industry giants to generate new business ventures.

This is a very exciting time because we can be empowered by the accelerating technology. I feel very fortunate to be able to work with many creative and talented people. I'd like to invite you to join me in embarking on this journey where we can generate more creative impacts collaboratively.

Loftwork Taiwan Co-founder
Tim Wong



**WE ARE OPEN
COLLABORATION
AGENCY.**



WHO WE ARE

Loftwork is an open collaboration creative agency based in Tokyo, Kyoto, Taipei and Hong Kong. We focus on building creative community and we work with a network of creators to provide innovation solution for clients in both public and private sector. Our services includes digital media, product innovation, local design, and space design.



Digital Design

We see digital media as the first portal to interact with potential customers. We host workshops with stakeholders, and we develop the vision where the company direction and user needs meet. (Case/ Refer p.4)



Product Innovation

It gets more difficult for companies to create new values only by their resources. We involve creators and developers community to the design process, and develop new product concept that impacts our daily life. (Case/ Refer p.4)



Local Design Project

Our approach to local design project focus on the design of 3 key elements: people, product, and place. To working with the local government and local community to develop innovative ways to build resilience for the local economy and its culture.



Space & Communication

We specialized in designing and curating programs for creative space. The program development of these spaces are as important if not more than its architectural design. We design and operate our own brand of innovative space (such as Fabcafe and MTRL) and also innovative labs for companies such as Panasonic, Yahoo, and Fujitsu



OUR COMMUNITY



Our company strategy is “Community First”. We believe you need to develop community first when you want to create new service or business.



FABCAFE / MTRL

At Fabcafe, you can make your idea into the reality with digital fabrication tools such as 3D printers and laser cutters. Fabcafe is design to accelerate creative serendipity. MTRL (Material) is located in Tokyo and Kyoto, it is drop in space for design professionals. These space are designed as the taverns for creative community where casual mingling and knowledge sharing can turn into projects and venture opportunities.

Fabcafe <https://fabcafe.com/>
MTRL <http://mtrl.net/en/>

LOFTWORK.COM

loftwork.com is our portfolio website for creators launched in 2000. A community of graphic designers, illustrators, architects, product designer, craft artists, photographers, about 20,000 creators published their works. Loftwork hosts regular design competitions and awards to promote the up and coming talents on the platforms.



Hidakuma Co., Ltd

Hida prefecture located in the central Japan where it is famous for traditional wood craftsmanship. Hidakuma is our new joint venture with Hida city government and local forestry management company to create new products and services by integrating latest digital fabrication technology with traditional crafts.

HIDAKUMA <https://hidakuma.com/>

REGULAR EVENT @ Fabcafe Taipei



FAB MEETUP

Fab Meetup is the talking event focus on provocative ideas. Creators from various background gather at Fabcafe and share their ideas and latest projects. You can enjoy good drinks and join exciting conversation.

DESIGN TABLE

Design Table is the open platform for people who want to casually learn about design trend. We host round tables discussion with speakers and participants to generate more interactive conversation and co-creation idea session

FUTURE OF LEARNING

The emerging of new technology has been changing the meaning of working and learning. Future of Learning is the series of events about vocational (continuous) learning for design professions, we explore related topics how the business of design can create more impact for other industries.



OUR STORY

What's next?!



MTRL (MATERIAL) LAUNCH

The co-working space for design professionals are launched in Tokyo and Kyoto. (Refer p.4)

2015

HIDAKUMA LAUNCH

LOFTWORK TAIWAN LAUNCH

2015

GLOBAL CREATIVE AWARD "YOUFAB"

YouFab Global Creative Awards is created to recognize creative works which combines art, design, & digital fabrication technology.

2013

FABCAFE EXPAND TO GLOBAL

Fabcafe Tokyo is opened in 2012 and we expand to Taipei in 2013. Since then, Fabcafe global network has been expanding, and now we have 9 branches all over the world.

2011

PROJECT MANAGEMENT BOOK

Loftwork published the book named "Project management for website" for keeping up quality of each project.

2005

LOFTWORK MEETS JOI

Joi, director of the MIT Media Lab, met with the founders of loftwork. Since then, Joi has been one of the investors and key advisors for loftwork.

2001

LOFTWORK

LAUNCHED IN TOKYO 2000



INFO

Loftwork Taiwan Company Information

Company Name	Loftwork Taiwan inc.
Founders	Co-founder, Mitsuhiro Suwa Co-founder, Chiaki Hayashi Co-founder, Tim Wong
Business Overview	Loftwork Inc. is a creative agency which, through open collaboration, takes part in the design of websites, contents, services, communication and spaces. We manage the digital craft cafe "FabCafe" with expansion overseas, creative lounge "MTRL (Material)" which comes face to face with raw materials, the online community loftwork.com with 25000 registered creators, and the platform "OpenCU" which accelerates creative learning. We are able to provide a wide variety of creative services by creating together with creator communities worldwide.
Established	Feb 17th, 2015
Location	Rm.A32 2F., No 89-4,Sec.1, Zhonhua Rd., Zhongzheng Dist., Taipei City 100, Taiwan
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Clients	Shinko Mitsukoshi / Panasonic / LEBLED'OR F&B CO., LTD/ ADG International Ltd. / Ishigaki Island government / Kagaya Ryokan
Associated Company	Loftwork Inc. / Fabcafe Taipei Inc.
Website	Global Website http://loftwork.jp Traditional Chinese Website http://loftwork.tw

