

HANATO  
MORITO

COLLECTION

Being a graphic designer and mother of two sons, Soona started with her long-time friend Fumi, a Tokyo-based illustrator the project 'Hanato Morito'.

Hanato Morito contains the Japanese words 'Hana' meaning flower and 'Mori' meaning forest. The name reflects the pure inspiration of nature itself, that is available to all of us.

The 'Hanato Morito' journey set off in 2012 to develop educational tools and material with an eye on graphic design that would encourage family conversations and enhance fun and playful family time.

The first creation of the Hanato Morito project was the Hiragana Animal poster for which Fumi created 46 beautiful animal illustrations. The primary purpose of the poster is to help children in their first steps in learning the 'Hiragana'\* and making it a more fun and playful experience. Soona was inspired by her own experience when she wanted to teach her sons the hiragana alphabet. Fumi used her experience as a co-worker in an animal clinic to put character in the animal drawings and used a full range of colours to depict them. Through her observations, we notice there is so much more to see. Is the colour of the elephant just grey? And is the rooster's tail just black? Have a close look again...

Our journey continues and while having fun, we are collecting inspiring moments that we will put into tangible experiences. For you to enjoy with friends and family, creating fond memories.

## OUR STORY

\*The Japanese use three kinds of characters: Hiragana, Katakana and Kanji (Chinese characters). Japanese children learn around 1000 of those characters at elementary school. Hiragana contains the 46 very basic Japanese letters.



Art direction & Design Soohnwa Kang  
Illustration Fumi Morimoto  
Photography Studio emit  
Printing & Package Damen grafia  
Translation Floor, Iris, Kayoko and Paul  
Text writing Ylanga



## ABC DIEREN POSTER

Inspire your children to learn ABC with the beautiful animal illustrations in bright colours. Discover the names of animals in Dutch together with your children.



Poster size: 500 x 700 mm ( B2 )  
offset print on matte coated paper

Sales price: 20 euro (incl. VAT)



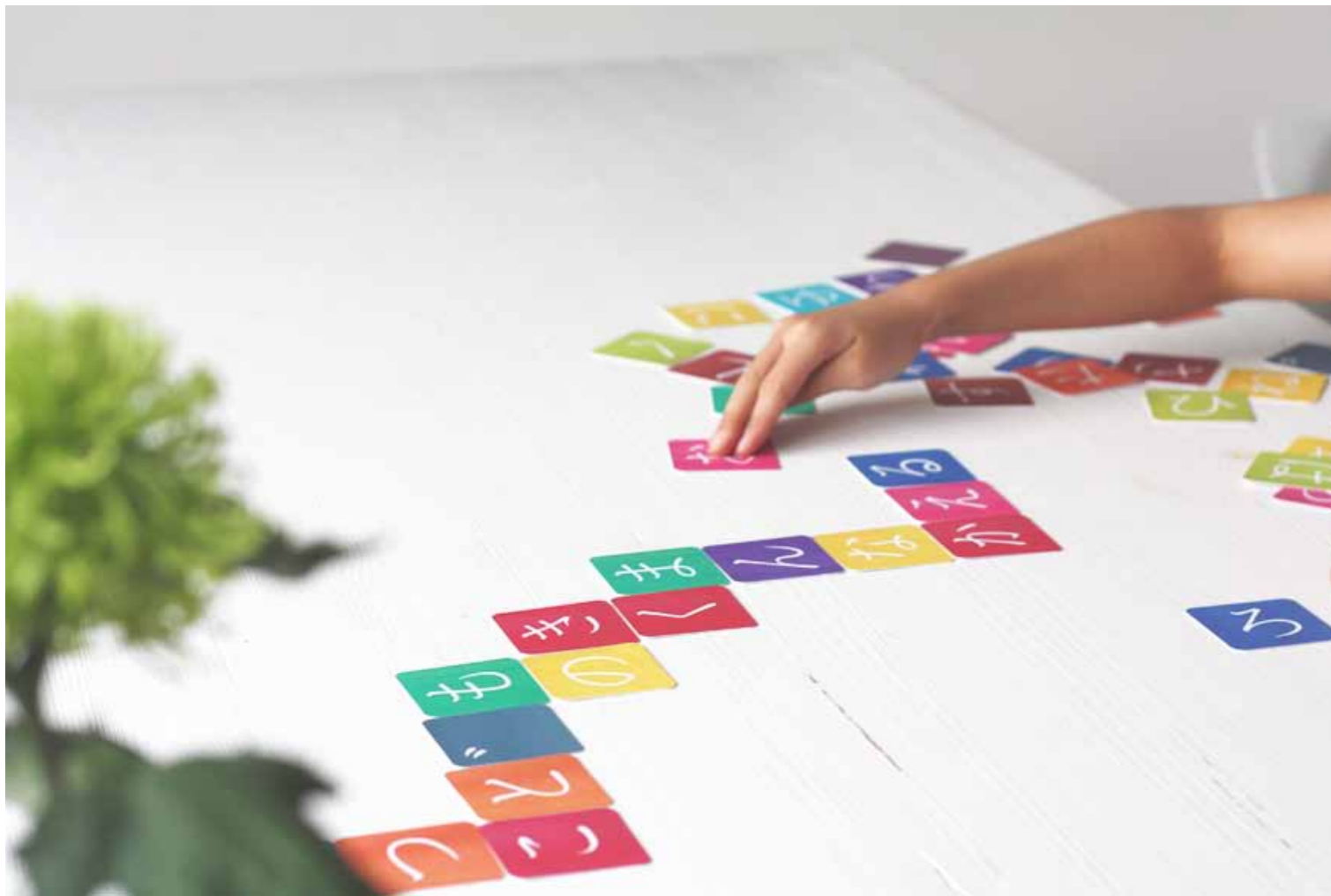
## ANIMAL HIRAGANA POSTER

Learn the basic Japanese Hiragana characters with beautifully illustrated watercolor animals. Enjoy talking about animals with your children every day.



Poster size: 500 x 700 mm ( B2 )  
offset print on matte coated paper

Sales price: 20 euro (incl. VAT)



## ANIMAL HIRAGANA CARDS

Teach yourself the Japanese Hiragana alphabet.  
 Play and learn together using the illustrated flash cards.  
 Create different words by connecting the Hiragana characters.

Card size: 50 x 50 mm  
 Box size: 87 (w) x 297 (l) x 12 (h) mm  
 Offset print on thick matte coated paper

Number of pieces: 46 Hiragana cards and 4 extra cards  
 Front side with animal illustrations  
 Back side with Hiragana characters  
 Comes in a box with full instructions included  
 Exclusively made, 200 batches  
 Warning: Contains small parts.  
 Not suitable for children under three years of age.

Sales price: 24 euro (incl. VAT)





## ANIMAL BIRTHDAY CARD POLAR BEAR / RABBIT

Otanjoubi Omedetou! ( Happy Birthday )  
Celebrate with a beautifully illustrated animal.

Card size: 105 mm x 148mm (A6, folded )  
Offset print on matte coated paper  
Comes with white transparent envelope

Sales price: 3.5 euro (incl. VAT)





HANATO MORITO

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